

# Exploring the possibility of promoting red books through Chinese-English red book companion reading

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**Abstract:** This paper aims to investigate the potential for red book promotion through Chinese-English red book companion reading. Red books are invaluable resources for learning about China's revolutionary past. They are essential for comprehending both the Chinese people's hardships and the magnificent history of the Communist Party of China (CPC). Promoting these resources to a larger readership, particularly those reading abroad, is difficult. A fresh perspective could be offered by Chinese-English red book companion reading in the contemporary globalization scenario. Readers can learn more about the background, causes, and consequences of historical events by combining Chinese-English red books, which encourages cross-cultural dialogue and understanding. The application, prospects, and importance of the Chinese-English red book reading accompaniment will all be examined in this essay. Reading Chinese-English red books gives international readers a richer grasp of Chinese revolutionary history and also helps Chinese readers understand English elements. Readers can have a more accurate understanding and foster cross-cultural communication and comprehension by comparing Chinese and English content.

**Key words:** promotion tactics; Chinese-English; red books; companion reading

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## 1 Introduction

The red books, an invaluable relic of China's revolutionary past, carry the sufferings and sacrifices of countless martyrs and are indispensable to our understanding of both the Chinese Communist Party's illustrious past and the challenges facing the Chinese people. However, with the passage of time and cultural exchanges, it has become increasingly important to figure out how to make these invaluable resources known to a wider audience. The Chinese-English red book companion offers a new perspective on how to approach this topic in today's globalized environment. Readers can learn more about the history of the Chinese Revolution, and promote mutual understanding and cultural exchange between China and other countries by combining Chinese-English red books. This creative promotional method bridges the gap between language and culture and promotes cross-cultural dialogue and understanding by helping Chinese readers better understand the English material and satisfying foreign readers' interest in Chinese history and culture.

## 2 What is Chinese-English red book companion reading?

The Chinese-English red book companion reading is a way to promote the reading of red books by having volunteers accompany and explain Chinese and foreign red books to young people and foreign readers [1]. This addresses the

problem of young people's lack of interest in reading and lack of books that can be read by foreign friends. The activity is based on the results of the companion volunteers' in-depth understanding of the red stories and learning of the red spirit, replacing "head buried in a book" with "co-reading" and "browsing reading" with "reading & sharing". Instead of "browsing reading," "reading & sharing" is used to understand not only the red story recorded by Chinese authors, but also the red stories told by foreign authors. Chinese people should not only learn about the red spirit, but also spread it to foreigners, combining fun with practical meaning to achieve the effect of spreading the red deeds far and wide.

### **3 The implementation of Chinese-English companion reading of red books**

The implementation of Chinese-English companion reading of red books can be done in different ways to meet the needs of different groups of readers and provide convenient and diversified learning resources. First of all, publishers can bring out a series of red books in Chinese and English to meet the needs of readers. These books may include classic works on Chinese revolutionary history such as the *Red Classics* and *Selected Works of Mao Zedong*, as well as some thematic research such as *The History of the Chinese Communist Party* and *The History of the War of Resistance Against Japan*. These books can not only satisfy foreign readers' interest in Chinese revolutionary history, but also help Chinese readers to better understand English materials, thus realizing the complementarity and exchange between Chinese and English red books. Internet platforms, such as e-books and online courses, can be used to provide readers with convenient and quick learning resources. By setting up a special website or platform to collect and organize Chinese and English red book resources, and providing online reading, downloading, learning and other functions, readers are provided with convenient learning opportunities. Secondly, experts and scholars can be invited to provide online courses or lectures to share the relevant knowledge about Chinese revolutionary history and conduct interactive exchanges to promote the learning effect.

Finally, offline activities such as lectures and exhibitions can also be organized to encourage communication and interaction between readers. By organizing thematic lectures or academic seminars, experts and scholars are invited for in-depth discussion on the meaning and implementation methods of Chinese-English red book companion reading to arouse readers' interest and enthusiasm for learning. At the same time, red book exhibitions can be organized to show the characteristics and charm of Chinese-English red books and encourage more readers to participate, so as to promote Chinese and English cultural exchanges and understanding. The implementation of Chinese-English red book reading can be done through publishers publishing Chinese-English red books, using online platforms to provide online learning resources, and organizing offline activities to promote exchanges [2]. In this way, not only can it meet the needs of different reader groups, but it can also promote cultural exchange and understanding between China and foreign countries, and promote the process of world peace and development.

### **4 The future outlook of Chinese-English red book companion reading**

As an innovative promotion method, Chinese-English red book companion reading has broad development prospects. As China's international influence continues to grow, foreign readers' interest in Chinese history and culture is also increasing. The Chinese-English reading companion will help meet this demand, promote cultural exchanges and understanding between China and foreign countries, and advance the process of world peace and development. It is expected that the Chinese-English red book companion reading will develop in the following aspects in the future. With the continuous development of Internet technology, Chinese-English red book companion reading will become more convenient and popular.

Firstly, through online platforms and mobile applications, readers can access Chinese-English red book reading materials anytime and anywhere, and participate in online learning and discussions. This will greatly expand the audience of Chinese-English red book companion reading and promote the profound development of cross-cultural communication

and understanding. Chinese-English red book reading will become an important showcase and carrier of China's cultural exchanges with foreign countries. As a great country with a long history and great culture, China's revolutionary history and its socialist construction experience are of great significance and importance to the world.

Secondly, by reading Chinese-English red books, foreign readers can gain a deeper understanding of China's revolutionary history and the achievements of socialist construction, improving their understanding and identification with China, and promoting cultural exchanges and integration between China and foreign countries. The Chinese-English red book reading programme will also provide new development opportunities for Chinese book publishing industry. With the continuous expansion of the domestic publishing market and the deepening of international publishing cooperation, there will be more opportunities for Chinese publishers to cooperate with foreign publishers and publish Chinese-English red books. This will not only help strengthen the influence and competitiveness of Chinese books in the international market, but also promote the transformation and modernization of the Chinese book industry and the healthy development of the Chinese book industry. It is expected that the Chinese-English red book will continue to develop in the future and make greater contributions to promoting cultural exchanges and mutual understanding between China and foreign countries, as well as promoting world peace and development.

Thirdly, the Chinese-English red book companion will play an even more important role in the future development and become a bridge and link to promote cultural exchange and understanding between China and the rest of the world. As the process of globalization continues to accelerate, the Chinese-English red book companion reading will provide more opportunities for people all over the world to learn about the history of Chinese revolution and the achievements of socialist construction, thus promoting mutual respect, understanding and cooperation between countries. By comparing the Chinese and English materials, readers can gain a more comprehensive understanding of Chinese history and culture, improve their knowledge and understanding of China, and promote the process of world peace and development [3]. The Chinese-English red book companion is not only an important window and carrier for China's cultural exchanges with foreign countries, but also a positive force for the progress and common development of human civilization.

## **5 The meaning of the Chinese-English red book companion reading**

The significance of the Chinese-English red book companion reading is to provide readers with a more comprehensive understanding of Chinese revolutionary history and promote cross-cultural exchange and understanding by comparing Chinese and English sources. As a valuable heritage of Chinese revolutionary history, the red books document the glorious journey of the Chinese Communist Party and the Chinese people in their revolutionary struggle. However, due to linguistic and cultural differences, many foreign readers are often unable to fully understand the messages of the Chinese red books. The Chinese-English companion reading of the red books provides them with a more convenient way to gain a deeper understanding of Chinese revolutionary history. At the same time, by comparing Chinese and English materials, Chinese readers can better understand the English materials, broaden their reading horizons and improve their cross-cultural communication skills. The Chinese-English companion book helps bridge the gap between language and culture and promotes cultural exchange and understanding between Chinese and foreigners.

In today's globalization, exchanges and cooperation between countries are becoming more and more frequent, and cultural exchange is one of the most important driving forces for the common development of mankind. By reading Chinese-English red books, foreign readers can gain a deeper understanding of Chinese history and culture, improving their understanding and identification with China, and promoting friendship and co-operation between Chinese and foreigners. At the same time, Chinese readers can gain a deeper understanding of foreign history and culture by reading English-language materials, thus promoting the exchange and integration of Chinese and foreign cultures. This kind of

cross-cultural exchange and understanding can help reduce misunderstanding and prejudice, enhance trust and co-operation between countries, and make a positive contribution to building a harmonious world. The Chinese-English Red Book Companion not only helps readers better understand the history of the Chinese revolution, but also promotes cultural exchange and understanding between Chinese and foreigners, reduces misunderstandings and prejudices, and strengthens trust and co-operation between countries. This innovative way of promotion makes a positive contribution to the promotion of world peace and development, having important practical and far-reaching historical significance.

## **6 Conclusion**

Chinese-English reading of red books is an innovative way of publicity and has a great significance and development prospect. By comparing Chinese and English materials, readers can gain a more comprehensive understanding of Chinese revolutionary history, promoting cross-cultural exchange and understanding. Various strategies can be adopted in the implementation of Chinese-English supplementary reading, such as introducing Chinese-English red books, using Internet platforms to provide learning resources and organizing offline activities. As China's international influence continues to grow, Chinese-English companion books will help satisfy foreign readers' interest in Chinese history and culture and promote the process of world peace and development. Therefore, we should give full play to the potential of Chinese-English red book companion reading, step up our promotion efforts, and do more to promote cultural exchange and understanding.

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## **Conflicts of interest**

The author declares no conflicts of interest regarding the publication of this paper.

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