



A Study on Overseas Reception of Chinese Literature in Cross-cultural Communication--Taking Mo Yan's Works as an Example

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SUMMARY: *This paper collects all the readers' comments of 11 Mo Yan novels translated by Ge Haowen in English on Amazon.com, and utilizes tools such as Dictionary's Jieba (stuttering) Segmenter and TextBlob for segmentation, integration and preprocessing of the comments' contents, and then utilizes TF-IDF algorithm to count the word frequencies of the readers' comments, and then uses the PatternAnalyzer Sentiment Analyzer to classify the processed The sentiment of the text is divided, and finally the emotional attitudes contained in all the featured comment sentences are analyzed by using the confusion degree as the standard, combined with the LDA theme model, to summarize the cross-cultural communication effect of Mo Yan's works among Western readers. The results show that the data of readers' comments on Mo Yan's works have the regularity of social science, the readers' rating star rating and reception degree of overseas translations of Mo Yan's works in English translation are high, and the effect of cross-cultural communication is good. The focuses of the positive emotional comments of overseas readers on the English translations of Mo Yan's works are mainly related to the reading experience, translation, subject matter of the works and the author. The 11 English translations of Mo Yan's works are well received by the Western general English readership, with about 90% of the readers having a positive acceptance of them.*

KEYWORDS: *TF-IDF algorithm; LDA topic model; sentiment analysis; Mo Yan's works; cross-cultural communication*

1 Introduction

With the rise of China's economy and the change of its position in the world pattern, Chinese literature and culture have been increasingly promoted and paid attention to. "Overseas dissemination of Chinese literature has become a hot topic of cross-disciplinary discussion in China, and many universities have set up research centers dedicated to cross-cultural and multi-level literary and cultural exchanges and dissemination [1]. Judging from the current situation, as the relationship between "China" and "the world" is constantly shifting, changing and developing, the information carried by the proposition of "the overseas dissemination of Chinese literature" itself can no longer cover the complexity and richness that constantly emerge in its production process: The overseas dissemination of Chinese literature, whether in terms of the subject, object, intermediary of dissemination, or the environment, mechanism, and driving force of dissemination, always involves an extremely complex and subtle, multi-level and multi-directional interactive transformation process [2-4]. Especially under the impact of post-cold war, globalization, modernity and post-colonial concepts, the "China-world" dialogue relationship involved in this issue has shown a broader and more diversified space for

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exploration [5].

Overseas dissemination of Chinese literature plays an important role in reconstructing its national and cultural image in the international community [6]. Historically, the writing of the image of the Chinese nation in Western society has always oscillated between “idealization” and “demonization” [7]. After the founding of New China, due to the conflict of political ideologies, the western society's perception and description of China began to embark on a one-way street of “uglification”, until now, the media generally lacks a comprehensive and in-depth understanding of China, which is often not objective and fair. Until now, the western society generally lacks a comprehensive and in-depth understanding of China, and the related media reports on China often lack objectivity and fairness, and the BBC global opinion polls in the past years show that Europe and the United States still tend to have a negative evaluation of China [8]. Compared with foreign economic and trade activities and political activities because of the uncertainty brought by the game to the writing of China's image, literary works through the vivid image of the “China story” to show China's history, culture and social reality, borrowing the subtle reading cognition for the international community to fully understand the real China to provide a meaningful reference [9, 10].

As for the overseas acceptance effect of literary works, there is not yet a comprehensive and authoritative evaluation system for reference because of the many elements involved in dissemination, such as the number of copies distributed, sales of the works, professional reviews, the volume of collections, the number of loans, the number of reprints, the feedback from readers, and even the interpretation and reaction of the destination country to Chinese culture [11, 12]. However, through the overseas sales data of these works, it is possible to get a glimpse of the leopard in the tube and have a general understanding of the reception effect [13]. In recent years, Chinese contemporary literature has been rising in popularity overseas. Writers such as Yu Hua, Bi Feiyu, Han Shaogong, Liu Cixin, and Mai Jia have won international awards, and Mo Yan won the Nobel Prize for Literature in 2012. Liu Cixin's *Three Bodies* has sold 1.5 million copies overseas and 1 million copies in English. After winning the Nobel Prize, the annual sales of Mo Yan's works in the United States also exceeded 20,000 copies. These figures seem to indicate to a certain extent that Chinese literature has been well received overseas. However, the reality is that the number of Chinese writers and works that have gone global and achieved a good response is still relatively small compared to the huge number of Chinese writers and works [14]. According to the actual sales data of Amazon.com, among the top 100 best-selling books, no Chinese works appear [15]. *Three Bodies* is the highest ranked Chinese work in the current Amazon sales list, reaching #1,856 [16]. The best-selling *Dream of the Red Chamber*, one of the most important literary translation programs in China, is also ranked at just over 650,000 [17]. It is not difficult to find that although individual Chinese writers and works have received some attention overseas, the dissemination and acceptance of Chinese literature overseas has not yet formed a holistic effect.

In order to explore the dissemination effect of Mo Yan's works overseas, this paper adopts Jieba (Jieba) lexicon to lexiconize the readers' comments of 11 Mo Yan novels in Ge Haowen's English translation on Amazon.com, to obtain the emotional characteristics of the readers' comments' contents, and then utilizes the LDA topic model to aggregate the discrete data, and in response to the problem of the inaccuracy of the LDA model in estimating the weights of the commonly used words, introduces the TF- IDF model (word frequency-inverse order) is introduced to classify the reader's comments in terms of sentiment. After that, the sentiment analysis technique is applied to analyze the sentiment attitudes contained in all featured comment sentences and summarize the readers' attitudes towards the cross-cultural communication of Mo Yan's novels.

2 Research methodology and design

2.1 Research methodology

2.1.1 Segmentation

In order to facilitate the annotation of lexical properties as well as the construction of word frequency matrices in computers, it is necessary to slice the Chinese text according to the words and transform it into a sequential arrangement of multiple words, which are also known as feature words. Commonly used segmentation methods include dictionary-based, annotation-based, and regular expression-based. In this paper, we use Jieba (Jieba) lexicon-based lexer in Python library, which is one of the most commonly used Chinese lexer tools.

2.1.2 Feature selection

Text often contains a large number of prepositions, connectives, etc. that have no practical value for analysis, and these words need to be deleted in specific text analysis to avoid affecting the output results. In this paper, we adopt the deactivation word list of Harvard University.

2.1.3 Sentiment analysis

Sentiment categorization usually classifies text into three categories: negative, neutral, and positive. In order to identify key issues, negative and positive text data are generally analyzed. Commonly used methods for sentiment analysis include methods based on sentiment dictionaries and machine sentiment modeling.

2.1.4 LDA Subject Modeling

(1) LDA Topic Model

The LDA topic model is a three-level Bayesian probabilistic topic model for discrete data sets. The text in the LDA model generates topics with a certain probability, and the topics generate words with a certain probability, i.e., the three levels of “text-topic-word”. The steps of generating a topic document in the LDA model are as follows:

- 1) There is a Dirichlet distribution with parameter α , from which a thematic polynomial distribution parameter θ is sampled to generate the text;
- 2) Sample from this polynomial distribution to generate topic z for a word in the text;
- 3) There is a Dirichlet distribution with parameter β , from which the parameter ϕ of this distribution corresponding to a non- z topic is sampled and generated;
- 4) Sample from this polynomial distribution to generate the word w ;
- 5) Repeat the above process to generate multiple topics and corresponding topic words.

(2) Determination of the number of topics - the degree of confusion

The number of topics generated by the LDA model is closely related to the topic quality. Confusion degree is a more common method to confirm the number of topics, so this paper also determines the number of topics based on the confusion degree, which is calculated by the following formula:

$$Perplexity(D) = e^{\frac{\sum_{d=1}^M \log p(w_d)}{\sum_{d=1}^M N_d}} \quad (1)$$

where D denotes the corpus, M denotes the number of documents in D , N_d denotes the number of words in document d , w_d denotes the words in document d , and $p(w_d)$ denotes the probability of w_d generation. The size of perplexity is inversely proportional to the quality of the topic, therefore, the point or inflection point corresponding to the minimum value of perplexity is usually selected as the number of topics.

2.1.5 TF-IDF algorithm

The LDA model tends to overestimate the weight of certain common words in the modeling process, and the improved TF-IDF model (Word Frequency-Inverse Direction) aims to find out the words that are important for a particular document. TF (Word Frequency) refers to the number of times that a word occurs in a particular text, and IDF (Inverse Direction) refers to the ratio of the number of texts to the number of times that particular word occurs in all texts. .

The formula for TF-IDF is:

$$TF - IDF_k(d) = tf_k(d) \times \ln\left(\frac{N}{n_k}\right) \quad (2)$$

where k is a feature word, d is a document, N is the total number of documents, and n_k is the total number of occurrences of the word k in the document. the larger the TF-IDF value, the higher the importance of the word k for the document d . At the same time, in order to avoid the influence of very few high-frequency words on low-frequency words, it is necessary to normalize the TF-IDF value, and l refers to the total number of feature words:

$$V_d = \sum_{k=1}^l \sqrt{TF - IDF_k(d)^2} \quad (3)$$

$$TF - IDF_k(d)^* = \frac{TF - IDF_k(d)}{V_d} \quad (4)$$

2.2 Research design and process

2.2.1 Research ideas

This study aims to explain the acceptance attitude of the micro-characteristic attributes of 11 Mo Yan novels translated by Ge Haowen among the Western English reader group. Taking the Amazon book reviews of the 11 English translations as the research objects, through the keyword search and other functions of Sketch Engine, all the comment clauses containing prominent feature words were extracted and classified. Then, through the sentiment polarity analysis function of TextBlob, the emotional attitudes contained in each type of feature comment clause are quantified. The differences in the acceptance degree of the micro-feature attributes of Mo Yan's novels among the Western English reader group are quantitatively analyzed, and the acceptance characteristics are summarized.

2.2.2 Research tools

The tools used in this study are Sketch Engine and TextBlob, of which Sketch Engine is an online corpus search tool developed by Lexical Computing, which is more convenient to use than traditional corpus search tools such as AntConc and WordSmith because it highly integrates various commonly used corpus functions and does not require pre-processing such

as text encoding and conversion when building a corpus. SketchEngine highly integrates a variety of commonly used corpus functions and does not require pre-processing such as text encoding and conversion of the original text when building the corpus, thus making it easier to use. TextBlob is a third-party library based on the Python language developed by a team led by Steven Loria, which integrates Pattern and NLTK toolkits and can accomplish some common natural language processing (NLP) tasks, such as lexical annotation, text categorization, noun phrase extraction, sentiment analysis and so on.

2.2.3 Research process

(1) Obtain the original analysis text and conduct preprocessing

Reader reviews of 11 English translations by Ge Haowen, namely "Red Sorghum", "The Song of Garlic Sprouts in Heaven", "Wine Country", "Forty-One Cannon", "Rich Milk and Fat Hips", "Life and Death Fatigue", "Sandalwood Punishment", "Change", "Frog", "Transparent Red Carrot", and "The Master Is Getting More and More Humorous", were collected from the official websites of Amazon in the United States and Amazon in the United Kingdom respectively, and saved in document form. Subsequently, the content of the document was manually checked to remove invalid and duplicate characters, and the text format was unified. Then, the manually denoised comment document was uploaded to SketchEngine to construct a further operable overseas reader comment corpus for Mo Yan's novels.

(2) Extract microscopic feature comments

The micro-feature review of Mo Yan's novels refers to the specific review clauses of the six elements of the novels, that is, the review clauses containing characters, plot, background setting, narrative perspective, theme and style. Since the comments were written in English, the situation where synonyms refer to the same topic was taken into consideration during the extraction. As "character" and "the plot/story" "setting/background" "pointofview/viewpoint/perspective" "theme" and "style" as the keyword, extract separate comments clauses. Use SketchEngine to search and extract individual comment clauses containing the above keywords. Based on the extracted comment clauses containing key words, they can serve as samples for the next step of sentiment analysis. These samples can observe from a micro perspective the acceptance and preference of Mo Yan's novel features among Western readers.

(3) TextBlob Sentiment Analysis

Load the TextBlob program library from Python and call the Pat-ternAnalyzer sentiment analyzer to perform sentiment analysis on various types of featured comment clauses. The sentiment analyzer can calculate the sentiment polarity value of each comment based on a weighted average algorithm by identifying and matching the sentiment words in the target text based on a sentiment dictionary, and classify the comments into positive/positive and negative/negative comments based on the sentiment polarity value. The range of the polarity value is between -1 and 1. When the polarity value is 1, the current comment is regarded as an absolutely positive comment; when the polarity value is -1, the current comment is regarded as an absolutely negative comment; when the polarity value is between 0 and 1, the current comment is regarded as a positive/positive comment; when the polarity value is between -1 and 0, the current comment is regarded as a negative/negative comment. After sentiment analysis, the emotional attitudes contained in the comment clauses can be visualized in the form of numbers, and through further comparison and generalization, the acceptance and preference of western readers for the micro-features of Mo Yan's novels can be summarized.

3 Analysis of the results of the study

3.1 Vocabulary Mining for Reader Comments

3.1.1 Word frequency statistics

Referring to the comparative corpus, the keywords of Top 20 online comments are obtained, and the keywords of Top 20 readers' comments are shown in Table 1. Through ANTCOINC search, it is found that the most frequently occurring real sense word is thanks. It can be seen that the translation is popular in the English-speaking world. Reading the comments carefully, it is found that the most frequent words are acknowledgements to the translator and the author, among which thanking the translator is the majority. ANTCOINC searched “thanks for the chap-MoYan”, and found that the thank you section has been updated 2904 times, and these thank you sections adopt a fixed format, which should be copied and pasted, which is a common daily check-in and punch card, as a kind of common emotion and experience, to indicate that “I have read it, and this is the best way to thank the translator”. As a common emotion and way of experience, this is a common daily check-in punch card, as a common emotion and way of experience, which indicates that “have read, this is the simplest way to leave their own reading marks. This also reflects the readers' concern for the work, and this way allows readers to get the pleasure of communication outside of reading, and also enhances their expectations and acceptance of the readers in the virtual community of this Internet user group, which can be seen to be very high.

From the criticality as well as the frequency, it can be seen that the most concerned aspects of the novels by the general readers are the main characters and the main plots of the novels. In addition, readers often interpret the novel in terms of magical realism, narrative experimentation and absurd humor. For example, the central plot of Ximen's haunting through the five lifetimes of donkey, ox, pig, dog and monkey is associated with historical reflection and political metaphor, which refracts half a century of agrarian changes and human ups and downs in rural China. Its epic structure and elements of national beliefs constitute cultural specificity, and it is regarded as a kind of peasant epic that deconstructs the grand narrative. Through the surface of black comedy, readers feel a deep-seated existential resilience and historical pain.

Table 1: Top 20 reader comment keywords

Criticality Ranking	Frequency	Degree of criticality	Keywords
1	5396	2256.95	Thanks
2	4932	1864.65	Chapter
3	5717	1131.37	Rural China
4	7014	813.75	Historical creation
5	1890	757.1	Aesthetic of violence
6	1411	572.62	Fantastic
7	1265	509.63	National prophecy
8	1360	457.72	Social criticism
9	1694	403.08	Exploring Human Nature
10	896	352.98	Folk narrative
11	586	343.74	Sensory description
12	1783	230.74	Political metaphor
13	883	211.17	Black humor
14	694	208.97	Epic
15	607	184.91	The fate of women
16	418	176.91	Folklore wonders
17	422	175.66	Cultural conflict
18	2027	168.46	Survival struggle
19	409	166.97	Translation Challenge
20	368	161.9	Red History

3.1.2 Heat analysis of readers' comments

At the level of readers' comment heat, the distribution of readers' comment data is visualized based on the comment time field of the collected data, and the trend of readers' monthly comment volume is shown in Figure 1. Mo Yan's novels in English translation were initially put on sale and highly respected, with two consecutive monthly comment volumes of up to 2,000 or more, which is close to the total number of comments on the English translations of the works of other modern and contemporary Chinese writers since they were put on sale, which shows that Mo Yan's works in English translation have a larger number of participating readers, a higher overall evaluation, a better degree of acceptance, and a very high degree of discussion heat and attention abroad after only two months of being put on sale. Until the data collection in October 2024, its monthly average number of reviews was about 1,201.75, with a total of 100,000 readers participating in the Amazon platform and an average star rating of 4.07 stars.

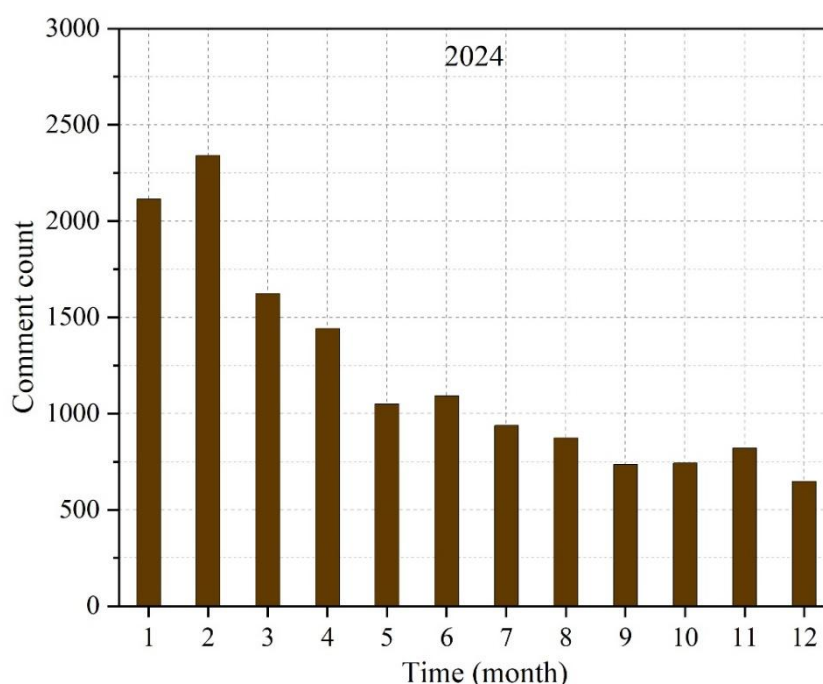


Figure 1: Monthly comment volume trend

3.1.3 Word Frequency Distribution Patterns

In this paper, firstly, the word frequency analysis was carried out on all the words in the comments, and after removing some low-frequency words (the number of occurrences is less than 5), the remaining keywords were sorted and numbered according to the number of occurrences, and the relationship between the number of occurrences and the sorting sequence number was statistically analyzed, and the distribution law of the keywords of the comments was shown in Fig. 2, and it was found that the word frequencies of the comment data studied in this paper basically conformed to the exponential distribution in the “Ziff-Mandelbrot method” a, proving that the studied data of Mo Yan's readers' comments have social science regularity, which ensures the validity and universality of the subsequent research based on word frequency analysis.

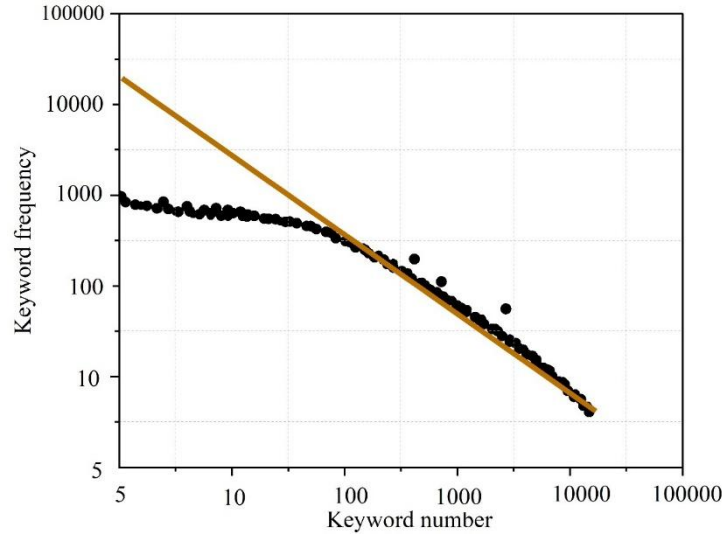


Figure 2: Distribution of keyword frequency in comments

3.1.4 Distribution of the length of readers' comments

The sentiment analysis corpus created in this paper, each comment constitutes a corpus, a total of 250 corpora, the statistics of each corpus size, that is, the number of its tokens, and according to the ratings of the star rating classification summary of the length of different star-rated comments to draw a map of the length of different star-rated comments of overseas readers, the length of different star-rated comments distribution is shown in Figure 3. From the figure, it can be seen that the longest reader comments are in the range of four-star ratings, and their length is close to 188 words, five-star ratings are longer, and one-star and five-star readers' comments are shorter. The longer comments are often made after reading the work carefully, and they are more detailed and in-depth. The longer comments of overseas readers of the English translation of Mo Yan's works are all rated with four stars or more, indicating that overseas readers who have carefully read the novel have a higher evaluation and acceptance of it, and the dissemination effect is good.

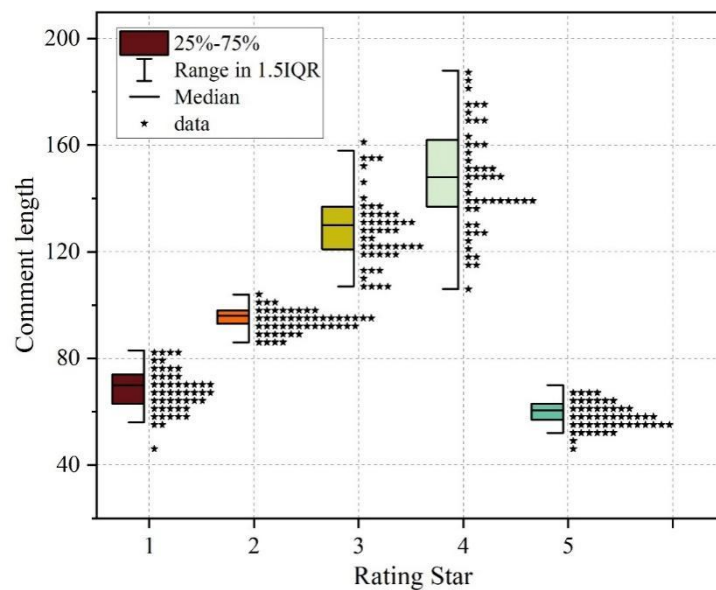
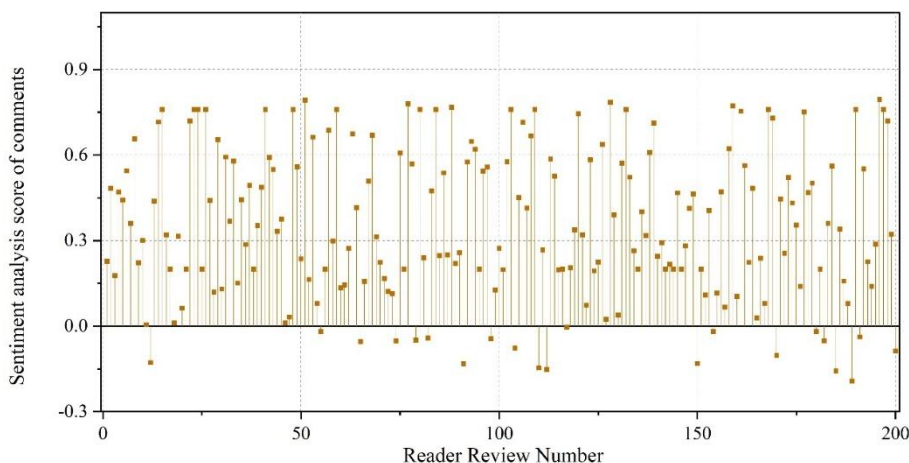


Figure 3: Distribution of length of reviews by star rating for overseas readers

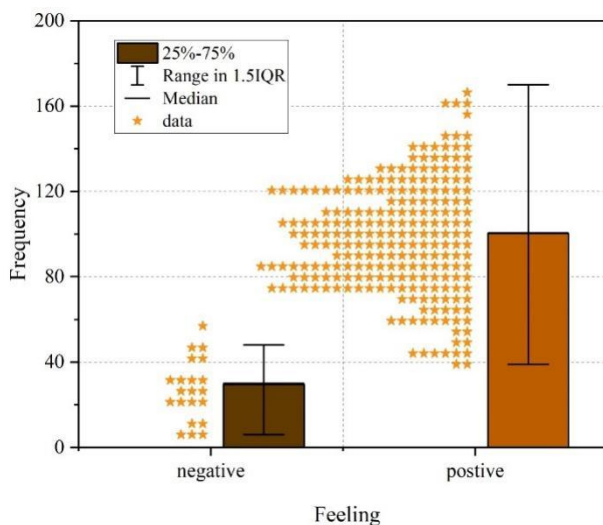
3.2 Reader Sentiment Analysis

3.2.1 Distribution of Sentiment Scores of Overseas Readers' Comments

In this paper, we further use the sentiment analysis package to conduct in-depth sentiment analysis, and calculate and analyze the positive and negative sentiment of each comment. The distribution of the sentiment scores of overseas readers' comments is shown in Fig. 4, where (a) and (b) represent the distribution of the sentiment scores and the distribution of the sentiment frequency, respectively. As shown in the figure, the sentiment scores of most of the comments are above 0, i.e., they are all positive. Figure (b) shows the overall distribution of the number of positive and negative sentiment comments, in which the number of positive sentiment comments reaches 179, while the number of negative sentiment comments is 21, accounting for only 11.73% of the positive sentiment comments. This result is also consistent with the results of the intelligent analysis of emotional tendency that comes with the Amazon platform, indicating that the English translation of Mo Yan's works is better accepted by readers overseas, well received by readers, and has a better dissemination effect.



(a) Distribution of emotional scores



(b) Frequency distribution of emotion

Figure 4: Distribution of emotional scores in overseas readers' comments

3.2.2 Analysis of Reader Comments LDA Themes

We set the number of topics to 5 and assessed the quality of the model with relevance and popularity values to check the quality of each topic, and visualized the topics with higher quality, presenting the main keywords of each topic. Figure 5 shows the TOP 12 keywords of the top 3 themes of positive sentiment comments from overseas readers of the English translation of Mo Yan's works, reflecting the focus of attention of each theme. As can be seen from the figure, reading, like, translation, characters, skill, Moyan, series, Chinese, story, etc. are the content of each theme. Carefully comparing the keywords of each theme, we can find that the theme words are the same, but the relevance of each word in different themes is not the same as the probability. Some themes are most concerned with reading experience, and their top1 is reading; some themes are most concerned with translation, such as theme 2; some are more concerned with first feelings and love for the author, such as theme 3. Although the relevance of the keywords varies among these themes, they are all the same words, reflecting that these words constitute the focus of the positive affective comments of overseas readers of Mo Yan's works in English translation and mainly involve reading experience, translation, character skill, author and so on.

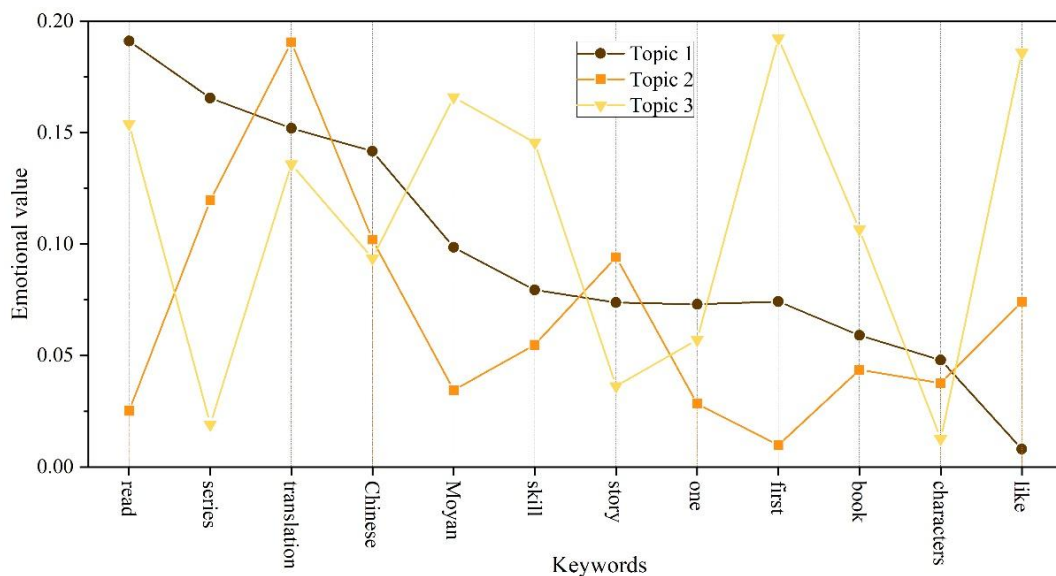


Figure 5: Top 12 Keywords of Positive Emotional Comments from Overseas Readers

Figure 6 shows the top12 keywords of the first 3 themes of negative sentiment comments by overseas readers of English translation of Mo Yan's works. It can be seen that the keywords of each theme are the same, and their relevance, i.e., probability, is also the same, indicating that these themes can in fact be merged into a single theme due to the fact that the number of negative sentiment comments is very small, as shown in the sentiment analysis above, there are only 21 negative sentiment comments, and their lengths are relatively short. In terms of the keywords of the negative emotion comment themes, translation has the highest correlation or probability, indicating that the translation problem is the most concerned aspect of the negative emotion comments, followed by story and series, which are related to the plot of the work, indicating that the negative comment readers are also concerned about the plot development of the work. The correlation, or probability, of the word read is also high, reflecting the fact that these readers are very concerned with the reading experience. In addition, there are also words focusing on the skills of the characters, such as skill, and the content of the work, such as characters, which constitute the focus of negative affective comments.

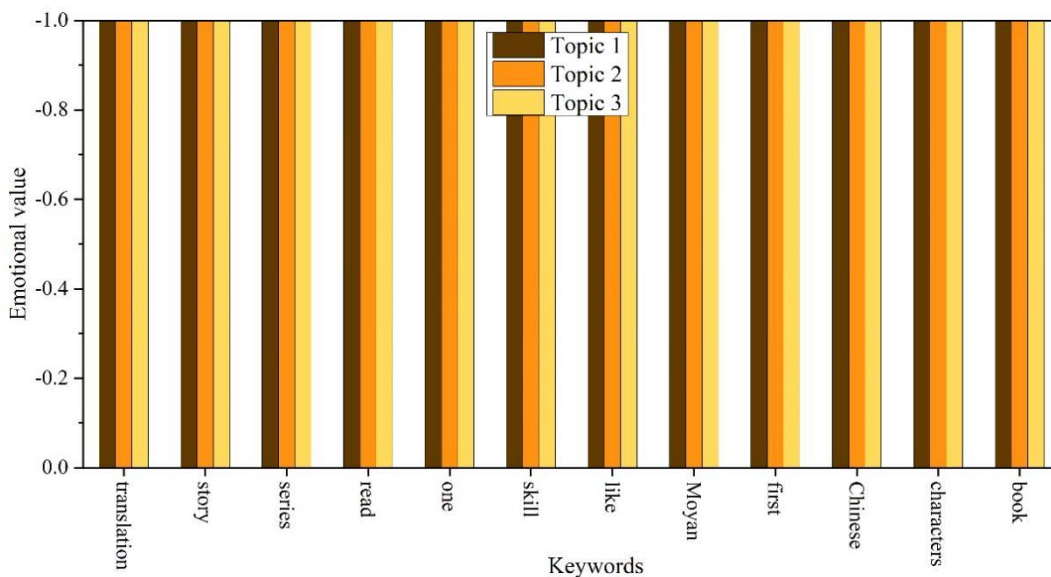


Figure 6: Top 12 Keywords of Negative Emotion Comments from Overseas Readers

3.3 Readers' Overall Evaluation of the Cross-cultural Communication of Mo Yan's Novels

After analyzing the collected readers' comments for sentiment polarity, the readers' overall evaluation of the translated Mo Yan novels is shown in Table 2. Among all the comments, there are 179 positive positive affective comments, accounting for 89.5%, and 21 negative negative comments, accounting for 10.5%. Among them, the mean value of sentiment polarity of the positive positive sentiment comments is 0.3537, and the mean value of sentiment polarity of the negative negative comments is -0.1569. It can be seen from the data derived from the sentiment analysis that the English translation of Mo Yan's novels is better accepted by the general readers' groups in the West, and most of the readers hold positive evaluations of his works.

Table 2: The Overall Evaluation of the Readers on the Translated Novels of Mo Yan

Metric	Positive direction	Negative direction
Quantity	179	21
Proportion	89.5%	10.5%
Mean of emotional polarity	0.3537	-0.1569

According to the categorized readers' comments, it can be summarized that the western readers have more prominent positive and negative evaluation common points for Mo Yan's novels, and the prominent positive and negative viewpoints in the readers' comments are shown in Table 3.

Table 3: Positive and negative opinions highlighted in reader reviews

Positive view	Negative view
China's modern historical background is fascinating	The name is hard to remember
Unique hallucinatory realism	Complex description
The Influence of Nobel Prize in Literature	A cruel plot

3.3.1 Readers' Positive Evaluation of English Translations of Mo Yan's Novels

By aggregating and summarizing all the positive evaluations with sentiment polarity values greater than 0, it is possible to summarize the common preferences of readers for Mo Yan's novels, as well as the general views held by readers about Mo Yan's novels. The following points can be summarized.

(1) Mo Yan's novels allow Western readers to understand the history, society, politics, culture and other diversified information of modern China

From *Sandalwood Torture*, which is set in the early 20th century during the Qing government, to *Forty-one Guns*, which is set in the late 20th century during the rural reform of New China, the eleven Mo Yan novels reflect the social realities of different periods of China in the 20th century, and provide Western readers with a medium to understand the historical development and changes of modern China. At the same time, most of Mo Yan's novels are set in rural China, highlighting the impact of the turbulent and changing history of modern China on ordinary working people.

(2) Mo Yan's novels are generally characterized by hallucinatory realism

Most readers' comments compare Mo Yan horizontally with magical realist literary authors in Latin America and elsewhere, and some readers say that "Fatigue of Life and Death" narrates the life and death of the people of a village and town in more than half a century through the technique of magical realism, and that the changes in marriages and interpersonal relationships are easily reminiscent of the century-long saga of seven generations of the Buendía family in "One Hundred Years of Solitude". The fate of Shangguan Lu and her eight daughters for nearly a century in "Plump Breasts and Fat Asses" also has common points with "One Hundred Years of Solitude" in terms of narrative objects, which shows that Mo Yan's unique writing style has aroused the resonance of most Western readers for magic realism. Generally speaking, western readers are appreciative and receptive to Mo Yan's writing style.

(3) Mo Yan and his works have gained wide popularity and influence in the West due to the 2012 Nobel Prize for Literature.

Most of the readers mentioned in their positive comments that they learned about Mo Yan through the Nobel Prize for Literature and used it as an opportunity to get in touch with Mo Yan's novels. Undoubtedly, the Nobel Prize for Literature has had a tremendous impact on the dissemination of Mo Yan's novels to the outside world, not only accelerating the entry of Mo Yan's novels into the Western book market, but also giving Western readers the opportunity to learn about the different reading experience and original Chinese stories brought to them by a writer from mainland China.

3.3.2 Readers' Negative Evaluation of English Translations of Mo Yan's Novels

Compared with the positive comments, the number of negative comments is small, accounting for only about 10%. Summarizing all the negative comments with sentiment polarity values less than 0, it can be found that readers generally hold the following critical views of Mo Yan's novel.

(1) The names of the characters in the novel are difficult to remember

Nearly half of the negative comments pointed out that the names of the characters in the novel are difficult to remember, and it is often impossible to correspond the appearing characters with their names, thus causing a certain degree of reading difficulty. For Westerners who are not native speakers of Chinese, it is difficult to follow the direction of each character in the twisting storyline, and the reading experience is not good.

(2) The novel has many complicated descriptions

A small number of negative comments pointed out that the novel sometimes has excessive descriptions of characters and scenes, and repetitive descriptions of certain things, which makes

the story seem a little long. For instance, in "Rich Milk and Fat Buttocks", the phenomenon of the protagonist's obsession with milk is repeatedly depicted, which makes some readers feel bored.

(3) Overly cruel storylines in the novel

Forty percent of the negative comments pointed out that some scenes and plots in the novel are full of wildness and violence. The overly realistic portrayal of human nature makes readers feel depressed and even hard to accept. Some readers commented that the poverty, greed and corruption depicted in "Forty-One Cannon" made it hard to continue reading.

4 Conclusion

This paper takes the comment data of all readers of Mo Yan's 11 English translated novels on the Amazon platform as the research object. Through Sketch Engine, all the comment clauses containing prominent feature words are extracted and classified. Then, through the sentiment polarity analysis function of TextBlob, the emotional attitudes contained in the feature comment clauses are quantified. Quantitatively analyze the differences in the acceptance degree of the micro-characteristic attributes of Mo Yan's novels among Western reader groups, and summarize the acceptance characteristics.

The longest readers' comments are in the range of four-star ratings, and their length is close to 188 words, which proves that after careful reading, readers' evaluation of Mo Yan's works is high and acceptance is good, and the cross-cultural communication of the works is effective. The 12 characteristic words such as reading, translation and story are what each theme focuses on. The keywords clustered in different themes remain the same, but the probability of each word in different themes is different. The focus of positive emotions mainly involves reading experience, translation, genre, author and other aspects; among the themes of negative emotions, translation has the highest relevance, followed by story and series, indicating that readers of negative emotions are also concerned about the plot development of the work.

On the whole, Mo Yan's novels are better accepted in the western readers' group, the proportion of positive positive emotional comments is 89.5%, and the mean value of its emotional polarity is 0.3537, which shows that the English translations of Mo Yan's novels are better accepted in the western general readers' group.

About the Author

Lixia Wang was born in October 1978 in Anyang City, Henan Province. She holds a Master's degree from Henan University and is currently an Associate Professor at Anyang Vocational and Technical College. Her primary research focuses on traditional culture and Chinese literature.

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