

# A Study on the AI-Driven Construction of Translation Discourse in BRICS Countries

Ziyu Tian

Changsha University of Science and Technology, Changsha Hunan Province, 410000;

**Abstract:** Nowadays, the importance of constructing national discourse in the context of global governance is increasingly prominent, and AI translation has gradually become an important tool for improving international communication efficiency. In the face of various crises brought about by globalization, the concept of a community with a shared future for mankind has resonated with the BRICS countries. This article explores the use of AI empowerment and empathy translation strategies by translators to effectively convey the national governance wisdom in the President Xi's discourse, and pragmatically promote the stable and far-reaching development of global governance.

**Keywords:** BRICS; Translation language construction; AI empowerment; Empathetic strategy

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## 1 Introduction

With the in-depth advancement of globalization, countries around the world are confronted with a growing number of global issues. Heads of state of various nations are exploring more effective global governance solutions. President Xi of China has put forward the new concept of building a “<sup>[1]</sup>Community with a Shared Future for Mankind”, which provides a new approach to global governance. This concept emphasizes that all countries worldwide should build an interdependent world featuring shared interests and common prosperity.

The globalized economy has brought about challenges such as unbalanced development and widening wealth gaps; traditional and non-traditional security threats are intertwined; and the inadequacies of global governance mechanisms have led to the rise of unilateralism and protectionism. In September 2013, acting as the leader of the rotating presidency of the BRICS countries, President Xi proposed the Belt and Road Initiative.

<sup>[2]</sup>Against the backdrop of globalization, China has put forward a series of initiatives to promote common development and prosperity. These include a co-construction plan linked by infrastructure development, economic and trade cooperation, and people-to-people and cultural exchanges; the Global Development Initiative that highlights core concepts such as development prioritization, people-centered approach, inclusive innovation, and harmony between humans and nature; as well as the Global Security Initiative that advocates a vision of common, comprehensive, cooperative and sustainable security.

These initiatives advocate taking dialogue and consultation mechanisms as the core approach, striving to resolve interest conflicts and differences in the international community, further promoting the establishment of a global governance system with both procedural justice and substantive fairness, and ultimately forming a long-term development pattern that conforms to the common interests of humanity.

Based on the perspective of pragmatics and combined with artificial intelligence technology, this paper analyzes China's discourse strategies and their translation reconstruction at BRICS summits, aiming to explore new paths for AI-enabled translation practices.

## 2 Value Identity of China's Discourse Construction in BRICS

For China's discourse to achieve value identity within BRICS countries, it relies not only on clear expression and pragmatic initiatives under principles of cooperation, but more importantly on implementing the politeness principles of respect and empathy in communication to enhance mutual trust and build consensus. Specifically, the wisdom of this discourse construction is reflected in two dimensions.

### 2.1 The Intelligent Construction of Chinese Discourse Under the Cooperative Principle

On October 23, 2024, President Xi's speech at the 16th BRICS Summit effectively adhered to Grice's Cooperative Principle. As a representative country of the Global South, China, taking the lead together with Brazil, has joined hands with some developing countries to establish the International Coordination Mechanism of the Friends of Peace, which aims to promote the political settlement of the Ukraine crisis.

<sup>[1]</sup>China plans to advance the development of four major multilateral cooperation platforms in phases by leveraging its industrial advantages within the framework of BRICS cooperation. First, establishing the BRICS Joint Research Center for Deep-Sea Technology focusing on the exploration and sustainable utilization of deep-sea resources; second, constructing BRICS Demonstration Bases for Industrial Cooperation with the coordinated development of special economic zones as the carrier; third, building a BRICS Platform for Industrial Technology Sharing and Capacity Building covering the entire industrial chain; fourth, setting up a BRICS Innovation and Cooperation Network for the Digital Industry that facilitates the mutual recognition of digital technology standards and ecological coordination.” “China's manufacturing capabilities nurtured in the new energy sector, such as those for electric vehicles, high-efficiency photovoltaic devices, and advanced energy storage batteries, serve as a crucial underpinning for the global energy transition and sustainable development through technology spillover effects and industrial linkage effects.” “We will accelerate the expansion of membership and the establishment of partner states.” “Over the next five years, China will set up 10 overseas educational cooperation bases in batches within the framework of BRICS cooperation. Centered on capacity-building projects, we will launch customized training programs targeting administrators, teachers, and

students in the field of education across BRICS countries. These programs are expected to benefit 1,000 talents and institutionalize and standardize educational cooperation among BRICS nations.”

The above important remarks by President Xi serve as a roadmap for BRICS countries to pursue peace, innovation, green development, equity, and people-to-people exchanges. By illustrating strategies with specific cases and figures, the speech is straightforward and easy to comprehend, enabling heads of state of various countries to clearly grasp the cooperation goals and action plans of BRICS.

President Xi frequently adopted appealing imperative sentences in his speech. Examples include calls such as “We must make the most of this summit. The further the times progress, the more resolutely we must stand at the forefront of the tide” and “We must build a BRICS featuring peace, innovation, and green development and conform to the general trend of the development and rise of the Global South”. Based on an objective assessment of the international situation, these slogan-like and exhortatory expressions convey BRICS countries’ strong aspiration to strengthen internal cooperation and their firm determination to promote the improvement of global governance.

Throughout the entire speech, President Xi focused his discussion on peace, innovation, green development, justice, and people-to-people cooperation with a clear hierarchy and logical structure, which fully reflects the strong aspirations and action orientation of BRICS countries.

## 2.2 The Intelligent Construction of Chinese Discourse Under the Politeness Principle

President Xi’s speech at the 16th BRICS Summit implemented the Politeness Principle proposed by Leech, a renowned British linguist.<sup>[2]</sup> No effective conversational behavior can exist without this principle. The application of the Politeness Principle makes the other party feel respected and treated equally, thereby enabling communication between both sides in a harmonious relationship. Consequently, the Politeness Principle can be regarded as a supplement to the Cooperative Principle.

In his speech at the 16th BRICS Summit, President Xi adopted an attitude of respect and prudence toward the challenges and issues confronting China and other BRICS countries. For instance,<sup>[3]</sup> amid the ongoing evolution of the Ukraine crisis, China and Brazil, as core members of the Global South, jointly initiated the establishment of the multilateral dialogue platform of the Friends of Peace. Serving the international community’s pursuit of peace, this platform provides an open non-governmental mechanism for developing countries and establishes a new type of partnership for the political settlement of crises. It embodies China’s humanitarian compassion for the people of the conflicting parties and its commitment to resolving the conflict through peaceful means, which can be seen as a polite diplomatic engagement.

“China has recently officially launched the China-BRICS Artificial Intelligence Innovation and Cooperation Platform. Starting with technological cooperation, it will promote the integration of artificial intelligence technology into the BRICS mechanism to facilitate the bloc’s participation in global governance. China has announced that it will sequentially establish four cooperation platforms in key areas under the BRICS framework: first, set up a Strategic Research Center for the Cooperative Development and Utilization of Deep-Sea Resources and a Research Center for the Sustainable Utilization of Strategic Mineral Resources; second, establish a Cooperation and Development Center for Special Economic Zones and explore the launch of cross-border industrial parks; third, build a Center for Industrial Technology Sharing and Capacity Building to promote the mutual recognition of technical standards across the entire industrial chain; fourth, create an Innovative Network for the Digital Industry Ecosystem to contribute to the formulation of rules governing cross-border data flows.”

These initiatives demonstrate China’s willingness to share development opportunities, resources, technologies and achievements with other BRICS countries.

President Xi first emphasized that the expansion of BRICS membership constitutes “a milestone in the history of BRICS development”. Meanwhile, he announced that more like-minded countries are welcome to join the BRICS “big family”. This not only highlights the significance of BRICS expansion for the bloc but also reflects China’s respect and attention to other BRICS countries, which helps consolidate unity and enhance the cohesion among BRICS nations.

Furthermore, when expounding the common stance of BRICS countries, President Xi emphasized that BRICS nations should jointly address challenges and advance cooperation rather than merely highlighting their accomplished achievements. This approach is conducive to narrowing differences, building consensus among BRICS countries, and consolidating the foundation for their cooperation in the reform of global governance.

## 3 Emotional Empathy in the Translation of Chinese Discourse Construction for BRICS Countries Empowered by AI

<sup>[1]</sup>Emotional connection is defined as “empathy”. It means that based on the emotional resonance between the translator and the original text (author), as well as the translator’s empathetic consideration for target - language readers, the translator and the original text (author) jointly construct the emotions conveyed in the translated version. This enables target - language readers and the translator to share the emotions in the translation, and ultimately achieves the joint transmission of the original text (author)’s emotions among the translator, the translation and the target - language readers.

Constructing emotional empathy through translated discourse imposes a severe test on the translator’s comprehensive capabilities. It requires the translator to, on the basis of a profound understanding of Chinese discourse, leverage AI empowerment to accelerate the speed of information extraction and translation. Furthermore, by adopting empathetic translation strategies, the translator can arouse emotional resonance among target readers towards the Chinese governance wisdom embodied in the translated text.

When dealing with Chinese cultural elements such as the concept “A man of virtue conducts affairs and regards righteousness as the greatest interest”, translators can rely on AI to quickly generate potential target - language words and sentences, which greatly improves translation efficiency. However, AI is incapable of achieving emotional resonance with Chinese discourse, and at this juncture, the translator’s role becomes particularly crucial. The translator renders the phrase “regards righteousness as the greatest interest” into the English version as

mentioned above. [2]Instead of using the word “most”, the translation employs “greatest”. While “most” merely refers to quantity, “greatest” carries a deeper and richer meaning, implying superior quality and value.

In this sense, though simple, the word “greatest” exerts an extraordinary effect. Its use is highly consistent with the context, shaping China’s image as a just nation with a strong sense of global responsibility. The translation fully reflects the high consistency in values between China and other BRICS member states. It not only strikes a chord with the leaders of various member states regarding the governance concepts conveyed by ancient Chinese expressions but also facilitates the global dissemination of Chinese governance wisdom due to the simplicity of the translation.

Another example is the sentence: “We should build a BRICS committed to peace; we should build a BRICS committed to innovation; we should build a BRICS committed to green development; we should build a BRICS committed to justice; we should build a BRICS committed to closer people-to-people exchanges.” To retain the stylistic features of the original text, the translator adopts the rhetorical device of parallelism in the translation. The translated version — “We should build a BRICS committed to peace. We should build a BRICS committed to innovation. We should build a BRICS committed to green development. We should build a BRICS committed to justice. We should build a BRICS committed to closer people-to-people exchanges.” — enhances the text’s appeal and persuasiveness.

When enumerating the cooperation areas of BRICS countries, the translator preserves the parallelism and antithesis from the original text. Such rhetorical devices strengthen the linguistic rhythm, highlight key messages, and further boost the text’s appeal and persuasive power.

In the English translation of President Xi’s speech at the summit, certain verbs frequently appear, including need, build, promote, building, support, open, reform, and developing. These verbs embody the distinctive “Chinese actions”. For instance, words like build (building), promote, support, reform, and developing indicate that things are in the process of development. They signify that BRICS countries are undertaking ambitious tasks which are characterized by a long time frame, high difficulty, and complex processes.

On the other hand, these verbs reflect the diligent, brave, and proactive attitudes of the people of all BRICS countries, thus evoking a strong emotional resonance among BRICS nations to join hands in addressing global issues.

## 4 Conclusion

For the globalization of multilateral dialogue, translations must be accurate and efficient. Under the new system represented by BRICS countries, the emergence of artificial intelligence has opened the door to cross-linguistic dialogue. AI-assisted translation can greatly bridge linguistic gaps and enhance translation speed, providing solid technical support for inter-state information exchange under global governance.

Despite the high speed and efficiency of AI-assisted translation, the empathetic capacity of human translators is irreplaceable. What is empathy? It refers to the ability to emotionally understand, sympathize with, and resonate with others. In the translation process, translators should be adept at identifying similarities to strengthen the effect of empathy. By using appropriate expressions, the translated text can align more closely with the target audience’s value systems, aesthetic tastes, and cultural awareness, thereby achieving the output of concepts and value systems in the global context.

Therefore, translators engaged in AI-assisted translation must continuously enhance their learning, actively adapt to the times and socio-cultural trends, and constantly expand their knowledge and horizons. Only in this way can translation serve as a bridge and link between countries and nations, contributing to the building of a Community with a Shared Future for Mankind.

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