

Exploring the Translation and Dissemination Pathways of *King Gesar* in the Digital-Intelligence Era

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Abstract

The digital-intelligence era is witnessing profound transformations in the narrative and dissemination paradigms of the humanities. This paper examines the international translation and introduction of China's ethnic epic, *King Gesar*, exploring how cutting-edge technologies such as big data, artificial intelligence, and digital humanities can be leveraged to pioneer new pathways for effectively communicating the stories within Chinese ethnic classics. Traditional, text-centric, and linear approaches to translation and dissemination now face challenges related to limited audiences and insufficient communicative efficacy. Consequently, it is imperative to construct a new paradigm for the translation and dissemination of *King Gesar*. Through a qualitative, literature-based conceptual analysis, this study identifies four key limitations of traditional approaches and proposes a corresponding four-dimension framework for digital-intelligence era pathways. The key findings reveal that transitioning from static text to dynamic context, from isolated products to open platforms, and from one-way broadcasting to bidirectional dialogue can fundamentally enhance the epic's global reach and cultural resonance. This paper systematically elaborates on potential pathways for transitioning this epic from a “national treasure” to a “world classic” from four key dimensions: the construction of multimodal narratives, AI-assisted translation, the development of digital archives and immersive experiences, and targeted international communication strategies. The aim is to provide theoretical insights and practical references for the global dissemination of Chinese stories in the digital-intelligence era.

Keywords: Digital-Intelligence Era, *King Gesar*, International Communication

Introduction

The Epic of *King Gesar* is the world's longest living epic, orally transmitted across the Tibetan, Mongolian, and other ethnic communities of the Qinghai-Tibet Plateau in China for over a millennium. It recounts the legendary life of the heroic king Gesar, from his miraculous birth and childhood exile to his triumphant horse-race victory, ascension to the throne, and his lifelong quest to subdue demons and protect his people. Beyond its grand narrative, the epic embodies the spiritual beliefs, moral values, and historical memory of these communities, functioning as an encyclopedic repository of their culture. Its significance is recognized globally, and it is often referred to as the “crown jewel” of ethnic epics. Currently, digital-intelligence technologies, represented by big data and artificial intelligence, are profoundly reshaping the paradigms of the humanities (Fan, 2025). Effectively communicating Chinese stories constitutes a crucial national strategy (Yang, 2025), whose core lies in upgrading from informational “telling” to empathetic “dissemination”, thereby achieving effective mutual learning among civilizations (Dai & Li, 2025). However, ethnic epics like *King Gesar*, characterized by their vast volume, dense cultural loads, and “living”



tradition, render traditional text-centric, linear translation models susceptible to the loss of essence (Zang & Zhao, 2022; Chen, 2023) and ineffective overseas dissemination (Ou, 2022). This epic, therefore, serves as an excellent case for examining the bottlenecks in the international dissemination of Chinese ethnic classics and for exploring new pathways.

Building on this, how can a new paradigm be constructed in the digital-intelligence era to overcome the limitations of traditional translation approaches for ethnic classics like *King Gesar* and explore efficient, targeted pathways for their globalization? To address this, this paper systematically explores potential pathways from four dimensions: constructing a multimodal narrative system, leveraging AI-assisted translation while managing its risks, deepening research driven by digital humanities, and implementing data-informed targeted communication strategies. The aim is to provide references for the practice of translating and disseminating ethnic classics.

Research Objectives

1. To examine the limitations of traditional text-centric, linear translation and dissemination models in conveying the cultural depth and “living” tradition of ethnic epics such as *King Gesar*.

2. To explore how digital-intelligence technologies (big data, artificial intelligence, and digital humanities) can be leveraged to construct multimodal narrative systems, AI-assisted translation mechanisms, open digital humanities platforms, and targeted international communication strategies that support the transition of *King Gesar* from a “national treasure” to a “world classic”.

Scope of the Research

Population Scope

This is a conceptual, document-based study rather than an empirical study drawing on human participants or a sampled population. Its object of inquiry is the corpus of *King Gesar* translations, performance archives, and related scholarly literature on ethnic-classic translation, digital humanities, and AI-assisted translation.

Variable Scope

The study is organized around four analytic dimensions: (1) multimodal narrative construction, (2) AI-assisted translation, (3) digital humanities platform development, and (4) targeted international communication strategy.

Time Scope

The literature and technological developments reviewed span primarily 2011–2025, reflecting the period during which digital humanities and AI-translation research relevant to *King Gesar* has emerged.

Literature Review

Existing research has achieved significant results in areas such as the translation of Chinese classics, digital humanities, and AI translation. Yet, comprehensive studies that systematically integrate these three areas to explore pathways for the globalization of ethnic classics remain insufficient. Current research on *King Gesar* often focuses on linguistic transfer or analysis of single translated versions, lacking a holistic perspective on the transformation of the overall dissemination paradigm (Wang & Wang, 2011). Internationally, substantial experience has been accumulated in research on the preservation and dissemination of ethnic classics with living traditions similar to *King Gesar*. For instance, studies by foreign scholars on Palm Leaf Manuscripts (PLMs) have evolved from initially



focusing on preservation issues like material composition and binding techniques to progressively incorporating the construction of digital platforms and image processing technologies. The principle of “preservation as the ‘foundation’ and digitization as the ‘means’” provides an important reference for the systematic transmission of ethnic classics (Sathik et al., 2019; Srisetthaworakul, 2017; Navirathan, 2019). Furthermore, in the field combining big data and translation, international research emphasizes constructing analysis and evaluation mechanisms based on reader needs and reducing translation costs through corpus integration (Sayogie et al., 2021; Xu et al., 2024). This approach offers direct insights for innovating the translation model of *King Gesar*.

Research Methodology

This study adopts a qualitative, literature-based conceptual research design, combining comparative literature review with document/content analysis rather than empirical fieldwork or human-subject data collection.

Research Steps

- Systematically collect Chinese- and English-language scholarship on *King Gesar* translation, ethnic-classic dissemination, digital humanities, and AI-assisted translation. This phase of data collection and preliminary analysis was conducted over a period of approximately six months, from July to December 2025.
- Compare domestic findings with international precedents for the preservation and digitization of living textual traditions (e.g., Palm Leaf Manuscript research). This comparative analysis was carried out over a three-month period, from January to March 2026.
- Synthesize the findings into an integrated four-dimension conceptual framework for the translation and dissemination of *King Gesar*. The synthesis and framework construction took place from April to June 2026.

Data Collection

Secondary data were collected, comprising peer-reviewed journal articles, monographs, theses, and documentation of existing digital archive and translation platforms, identified through academic databases and citation tracing. The collection of these materials was supported by the use of digital academic databases (such as China National Knowledge Infrastructure, Web of Science, and Google Scholar) and reference management software (Zotero) to systematically organize and retrieve relevant articles and books.

Data Analysis

Thematic and comparative analysis was used to identify gaps in the existing literature and to construct the proposed conceptual framework across the four dimensions examined in the Research Results.

Research Results

Building on the objectives and methodology above, this study presents the limitations of traditional translation of *King Gesar* and its findings in four dimensions, presenting new pathways for the translation and dissemination of *King Gesar*.

1. Limitations of Traditional Translation of *King Gesar*

Traditional approaches to translating and disseminating *King Gesar* have long been constrained by linear, text-centric paradigms that fail to capture the epic's multidimensional



cultural richness. The following four dimensions systematically reveal the critical bottlenecks inherent in conventional methods.

1.1 The Loss of Oral and Performative Dimensions in Text-Centric Translation

The traditional translation model of *King Gesar* is fundamentally anchored in a text-centric paradigm that treats the epic as a static literary artifact rather than a living, performative tradition. When the epic's oral performances—characterized by the bard's (zhongken) improvisational chanting, distinctive vocal melodies, gestural expressions, and the interactive atmosphere between performer and audience—are reduced to linear written text, the "living" essence of the tradition is inevitably stripped away. The performative context, which constitutes the authentic cultural soil in which the epic thrives, becomes entirely invisible to foreign readers. This textual fixation creates a fundamental epistemological gap: readers encounter the epic as a disembodied narrative rather than as an embodied cultural practice, thereby losing the emotional resonance and spiritual depth that define the epic's true character (Kou, 2020; Gong, 2020).

1.2 The Dilemma of Cultural Essence Loss in Linear Linguistic Transfer

Traditional linear translation approaches face an insurmountable challenge in conveying the dense cultural codes embedded within *King Gesar*. The epic is saturated with culture-loaded terms—sacred Tibetan spiritual concepts, unique cosmological views, religious philosophies, and ontological frameworks—that resist straightforward lexical equivalence. Traditional translation strategies, whether foreignization or domestication, prove inadequate: excessive foreignization renders the text opaque and alien to target readers, while domestication risks flattening or distorting the original cultural specificity. Without supplementary contextual mechanisms, the linear text format cannot accommodate the layered, multidimensional nature of these cultural meanings. Consequently, the translated text often becomes a hollow shell of the original, conveying surface-level plot information while failing to transmit the deeper cultural wisdom and spiritual worldview that constitute the epic's core value (Zang & Zhao, 2022; Chen, 2023).

1.3 The Fragmentation and Isolation of Translation Outcomes

Under traditional academic and publishing paradigms, *King Gesar* translations exist as isolated, finite products—individual monographs or journal articles that remain disconnected from broader scholarly ecosystems. Once published, these translations become static artifacts with limited opportunities for revision, annotation, or cross-referencing. There is no systematic mechanism for integrating multiple translated versions, comparing variant texts, or building cumulative knowledge around the epic. This isolation prevents the formation of a dynamic, evolving body of scholarship that could deepen understanding through ongoing scholarly dialogue. Furthermore, the lack of structured digital archives means that dispersed variant texts, performance recordings, and visual resources remain unconnected and inaccessible, hindering both academic research and public engagement. The translation outcome thus remains a closed product rather than an open, collaborative field of knowledge (Wang & Wang, 2011).

1.4 The Ineffectiveness of One-Way Broadcasting in International Dissemination

Traditional dissemination strategies for *King Gesar* translations rely on a one-way broadcasting model that treats international audiences as passive recipients of cultural information. Without precise audience profiling or differentiated communication strategies, translated texts are distributed through generic channels with little regard for the heterogeneous cultural backgrounds, information consumption habits, or content preferences



of target audiences. This undifferentiated approach fails to establish emotional connections or shared meaning across cultural boundaries. The absence of interactive, participatory mechanisms means that audiences cannot engage with the epic beyond passive reading; there are no opportunities for dialogue, co-creation, or community building. As a result, the epic struggles to transcend its status as an exotic cultural exhibit and fails to take root in global cultural consciousness, leading to insufficient communicative efficacy and limited international impact (Ou, 2022).

2. Digital-Intelligence Pathways for the Global Dissemination of *King Gesar*

To overcome the limitations identified above, the digital-intelligence era offers transformative possibilities for reconstructing the translation and dissemination paradigm of *King Gesar*. The following four pathways propose concrete strategies for transitioning this epic from a “national treasure” to a “world classic.”

2.1 Constructing a Multimodal Narrative System

The vitality of the ethnic epic *King Gesar* has always been embedded within its oral, living tradition (Kou, 2020). The chanting melodies echoing in tents across the grasslands, the vivid performances accompanied by gestures and expressions, constitute the most authentic form of this epic. However, when these vibrant cultural expressions are solidified into static text, especially after translation into a foreign cultural context, their inherent essence and vitality are often inevitably diminished (Gong, 2020). The dilemma faced by traditional translation models lies not only in linguistic transfer but also in enabling readers who have never set foot on the Qinghai-Tibet Plateau to genuinely feel the cultural warmth and spiritual depth carried by the epic.

The advent of the digital-intelligence era offers new possibilities for resolving this dilemma. The core idea is to break through the limitations of linear text and construct a three-dimensional, immersive multimodal narrative ecosystem. This construction is by no means a simple visualization or sonification of textual content. Rather, it involves the organic integration of multiple semiotic modes to reactivate the cultural soil in which the epic thrives, thereby creating a perceivable, participatory space of meaning for audiences from different cultures (Wang, 2024). This shift represents a paradigmatic innovation from textual reading to cultural experience.

Specifically, the primary task is establishing a systematic digital resource repository for *King Gesar* (Norbu, 2022). This goes far beyond a mere digital collection of materials; it constitutes a structured knowledge system construction based on ontology. It requires extensively gathering dispersed variant texts of the epic, precious audio-visual archives of performances by senior bards (zhongken), related visual resources such as thangka art, temple murals, manuscript illustrations, and even geographical information of the plateau and artifacts related to the epic's narratives. Each category of resources requires professional metadata tagging and the establishment of clear relational networks, forming a living cultural gene pool amenable to intelligent retrieval and deep mining.

Building upon this foundation, the development of interactive digital narrative maps will serve as a bridge connecting time and space. By accurately superimposing the epic's grand routes of *King Gesar*'s campaigns onto the real geographical coordinates of the Qinghai-Tibet Plateau, users can touch a location on the map to instantly evoke the related epic chapters, performance clips by bards from that area, and scholarly interpretations of local legends. This spatial narrative strategy transforms abstract literary journeys into concrete spatiotemporal exploration, making the distant and mysterious plateau accessible and significantly reducing comprehension barriers caused by geographical distance.



For the epic's highly dramatic core plots, forms like dynamic comics and animated shorts can achieve more profound artistic adaptation (Wang, 2024). Taking the crucial chapter “Winning the Horse Race and Ascending the Throne” as an example, meticulously designed dynamic storyboarding and art styles incorporating Tibetan aesthetic elements can visually present the tense atmosphere of the race, subtle interpersonal dynamics, and the manifestation of spiritual power. The communicative efficacy and emotional impact of such audiovisual language far surpass lengthy textual descriptions. When dealing with narratives filled with mystical elements like subduing demons, Virtual Reality (VR) and Augmented Reality (AR) technologies can offer unprecedented immersive experiences. Using VR equipment, audiences can transcend time and space, placing themselves within the fantastical scenes depicted in the epic, personally experiencing the thunderous charge of ten thousand horses on the racetrack or the eerie strangeness of demon realms. This sense of full-body participation transforms *King Gesar* from the other's story being read into a myth being experienced firsthand, fundamentally reshaping the nature of cultural reception.

The deeper value of this multimodal narrative lies in its restoration of the epic's authentic state as a composite art form. In traditional Tibetan society, epic performance was inherently a comprehensive cultural practice integrating literature, music, performance, and faith. The intervention of digital technology recreates this comprehensiveness in innovative ways within the context of the new era, allowing the *King Gesar* narrative to regain its due richness and appeal. When international audiences not only read the text but also see colors, hear sounds, and sense the context, can the cultural comprehension gap be truly bridged, enabling this great epic to radiate new vitality in the new era.

2.2 Deepening the Collaborative Role of Artificial Intelligence in Translation

Confronted with the grand narrative of *King Gesar*, which is imbued with profound cultural codes, traditional translation methods often face a dilemma: excessive foreignization may render the text incomprehensible to readers, while complete domestication risks losing cultural essence. The involvement of Artificial Intelligence (AI) opens new avenues for resolving this dilemma, but its role needs a fundamental shift from an efficiency tool to an intelligent partner. Its value lies not only in handling text volume but also in enhancing the cultural depth and overall consistency of translation.

The foundation for this transformation is building a domain-specific intelligent translation engine (Liu & Yang, 2025). Existing general-purpose machine translation systems often prove inadequate when dealing with culture-loaded terms specific to the epic, such as sacred Tibetan spiritual concepts encapsulating distinct Tibetan cosmology, religious philosophy and ontological views—meanings irreducible to literal lexical equivalents. A specialized corpus built from authoritative translated editions, academic monographs, folk oral narratives and the aforementioned digital resource archive trains the engine to internalize the epic's unique terminology, syntactic patterns and narrative conventions (Zhou & Li, 2016). Optimized domain-specific engines produce draft translations with markedly improved cultural fidelity and stylistic coherence relative to general translation software.

However, AI's potential extends far beyond generating initial drafts. A more innovative application lies in constructing an intelligent cultural annotation system. This system can automatically identify culture-loaded terms and specific concepts within the translated text, transforming them into interactive knowledge nodes. Readers engaging with the electronic translated version can tap these marked terms to invoke an expert-reviewed multimodal explanatory interface. This interface might include the term's scholarly definition, related thangka image displays, a short clip of a live performance, or even a concise expert commentary. Such contextual, in-depth annotation seamlessly weaves cultural explanation



into the reading process without interrupting narrative flow, akin to an intangible cultural guide always available to answer questions and resolve doubts.

It is crucial to clearly recognize the clear boundaries of AI's application in literary translation. AI-generated text may lack the prosody and creative metaphors required by poetics and might misinterpret obscure expressions demanding deep cultural intuition. The subtle rhythmic shifts, powerful rhetorical devices, and unique ethnic aesthetic expressions in epic translation still require the artistic wisdom of human translators. Therefore, establishing a rigorous human-machine collaborative review mechanism is paramount (Wu & Zou, 2025). Within this mechanism, AI handles the heavy lifting of initial translation, maintains terminological consistency, and performs basic language checks. Human experts—including linguists, ethnologists, and target-language writers—focus on deep literary polishing, precise grasp of cultural connotations, and unifying the overall artistic style. Here, human creativity and AI's processing capabilities form a complementary synergy, jointly ensuring the final translation remains faithful to the epic's spiritual core while meeting the literary aesthetic standards of the target language.

This collaborative model also extends to translation project management. AI can monitor and evaluate the entire project's progress, terminological uniformity, and stylistic consistency in real-time, promptly identifying and flagging potential issues. Project managers can then adjust translation strategies and allocate review tasks based on these intelligent analyses, ensuring the orderly advancement of large-scale translation projects. In this deep collaboration, AI ceases to be a cold tool and truly becomes an intelligent partner enhancing translation quality and deepening cultural transmission, jointly propelling the national treasure *King Gesar* toward the world in a more complete and vivid form.

2.3 Building an Open Digital Humanities Platform

Under traditional academic research paradigms, the outcomes of translating *King Gesar* often exist as isolated publications, their academic value and dissemination effects largely fixed upon the publication cycle's conclusion. The arrival of the digital-intelligence era prompts us to reimagine the ultimate form of translation outcomes—they should evolve into an open digital academic platform capable of sustainable growth, accessible for deep excavation and interaction by the global scholarly community. This transformation will elevate *King Gesar* from an end-product of cultural dissemination to a living field stimulating international academic dialogue.

The introduction of digital humanities research methods brings a methodological revolution to epic studies (Wang & Zhang, 2024). Applying Social Network Analysis (SNA) techniques, researchers can data-model the complex character relationships within the epic, generating visual relational graphs. This dynamic graph not only clearly reveals the internal structure of *King Gesar*'s alliance system and the distribution of opposing forces but also identifies the pivotal roles of key characters within the grand narrative network. Presenting this macro-perspective provides researchers and ordinary readers with powerful cognitive tools for understanding the epic's narrative logic and grasping the storyline, visually revealing structural patterns originally hidden within millions of poetic lines.

Text mining and thematic evolution analysis open new dimensions for understanding the epic's ideological content. Through algorithmic deep processing of the entire epic text, core themes such as heroism, wisdom, compassion, and peace can be precisely tracked for frequency changes and narrative correlations across different chapters or variant texts. This macro-level quantitative analysis can reveal historical trajectories in the evolution of the epic's ideological content and uncover narrative patterns and cultural



tendencies easily overlooked in traditional close reading. For example, analyzing variations in the emphasis on peace themes across regional variants might offer a glimpse into the influence of specific historical experiences on epic performances.

Constructing a multilingual parallel corpus constitutes another foundational work of far-reaching significance. This corpus will gather authoritative translations in multiple languages, including Chinese, English, and French, with fine-grained sentence or paragraph alignment. It not only provides valuable resources for translation studies, enabling scholars to systematically compare and analyze different translators' strategic choices, stylistic differences, and cultural handling methods, thereby deepening theoretical discussion; simultaneously, this ever-enriching multilingual corpus can also provide higher-quality training data for dedicated AI translation engines, forming a virtuous cycle where academic research and technological application mutually reinforce each other.

More importantly, this digital platform itself is an open academic ecosystem (Wang, 2025). It allows global researchers to annotate, comment on, and cite specific text passages online, supports side-by-side comparative study of different translations, and can even integrate the latest research findings to form a dynamic knowledge network. When a North American scholar proposes a new interpretation for translating a culture-loaded term, or a European researcher discovers a new variant of a narrative motif, these contributions can be promptly incorporated into the platform, enriching the overall academic understanding. By creating such a platform integrating research tools, academic resources, and an international exchange community, the academic vitality of *King Gesar* is continuously activated in digital space, attracting global scholars to jointly participate in the interpretation and reconstruction of its meaning, truly transitioning from the one-way output of a cultural product to the co-creation of academic value.

2.4 Implementing Targeted International Communication Strategies

Within the global digital media ecology, effective cultural communication must undergo a paradigm shift from broadcasting to dialogue. For an ethnic epic like *King Gesar*, the success of its international communication depends not only on the quality of the content itself but also on whether effective emotional connections and shared meaning can be established with audiences from heterogeneous cultural backgrounds (Li et al., 2025). This necessitates communication strategies grounded in precise audience insights, enabling refined operation across the entire process from content production to channel selection.

Audience profiling analysis marks the starting point for targeted communication (Lu, 2022). By collecting and analyzing publicly available data—such as discussions on related topics on international social media, user comments on various platforms, and search behaviors in academic databases—characteristic profiles of different audience groups can be constructed. These groups may include young readers deeply interested in fantasy literature, scholarly communities focused on Eastern philosophy research, enthusiasts devoted to ethnic music and art, and professionals concerned with intangible cultural heritage. Each group possesses unique information reception habits and content preferences, necessitating differentiated treatment.

Based on in-depth audience insights, content customization and targeted dissemination can be effectively focused (Xie, 2025). For fantasy literature enthusiasts, emphasis can be placed on promoting chapters rich in fantastical elements, such as subduing the Northern Demon King, producing visually impactful dynamic comics or short videos. For researchers of Eastern philosophy, online seminars or in-depth analytical articles exploring connections between the epic and Tibetan Buddhist philosophy can be organized. For enthusiasts of ethnic music, content analyzing the musical features of epic chanting or



comparing performance styles across different schools might hold greater appeal. This tailored communication strategy ensures the maximization of value from limited resource investment, significantly improving the reach and acceptance rate of quality content.

At the level of communication channels, there is a need to actively engage with mainstream international social media and streaming platforms, implementing a cross-platform narrative strategy. The YouTube platform is suitable for releasing animated shorts, documentaries, or scholar interview programs related to the epic. Visually-oriented platforms like Instagram and Pinterest can focus on showcasing visual treasures related to the epic, such as thangka art, costume culture, and ritual artifacts. Short-video platforms like TikTok are apt for disseminating captivating performance clips by bards or engaging interpretations of epic stories. Content creation for each platform must follow its unique communication logic, forming content series that maintain cultural authenticity while conforming to platform-specific characteristics.

The ultimate goal of communication is cultivating a vibrant international community of interest. By establishing online fan communities, hosting international online epic cultural festivals, and encouraging fan art creation based on epic elements, scattered audiences can be coalesced into a community with a sense of identity. Within this community, members from diverse cultural backgrounds can share their interpretations and creations, participate in online Q&A sessions and discussions, and even jointly plan new communication projects. This deep interaction transforms cultural communication from one-way dissemination into a bidirectional cultural dialogue, making *King Gesar* not merely a cultural exhibit from the East but gradually a shared cultural asset among global enthusiasts. When international audiences transition from passive information receivers to active content participants and even co-creators, a truly profound level of dissemination is achieved. Thus, this millennia-old epic gains enduring vitality transcending cultural boundaries in the digital age.

Conclusion and Discussion

This study examined the limitations of traditional approaches and explored how digital-intelligence technologies could offer new pathways for disseminating *King Gesar* globally. The findings directly address both research objectives. First, text-centric, linear models fail to capture the epic’s oral, performative, and culturally dense nature, causing fragmented outputs and ineffective one-way communication. Second, strategically applied digital-intelligence technologies can overcome these bottlenecks via multimodal narratives, AI-assisted translation, open digital platforms, and targeted communication strategies.

By constructing a tripartite framework of “technology empowerment—narrative reconstruction—cross-domain dissemination,” this study proposes an innovative pathway for *King Gesar*’s international communication in the digital-intelligence era. Addressing practical difficulties of contextual gaps and dissemination ineffectiveness in traditional translation of ethnic classics, this paradigm achieves fundamental shifts: from static text to dynamic context, from auxiliary tool to collaborative partner, from isolated product to open platform, and from one-way broadcasting to bidirectional dialogue.

The multimodal narrative system activates the epic’s “living” quality, recreating the cultural field through visual, auditory, and spatial integration. AI collaboration improves translation efficiency, accuracy, and cultural interpretation depth. A digital academic platform turns translations into sustainably growing global academic resources. Data-informed targeted communication upgrades cultural output into cross-cultural dialogue rooted in value resonance. These explorations provide concrete plans for *King Gesar*’s



internationalization and methodological references for modern transformation of other culturally dense texts.

In serving the national strategy of effectively communicating Chinese stories, this study demonstrates a feasible pathway to enhance Chinese cultural influence through technology empowerment and narrative innovation. It proves that only by translating local culture’s unique value into a globally resonant narrative can the shift from “going global” to “taking root globally” be realized in mutual learning among civilizations.

Looking ahead, as technologies like the metaverse mature, ethnic cultural dissemination will face more possibilities and ethical challenges. Subsequent research must embrace technological innovation while maintaining reverence for cultural authenticity. Through interdisciplinary and transnational cooperation, a sustainable development path for civilizational inheritance and exchange in the digital-intelligence era can be jointly explored.

Recommendations

Recommendations for the Application of Research Results

Cultural institutions, translation studios, and digital humanities centers could pilot the proposed four-dimension framework on a modular basis—for example, beginning with a domain-specific translation corpus and a small-scale interactive narrative map—before scaling toward full VR/AR implementation and platform-wide deployment.

Recommendations for Future Research

Future studies should empirically validate the proposed framework through audience reception studies, translation-quality evaluation, and pilot implementation, and should investigate the ethical, cultural-authenticity, and data-governance challenges that may arise as metaverse and related technologies mature.

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