

A Study on the Translation of Business English in Colleges and Universities from the Perspective of Intercultural Communication

Zihan Hong

College of Arts and science, Yangtze University, Jingzhou, 434020, Hubei, China

Abstract

In the early 21st century, with China's accession to the world trade organization, there are more and more business exchanges and cooperation with other countries. Business English translation has become an important driving force to promote the rapid development of China's international trade. However, due to the obvious cultural differences between the East and the west, there will be some difficulties in Business English translation. Therefore, the study of business English translation from a cross-cultural perspective is of great significance to the development of business trade in China. This paper makes a series of studies on the characteristics of business English translation, the influence of cultural differences on business English translation and the strategies to solve the problems.

Keywords

Intercultural communication; University; Business English; Translation studies.

1. Introduction

Language is the basis of people to people communication, it carries the local culture and highlights its own cultural characteristics, international trade cooperation must require a unified language form, and can effectively convey the content expressed, so as to achieve the smooth progress of international trade, business English communication is the process of cultural exchange and transmission between the two sides. International business communication is a cross-cultural language translation activity between China and the West in different cultural backgrounds.

2. Characteristics of Business English Translation

2.1. Business English Vocabulary Is Professional English Is An International Second Language

In international business activities, business English is used in all fields, and the language environment for business activities is different. Therefore, in Business English translation, translators should use professional vocabulary accurately. Business English has a large vocabulary and specific meaning. For example: FOB: free on board, inquiry, etc. This requires translators to master a large number of professional vocabulary, and have a certain understanding of the specific meaning of familiar words in business activities, so as to reduce the mistakes in Business English translation. In international trade cooperation, the translator should master the professional terms in a certain field and translate them correctly and effectively according to the professional knowledge, which fully reflects the characteristics of business English specialization.

2.2. Business English Sentences Are Concise

In business activities, we should not only pay attention to business etiquette, but also pay attention to the simplicity of business English translation. In order to express the content accurately and concisely, passive voice and imperative sentence are often used in international business. What's more, the contents involved in international business cooperation are very complex. Therefore, some simplified words can be used in the communication between the two sides. These simplified words are mainly the abbreviations of business terms. Simplified words are widely used in international trade. This can save time, improve the efficiency of international trade activities, so that the cooperation between the two sides can be completed more smoothly.

2.3. The Structure of Business English Has Format

The purpose of international business and trade exchanges is cooperation, and cooperation requires both parties to sign contracts. Therefore, signing international business contracts is the ultimate goal of international trade. The contents of business contracts are presented in English, and the contracts must be rigorous and normative. The requirements for making contracts are very strict, and the format of contracts is very high. Therefore, in the process of making contracts, it is very important for the parties to sign contracts. Business contracts or agreements should reflect the format of business English. For example, in international business contracts, if is not used, and provided that is used instead. They all have specific formats. Only when they are translated in accordance with specific formats can they ensure the formality, standardization and accuracy of the contract.

3. The Influence of Cross-Cultural Differences on Business English Translation

3.1. Influence of Customs

Customs and customs are the traditional customs of a country and the norms of conduct that people should abide by. It represents the cultural characteristics of the country, and different countries have different customs and customs. The differences of customs and customs between the East and the West have an impact on the translation of business English, for example, "dragon" - has always been the spiritual totem of the Chinese nation and a symbol of auspicious. However, Westerners think it is evil, so when translating the words "four dragons in Asia", it can not be translated directly, and should be translated as "the four tiger of Asia". It can be seen that customs have a certain impact on business English translation.

3.2. Impact of Values

Values are the general evaluation of people's objective things, value standards and judgments. Different people have different views on the same thing, and people will have different values at different times, backgrounds and conditions. For example, in dealing with children, parents in western countries encourage their children to deal with things and solve problems themselves. They pay attention to their children's independence, let them feed their own efforts and seek the value of life. In the eastern countries, parents are too fond of children, so long as they have them, they will give them all. They usually solve all things for their children. Children in the eastern countries lack independence. And they all have high expectations for their children, looking for children to become dragons and women to become Phoenix. From this, we can see that the values of different countries are different. In Business English translation, different values will have an impact on the translation of business English.

3.3. Influence of Cultural Expression Differences

The traditional virtue of Chinese is modesty and prudence, and is more implicit in expression. But Westerners are totally opposite to us. Westerners are more straightforward, so when they communicate with western countries, they can express their views frankly, so as to effectively carry out business exchanges. Moreover, when making business contracts, it is not necessary to use the Hakka words, because in the view of Westerners, the legal evidence of cooperation between the two parties of contract knowledge has its own normative nature and does not need to use the Hakka language. Translators can express their own opinions directly on the premise of respecting each other and fair trade when they are translating. They do not need to be implicit euphemism, because Westerners have different understanding of euphemism, and they like to express them straightforwardly. Therefore, the differences in cultural expression will also have a certain impact on business English translation.

4. Business English Translation Strategies

4.1. Focus on the Cultivation of Intercultural Translation Awareness

There are different cultures in different countries. Although we know something about the cultural background of some countries, the national culture is broad and profound, and there are many things we don't know. Therefore, in business activities, will be affected by cultural differences. Translators should fully understand and master the customs, ways of thinking, values and other different cultural backgrounds of partners, and correctly understand the differences of language expression. Only in this way can they better translate the meaning to be expressed. Translators should constantly cultivate their awareness of cross-cultural translation, so that they can deal with the cross-cultural problems in business cooperation, carry out accurate and standardized business English translation, effectively promote the smooth progress of international trade cooperation, and constantly enhance China's position in international trade.

4.2. Effectively Improve the Control Ability of Professional Terms

Business English translation is different from general English translation in that it is highly professional. Business English translators should constantly improve their professional ability and enrich their professional knowledge. They should not only accumulate business English terms related to their own field, but also understand terms in other fields. Business English has its own language characteristics. In Business English translation, we should understand its characteristics and master translation skills. Therefore, in Business English translation, translators should constantly improve their ability to control business English terms, enrich their professional knowledge and improve their cross-cultural awareness. So as to improve the quality of business English translation.

4.3. Master the Principles of Business English Translation

In Business English translation, translators should master the principles of business English translation and constantly improve the accuracy of business English translation. When translating, translators should follow the principles of simplicity, accuracy, carefulness, coherence and formality. In business translation, on the basis of ensuring the full and accurate expression of the original meaning, try to translate concisely and highlight the key points. Also, don't bring in personal emotions - be true to the original. Moreover, - must express clearly, causes the translation to form the coherent whole. Only in this way can we do business translation better. Translation is not only the communication of language, but also the transmission of culture. Business English is the main language form in international trade

activities, which plays a very important role in the smooth progress of international trade activities. Business English translation plays an important role in international trade cooperation. Therefore, when doing business translation, translators should find out the correct translation strategies, enhance the ability to control the professional terms, cultivate cross-cultural awareness, and improve their business English translation level. Only in this way can we occupy an important position in the context of economic globalization and better promote the effective business cooperation.

4.4. To Overcome Cultural Differences and Strive for the Equivalence of Cultural Information

Business English translation is a kind of interlingual transformation. It not only includes the conversion of language symbols, but also involves the communication between different business cultures. The transmission of cultural information is entirely possible, mainly through translation to understand the culture of other countries. The equivalence of cultural information is also possible. We can follow Mr. Nida's "functional equivalence" principle. The "equivalence" here can not be understood as the equivalence in the mathematical sense, but can only be the approximate equivalence, that is, the approximation based on the proximity of functional equivalence. He believes that the purpose of translation should be to achieve equivalence between the source text and the target text in terms of information content, speaking style, style, language, culture and social factors. In order to achieve these equivalence, adjustments must be made in translation.

(1) Explore the historical, social background meaning and cultural connotation of words, and accurately grasp the equivalence of cultural information. Cultural translation should not only consider the historical and social background, but also pay attention to those words with similarities and differences, similar or similar, and differences in the same. The translator should keep clear thinking, pay attention to the deep connotation of culture, and understand the similarities and differences in the surface meaning of language.

(2) Don't give "foreigners" to wear "long robes and Mandarin coats", and embody the culture in the original way. When talking about translation, Mr. Lu Xun especially emphasized the importance of foreign feelings, which is the so-called foreign atmosphere. "Foreign style" here means to preserve the foreign cultural characteristics of the original language, and not to bring the English language with unique Chinese color. For example, the English idiom (a region) flowing with milk and honey comes from the Bible. Milk and honey are food familiar to Westerners. This idiom, such as "the land of fish and rice" translated into Chinese, has similar meanings, but it is somewhat nondescript. Therefore, it is more appropriate to translate it into "land of rich products".

(3) We should use Chinese idioms and norms properly to display cultural information in the best way. The process of cultural translation practice can be said to be the process of deeply analyzing the original language and cultural content, getting its meaning, understanding its spirit, and then expressing it with tempered target language. Not only does the target language maintain the original flavor, but it also needs "local flavor" when necessary, that is, adopting the standard Chinese and the customary expression accepted by the Chinese, otherwise it will not be able to achieve the "Fax" effect.

References

- [1] Chang Yutian. Business Chinese English translation [M]. University of foreign economic relations and trade press, 2012.
- [2] Li Taizhi crossing business cultural barriers [M]. National Defense Industry Press, 2012.
- [3] Zhang Zhihua. A study of business English translation from a cross cultural perspective [J]. Journal of Lanzhou Institute of education, 2014 (8): 146-147.
- [4] Zhao Xu. The influence of eastern and Western cultural differences on business English translation]. English Square. 2015 (09): 122.