

Study on principles of English translation

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Abstract—With the rapid development of economic globalization and China's reform and opening up, the importance of business English translation in international economic exchanges become increasingly prominent. Business English is a special purpose English, so other forms of business English translation and translation of literary translation has many differences, so there are significant limitations in using the traditional translation theory to guide business English translation. From the functional point of view, learn teleological function theory contained, Communicative Translation Theory and Functional Equivalence Business English translation functionality, combined with a large number of business English translation instance, from the lexical, syntactic and discourse level analysis system to make the characteristics of business English, meanwhile, according to the characteristics functional Theory to give the guidance of business English translation, and proposed some specific business English translation principles, strategies and techniques.

Keywords- *English translation; science and technology; Business English*

I. THE BASIC PRINCIPLES SHOULD BE FOLLOWED BY ENGLISH TRANSLATION OF SCIENCE AND TECHNOLOGY

From the perspective of the characteristics of scientific articles, most of them have the following characteristics: tell affair, logical, structured, the term variety, language rigorous, data accuracy. This requires that the concept of translation must be clear, coherent, logic is correct, the data is correct; especially should pay special attention to the definition, law, formulas, charts, conclusions, etc. Scientific English as a special branch of English, vocabulary structure, diction, etc. has its own characteristics, its grammatical structure is not very tight, and there are many differences between Chinese language and customs, such as large vocabulary, word variety, therefore the scientific English translation is more difficult. In addition, scientific articles are more emphasis on clarity and accessibility coherent and logical narrative expression; to avoid obscure wording, to avoid revealing personal feelings, to avoid arguments on subjective and arbitrary. Therefore, scientific English translation seeks to use less or no descriptive adjectives and adverbs with a lyrical effect, exclamations and question words, but extensive use of science and technology vocabulary, professional and technical terms, the translator should respect the objective facts, not tamper with data, avoiding uneasy translation of the text, they can't add their own subjective imagination, freely translated.

Translation is appreciated for "Truth." "Truth" is the translation of the original work content must be complete and accurate to express, and seeks to correspond with the style of the original work. Translation is a form of communication with each other in both languages and cultures, social and cultural differences between East and West are often difficult to translate in English comprehension and expression, and especially issues in the field of science and technology are more prominent. Technical Translation for any errors, inaccuracies or even will give scientific, academic exchanges, and other adverse effects on the development of production, loss, and even disaster.

Translation is seeking for "Smooth." "Smooth", referring to the target language must be smooth and easy to understand, comply with the grammatical structure of the target language and expression habits, easy for readers to understand. "Smooth" Content involved in translation, can be as small article in a word understanding and be big to grasp the structure of the entire article. When follow the principle of "Smooth", according to the article to be translated accurately pure science and technology background word, make out the expression characteristics of scientific literature and differences in both English and Chinese to express scientific literature; and in the translation of scientific English must take into account all aspects, be possible to make the translation presented a good result of "Smooth". Scientific English focus on facts and logical deduction, which often need to take coherent manner, and strive to achieve a full and adequate explanation, which was to resort to complex and expanding structure, so that the sentence becomes very long. Long sentences are characterized by clauses and phrases with both parallel structures or omitted, Inversion, the structure appears complicated. So that to breakthrough a long sentence translation, which mainly need solid basic skills, extensive expertise and good English-Chinese skills. But it is necessary to have some long sentences translation methods to help us translate as well.

There is a big difference in logical thinking and composing the Chinese English sentence. Therefore, technology transfer in the English language constituted hierarchy of information, primary and secondary relationships and sequence of statements, the Anglo-American readers can understand, but our readers may not be able to understand. This requires the translator to break the structure of the original language when translating constitute, according to Chinese translation of the recombinant expression habits, primary and secondary raw information in the deep structure of language to express clearly and clarity

of expression. In addition, long sentences are commonly in scientific English, sentence structure is very complex, it is difficult to translate this sentence, and therefore, in the translation of this sentence, which would require translator analyze component, adjust and divide primitive structure, etc., and then in the comprehensive use of various effective translation skills, and finally according to Chinese expression habit to translate.

II. BASIC METHODS OF SCIENTIFIC ENGLISH TRANSLATION

English translation process is a process of information transmission, first by the translator to understand the original, and then he expressed in another language for what he understood. Translation process consists of two stages of understanding and expression, the key to understanding phase is thorough understanding and grasp of the original content and substance, from a holistic approach, combined with professional content, through vocabulary and grammar analysis, thorough understanding of the content of the original and logic. By understanding the context of the original must be carried out the whole passage, otherwise the translation is often prone to error. Some of the scientific literature in translation sentences, we can't depend on grammatical relations alone to understand, must also come from the logical sense judgment or professional content, with particular attention to some of the concepts and terminology specific to the things represented. Expression phase of the mission is to have understood the contents of the original, with the Chinese aptly restated it. To make translation more fluent, the most important thing is to regulate the sentences, which requires Chinese translator in accordance with rules of grammar, language habits and rhetorical arts to organize the translation of the sentence, pay attention to word order of arrangement, tone, tense, voice of expression, the proper use of function words, complex sentence structure arrangements and so on.

III. INFLUENCE ON CROSS-CULTURAL FACTORS TO BUSINESS ENGLISH TRANSLATION ACCURACY

Due to business contacts related to economic benefits, translation of the principles of accuracy in Business English Translation is very important. Content translation is not only the language itself, but also the bearer of cultural linguistic symbols. Of course, in the long process of development of the culture, because a total of happiness, anger, sadness and joy and other emotions ideas so that each nation, the various ethnic cultures have their interoperability, combined with cross-cultural factors, to make accurate and effective business English translation is not difficult.

IV. SEMANTIC INFORMATION INCLUDE SURFACE AND DEEP SEMANTIC INFORMATION

A trademark is a sign of the product, excellent trademark give people a deep and strong impression, became a symbol of product quality and characteristics, so that it can meet the physical and psychological demands of consumers. Therefore, the success of trademark translation in opening up

world markets and participate in international competition, establish brand awareness plays an important role. Good trademark translation should accurately convey his ideas, straightaway, short eye-catching, easy to understand by consumers, but also makes clear, impressive. Foreign trademark translated into Chinese should adopt the structure of the word or words to accurately express, catchy, easy to remember, because it is in line with Chinese traditions and customs, but also keep pace with times.

Translation not only requires the translator thinking flexible, knowledgeable, good association, but also requires a cultural translator has a keen sense of smell, translation involves commercial activities and business scenarios even more so. Cultural differences can't pass the correct translation sometimes becomes invalid translation. So depth understanding of the original is the first condition for translation, but from a cross-cultural perspective to examine and think about their cultural background and content is essential. The only way to make a business background freely transfer under two different conversion language and culture, which can more accurately express the meaning of a sentence.

Noting the translation of Communication of only half the task, and the other half depends on the information the recipient's acceptance of the translation, that is, how acceptability. Translation of acceptability (acceptability) refers to the target readers can fully understand the translation, whether the translation easy to be understood. Acceptability is one of the important principles of translation. If a translation of acceptability is bad, ranging from make people feel awkward to read, uncomfortable, not like their people to say, while unintelligible, somehow, that totally do not understand, incomprehensible. Such a target readers do not understand, it is difficult to understand, could not stand or simply do not want to see, then, it is useless for the faithfully language. This means that the worst acceptability of the translation, which can't reach the purpose of translation, translation and no translation are almost the same, because readers don't have any feeling. The main reason for poor acceptability is as several aspects: linguistic factors. Translator too rigidly form of the original by-word translation is considered that only the faithful, some says that the original text translated directly to the reader will be understood. This is a big mistake; the result goes the opposite of the intended effect, which led to obscure translations. Similarity means that the translation should seek similar to the original. Sometimes translation and original translation will have the same situation in some areas. However, in most cases, they can be similar. Since the expression of two different languages, different habits, but different in different languages translation humanities backgrounds often fail to result in exactly the same situation with the original.

Then, under the premise of peer semantic information, sports information is also required to achieve on the other, especially when the original stylistic information is especially prominent. Semantic and stylistic information and other information on a peer is the most basic level business English translation peer. On this basis, if the original bearer

of cultural information, the translator must be unconditionally try primitives in this culture to maximize the transmission of information to the target language. Semantic information of the peer and style information, etc. must be subordinated to cultural information and so on. In other words, there is a conflict between the semantic information of the peer and style information with cultural information, must be based on cultural information as the overall situation, to the effectiveness of business for the purpose. It must explain, language and cultural information is not always able to carry. In other words, the original text sometimes does not host cultural information. In this case, the translator does not have to consider the nature of information to be peer culture. However, at any time, the translator must be based on the effectiveness of peer to the highest business standards, because all business texts are carrying business information. If the translation of semantic information or stylistic information or cultural information (if any) of the original text did not meet these three aspects, the effectiveness of peer business will be greatly reduced.

The original text and the translation of semantic information semantic information peer semantic information is the foundation. No semantic information then no stylistic or cultural information, so there is no business information, because the style information, cultural information, and business information must be passed out through language. Language is the carrier of information, if language doesn't transmit the information, sports information, cultural information, and business information will be impossible. Stylistic language, culture reflected only through the semantic information. Semantic information includes information about the surface structure and deep structure. We divide the surface structure and deep structure information of information is mainly to show two different ways expression meaning and convey information. Surface structure information refers to the literal meaning of words or discourse. The deep structure of information refers to the surface structure of the language implied meaning.

V. BUSINESS ENGLISH TRANSLATION

Accurate and appropriate translations, can promote the smooth conduct of foreign trade activities. To avoid all kinds of translation problems, translators should strengthen their sense of responsibility. Meanwhile enhance learning, understanding and knowledge of trade and economic knowledge, improve their English language training, and master a variety of translation skills. During the translation process, use appropriate translation methods for a variety of specific circumstances, and strive to translate accurately, in line with both the trade language habits and socio-cultural practices.

Under the background of economic globalization, the importance of business English has become increasingly prominent, its scope and frequency are increasing. Business English related to all aspects of business activities, which includes the western advanced management philosophy and staff psychology, and even about the connection of foreigners and exchanges, how to cooperate with them, work,

and foreigners living habits etc., from an extent, business English contains a lot of cultural factors. Therefore, with a specialization in Business English, colloquial, cultural as well as highly targeted properties. When China began the rapid development of international trade, it focuses on business English translation of the synchronous development. Only continue to improve the quality of the business English translation, which is able to make the world understand our culture, this passage is aiming to explore the exotic cultural differences to discuss Business English translation of the road, intended to grasp the translation of particularity and regularity.

VI. CONCLUSIONS

Economic exchanges between countries can't be separated and frequent travel between people with different cultural backgrounds. Due to historical reasons of their own English and social reasons, it has become the most widely used international exchanges best media language and international business. As a global business media, business English with strong diversity and volatility characteristics, which leads to business English translation, must focus on its cultural factors. Sources of information accompanied by cultural differences in international business to be coded form of communication, information transmission, decoding part of this dynamic dissemination of information in the context of a country's culture is encoded, and then decoded in the cultural context of another country, the translator is the bridge through language translation to pass national cultural consciousness. Encoding and decoding of language is different from the simple decoding machine, which is based on subjective impressions of cultural understanding, so whether business English translation can correctly feedback the cultural awareness, translator is vital.

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