

Research on Cross-cultural Factors in Business English Translation

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Abstract. This society needs business English translators to communicate with each other, to have cross-cultural communication awareness, to grasp the characteristics of business translation, to avoid contradictions and conflicts caused by cultural differences. This paper explains the characteristics of cross-cultural factors in business English translation. And study the method for cross-cultural phenomena in business English translation. This will contribute to strengthen awareness of cross cultural in English translation and makes the ordinary people to have a better realize of various works around the word.

1. Introduction

With the accelerated development of globalization, international business activities are becoming more frequent. English, as a universal language, has become an important bridge in international business activities. As a result, English based on specialized use, that is, international business English, has grown and matured. In international business activities, both parties to the trade must understand each other's intentions through business English translation to achieve the purpose of the transaction. Trade activities are, to a certain extent, the communication between people, and this kind of communication must be related to people's cultural awareness. People from different countries have different cultural awareness, which requires that cultural differences between countries be emphasized in business English translation activities, thus promoting effective communication between traders and achieving trade objectives.

2. Business English Translation and Cross-Cultural Definition

Business English translation and its importance. Business English is a language-specific medium with business knowledge as its core. It is mainly used in international business activities and is indispensable language ability in international trade communication. From the perspective of business English translation, the existence of translation is necessary for the development of international transportation, foreign insurance, national finance, technology introduction, investment attraction, foreign trade, etc., while business English translation as an international The subject of the English translation system, its rigor, objectivity, clarity are very prominent, the translated content is also very standard, unified and standardized. It can promote the smooth progress of international trade activities. Thanks to the translation, the merchants can deepen their understanding and deepen the mutual trust between the buyers and sellers, thus laying a good foundation for the success of the transaction [1].

Cross-cultural factors and their importance. In 1999, Hu Wenzhong pointed out in his published "Cross-cultural Communication Concept": "Communication of people with different cultural backgrounds is intercultural communication." In communicative activities, people from different countries in history and culture, geographical environment, Customs, values, and modes of thinking are not the same. Intercultural communication refers to a kind of communicative behavior of people in different cultural backgrounds. In international business communication, the meaning of business English activities is as an activity form, which is an activity of both parties with common interests in intercultural communication. In actual communication, the different cultural backgrounds behind the parties determine the outcome of communication and the success or failure of trade. It is worth noting that in intercultural communication, due to the existence of different cultural backgrounds, business English translation errors are not uncommon. If cultural misunderstandings are caused in translation, serious cases will lead to discord or breakdown of negotiations between the two parties.

3. The Impact of Cross-Cultural Factors on Business English Translation

The impact of cultural differences caused by differences in the understanding of things on business English translation. Language and culture are inseparable, and without language there is no culture. Language is a part of culture and a carrier of culture. Language plays a vital role in culture. Vocabulary is the basic factor of language composition. Differences in vocabulary will bring about cultural differences, which will have an essential impact on business English translation. For example, the famous "White Elephant" brand battery in China is translated into English as "white elephant". Although it achieves semantic equivalence, it is a failed translation from cultural information. Because in the Western countries, "white elephant" is "a big but useless thing." If the battery translated into "white elephant" is sold to Western countries, it is conceivable that its sales are definitely not good because no consumer is willing to buy something that is useless [2]. This is contrary to the most essential purpose of business activities. Therefore, in business English translation activities, we must fully recognize the cultural differences caused by different countries' understanding of things. In this case, it should be translated into an animal that is like a powerful force in Western countries, such as "Brown Lion." It means that the power of the purchased battery is endless, which is in line with the appetite of consumers.

The impact of cultural differences caused by geographical differences on business English translation. In the famous poem "The Ode to the West Wind" by the British poet Shelley, the warmth of the west wind is: It's a warm wind, the west wind, full of bird's cries. Therefore, it is natural for British cars to use Zephyr as a trademark. However, due to geographical differences, in China, the west wind is cold, and there is the saying of "eastern warming." The trademark of the automobile produced by China's No. 1 Automobile Manufacturing Plant is "Dongfeng". In addition, due to the different social systems and historical environments in China and the United Kingdom, Dongfeng and Xifeng have different political colors, which require translators to pay special attention to cross-cultural factors in business English translation. The resulting translation effect will directly affect the success or failure of business activities.

The impact of cultural differences caused by different ways of thinking on business English translation. The difference in thinking style is the manifestation of cultural differences in essence. A nation or country has formed its own unique living habits and ways of thinking in the long-term development and formed cultural differences on the basis of high crystallization [3]. For example, Chinese people focus on things as a whole, Westerners prefer logical thinking, and like to analyze and interpret. For example, in the expression of addresses, Chinese people are used to big and small, highlighting the whole. Westerners are used to small to large, focusing on the subject. Therefore, in the business English translation activities, we must consider the differences in these ways of thinking.

4. Cultivate Cross-Cultural Awareness in Business English Translation

As economic exchanges between China and other countries have become more frequent, various commercial and trade enterprises have flourished. In economic exchanges, business English translation seems to be very important. The correct translation may be related to the success or failure of economic exchange. Business English translation as a specialized English translation is also inseparable from the cultivation of cross-cultural awareness. "Cross-cultural awareness refers to a cognitive standard and adjustment method that is formed consciously or unconsciously in intercultural communication, or sensitivity to culture. Intercultural communication itself is the communication between different cultures. Medium, a dynamic process of two-way information exchange through information source→coding→information transfer→decoding→feedback. In this process, information is encoded in a cultural context, and in another cultural context. Decoding, the translator acts as a carrier of cross-cultural awareness and plays a bridge role in information transmission. The reason why the translator is different from the translation machine lies in its understanding and mastery of the different cultures involved in the two languages. In addition to literal meaning, the author understands the pragmatic meaning of the speaker's speech. Therefore, having cross-cultural awareness is very important to the translator."

Let's take a look at the embodiment of cross-culture in language translation from the perspective of words:

1. The translation of "green tea" into Chinese is "green tea", and the translation of "black tea" into English turns from red to black. "black tea". This is because Chinese is the color of the tea after the tea is brewed, so the tea has red and green points, while in English, it is named directly according to the color of the tea itself, with green and black points. It is not surprising. The term "brown sugar" is also called "brown sugar" in English. The influence of cross-cultural factors on the accuracy of business English translation Shang Zhen (School of Foreign Languages, Guangxi University, Nanning 530022) Abstract: This paper analyzes the cross-cultural awareness in business English translation from the perspective of cross-cultural, comparing the accuracy standards in translation. The influence of cross-cultural factors on the accuracy of business English translation is explained from three aspects: trademark, advertisement and business activity [4]. It is pointed out that it is necessary to pay attention to the cultural differences between China and the West in order to accurately and accurately translate in the business context. Keywords: cross-cultural business English translation accuracy

2. Chinese people call themselves "the descendants of the dragon", the "dragon" as a national totem, more than worship, so many goods are based on the image and name of the dragon, such as "Golden Dragon", "Longquan", "Shuanglong", etc., and once translated into Dragon, these brands will be daunting to the West, because in English, Dragon is a fierce, spit in the mouth. The monster that can bring bad luck to the people is the old dragon of the devil Satan, a symbol of evil, which is why the 'Asian Four Little Dragons' are translated into Four Asian Tigers. From these two examples we can see that translation and culture are closely related. If the translator does not understand the different cultures of different nationalities, it cannot accurately translate the meaning of the sentence itself. It is not only wrong to translate literally, but it also does not convey the meaning of the author. The Chinese-style English that people often say refers to the sentence patterns or expressions that are not in conformity with the English expression habits, which are based on the expression habits and methods of Chinese, including the erroneous expressions that appear to be correct because they do not take into account cross-cultural factors. . If you don't understand the cultural differences between China and the West, you can't talk about the exact understanding and translation. Suggestions for cultivating cross-cultural awareness are as follows: To understand the culture and customs of Western countries, to emphasize the different expressions of cross-cultural and linguistic expressions, to make translations more accurate; to learn to use appropriate languages in appropriate language environments, the language environment is very To a large extent restrict the use of words, pay attention to the use of context-specific words in different language environments, so that the ideas are coherent and complete; to learn to determine which language forms are acceptable and which are unacceptable languages; to develop English Thinking, English and Chinese have great differences. Using Chinese thinking mode to replace English thinking mode, they often understand and translate word by word. This one-to-one error mode violates the law of language expression. For example: Many Westerners now use the term MaoTai to refer to Chinese wine, not to wine or alcohol. In fact, English-speaking wine is different from Chinese-made liquor. It refers to non-alcoholic wine, that is, Chinese 'Yellow wine'. In English, white wine refers to white wine, and red wine refers to red wine. In English, white wine refers to alcoholic wine called liquor or alcohol. Another example: there is an advertisement Take the TOSHIBA, Take the world. The translation of the word Take is the key, can not be literally translated as "take" or "carry", the accurate translation is: "have Toshiba, have the world".

5. Strategies for Cross-Cultural Phenomena in Business English Translation

In order to better assume the role of bridge in cross-cultural communication, translators in business activities should master the translation strategies of cross-cultural phenomena in the process of business translation. Understand the connotation of Chinese and English. Translators in business activities must have a clear understanding of the culture of their country. The acquisition and mastery of this language is inseparable. The Italian philosophy professor Eko believes that when different languages meet, differences between them lead to cultural conflicts. There are three manifestations of this cultural conflict: cultural conquest, cultural plunder, and cultural exchange. Whether it is cultural conquest or cultural plunder will lead to obstacles and misunderstandings in cultural exchanges, and even misinterpret each other's cultural

meanings. Therefore, in order to effectively complete the cross-cultural communication in business activities, the translator must first understand the culture of the family and improve their language and cultural accomplishment. For example, for translators of English and Chinese, improving Chinese language and culture is a compulsory course. The global culture shared by the people of the world is being formed and developed [5]. Translators in business activities must have a deep understanding of the meaning of Western culture. In order to cultivate cross-cultural awareness in business English translation, translators must not only have a large vocabulary and fluent oral expression ability, but also know that language is a part of culture, a carrier of culture, and a reflection of national cultural expression. The study of language and the study of culture are inseparable. Language is also the spiritual support of a nation. Western culture has a long history and has formed a unique cultural atmosphere and connotation. The famous British philosopher Bacon said this: "Reading makes people full, conversation makes people alert and writing makes people rigorous." Therefore, reading is a very effective method in the study of foreign culture, because reading can stimulate the translator's desire to acquire knowledge, make their thoughts mature, broaden their horizons and enrich their lives. The acquisition of cultural knowledge is a long process, and the translator must obtain it through reading. Through reading, the translator can understand the daily life of foreigners as well as foreign customs and etiquette. For translators who understand American social culture, customs, laws, etc., they are more likely to complete high-quality translations in business activities. Another important way to understand foreign culture is to watch movies and TV shows. In other words, movies and television reflect the development and evolution of culture. Translators in business activities can understand the intrinsic information of foreign cultures and overcome the negative factors brought about by cultural conflicts by watching foreign movies and TV series. The method of learning a foreign language by watching movies and TV shows is simpler and easier than other methods, and most translators can enjoy this kind of happy learning.

As a business English translation practitioner, you must understand the relevant professional knowledge involved in the original text, otherwise it will be impossible to understand the original text, and even less notice the cultural differences. For example, "account receivable" is "accounts receivable". If you don't understand the term, "account" has the meaning of "interpretation" and "report", and it may be understood as "receivable report". The lack of professional knowledge related to business English will inevitably lead to the failure of translation results. Therefore, mastering the relevant knowledge of business English is conducive to raising cross-cultural awareness, thus ensuring the smooth progress of business English translation activities.

Pay attention to the mood and improve your translation skills. In the Chinese and English sentence patterns, the form and structure of the active sentence and the passive structure are fundamentally different. The issues that are focused on are not uniform, so the language focus will be different, and the translated mood will be biased. In Chinese, passive sentences generally have their own distinct characteristics, such as "being" and "acceptance". In English, there is no such symbolic vocabulary. They often rely on the suffix of the verb to complete. In the translation of passive sentences, the translator must add some local language features to express the original meaning of the target language. In the difference between the cultural backgrounds between the two, it is also possible to compare the corresponding features, so that the corresponding communication can be completed well, so as to ensure the accuracy of the meaning. Through the experience of context, the translator can better improve his own sense of language. In the process of business English translation, it is not only the translation between languages, but also the intercultural communication between people. This requires the two sides to communicate with each other, so as to ensure that the two sides have a basic context in the process of language communication. The above is consistent.

6. Conclusion

Business English translation plays an important role in international trade, not only in the fate of individuals and enterprises, but also in the transmission of corporate and national culture. In the era of global economic integration, business English translators should pay attention to the significant impact of cross-cultural factors on business English translation, strive to improve their professionalism and

cross-cultural awareness, and use the correct translation strategies to make business English translation work has the greatest positive effect.

7. References

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