

Research and Practical Exploration of English Translation from the Perspective of Cross-Cultural Communication

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Abstract: In cross-cultural communication, English is an indispensable language for communication. News media is an important means of understanding current affairs in other countries, and the accuracy of news English translation is particularly important. English is also a tool and bridge for communication between both parties, three parties, and multiple parties. This paper first briefly analyzes the translation characteristics of news English. The cultural commonness and cultural individuality, Cultural conflict, and cultural exchange existing in Chinese culture and western culture have an important impact on translation activities. Therefore, in the process of translating from English to Chinese, translators need to pay attention to cultural factors and differences between Chinese and Western cultures and adopt corresponding translation strategies to accurately convey the meaning of the original text.

Keywords: practical exploration, English translation, cross-cultural communication

1. INTRODUCTION

The development of internationalization has led to our products going abroad and foreign products entering our country. When reporting foreign news, it is necessary to not only adhere to the principles of national etiquette in English translation, but also to translate and understand what the other person is saying in the content of communication between Chinese and foreigners.

Cross cultural communication mainly refers to the cultural communication between people from different cultural backgrounds. English, as a means of communication and a trend in modern culture, plays a very important role in international communication. From a cross-cultural perspective, English translation should also be consistent with cultural exchange, and more attention should be paid to the conciseness and clarity of language to make the translated language more fluent, find common ground between English and Chinese, and seek common ground while reserving differences, so that news reports can clearly convey accurate foreign news to the Chinese people. In international business and trade, to reach a consensus on cooperation, it is usually necessary to sign an international business contract, and the text content of the business contract is mostly presented in English. The International Trade Organization has very strict requirements for trade contracts, and both the content and format must be standardized and rigorous.

Both parties signing the contract must fill in the form according to specific requirements to ensure the formality of the contract. For example, in business contracts, the word 'hereby' often appears, which is translated as 'therefore, hereby' in Chinese. However, in ordinary English to Chinese translations, this formal and commercial word is rarely used, and is usually replaced by the commonly used phrase 'by reason of this'. Professional Business English translators should translate accurately and normatively in accordance with business idioms. At the same time, from the perspective of cross-cultural communication, to adapt to the development of economic and cultural globalization, English translation majors also shoulder the mission of cultural communication. They need to have a deep understanding of the historical,

cultural, and socio-economic knowledge of western countries, as well as a deep understanding and summarization of local culture, and a clear understanding of the language and cultural differences in English.

Therefore, translation talents should not only possess solid professional knowledge, sufficient language knowledge, and proficient translation skills, but also bear the responsibility of transmitting local culture in a way that meets cultural needs and communication norms. Only from this point of view can we cultivate the professional translators needed in the context of economic cultural globalization. The different living environments, social customs, values, and religious beliefs of different ethnic groups have led to different social development trajectories, resulting in different understandings of the objective world. Therefore, sometimes the two cultures of China and the West inevitably collide and conflict. On the linguistic level, reflection is that English and Chinese each rely on each other to describe and express the same thing, generating different associations, even the phenomenon of completely corresponding referents but vastly different pragmatic meanings may occur, which brings various difficulties to language translation.

2. THE PROPOSED METHODOLOGY

2.1 The significance of cultivating English translation practical ability from the perspective of cross-cultural communication

Translators need to be particularly cautious in the translation process. If literal translation is based on the understanding of their own culture, it may result in errors where the meaning of the translation is not relevant or even completely contradictory to the original text. Therefore, currently, domestication is often adopted as a translation strategy. The requirements of commercial contracts are very strict, and there are also some strict rules for specific details to ensure the accuracy, standardization, and accuracy of commercial contracts. After the contract is signed, disputes between both parties in the transaction are avoided. So, this kind of contract

is strict. In the process of translation, the translator must have a clear understanding of the contract format. Under the condition of full understanding and mastery, we should also express it more strictly. For example, ensure that in Business English, strict and reliable translation usually has some fixed collocation.

As an agreement and the terms and conditions of the agreement. European Community countries, European Community country agreements, this translation is relatively standard in the process of signing agreements, and it is widely used internationally and has a certain degree of universality. Due to the different historical backgrounds of development in various countries around the world, there are significant differences in customs and traditional cultures among different countries and regions. The formation of customs and habits is accumulated through a long history and is a characteristic and symbol of national culture. In international trade, it is important to pay attention to understanding and tolerance of cultural differences. In China, the classic traditional festivals include Spring Festival, Dragon Boat Festival, etc., while in Western countries, Thanksgiving, Christmas, and Easter are the main festivals. Due to the different religious beliefs of Religions by country, people may not have a deep understanding of Easter, a festival based on religious stories. Translation is a highly practical and applied discipline that requires rich language knowledge accumulation, proficient translation skills, as well as profound cross-cultural and bilingual abilities.

However, the current focus on the cultivation of English translation ability, while emphasizing the improvement of English proficiency and translation skills, has downplayed the cultivation of students' bilingual cultural abilities in both Chinese and Western languages, and neglected the improvement of students' cross-cultural communication abilities. Different customs affect news English translation, and they vary depending on the calendar history, culture, and development of different countries and regions. Customs and customs play a very important representative role in a region and are also a valuable cultural asset. News English translators must understand the customs, cultures, and customs of different regions. We should fully respect and acknowledge various local customs and traditions. The customs and habits of certain special regions are highly valued by indigenous residents. In different cultures, people will make different value judgment on the same objective thing or phenomenon. Under the influence of cultural psychology, this value judgment may change from quantitative change to qualitative change to form a social norm, which will restrict the behavior of social personnel.

2.2 Training Path for Practical English Translation Ability

For example, in ancient China, "dragon" was always regarded as a sacred creature, a symbol of auspiciousness, power, and dignity. However, in Western culture, the opposite is true in China. Dragon is synonymous with evil and evil, and different cultural backgrounds lead to different psychological states. There are also significant differences in understanding and judgment of the same thing. Some local universities lack in-depth cooperation between schools and enterprises. Due to limited social resources, the demand for translation talents in small and medium-sized enterprises is not large, making it difficult to meet the needs of university cooperation. This has led to some translation students having difficulty penetrating the enterprise and experiencing the real translation practice environment.

Failure to effectively align with the market, inability to allow students to experience practical and career oriented "immersion" extracurricular practical teaching, and neglect the combination with social practical needs, resulting in students feeling difficult to engage in translation related work after graduation. There are differences in the translation of sentence structures: throughout the long history, the differences between Chinese and Western cultures have existed for a long time. Chinese culture places more emphasis on image thinking and emphasizes abstract thinking than Western culture, which seriously affects the translation of news English. During the translation process, the accuracy of translation will decrease. Firstly, from the perspective of sentence structure analysis, western English places more emphasis on logic and the logic in sentence structures, People rarely appear in a sentence, but they often use one sentence to describe the entire objective fact. Chinese sentence structures place more emphasis on meaning, using simple words to express important information, which is also the reason for the issue of deviation in news English translation.

Because of the characteristics of business English translation, its use needs to be highly professional and normative, requiring translators to master the expression characteristics of translation in business activities, and be able to flexibly use translation skills in different trade. In addition, seemingly ordinary words will have different meanings in the business environment. For example, the word "claim" should be translated as "claim" in the normal translation and should be translated as "claim" in the business English translation. In business English translation, attention should be paid to the difference from ordinary translation. Ordinary translation requires the overall harmony of sentences, and attention should be paid to the atmosphere and tone of the article. business English pays more attention to objective facts and avoids the translation of sentences without personal decoration. Ordinary passive sentences and long difficult sentences are used more frequently.

Keep learning business English translation related knowledge, conduct comprehensive analysis and research on sentence patterns and styles of translation, and select appropriate expression characteristics according to different occasions. From the perspective of cross-cultural communication, the cultivation of English translation practical ability needs to further enrich the curriculum system, based on the essence of the English subject, innovate teaching methods, and means, and build a new student-centered classroom. Specifically, the innovation of teaching methods should focus on the transformation from "teaching" to "teaching and learning", and the transformation from teacher centered to student centered. Modern teaching concepts and models should be reasonably utilized, and new methods should be actively explored. By integrating case-based teaching, discussion based teaching, and blended teaching methods, an efficient and free modern intelligent classroom should be constructed.

3. CONCLUSION

In today's internationalization process, news English is one of the ways to keep up with the times and understand the world. Understanding world news has also become an indispensable part of our contemporary learning. This is also why news English translators need to continuously improve their translation skills, understand cultural differences between China and the West, and integrate cultural differences into the translation process. Therefore, Business English translation must start from a cross-cultural perspective, cultivate translators' cross-cultural awareness, master the cultural

differences between home and foreign countries, and accurately express the central meaning of the trade subject according to different cultural backgrounds, considering the various differences in regional language expression, cultural cognition and thinking modes. The development of Business English translation from the perspective of cross-cultural communication is conducive to the better adaptation of translation work to the development of the times.

4. REFERENCES

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