Research on Business English Translation from the Perspective of Cross-culture

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Abstract: From a cross-cultural perspective, the development of business English translation should take full account of cultural differences and the impact on language communication between the two places. From the perspective of different thinking habits caused by cultural differences, the focus of business English translation optimization is analyzed to achieve the goal of effective translation of business English, which is a strong foundation to ensure the accuracy and appropriacy of business English translation. It is suggested that relevant staff should deeply analyze and understand the influencing factors of business English translation, including cultural customs, way of thinking, way of expression, writing habits, etc., focus on the premise of clarifying the principles and working characteristics of business English translation, and then take corresponding measures to "accurately" translate, which can generally achieve better translation results. Especially for the business cooperation with the background of countries that do not use English as their mother tongue, English translation should also combine the political, cultural, economic and cultural background of the cooperative countries, and consider the language to ensure that business English translation is reasonable and can effectively promote win-win cooperation.

Keywords: Cross-culture; Business English translation; Path

Business English mainly serves in business activities with English as the main communication tool. In order to better understand the demands of both sides, it is generally necessary to use English, an international common language, to exchange what is needed and reach cooperation. In order to better understand the requirements of the other party, clarify the direction and objectives of cooperation between the two parties, and push specific plans, it is necessary to attach great importance to language communication. When using business English for communication, great attention should be paid to the accuracy of translation, especially for the understanding of regional customs, language expression habits, and humanistic environment, which can help improve the effect of business English translation and ensure orderly cooperation. This requires the involving staff in the translation of English content to consider more on the related influencing factors, in order to ensure that the translation content is accurate and reasonable, which hence promotes the effective cooperation between the two sides, and guarantees the interests of both sides.Through this way, both sides could have a good cooperation experience, which ensures the establishment of a long-term cooperation mechanism, and the chance for the enterprises to seek greater development.

1. Principles of Business English Translation

In the process of business English translation, we should pay attention to several principles, namely, professional, concise, routine and cultural uniqueness. These principles are actually combined with the reasons for the formation of differences in translation understanding, that is, from the perspective of translation influencing factors, such as differences in customs, habits of thinking, ways of expression, writing habits, etc., which aims to analyze the problems of reducing the impact of the above-mentioned factors and put forward effective suggestions.

1.1 Professional Principles

The professional terms of business English are numerous and highly targeted. When translating, we should pay attention to follow the principle of professionalism and translate the contents of professional terms[1]. Combined with the context, regional culture, economic characteristics and political thought, some business terms could be effectively translated, such as the word "negotiable", which will be translated differently in different business contexts. In "The price was not negotiable", it is generally translated as "negotiable", while in the sentence –"The straight bill of lading... such a document is not negotiable.", it would be more appropriate to translate it as "transferable" in Chinese.

1.2 Principle of Simplicity

The principle of simplicity emphasizes the characteristics of the needs of highlighting business activities: simplicity and conciseness. Combined with the idea of "oral expression" in Chinese, that is, to be more concise within limits, so as to ensure that readers can hear clearly and understand quickly.

1.3 The Principle of Practice

This principle refers to the translation of business English content in accordance with the "established convention" or a way of expression that has been verified by practice. For example, the "balance sheet" can not be simply translated literally.

1.4 The Principle of Cultural Uniqueness

There are obvious cultural differences between regions and countries. When translating business English into certain national or regional language, it is necessary to fully consider the cultural characteristics of the region. Simply speaking, it is necessary to "do as the Romans do", which assures the readers' better understanding.

2. The Optimizing Path of Business English Translation from the Perspective of Cross-culture

The optimization of business English translation from a cross-cultural perspective can be carried out from the following aspects:

2.1 The Combination of Literal Translation and Free Translation

The literal translation of Business English is to retain most of the English structures and its meanings, and then translate directly. Free translation refers to a way of flexible translation processing, when dealing with the complex and meaningful content; that is, grasping the main ideas of English materials, and trying to get rid of the shackles of the original structure[2]. The combination of literal translation and free translation is a way to adjust from the language form structure, emphasizing the English literal translation and the meaning it intends to express, so as to ensure the accurate expression of the author's thoughts. For example, when translating "Dear Sirs", the literal translation has the gender reference (Sirs), but with the free translation, we could use the Chinese title with the similar meaning of "To whom it may be concerned".

2.2 The Combination of Domestication and Foreignizing Method

Domestication is the localization of the source language, that is, the translator will take the reader's point of view and the reader's habit of expression. In the process of domestication translation, the translator is required to give full consideration to the ideology and behavior of the reader of the target text, and to translate as much as possible in the humanistic way of speaking in the region where the target language readers are located, that is, to turn the translation into an authentic national language [3]. when translating the English materials into Chinese, it is necessary to fully consider the habits of local readers who use Chinese as their mother tongue, their speaking and behavioral expressions, so as to be as close to their normal life as possible and facilitate their understanding.

Foreignizing Method, on the other hand, is to get the target reader as close as possible to the author of the original text. That is, when translating, accommodate the characteristics of the source culture and language, and the expression of the source language shall prevail.

Here, the emphasis of the combination of the thoughts of domestication and foreignization for translation is to take care of the language habits of both sides, and try to move towards the direction that both sides can understand[4].

Take the following sentence "I will not fail to keep you informed about the continuation of procedure."as an example. When translating with the idea of combining domestication and foreignization, we should consider the characteristics of English "hypotaxis" (usually, the central words are in the front, while modifiers in the back) and Chinese "parataxis" (modifiers are usually put in front of the central words). The former pays attention to the rigor of language form, while the latter pays attention to the Logical relations of language implications. In this example, according to the Chinese readers' expression habits, it should be adjusted to: "I (we) will inform (you) of the progress of the application in the first time." Relatively speaking, this expression is more in line with the daily language habits of the Chinese people.

2.3 The Combination of Normalization and Specification

The combination of normalization and specification means that in the process of business English translation, we should pay attention to the content with "implication" characteristics in English, and carry out specific and standardized translation to ensure that it is more in line with the "rigorous" characteristics of business English, so as to avoid ambiguity.

When translating "The customers has a lot to complain about the product." , the "complain (complaint)" has certain characteristics of "implication". If it is directly translated into the related meaning in Chinese, according to the Chinese language habits, "complaint" is obviously not professional and standardized, but if it is adjusted to "users have great problems on the product", which is relatively more specific and standardized, it can make the whole context more in line with the characteristics of the "business negotiation" occasion. Meanwhile, the target readers can better understand the atmosphere of the business negotiation, hence, achieve a successful communication.

Conclusion:

To sum up, for cross-cultural exchanges and cooperation in the field, it is necessary to understand each other's true intentions, perceive each other's demands, and make reasonable arrangements under the consideration of actual situation. In international trade activities, the application of business English is essential. Accurate translation is the basis for both parties to understand each other's true demands, combine the current conditions more accurately, make reasonable concessions, and promote effective cooperation. Therefore, we should pay attention to the development of business English translation, to further understand the business English translation from the cross-cultural perspective, to keep digging into the impact of various factors, and then to ensure that the translation content is accurate and in line with the context of the occasion, hence to promote the cooperation between the two sides based on mutual exchange and mutual trust, and to achieve the goal of cooperation.

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