

Exploring the Obstacles and Optimization Strategies of English Translation from a Cross-Cultural Perspective

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Abstract: With the continuous advancement of economic globalization, cultural exchanges and cross-regional cultural exchanges in various regions have been promoted. From the perspective of cross-cultural communication, we must fully respect the unique characteristics of different cultures and deeply understand the differences between different cultures. In the field of contemporary English translation, how to ensure the effectiveness of the translated content, the semantic meaning of the real context, and improve the quality of English translation has become a new topic of current learning. This paper analyzes the importance of English translation from a cross-cultural perspective, and explores the existing obstacles and optimization strategies for reference only.

Keywords: English; Translation; Cross-Cultural Perspective; Obstacles and Optimization

Introduction

Different cultural backgrounds contain different ways of thinking, and the core idea of this way of thinking also have significant differences. Taking English translation as an example, due to cross-cultural differences, the plasticity of language is limited, resulting in translation can not accurately express the meaning. Given that this paper analyzes the obstacles and issues in English translation from a cross-cultural perspective and provides a summary. At present, cross-cultural English translation can combine the cultural thinking characteristics of different countries and regions, and skillfully use translation skills to ensure that the final translation can not only accurately convey semantics, but also meet the using standards of language norms.

1. The importance of English translation from a cross-cultural perspective

With the development of social economy and the progress of science and technology, human beings are increasingly connected. In the context of global economic integration, English has become an indispensable international language, and its position on the international stage has become increasingly prominent. As one of the most popular and widely used foreign languages in the world, English has also been attached great importance by governments around the world. In order to cooperate and communicate with more countries, China has also made English as the main subject of study. Because English translation plays a crucial role in the cultural communication between China and the west, only by mastering excellent English translation skills can we effectively eliminate the obstacles to the development of our foreign trade and ensure its foreign communication. It can be seen that the main core of English translation should be to seek common ground while reserving differences between cultures of different countries through mutual communication, so as to achieve the highest level of language expression art. For example, in terms of Chinese culture, Chinese people will pay attention to the specific context of language expression, so different contexts have different meanings. Therefore, when people from other countries try to translate Chinese books, they must immerse themselves in the language atmosphere of the original author in order to feel the meaning. However, if this thinking is lacking, it can lead to poor quality of book translation.

2. Obstacles to English translation from a cross-cultural perspective

2.1 Obstacles to language culture

In fact, there are significant differences between the origins of English and Chinese. The Chinese language evolved from Hieroglyphics, which contains rich symbols. Under the continuous evolution, different contents were integrated in different periods, and a complete Chinese knowledge system was built. However, the origin of English is relatively late, and its letters lack image fusion, so its expression is more abstract.

For example, “young” in Chinese culture not only represents a person's growth stage, but also praises the youthful vitality contained in a person; while in the English context, “young” mainly used to describing the stage of growth, and more importantly expresses the

meaning of “immature”. Therefore, it is necessary to have cross-cultural thinking when translating.

2.2 Living habits and customs barriers

In real life, unique cultures are generated due to people's perception of the customs and habits of different ethnic groups. Different countries and ethnic groups have their unique ways of daily greetings and etiquette habits. There are significant differences in daily life customs between English and Chinese. For example, in Chinese, we often use the phrase “Have you eaten yet” as a polite greeting, which has no special meaning in the Chinese language system. But if based on Western culture, once the phrase “Have you eaten yet?” is put forward, it will lead to misunderstandings among some people. From this point, it can be seen that there are differences in living customs, which can easily lead to certain differences in translation. Therefore, in the translation process, it is not possible to rely on literal expressions solely, but also need to consider comprehensive cultural factors.

3. Optimization strategies for English translation from a cross-cultural perspective

3.1 Refining proficient cross-cultural translation skills

3.1.1 Domestication translation techniques

This technique is mainly applied in the translation of people's titles. For example, in the subject appellation system, the Chinese system mainly focuses on people, usually driving the development of the story through the relationship between events and people. But in English, it is a situation that semantics apply to objects. Therefore, when completing translation, it is necessary to think from a cross-cultural perspective to ensure the proper integration of cultural characteristics and the sentence adjustment under the original translation. When translating English into Chinese, creators can combine the Chinese language system to express themselves in a way that shifts the emphasis on objects in English, placing people as the core content, and presenting the process of the story from a human perspective. In addition, because Westerners attach great importance to etiquette, personal order should be paid attention to in translation to ensure the accuracy and coherence of language expression.

For example, when acknowledging responsibility, in English translation, emphasis should be put to the choice of the first person, which is not out of special meaning, but out of respect and courtesy for others. In Western countries, the specific direction of kinship terms is not clearly defined. Before conducting translation work, the translation creator must carefully sort out the interrelationships between the characters in the original work to avoid the occurrence of complicated relationships between the characters during the translation process. As for the translation skills of words, translators can use the technique of positive and negative conversion to make the use of words more flexible. Only in the process of continuous sublimation of vocabulary can the quality of translated works be gradually improved. However, currently, most translation creators still face numerous difficulties in the appropriate conversion of vocabulary. Due to a lack of appropriate logical thinking, many translation creators have encountered serious translation problems when expressing semantics due to improper use of vocabulary. Therefore, in order to improve the vocabulary application ability of translation creators, it is necessary to improve their own translation ability from a cross-cultural perspective.

For example, when transitioning from verb to noun or from negation to affirmation, these are all effective translation skills, so if the translation creator can skillfully apply these efficient translation skills to translation process, the accuracy of the final translation work will be significantly improved. In English translation, sentence pattern conversion also has some difficulties, which are mainly as follows: One is short sentence translation, which is relatively difficult; The second is long sentence, which is more difficult than former. Short sentences have a small vocabulary and clear sentence structure, so translation creators can accurately locate the main structure of the sentence and make appropriate modifications. For more complex sentences, it is necessary to distinguish the types of sentences during translation. Whether in English or Chinese, a large number of sentence patterns include inverted sentences and elliptical sentences. Only by finding commonalities between sentences can we preserve contextual knowledge and demonstrate the author's thinking ability. Naturally, creative translation also requires sentence by sentence translation. The creation of an article lies in the unity of the whole, we can continuously diverge our thinking and combine sentence structure to ensure the accuracy and reliability of translation.

3.1.2 Learning sentence switching techniques

When translating, the frequency of sentence structure translation is relatively high, but there are a large number of special sentence patterns in English knowledge. Therefore, it is necessary to master the thinking habits of Westerners in order to restore the meaning of the language. For example, for the “There be” sentence pattern, it is necessary to master the characteristics of the sentence structure and carry out effective translation. To be specific, translators need to grasp the actual situation and make appropriate supplements to improve the effectiveness of the translation in the process of translating.

For example, when translating this sentence: “Good evening. On such a wonderful autumn night, we will meet here to celebrate your arrival. Thank you for your constant efforts. Congratulations on your acceptance at this university. Over the past few years, your visit will inject new vitality into our school. On behalf of all faculty and classmates, we warmly welcome you. I hope you succeed in your research and enjoy your time” ! In this paragraph, the content of blessing and congratulations is expressed, and the English etiquette is displayed. Therefore, the translation needs to be properly handled according to the cultural background, so as to avoid the phenomenon of translation redundancy.

3.2 Recognizing the reality of cultural differences between China and foreign countries

Under the continuous development of economy, cultural exchanges are showing an increasingly close integration trend. Cultural exchanges are increasingly frequent, but it is necessary to pay attention to the inevitable cultural differences between different ethnic groups and countries, so translators should pay attention to cultural differences. Based on this, the translator needs to fully understand the author of the literary work, such as its historical background and the religious beliefs contained in the work and the ideas expressed in it, and conduct a conceptual analysis. There are certain differences in the creative ideas of different authors, and there are differences in the structure and narrative mode of their works. On the basis of mastering different cultures, translators can take the author's creation as the main line, apply appropriate ways of thinking, and translate from a cross-cultural perspective to realize the integration of cultures. Translators should adopt diversified methods to master different cultural backgrounds so as to eliminate the obstacles between cultures and achieve high-quality translation. More attention should be paid to ideological differences, such as individualism in the West and collectivism in the East, which are obviously different in expression. Translation should be based on respect for the country and ethnic groups, giving sufficient attention to cultural differences, so as to preserve the original appearance of the work.

4. Conclusion

In short, in order to promote efficient translation, it is necessary to realize the importance of cross-cultural translation, master the characteristics of different cultures, and constantly improve the practical effect of translation.

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