

Application Characteristics and Translation Methods of Leather Business English

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Abstract: In recent years, China's international trade industry has been gradually developing, leather commerce has also been rapidly developing, and English translation work has gradually become the key of international leather trade and international trade standards, but by our country's English translation work affected, there may be more problems, affecting the development of leather industry. Pugh business development response personnel not only have the ability to translate English, but also need to have a wealth of leather business knowledge, especially the professional knowledge and professional terminology involved, which affect the key to the application of business English. The application of business English in leather industry needs to analyze the translation requirements and various skills, explore the problems to be paid attention to in application translation, and ensure the accuracy of business English translation.

Keywords: Leather business English; Application characteristics; Translation mode; Analyze

Under the background of economic development, the leather communication between China and other countries is increasing, and the development of business English is also constantly improving. In the development, strong translation ability is needed. The application of business English in the leather industry requires translators to combine technical knowledge and relevant materials for translation work, and pay attention to the problems that need attention in translation, solve translation problems, and ensure the specificity of translation. Business English is a relatively strong professional discipline, has a strong connection with the industry in practical application, and has high requirements for the composite ability of the response personnel.

1. Value of leather business English application

1.1 Promote the development of international trade in leather

Business English is relatively professional, and the application of leather business should fully consider the actual situation, and it is also necessary to ensure the development of international trade in leather. In order to improve their own competitive advantages in the development of leather trade enterprises, they need a larger market. In this process, more talents are needed to build a bridge of communication and master business English knowledge as much as possible. Leather business English application can ensure friendly exchanges between leather enterprise personnel and international partners, but also can combine cultural background and cultural differences to carry out specific work, so as to avoid misunderstandings and other problems, to ensure the smooth development of leather international business.

1.2 Transformation of the leather industry

The application of commercial English in leather enterprises can promote the transformation of enterprises. The development of China's leather industry is in a key period of upgrading and transformation. In the process of development, attention should be paid to follow up the trend of the development of The Times and ensure the stable development of international commercial enterprises. In the process of development of leather trade enterprises, attention should be paid to updating technology and attracting more capital, so as to promote their own development. Especially in the period of rapid development of China's economic development, the key to this actual development is technology, especially the improvement of China's international status, and more confident when communicating with international partners, in this process, business English is very key, which is the key to ensure communication with international friends, and can be prepared for economic development and industrial transformation.

1.3 Promote the economic development of leather enterprises

The application of business English can promote the economic development of leather enterprises, especially in different cultural backgrounds with different languages, in the process of development in order to understand the language correctly, it is necessary to ensure the rigor of translation. The application of business English in the development of the leather industry should pay attention to the use of professional and formal business English, and avoid the behavior of damaging countries in the process of enterprise trade, in the cooperation also need to pay attention to the friendly exchange, avoid trade friction and other situations, and try to work as fair and just as possible to promote the development of China's leather enterprises.

2. Leather business English application characteristics

2.1 English Grammar

Leather business English application should pay attention to the difference in grammar, professional English knowledge and school knowledge is different, in the grammar should pay attention to concise and clear.

2.2 Strong professional attributes

The application of leather business English is relatively professional, and the requirements for personnel's English translation ability, language expression ability and leather business knowledge are relatively high, so as to be able to transform professional leather technology, and also to correctly translate contracts and technologies. The application of business English in the development of leather industry can reduce the impact of subjective factors on translation, enable more active learning in translation, and ensure the effectiveness of translation. In the process of trade cooperation between China and foreign countries, English is widely used, which has become an international common language, and the application of this language in the translation of leather industry can better translate relevant knowledge. The application of leather business English involves professional knowledge such as technology, law, industry and technology, which has strong professional attributes, and it is also necessary to pay attention to the accumulation and learning of professional vocabulary in the process of more, so as to better master these knowledge.

2.3 Voice characteristics

Leather business English application is mainly for academic communication, in the communication is often passive voice learning, in the process of learning to be more direct to show the center of the event, and in the expression of the need to ensure fluency, in the process of communication to fully consider the leather business English language expression habits. Professional English expressions in the field of leather trade should be mainly translated, pay attention not to use too much voice, pay attention not to add modifiers in translation, and pay attention to the authenticity and objectivity of the event when translating. In the professional English translation of leather business field, we should pay attention to the tense expression, and use passive language, which can ensure the rigor of the contract, and can also reflect the humble and polite attitude of our country. The effect of this voice in communication and contracts is ideal. Leather business professional English expression process to use professional vocabulary, especially in the communication may involve experimental equipment, raw materials, production process, etc., these professional terms do not involve tense requirements, so as simple as possible to express it, while paying attention to accuracy, as far as possible a modern voice to translate it out.

3. Analysis of English translation methods of leather business

3.1 Translation Professionalism

Leather business English translation is different, but its professionalism is not affected, in the translation should pay attention to the use of professional terms and industry vocabulary, and try to grasp the different meanings of words, in the translation also need to pay attention to select some scientific and technological translation. In the translation of leather business English, we should try to translate from the perspective of the enterprise, not from the perspective of daily translation, but also pay attention to the problems to be paid to in the translation process, show the specificity and artistic conception of business English, consider the artistic conception when ensuring professionalism, and show their professional ability and aesthetic. Leather trade development is affected by a variety of factors, in the translation should pay attention to with the increase of words and technology, there will certainly be some new words, pay attention to master these words, but also pay attention to the status quo of scientific and technological development, for technological progress to have a full rely on accurate grasp of these knowledge, the new vocabulary not only to understand, It also requires a good translation of its meaning.

3.2 Establish the leather industry Translation Association to make progress together

Leather enterprises to establish industry associations, to provide help for their own development, small and medium-sized enterprises their own advantages are not obvious, when cooperating with foreign enterprises at a disadvantage, and the establishment

of industry associations can better unite the domestic forces to carry out various work, so that all resources can be concentrated, the establishment of industry business circle can better carry out related work, More small and medium-sized enterprises could also be called on to participate. After the establishment of an industry association, leather enterprises should provide financial support for smes, strengthen their loan flexibility, jointly grant credit when communicating with each other, and give financial support to enterprises after evaluation, which can allow more enterprises to take risks and reduce bank risks, and this development model can allow smes to obtain financial support.

3.3 Translation Skills

In the English translation of leather enterprises, the literature should be studied, and the third person should be used to explain the translation, so as to ensure the accuracy of the translation, the form of passive statements should be kept as much as possible when translating, the original sentence should be displayed in the translation, and the passive voice should be used as much as possible when translating. English translation should make full use of skills to ensure the rigor of translation, many sentences and food time have a certain connection, when the translation can be linked together. Especially in the translation, there may be certain omissions, double negatives, etc., and these translations should pay attention to simplifying them, so that relevant personnel can better understand these knowledge, and can also better carry out subsequent decision-making and other work.

3.4 Main translation methods

Leather business English translation can be divided into various methods, mainly abbreviated, transliterated and free translation. The abbreviation method is a method used when the literature is more commonly used or the vocabulary is relatively long, and this method has the requirement of common name. In the abbreviation, it is necessary to pay attention to whether there is ambiguity and other situations, and pay attention to the accuracy of the abbreviation. Using it can reduce the difficulty of translation, and it can also quickly memorize on the basis of the original. It is also an effective way to simplify translation and contract. Free translation is a direct translation method aimed at cultural differences. This method is mainly used to avoid the influence of specific expressions in Chinese or English, and to describe them as much as possible after translation, so that they can understand the cultural knowledge of the other side and better understand the meaning of their expressions. Free translation is based on the Chinese translation, this translation does not affect the original principle of professional translation, this translation method is more accurate, and can make relevant personnel better understand. Transliteration is a relatively common translation method. Translators can translate based on their own understanding and the background of the Ministry of Culture. Translators can also appropriately translate professional terms and combine them with their own culture during translation, so as to better understand relevant personnel, who also have a certain understanding of general knowledge. This way of translating can better show the meaning and simplify the work of the translator.

Conclusion

All in all, the development of leather enterprises has a great relationship with business English. The application of business English in the development of leather enterprises should fully consider the actual situation, explore the problems that need attention in the development of leather enterprises, and make a comprehensive analysis to solve the development problems of leather enterprises. The application of business English in the development of leather enterprises should pay attention to the combination of their own characteristics, follow the direction of the development of The Times, seize the development opportunities in accordance with the national policy trends, and improve their core competitiveness. In the translation of business English for leather industry, it is necessary to grasp the characteristics of translation, use a reasonable way, better grasp the translation methods and skills, solve the problems faced in translation, and promote the development of leather industry.

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