

Reflections on the Translation of Cultural Propaganda on the Teaching of English Majors in Colleges and Universities

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Abstract: One of the important components of modern university education in our country is English course teaching, which occupies a relatively large part of our country's education and teaching. One of the core purposes of college English teaching is translation. It is extremely important to improve the effectiveness and positive effects of translation teaching, because it is especially important to integrate cultural propaganda. If you want to enhance the comprehensive English literacy of college students, you need to improve your English translation ability first, which is also a great help for college students to improve their core competitiveness before entering social work. Cultural outreach translation plays an important role in China's cultural strategic position facing the world, and it has become an extremely important means of communication.

Keywords: Translation Teaching; English Teaching; College English; Cultural Outreach

Daily application of English or professional terminology translation is now the main content of college English translation. With the rapid development of the country, the status of cultural publicity translation in college English translation is also getting higher and higher. Cultivating students' various translation skills can also effectively promote the improvement of high-efficiency teaching and improve the overall quality of national talent training to a certain extent. In the context of globalization, communication between China and other countries cannot be separated from foreign propaganda translators, who have become a bridge for foreign exchanges. How to train foreign propaganda translators who meet the requirements of the current stage is a very urgent problem.

1. The importance and practicality of translation teaching

From the perspective of public perception, listening, speaking, reading, writing, and translation are the five simplest aspects of English teaching, which are the main teaching contents of campus education. As far as the current situation is concerned, English teaching in China basically covers all university campuses, but translation teaching is not an integral part of all college English teaching. Most colleges and universities only focus on the cultivation of listening, speaking, reading and writing, and almost ignore the importance of translation. This is not only because teachers did not participate in this teaching, but also because students' cognition of translation learning is flawed, resulting in a lack of translation ability and comprehensive English literacy.

Students understand Western culture through translation teaching, which not only enriches the cultural connotation of students, but also promotes the effective training of second language skills. In addition, the improvement of translation ability is conducive to helping college students enhance their core competitiveness, promoting their full participation in work before entering society, and improving their learning level, language thinking and expression skills in English learning. At the same time, English translation teaching can help students gradually develop into comprehensive application-oriented talents, and play a positive role in the overall training of students.

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2. Problems in the translation of traditional cultural publicity

In recent years, my country's diplomatic level has been continuously learning, improving, and getting better and better. With the holding of large-scale international diplomatic events in China, China's international influence has been effectively enhanced. China's fine traditional culture is also recognized by people from all over the world. Therefore, the importance of cultural translation should be permeated in the teaching of college English at any time. Combining Chinese cultural traditions can also improve students' enthusiasm and initiative.

Through investigation and analysis, there are the following problems in the translation and dissemination of traditional Chinese culture: First, the promotion of traditional culture has not been widely recognized and paid enough attention; Second, the level of cultural propaganda translators. There is always a large gap, and the number of translation practitioners is not proportional to the translation needs of traditional cultural propaganda; Third, traditional cultural translation propaganda does not pay enough attention to cross-cultural awareness, and most translators are limited to text expression and vocabulary conversion. The translation of the knowledge points of the language has caused the translation to be too one-sided and the meaning is not well expressed, which affects the double-effect transmission of information.

3. Chinese cultural export and foreign publicity translation

Language and culture are inseparable. Language creates culture, and culture is also affected by language. The embodiment of a country's strength is naturally inseparable from the country's traditional culture, because it is not only material, but also spiritual and cultural. The level of language translation determines the powerful language transmission and the effective output of culture. If external communication does not achieve effective results, then Chinese culture will not be universally recognized and understood by the world, and it will even cause terrible consequences and ultimately serious impacts.

In recent years, China has gradually moved from the edge of the international arena to the center, and its international influence has increased day by day. This has also put forward new standards and requirements for the shaping of the country's image and external publicity in the new era. External publicity translation can be interpreted as a kind of language conversion activity. Its main purpose is to let the world fully understand China and treat China correctly. The audience of foreign propaganda translation is foreigners, including foreigners in China.

China's important image in the international community is inseparable from foreign propaganda translation. The establishment of a high-quality national image is part of the national interest and has important strategic significance for national security and stability.

4. The status quo of foreign propaganda translation teaching

At present, foreign publicity translation has indeed made great progress, but this is not the ultimate goal, because it still has many problems. There are still many people who lack solid basic skills. Continuous use of saliva and vocabulary will lead to grammatical errors and improper use of words, as well as a lack of cross-cultural awareness. Text-centricity is the norm for readers, and most readers will only equate the translation of foreign propaganda with the translation of novels, poems, proses and other literary works.

English majors in Chinese universities offer translation courses for students. They have always paid more attention to literary translation. Most English majors in colleges and universities offer ordinary English-Chinese translation courses in order to set up special publicity translation courses. Maybe they think that as long as the literary translation of the text is done well, it doesn't matter if the translation of other texts is important. Some people even use the method of literary translation to handle all text translation, which makes the quality of non-literary text translation difficult to be elegant. In addition, cross-cultural communication courses are also very important, but college English majors pay more attention to the cultivation of professional skills, so there are fewer cross-cultural communication courses. It is necessary for students to have contact with foreign publicity translation at school, so that it will be much easier to understand whether it is communicating with foreign readers or translating.

5. Problems in college English teaching

As a teacher, if you do not have a strong cross-cultural awareness, are unwilling to learn more related knowledge, are not sensitive to the similarities and differences between foreign cultures and national cultures, and do not have the awareness of language conversion based on the similarities and differences of the target culture and culture, it is difficult to correct the students cross-cultural guidance. So there are still some problems with English teaching. Therefore, teachers should make full

use of various resources to improve their own cultural literacy, such as going abroad for further studies and cultural inspections, reading cultural books, communicating with foreigners more, and making written summaries in time.

5.1 Translation teaching goals are out of touch with practice

The translation ability of each language has certain standards. For example, the basic standard for English-Chinese translation speed is 300 characters per hour, and the basic requirement for Chinese-English translation is 250 Chinese characters per hour. Only this standard can guarantee the fluency of translation. This is the teaching goal and guidance of college English translation teaching. However, in actual translation teaching, teachers often ignore this requirement and the needs of actual work. They often simply cultivate and exercise students' basic translation skills. Therefore, students' comprehensive translation ability is not high, so it is limited to superficial English-Chinese translation, which leads to the disconnection between teaching goals and practice. In addition, the insufficiency of translation teaching in English teaching plans also makes students inert, and they do not have enough energy to face translation teaching.

5.2 Insufficient innovation in teaching concepts and teaching methods

In college English translation teaching, teachers' teaching has never reached a stable height. In short, its form only exists in the scope of the student's examination. The translation of teaching theories and practical teaching methods still lacks scientific and systematic nature. Contemporary college students have heavy academic tasks. Even students with good independent learning ability and strong control ability can hardly distinguish their learning priorities, and students with average ability levels are more confused in learning.

Therefore, translation teaching is in a state of fuzzy cognition among students. Most students think that English is fluent in spoken English, fluent in writing, better face-to-face audio-visual, translation skills and special exercises are not strong, the main reason is the lack of innovation in teachers' teaching concepts and teaching methods, which also allows students to understand and understand translation teaching. insufficient. In summary, teachers' evaluations of students' translation performance are mostly standard or non-standard, and lack the training of translation thinking and translation skills.

6. Conclusion

Enhancing students' awareness of cultural intentions towards foreigners and Chinese is very important in the process of cross-cultural teaching, focusing on the introduction and interpretation of foreign cultures, guiding students to think deeply about Chinese culture, understand the differences between Eastern and Western cultures, and always when translating It means that foreigners are not Chinese, and mother tongue culture should not be a kind of resistance to a country's culture, but a kind of promotion. From the perspective of Chinese culture, the requirements for foreign propaganda translation work and foreign translators are getting higher and higher. As the cradle of cultivating translators, the translation courses for English majors have been adjusted, and the teaching model has been reformed to cultivate foreign propaganda translators who can meet the requirements of the new era.

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