Research on Practical English Translation Based on Ecological Translation Theory

Wei Zhang

Xi`an FanYi University Shaanxi Xi'an 710000 China

Abstract: At present, a new round of scientific and technological revolution and industrial revolution in the world are presenting a historic intersection, and the pace of industrial structure upgrading and revolution is accelerating. Both the world and China need to cultivate more and better skilled and practical talents, especially those with practical English translation skills. Practical English, as the name implies, focuses on practicality, mainly refers to the English applicable in the workplace environment or in business activities. Ecological translation theory emphasizes that translators should transition to the ecological environment of the source language background, then adapt to the elements in their environment and convert the information into a language that can be connected to the target environment.

Keywords: Ecological translation theory; Three-dimensional transformation; Practical English

1. Theoretical basic research

Eco-translatology was proposed by Chinese translation scholar Hu Gengshen in 2001. He believes that eco-translatology is "a translation study from an ecological approach or an ecological perspective. Research. Entering the 21st century, human beings pay more and more attention to exploring the relationship between man and nature, and the combination of the attributes of ecology and the research of various disciplines came into being. The core of ecological research is the harmonious coexistence of man and nature, and translation Eco-translatology is a discipline that studies the laws and arts of translation, and the combination of the two disciplines forms ecological translation. By. Therefore, eco-translatology theory is considered to be the best coordination paradigm between the translation and the original. The translator has a 'dual' identity: on the one hand, he accepts the selection and restriction of the translation ecological environment, and on the other hand, he chooses and manipulates the translated text as the translation ecological environment.

2. Principles and characteristics of the theoretical basis of ecological translation

2.1 Guaranteed translation on purpose

To achieve the direct transfer of semantics, English translation must ensure the purpose of semantic transfer. According to the ecological translation theory, after translation, the purpose of the translation should be guaranteed and the function of language communication should be realized. Because Chinese and English represent two different cultures, there are great differences. For example, for the translation of life-like languages, the translation can be in a simple and easy-to-understand form, and the syntactic structure should be life-like." Translation is an important way to realize cultural exchange, so translation must achieve purpose, which is the direct embodiment of ecological translation.

2.2 Characteristics of Ecological Translation Theory

Practical English mainly refers to a foreign language that is used in foreign-related workplaces and can help people improve their language communicative ability and professional quality at work. It is mainly based on the work content, including meeting terms, product description terms, product launch terms, order terms, job negotiation terms, business negotiation terms, etc. Because of the workplace and professional nature of its content, translators must place themselves in the corresponding work environment when translating texts, change roles, and output translations in combination with the nature and content of the corresponding work. In order to allow people to better use English to communicate information correctly in common situations in social situations and workplace environments, we need to first explore the linguistic features of practical English translation.

(1) Concise content

Different from General English, Practical English pays attention to the simplicity of the language. In the process of workplace communication, the functionality of English is brought into full play. Whether it is in the process of business negotiation or product launch, the translator's language must be concise and clear. Because of the objectivity of practical English, the translator's translation Processes can tend to be "mechanized" without breaking away from the shell of language. Therefore, the translator only needs to grasp the characteristics of sentence structure and accumulate professional vocabulary, and then he can basically output the translation accurately.

(2) Vocabulary precision

Because Practical English involves a wide range of fields and is mainly used in specific work implementation, product performance description, contract signing and negotiation, etc., there are many professional vocabulary, and the vocabulary of the translation is required to be accurate. For example: fair market value (accepted by both buyers and sellers) fair market value; minutes (a meeting record); call to order (announcement of a meeting); expenseaccount money (reimbursement); shadow manager (preparatory manager)

and so on. Therefore, as a practical English user, it is necessary to accumulate more professional vocabulary at ordinary times, so as to integrate into different contexts.

(3) Expression in writing

"In business activities, it is usually necessary to express in a specific format, such as contracts, letters, etc., where the sentence structure is more complex. In order to ensure the accuracy and formality of translation, specific sentence structures are often formatted."(3 It is not difficult to see that, due to the specialization and writing characteristics of practical English language, translators can make appropriate translations according to different format requirements and content characteristics when translating between Chinese and English. Therefore, in addition to accumulating necessary business activities In addition to the professional vocabulary, the translator should also understand and be familiar with how to use correct English expressions for work and cooperation in different workplaces.

3. The application of "three-dimensional" transformation of ecological translation theory in practical English translation

3.1 Language dimension

English and Chinese are two completely different language families. In the process of translation, translators should take into account the differences in the environment and language structure of the two languages. Chinese polysense structure; English polymorphic structure. Chinese sentences often experience their logical relationship through context, while English needs to connect two sentences through concrete meaning connectives. In the working environment, the exchange of information should strive to be accurate, so as to avoid work mistakes. Therefore, when we use English for business negotiation or work communication, the use of conjunctions between sentences should be appropriate and accurate.

This example is about the translation of the requirements for joining a restaurant chain. From this sentence, we see that the translation uses two conjunctions, "before" and "once". These two words are connectives expressing time, "before" means that the training and assistance we provide is before the opening, not during the opening, emphasizing the rigor of the language, and "once" is in line with the Western language. To express habit, it should not be replaced with "after", because once reflects the flexibility of providing services.

3.2 Cultural dimension

The cultural dimension means that the translator should be able to adapt to the specific situation and environment when making language conversion. The Chinese business environment pays attention to the way of life and the etiquette of treating people, and the expression is relatively indirect, and four-character idioms are used when talking about cooperation; in contrast, Western values tend to be straight to the point, and the expression is more direct. This requires the translator to take into account the different cultural differences of both parties in the process of translation, and to transmit information according to local conditions.

3.3 Communication dimension

A harmonious cooperative relationship or a harmonious working environment is inseparable from effective communication and communication, and language plays a very important role in this process. The communicative dimension emphasizes that at the communicative level, translation can help both parties achieve effective communication. Therefore, similar descriptive texts, such as product manuals or translations of product introductions at new product launches, should be easy for readers to accept and understand. Example 4: The exterior of ipod functions as a cooling surface that takes heat from the unit inside to the cooler air outside.

4. Conclusion

Ecological translation theory emphasizes that translators should start from three dimensions, select and output from language expression, cultural background and communication, and finally realize two-way communication of information. As a learner of practical English translation, we should not only focus on the accumulation of daily professional vocabulary and translation experience, but also have a deep exploration of the background cultural knowledge of the target language. When translating, the translator should have independent thinking ability on the basis of respecting the original text, and deal with the relationship between various elements, such as interaction and harmony. to guiding role.

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