

# Exploration on the Practical Path of Improving College Students' Translation Ability of Chinese Traditional Culture

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**Abstract:** With the continuous development and progress of society and the continuous reform and innovation of the education system, people gradually realize the importance of learning English knowledge. In addition, under the background of the comprehensive promotion of economic globalization, the domestic and foreign markets have raised the requirements for English translation talents, and colleges and universities, as one of the main positions to cultivate students' response ability, shoulder a very heavy task. According to the relevant survey, it can be found that English teaching in colleges and universities in China mainly focuses on British and American culture and English language knowledge, and rarely involves Chinese traditional culture, which leads to serious cultural aphasia among college students. If this teaching situation cannot be improved in time, it will inevitably inhibit the comprehensive development of contemporary college students. In view of this, college English teachers need to innovate teaching methods, optimize teaching content, and take effective measures to improve college students' traditional cultural literacy and traditional cultural translation ability. This paper mainly explores the practical path to improve the translation ability of Chinese traditional culture of college students.

**Keywords:** College students; Chinese traditional culture; Translation competence; Practice path

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In recent years, with the continuous integration and penetration of international cultural exchanges, improving the translation ability of Chinese traditional culture of college students has become a key issue. In this regard, in the process of education and teaching, college teachers should not only be aware of the important role and significance of improving the translation ability of Chinese traditional culture of college students, but also fully grasp the teaching methods and characteristics of Chinese traditional culture translation, so as to realize the great goal of carrying forward and inheriting our traditional culture.

## 1. The Significance of College Students' Chinese Traditional Culture Translation Ability

### 1.1 Meet the actual needs of international cultural exchange and integration

Under the background of the development of global economic integration, China's economic status and economic and cultural soft power are on the rise, and the demand for Chinese traditional culture translation talents is also rising. Then, in the teaching of English education in colleges and universities, if students still study and memorize grammar knowledge and English language, lack of basic translation ability and cross-cultural communication knowledge ability, they will not be able to carry forward the profound and profound traditional Chinese culture, and even affect the smooth development of cross-cultural communication activities. In this regard, only by paying attention to the cultivation and promotion of college students' translation ability of Chinese traditional culture, can they actively cultivate their traditional cultural ideas and consciousness, so as to better master the traditional cultural translation methods and translation skills. In this way, it can not only meet the actual needs of international cultural exchange and integration, but also realize the promotion and dissemination of Chinese traditional culture.

## **1.2 In line with the reform requirements of public English grade examination in colleges and universities**

During 2013, China successively implemented the new reform of public English proficiency test in colleges and universities. In this reform, the change of English translation questions is the most obvious, mainly to reasonably transform the original single sentence translation into paragraph translation, thus improving the difficulty of English translation for students invisibly. In addition, in this reform, the content of English translation has also made certain changes, gradually expanding to the campus, society, political economy, finance and culture and other fields. It can be seen that this not only puts forward strict requirements for college English teaching, but also points out the correct direction for the improvement of college students' traditional culture translation ability.

## **2. The Practical Path of Improving College Students' Translation Ability of Chinese Traditional Culture**

### **2.1 Continuously Strengthen the Effective Construction of Traditional Cultural Resources in Libraries**

When improving the translation ability of Chinese traditional culture of college students, we should not only pay attention to the integration and infiltration of traditional cultural knowledge, but also pay attention to the construction of Chinese traditional culture learning environment. Only in this way can we improve students' learning enthusiasm and interest, and then make them actively participate in the study of traditional culture, which is conducive to the improvement of their translation ability of Chinese traditional culture. This goal can be achieved by strengthening the effective construction of traditional cultural resources in libraries. University library is not only the main place for students to absorb cultural resources and cultural knowledge, but also the core base of human cultural innovation and cultural inheritance. Therefore, it is necessary to give full play to the important role of the library, which can make use of the rich traditional cultural resources and strong traditional cultural atmosphere to better influence and influence students, so as to form an internal and conscious learning motivation. In addition, under the background of the strategic goal of the revival of traditional culture in my country, major universities have realized the importance of learning traditional culture. In this regard, they have begun to pay attention to the integration and construction of traditional culture English translation resources in the library, such as purchasing English translation books related to Chinese traditional culture, such as Laozi, Compendium of Materia Medica, Han Feizi, Four Books, and Five Classics, it not only improves the enthusiasm and initiative of students to learn traditional culture, but also improves their translation level of Chinese traditional culture<sup>[1]</sup>.

### **2.2 Accurately Grasp the Connotation and Foundation of Chinese Traditional Culture**

As the process of Chinese traditional culture translation teaching in colleges and universities will involve more professional English words, these English words for foreign personnel has a certain degree of difficulty to understand. For example, Lantern Festival, in which Lantern means lanterns, which is closely related to the cultural customs of traditional Chinese festivals. For example, Tomb Sweeping Day Qingming Festival, in which Tomb -- Sweeping means tomb sweeping, which is also closely related to the cultural customs of traditional Chinese festivals. Another example is the Dragon Boat Festival, in which Dragon -- Boat means dragon boat, which is not difficult to find, in order to improve the translation ability of Chinese traditional culture of college students, it is necessary to carefully understand the allusions and origins of Chinese culture, and on this basis, accurately grasp the connotation and details of Chinese traditional culture<sup>[2]</sup>.

### **2.3 A comprehensive grasp of different traditional cultural translation strategies**

In the process of improving the translation ability of Chinese traditional culture of college students, teachers need to help students master different traditional culture translation strategies and apply them under this premise. Only in this way can they achieve good learning results. First of all, we need to master the literal translation method. Literal translation mainly refers to a direct translation method that maintains both the original form and the original content. For example, the paper tiger in Chinese can be translated directly into Paper Tiger by literal translation, which can make foreigners understand its vivid and vivid cultural meaning simply. Another example is that there is a big difference between dumplings in Chinese and Dumpling in English, so it can be directly translated as Jiaozi. Secondly, we need to master the borrowing method. For English proverbs and Chinese proverbs have similar meanings, but the language habits and cultural backgrounds are different, the borrowing method can be applied. For example, you will cross the bridge when you come to it. Finally, we need to master the foreignization translation method. Because there are some differences in the food culture between various ethnic groups, in order to retain the diversity between different ethnic cultures, the alienation translation method can be used scientifically in the translation of traditional Chinese cuisine culture, so as to promote cross-cultural communication and communication. For example, Chinese cuisine West Lake Xueminiang can be translated into Ladies by the Snowy West Lake by alienation translation method, so that western guests can not only realize what Chinese cuisine is, but

also feel the cultural and amorous feelings from foreign countries when tasting this dish, which is conducive to the cognition and understanding of Chinese characteristic culture. In short, in order to improve the translation ability of Chinese traditional culture of college students, it is necessary to strengthen their understanding of different cultural translation strategies. Only in this way can we realize the innovation of teaching mode and method of Chinese traditional culture translation in colleges and universities<sup>[3]</sup>.

## **Conclusion:**

To sum up, under the background of economic globalization, it is of great significance to improve the translation ability of Chinese traditional culture of college students, which not only meets the actual needs of international cultural exchange and integration, but also meets the reform requirements of the public English test in colleges and universities. Therefore, college teachers should pay more attention to this aspect in the process of education and teaching, and take effective practical paths to implement it. First of all, it is necessary to continuously strengthen the effective construction of traditional cultural resources in the library and give full play to the important role of the library. Only in this way can students improve their enthusiasm and initiative in learning traditional culture, and then consolidate their translation level of traditional Chinese culture. Secondly, it is necessary to accurately grasp the connotation and details of Chinese traditional culture, which is conducive to students' understanding and memory of professional English words, for example, literal translation method, borrowing method, alienation translation method, etc., can help students better translate Chinese traditional cultural knowledge, but also the perfect realization of Chinese traditional cultural translation teaching mode and method innovation, and then fundamentally promote the sustainable development of Chinese traditional culture translation teaching in Chinese universities.

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