

The Impact of Chinese-English Cultural Conflict on the Development of Chinese and Western Translation

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Abstract: Translation is the communication from one language to another, and strives to preserve originality. Language expression cannot be separated from culture and art. For deepening the understanding of British and American literature, guide the translation from them, English and Chinese translation should be adapted in different cultures. There are huge differences between languages and cultures, which will have a great impact on Chinese translation, thus reducing the accuracy of translation. This paper expounds the influence of C-E translation and puts forward the specific strategies of “faithfulness, expressiveness and elegance”.

Keywords: Cultural differences; Influence; Translation strategy

1. Introduction

Languages are important ways for communication. Its Expression are related to local culture and art. To accurately express the original text, translators should understand the local language and culture. The cross-cultural perspective is derived from the development of globalization, it is more important to be familiar with cultures than to master language expressions.

This paper aims to explore the conflict between Western and Chinese cultures. For promoting cross-cultural communication better, translation strategies can solve this problem.

2. The Influence of Cultural Conflicts in Translation

Chinese and western arts belong to different cultural systems. This conflict has some influence on Chinese translation.

2.1 Value Conflict

Western countries advocates individualism, emphasizes the values of freedom and equality and attaches great importance dignity and ideas. However, the Chinese situational state advocates collectivism and emphasizes the value orientation of the situational state. The influence behind it cannot be ignored. For example, the word “individualism” is originally a positive term in Western countries, which reflects individuals’ subjective initiative. When the word is translated into Chinese——“个人主义”, it is tainted with derogatory colors. Individualism has become a common words, its misunderstanding resulting in Chinese translation only reflecting its meaning, ignoring inherent cultural differences, and affecting the accuracy. The core content of “value orientation” exists in the designated environment, which will affect the understanding in Chinese translation.

Red is the auspicious color represents in Chinese festival days. During the Spring Festival, people like red clothes, cages, and couplets. But “red” is the ominous sign of “cruelty, killing” in western culture. They are different appellations for Chinese relatives, including uncles and aunts. Only the brother and sister of Western countries to express people of the same appellation; but the brother and sister in-law were called cousins. But in Chinese, the relationship between relatives and “rites” is completely different.

2.2 Religious Conflict

Due to this conflict, there are certain difficulties in translations. Influenced by Confucius and Taoism, “无为” Buddhism in China was influenced by India. It is influenced by a national religion, such as “不看僧面看佛面” Most people in Western countries firmly believe in Christianity. They should obey all God’s will.

It is also in British expressions, such as “My god”, which is a life-like colloquial expression. Religious has a certain influ-

ence on Chinese translation. Due to the large ethnic and religious gap, translators need to ensure that the deep meaning can be accurately translated.

If there is no comprehensive understanding of the religious culture in Western countries and Chinese, it will inevitably lead to the deviation of Chinese translation. The source of culture and art in the western world is Greek mythology, Bible, and other classics. Many historical allusions to this tradition have become written in the Western world, such as “my god” and “chillness heel”, which are two words in national religion. Another example is that the dragon is a mysterious totem in China. We take dragon as a luckiness, but dragon is scary and evil animal in many Western movies. In this case, people should pay attention to translation accuracy.

The ancient Chinese explored dialectical philosophy and the value of life and advocated the division of the world into three parts. “但人们倾听神的命运 But people listen to God's destiny” That's the introduction of the word “神”, which in Western countries translates “God”.

2.3 Different Ways of Thinking

Chinese attaches importance on combine and analysis, and western countries attach importance to the accuracy of fine differentiation. Taking the Chinese translation of “隐形眼镜” as an example. Chinese emphasizes performance and appearance, while “contact lens” in Western translation is a direct contact lens.

In addition, it also causes the conflict in sentence structure. Both of languages are more flexible in orders. While Western focus on the future and rarely on the past, China does the opposite.

The mode of thinking is formed in the long-term historical development of a specific group. For example, in Western countries, brown sugar, is “老红糖”; “black tea” means “红茶”. “black coffee” means “纯咖啡”. Traditional Chinese culture emphasizes the unity of nature and man, but Westerners think they are completely separate. Western advocates individualism, while Chinese culture focuses on group culture.

2.4 Different Production Modes

Modes of production include its inter forces and relations. It is reflected in language and culture. The “able seaman” means “一等水兵”. Especially in some common sayings, translators should understand their meanings, also the proverbs, making the translation more vivid.

2.5 Influence of Cultural Conflicts

Due to the influence of Chinese traditional culture, when people are praised, they usually say “I'm not excellent enough. And I am hoping you will help me more.”

But in Western countries, inspired of their ocean navigation industry, some popular sayings, such as: “Still waters run deep”, which can be translated into “静水流深”. “A mall leak will sink a great ship”, which can be translated into “小漏不补沉大船”. Secondly, it has a certain influence on the translation process. That's need to comprehend the deep meaning of articles and reasonable translations.

3. Translation Strategies

3.1 Literal Translation

The literal translation has the same essential. “black market” means “黑市”, and “cold war” means “冷战”. In this way, the translation text can convey the original one. However, if “相见时难别亦难, 东风无力百花残” is translated into “It is difficult for us to meet hard to part. The east wind is too weak to revive flowers deed”, the translation will not show the artistic conception of ancient poetry.

3.2 Combination

The specific content of the original manuscript can be replaced by words with similar meanings. For example, “It is a good horse that never stumbles”. Alternate Chinese translation is needed, which can be translated into “良马也会摔倒”. It is necessary to translate positive sentence into Chinese and then express them in negative one. Another example is the brand “Gold-lion” which was originally translated into “金狮”, but it changed into “金利来” successful. Therefore, it is necessary to translate positive sentences into negative ones. And expressing them with positive values.

3.3 Amplification and Omission

The methods of amplification and omission can slightly add some Western concept to ensure the originality can be illustrated into Chinese. “In fair weather prepare for the foul” can be translated into Chinese as “在晴朗的天气要预防雷雨天气”. Although people can understand the meaning, adding some Western style words appropriately can avoid boring Chinese trans-

lations.(Li Mengyan, 2022: 32)

Translators can also appropriately delete some specific contents. “With pitch and prong the whole day long.” If the translation technique is simple, it can be translated into “一天一天的时间”. So the meaning of the text can be clearly expressed.(Li Mengyan, 2022: 33)

4. Suggestions

Along with the social and economic development, the deepening of internationalization makes the communication between China and the West more comprehensive, which puts higher requirements on the translation. However, there are still great obstacles in the translation of Western countries literature into Chinese.

4.1 Examining cultural conflict

We should see the positivity and negativity of things and conflicts between them. Nowadays, translation of British literary works are not easy for us, but conquering it, we will success in current translation industry. Cultural conflict can't be changed, but we should the maximum recovery of the works. For example, China advocates the “中庸之道”. However, such mainstream concepts sometimes fail to play a realistic role in public. Based on self-examination, we can express Chinese style with appropriate Western thinking and cultural concepts.

4.2 Seeking Common Ground

However, compared with rigid absorption and excellent cultural learning, it is more important for Chinese people to go out and transform the absorbed excellent culture. The aim is to seek common ground from conflict and create and develop cultural similarities. Therefore, we should understand the specific manifestations and reasons. Translators must pay more attention to our cultural construction, build up confidence in Chinese culture. Integrating new excellent culture.

4.3 Destination of Translation

Most acquisitions of European culture came from their literary works. Therefore, translators mainly serves the artistic exchange. It is also a standard for translators choosing different translation methods. Translators not only have a solid knowledge base but also fully understand cultural conflicts. The meaning can also be expressed through the comparison and domestic language. Translators should make a good overall plan, but also control the details, to achieve the role of cultural exchange.

5. Conclusion

Translators should master historical backgrounds and cultures. Various translation methods should be adopted, accurate transmission of the basic spirit and thought, in line with the language expression habits. Cultural exchanges and integration between China and western countries are trends. Therefore, there will be certain deviations in translations. We need to eliminate cultural conflict and achieve objectivity and authenticity.

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