

Research on Business English Translation Strategies under the Background of “Belt and Road” Initiative

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Abstracts: With the promotion of the “Belt and Road” initiative, business exchanges between China and the countries along the route are becoming more and more frequent, and business English translation plays an important role in it. This paper discusses the strategy of business English translation under the background of the “Belt and Road” initiative. First of all, it is necessary to understand the cultural background and customs of the countries along the route, so as to avoid misunderstandings and conflicts caused by cultural differences. Secondly, we should accurately convey the information of the original text to ensure the accuracy and completeness of the translation. At the same time, it is necessary to pay attention to the standardization and professionalism of the language to improve the quality and level of translation. Finally, strengthen the cultivation of cross-cultural communication ability, improve the comprehensive quality of translators, and then smoothly promote the development of international trade.

Keywords: “Belt and Road” Initiative; Business English Translation; Intercultural Communication

I. Background of the study

(I) Background and significance of the “Belt and Road” Initiative

The year 2023 is the tenth anniversary of the “Belt and Road” initiative. Over the past ten years, the Belt and Road Initiative has continued to broaden cooperation with other countries, focus on key global issues, innovate multilateral cooperation mechanisms, and explore new paths for common development by establishing platforms for exchanges in the areas of economics and finance, humanities and diplomacy, scientific and technological research, and environmental protection, as well as by advancing dialogues and cooperation in specific areas. “The Belt and Road Initiative has made steady progress and contributed Chinese solutions and wisdom to actively promote win-win cooperation among member countries.

(II)The Importance of Business English Translation in the “Belt and Road” Initiative

“Countries along the Belt and Road Initiative have different resource endowments, strong economic complementarities and close business exchanges. At present, business English translation is of great significance to the development of the “Belt and Road” construction, which effectively improves the English translation ability of business talents, enhances the understanding of the policy guidelines, and helps to make up for and alleviate the cross-cultural differences in commerce and trade. The “The Belt and Road Initiative” has pushed translation to a more prominent position in the foreground for Chinese translators. Translation is indispensable to the promotion of “The Belt and Road Initiative”, especially to the research of applied translation, which puts forward more and higher requirements. “At present, we are in an era of rapid changes, and the accurate and precise use of business English translation is crucial in business negotiations and cooperation, so as to provide sufficient guarantee for the smooth promotion of business cooperation.

II. Purpose of the Study

The purpose of the study on Business English Translation Strategies in the Context of “The Belt and Road Initiative” is to explore how to translate and convey business information and texts related to the “The Belt and Road Initiative” Initiative more efficiently, so as to promote international cooperation and business exchanges and communication. Because the cultures of different countries are different, they also present different forms of communication in business communication. Therefore, translators need to pay more attention to the challenges of cross-cultural communication and overcome the differences between different cultural backgrounds, legal systems and business habits in the translation process to ensure the accuracy of business information in the translation process.

Effective business English translation strategies should be formulated for contracts, policy documents, business communications and marketing materials in the process of the Belt and Road Initiative to ensure that the contents of the translated texts are in line with the original intent of the Belt and Road Initiative, and that the different needs of the target audiences in different countries are taken into account. At the same time, we will actively explore modern technologies to meet the different needs of the target audiences in different countries. At the same time, we actively explore the application and research and development of modern technological tools, and examine how modern translation technology and tools can play a role in “Belt and Road” business English translation, so as to improve the efficiency and accuracy of translation.

In conclusion, the purpose of this paper is to promote the development of business English translation under the framework of the Belt and Road Initiative, and to summarize the skills and strategies of business translation under the Belt and Road Initiative through actual case analysis. To promote international cooperation, ensure the accurate communication of information, and promote cross-cultural communication. This will help promote the successful implementation of the “Belt and Road” initiative and business cooperation among countries.

III. Overview of Business English Translation

(I) Business English Translation

Business English is proposed under the theoretical framework of specialized English, which is a specialized English serving the specific professional discipline of international business activities. “As the contract agreement in Business English is a contractual document with legal effect, it is necessary for foreign negotiators, foreign enterprise managers and foreign translators to familiarize themselves with the relevant professional knowledge of Business English, to master the linguistic characteristics of Business English, to follow the principle of precise, standardized and unified translation, and to study the translation strategy. “4”

(II) Prospective Thinking on Business English Translation Research

Liu Fagong (2002) was the first to put forward the six-word translation principle of “faithfulness, accuracy, and unity” for business translation in his article “Exploration of the Principles of Chinese-English Translation for Business Translation”, and expounded the substance of the principle in detail, emphasizing that the professional knowledge of business and the linguistic characteristics determine the variation of the translation principle. “3” Therefore, in the process of business English translation, it is important to be faithful to the text, detailed in content, accurate in meaning and “unified in translation”. The content of translation should be authentic and fit the political, economic and cultural background of the original text.

There are many common techniques of Chinese to English and English to Chinese translation, such as augmentation translation method, word class translation method, justification back translation, antinomization positive translation, split translation method, etc. How is the applicability of these translation techniques in specific business English translation, and at the same time, in the “One Belt and One Road” business English translation, whether it is also necessary to summarize and summarize the experience, problems and problems in the practical translation process? Terminology also has its room for development.

In business English translation, the use of some euphemisms can make the originally unpleasant and inappropriate statements become pleasant and elegant, so as to minimize the purpose of harming others, and is the embodiment of decency and accuracy. For example: when selling their own products, say the product “price economy” is far better than saying that their products “cheap”. It is better to say “in difficult times” than to say “in debt”. “Appropriate euphemisms play a key role in the translation of the Belt and Road Initiative. The appropriateness of business translation is used in connection with the style and the context in which the language is used.

IV. Case Studies

For example, when translating this sentence, “We will strengthen the policy coordination, facilities connectivity, unimpeded trade, financial integration and people-to-people bonds as their five major goals, and strengthen cooperation.”, attention should be paid to how to accurately express the meaning of connectivity and inter-connectivity. The five focuses of cooperation are five different aspects, and it is important to convey the meaning behind the words when translating them. Since the policies of the countries cooperating on the Belt and Road are different, it is difficult to achieve complete unification in terms of the general policy, so at the level of policy communication, the emphasis is on equal cooperation and coordination among the countries, so the word coordination is chosen.

On October 17, 2023, the first high-speed railroad in Southeast Asia, the Yavan High Speed Railway (HSR), was successfully opened to traffic under the support of the “Belt and Road” initiative. Its completion is a manifestation of China’s speed, but also a manifestation of the friendly infrastructure cooperation between the two countries. Therefore, connectivity is used to emphasize the reality of two things being linked together.

“The Belt and Road Initiative focuses on solving trade barriers between countries in terms of trade cooperation, so as to build a favorable business environment within the region and among countries, and to make the “cake” of cooperation bigger and better together. Trade among countries should be equal and not be hindered by tariffs, geography and other objective problems, so the choice of the definite adjective, unimpeded, is the most appropriate. Financing refers to actively developing and deepening various forms of financial cooperation with many parties, building a long-term, stable, sustainable and risk-controllable investment and financing system, and cooperating with the two countries to reach development goals together. In the translation of economic integration, we usually use economic integration to express, extended to the “Belt and Road” initiative, the translation of financial integration, we can translate it as financial integration. people to people is used very cleverly and accurately. people to people is used very skillfully, accurately conveying the relationship of humanistic exchange between people. A similar translation is peer to peer. At the end of the translation, add the subject, We or Our nation as follows:

We will strengthen the policy coordination, facilities connectivity, unimpeded trade, financial integration and people-to-people bonds as their five major goals, and strengthen cooperation.

For example, in translating this sentence: “The efforts invested in the initiative have liberalized and facilitated trade and investment in the participating countries and regions, lowered the costs of trade and business, and released growth potential, enabling the participants to engage in broader and deeper economic globalization.” In this sentence, we need to find out the real subject of the sentence; at the same time, we need to translate “business costs” in more detail, i.e., the costs in the process of trade and operation; the use of non-predicative makes the sentence more logical, more acceptable and understandable to the readers, and makes the translated text clear and concise.

V. Analysis of Translation Strategies

The “Belt and Road” is a road of prosperity and mutual assistance, and a road of economic integration between countries. In the context of “The Belt and Road Initiative”, translators should focus on the following translation strategies to better cope with international trade and business exchanges, reduce cross-cultural communication differences, and better handle the translation of documents and policies related to

trade and business cooperation.

(I) Understanding the policy of “The Belt and Road Initiative” and the cultural background of each country

Translators must first have an in-depth understanding of the “The Belt and Road Initiative” policy, including its background, objectives, principles and important initiatives, as well as the cultural differences of the various cultures and countries involved. This helps to enhance the reliability and accuracy of translation in the context of the general environment. When translating, we should especially follow the level of “functional equivalence” in Eugene Albert Nida’s “functional equivalence theory”, i.e. emphasizing the communicative function of translation, focusing on the reaction of the receiver of communication, and enabling the readers of the translated text to have the same reception as the readers of the original text. To do this well, translators need to take the target readers as the center, stand in the perspective of the “Belt and Road” cooperation countries, and translate on the basis of accurately conveying the information of the original text in the context of other countries’ cultures. According to the theory, translators should follow the concept that “meaning is the most important thing, and form comes second” in translating “Belt and Road” documents. This concept. On the basis of understanding China’s “The Belt and Road Initiative” policy, the translator should accurately convey the information in the original text.

(II) Familiarize yourself with the relevant knowledge of business English and master the language characteristics of business English.

Business English translation is very different from ordinary English translation. Ordinary English translators only need to be proficient in the source language, the translation language, the source language culture and the translation culture, and then have skillful translation techniques, while business English translation is much more complicated than ordinary English translation. We also need to pay attention to the fact that the translator should be familiar with business-related knowledge. Translation of contractual agreements involves a wide range of aspects, such as the translation of international trade contractual agreements, in addition to the professional and technical knowledge involved in the contractual agreement itself, but also involves international trade, accounting, international business, jurisprudence and law and other related professional knowledge. Especially the translation of fixed terms in business transactions, such as: IPO (Initial Public Offering), CIF (Cost Insurance and Freight) D&P (Payment and Delivery) and so on.

Modern business English is characterized by completeness, conciseness, specificity, correctness and clarity, which are also the principles that business translation should follow. completeness requires that the content should cover all the main points of information; conciseness requires that the translation should omit unnecessary modifiers from the business text and go straight to the subject; specificity requires that the translator should be clear and avoid ambiguity when translating the instrument; correctness requires that the translator should integrate and merge the text with professional terminology and translation skills; and clarity requires that the translation should be clearly defined in levels and logically rigorous.

VI. Conclusion

The “Belt and Road” Initiative has been fruitful after ten years of development, and has been traveling steadily and far. China’s dream is communicating with the world’s dream, seeking common development and creating the future together. As General Secretary Xi pointed out in his keynote speech at the opening ceremony of the Third “Belt and Road” Summit Forum for International Cooperation: “The construction of ‘Belt and Road’ originated in China, and the results and opportunities belong to the world. The results and opportunities belong to the world.” “In order to better benefit many countries, foreign language translators need to deepen their theoretical research and study, strengthen their sense of innovation, and constantly summarize and improve the skills and methods in the process of business English translation, so as to work together with other countries to create a better future and write a new chapter of destiny and commonwealth.

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