

# Exploration of English Literature Translation Thinking from the Perspective of New Media

Mengyuan Wu

Xi'an Peihua University, Xi'an 710000, China

**Abstract:** Literary translation is one of the important ways for people to understand the history, culture, and art of other countries. In this process, translators need to accurately translate literary works into two cultural languages, so that readers can better understand and feel English literary works while reading. In the era of new media, due to the improvement of people's cultural literacy and aesthetic needs, higher requirements have been put forward for English literary translation. Translators need to keep up with the times and improve their English literary translation thinking. This article will point out the shortcomings of English literary translation in the era of new media, and analyze the thinking of English literary translation from the perspective of new media.

**Keywords:** New media; English literature; Translation thinking

In the past, English translation mainly relied on the inherent meanings of words and sentence structures, combined with the context of the era. Due to the lack of understanding of cultural differences and ethnic customs by translators, it is inevitable that some translation inaccuracies may occur in English literary translation. With the advent of the new media era, people have become more convenient and efficient in obtaining information, and their demands for English literary works have also increased. For example, some readers may use online resources for verification when encountering doubts about reading translated English literary works. This puts higher demands on the literary translation and thinking abilities of translators. In this regard, translators should continuously improve themselves and enhance their translation thinking. After accurately translating the literal meaning, they should optimize their sentences to fully express the humanistic ideas and aesthetic values behind English literary works.

## I. The Current Situation of English Literature Translation in the Era of New Media

### 1. Some English translations lack literary thinking

The essence of translating English literary works is the transmission and exchange of cultural and ideological ideas among different countries. This requires translators to translate the original text into another language, expressing the cultural ideas in a new form, and endowing literary works with new vitality. Therefore, the translated literary work should not only ensure the accuracy of the translation but also have literary attributes. Especially in the era of new media, people often lack interest in monotonous literary translation and require English literary translations with high readability and beautiful language. For example, although many versions of Tagore's "The Paper Boat" have appeared in translation, what Bing Xin translated is still highly praised by readers. This is because Bing Xin used the rhythm of traditional Chinese poetry in her translation, making her translation more beautiful in terms of context, rhythm, and artistic conception. However, in the current translation of some English literary works, some translators pay more attention to text translation and neglect the application of literary thinking. This makes the translated English literary works prone to complex content logic, sentence components, and even some translated sentences that do not conform to Chinese grammar. This not only reduces the literary nature of the works, but also increases the difficulty for readers to read.

### 2. Some English translations lack creative thinking

Creative thinking is an indispensable way of thinking in the translation of English literary works, which can reflect the cross-cultural literacy and rich knowledge accumulation of translators, and build a bridge for readers to connect two languages and cultures. In the era of new media, applying creative thinking to English literary translation can effectively reduce the difficulty of translation, enabling readers to more intuitively understand the deep connotations that the author gives to the work during literary creation from the text, thereby further improving the sensitivity and influence of literary works. This requires translators not only to have solid translation professional skills and literary literacy, but also to have a certain level of creative thinking, and be able to use reasonable imagination to complete the "gaps" that arise in the translation process due to differences in ideology and culture. However, currently some translators lack creative thinking and do not fully consider the preferences of readers and the differences between Chinese and Western cultures when translating English literature, thereby reducing the attractiveness and expressive effect of English literary translations.

### 3. The professional quality of translators needs to be improved

Currently, English has become one of the most important components of education in China, and readers have increasingly high requirements for translation when reading English literary translations. In this regard, translators should continuously explore and learn to improve their professional quality. For example, translators can conduct English literary translation from the perspective of readers, in order to enhance their reading experience. This is because some readers are already able to translate relatively simple words and phrases on their own, and have a certain understanding. Therefore, if the translation is not accurate, it may affect the reader's perception of the literary work itself. In addition, some English literary works may experience a decrease in the quality of the translated works presented by translators with relatively average translation abilities, thereby weakening the artistic value of the literary works. At the same time, there are now some

translators who use vague translations when encountering translation content they are unsure of, which can lead to the phenomenon of literary works being translated that do not convey the intended meaning, and even translation errors. So although China currently attaches great importance to English education as a whole, there are still very few English literary translators with high professional quality.

## II. Analysis of English Literature Translation Thinking from the Perspective of New Media

### 1. Pay attention to cultural differences and accurately convey the translated content

When translating English literature from the perspective of new media, translators should not only have good cultural thinking, but also pay attention to cultural differences in different cultural backgrounds, otherwise it will make the translated English literary works inconsistent and humorous. Firstly, translators should delve into the differences in the types and genres of literary works. Different literary styles may result in differences in their ideological and cultural content. Therefore, when translating, translators must start from the original text, understand the historical and social environment at the time of literary creation, the author's personal beliefs and life, as well as the author's literary schools and propositions. In order to better translate the author's writing purpose, thoughts and emotions, and ensure that the translated English literary works are faithful to the original work. For example, when translating technological literary works, due to their academic and documentary nature, translators should pay attention to objective facts and express them objectively, using rigorous language that is in line with the historical background of the work. But if it is a popular science reading material for children, on the basis of ensuring the accuracy of the translated content, some rhetorical devices can be appropriately added to enhance the readability of popular science literary works. Secondly, in English culture, there are many proverbs and slang expressions, and how to translate them also tests the cross-cultural competence of translators. For example, in some literary works, "milk road" may appear, and translating it directly as "milk road" may appear unprofessional. This word actually refers to "Milky Way" in English. Therefore, when translating English literature, translators should pay special attention to the parts of proverbs and slang. For uncertain translations, they should promptly consult relevant materials or ask local people to achieve more accurate communication of the translated content.

### 2. Strengthening literary thinking and improving translation readability

To improve the quality of English literary translation in the context of new media, translators must infuse literary thinking into the translation, allowing it to maximize the artistic expression of literary works. English literary works, like Chinese literary works, also use a large number of rhetorical devices, such as metaphors, personification, rhetorical questions and other basic rhetorical devices, as well as advanced rhetorical devices such as satire, exaggeration, puns, and contrast. Therefore, when translating English literature, regardless of the type of rhetoric being translated, translators must have a thorough understanding of the original content. When translating words and phrases, it is not limited to the words and phrases themselves, but based on the words and phrases, they should be re created. It should be noted that in the translation process, it is not better to use more literary thinking, but to start from the original text and adopt appropriate expressions while respecting the original work, in order to fully reflect the ideological and cultural aspects of English literary works. If rhetoric is blindly used, it will only make it difficult for readers to understand while reading, thereby reducing reading interest. Therefore, in addition to mastering the commonly used rhetorical expressions in Chinese literary works, translators should also be proficient in the rhetorical expressions in English literature, as well as the differences between English and Chinese expressions, in order to better express the artistic value of literary works. In addition, translators should also pay attention to transforming complex sentences in English into sentences that are suitable for the reading habits of Chinese readers, such as converting some long sentences into short sentences, to make the translation more rhythmic. In addition, translators should also analyze the sentences in the article from the perspective of the author's thoughts, emotions, or literary propositions. For example, when expressing melancholy, writers can try to use long sentences for translation; When expressing sadness and anger, writers can use short sentences to translate, in order to increase the literary value of the translation and improve its readability.

### 3. Improve visual thinking and optimize literary translation effectiveness

The so-called visual thinking refers to the author's processing of literary creation based on their own thinking rules. Emphasize the use of the author's imagination to process certain images and imaginations, and then express them in literary form. Image thinking usually has a strong personal color and presents different expressions of image thinking based on the author's personal experience. In the perspective of new media, due to the continuous development of network resources and platforms, people's image thinking has significantly changed from before. In this regard, when translating English literature, translators should optimize the translation content based on contemporary people's cognition, respect the original work, and change some of the shortcomings of direct translation and hard translation in the past. For example, the literal translation of the English proverb "Bad news has wings" means that bad news has wings. For some Chinese readers, this may feel very strange when reading, and translators can translate it as: bad news spreads far and wide. At the same time, translators can also utilize new media technologies, such as searching online for translations of the same slang from previous literary works. Through this approach, not only can translators better grasp the translation points and methods of English literature, but they can also smoothly complete the corresponding translation work of English literary works, and improve their thinking ability in English literary translation, thereby achieving the goal of optimizing literary translation effects.

### 4. Infiltrating emotional thinking and enriching the artistic conception of literary translation

English literary translation is not a cold mechanical task, and it also requires translators to integrate their emotional thoughts into the English literary works that need to be translated. This kind of emotional penetration is more commonly found in Chinese to English translation. Many Chinese poems and verses have a unique oriental charm and meaning. If translated directly into English, they will lose

their original charm. Therefore, when translating poetry, translators not only need to understand the emotions that the poet wants to convey during creation, but also need to have certain knowledge and literacy in phonetics, so as to truly understand poetry and achieve “faithfulness, expressiveness, and elegance” in translation. When translating Chinese poetry, translators must stand in the reader’s perspective, extract the images contained in the original text, and then integrate the translator’s understanding of their visual thinking and emotional expression, accurately presenting the artistic conception in the poem to the reader. Thus, readers can not only understand but also feel the infinite charm of Chinese poetry culture. For example, when translating the poem “Guan Ju”, “Guan Ju Jiu, on the island of the Yangtze River, is a graceful and graceful lady, a gentleman’s good match.” Although there are only 16 words, it contains metaphors. Therefore, when translating, one should not rigidly translate, but rather showcase the cultural cultivation of the translator. As the famous scholar Xu Yuanchong translated it as “By riverside are cooking, A pair of turnedoves; A good young man is wood, A fair maiden he loves.” He pointed out that if the literal meaning of “gentleman” is translated as gentleman, it is not correct. It is certain that young people are the ones who have a good eye for ladies. Translated as “young man.” This fully demonstrates Xu Lao’s emotional thinking when translating this poem. Therefore, in addition to improving their translation skills, translators also need to deeply analyze and understand the cultural connotations contained in them, and carry out targeted translation based on the thoughts and emotions conveyed by corresponding literary works, thereby further enriching the artistic conception of literary translation.

### III. Conclusion

In summary, from the perspective of new media, English literary translators are facing new opportunities and challenges. In this regard, translators should pay attention to cultural differences, strengthen literary thinking, improve visual thinking, and permeate emotional thinking in their translation work, and combine new media technology to continuously improve their professional abilities and literary literacy, improve the quality of English literary translation, and promote the innovative development of English language translation in the new era.

### References

- [1] Shuangyan Hao. Exploring English Literature Translation Thinking in the Context of New Media [J]. Journal of Jiangxi Electric Power Vocational and Technical College, 2022, 35 (01): 141-142+144.
- [2] Xuehua Chen. Current Situation and Countermeasures of Standardized English Translation of Public Signs in the Context of New Media [J]. Journal of Jiamusi Vocational College, 2022, 38 (09): 73-75.
- [3] Jia Sun, Baoqin Yan. Application of New Media Technology in English Translation and Translator’s Subjective Cognition [J]. Light Alloy Processing Technology, 2020, 48 (11): 67.
- [4] Jia Li. Research on English Literature Translation Thinking from the Perspective of New Media [J]. Fujian Tea, 2020, 42 (04): 315.

**Author Introduction:** Mengyuan Wu, female, is a full-time English teacher at Xi’an Peihua University. She graduated with a bachelor’s degree in English Language and Literature from Xi’an Foreign Studies University and a master’s degree in Translation and Bilingual Communication from Hong Kong Baptist University. Currently, in addition to her teaching work, she mainly focuses on research in translation and teaching reform.