

Analysis of the Influence of Eastern and Western Cultural Differences on Journalistic English Translation

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Abstract: In the current international context, English news has gradually become an important channel for people to obtain global information in social life. However, the differences between Eastern and Western cultures from the perspective of news communication have brought many obstacles to the translation of journalistic English. In order to ideally solve the translation problems and better complete the translation, translators need to fully understand and correctly treat and deal with such cultural differences. On the basis of expounding the meaning and characteristics of journalistic English, the connotation of culture and its relationship with language, and the cultural differences and translation difficulties brought by them, this paper analyzes the influence of Eastern and Western cultural differences on journalistic English translation from the geographical environment, historical background, customs, religious beliefs, etc; and proposes translation strategies such as alienation, interpretation and free translation to solve the translation problems stemming from cultural differences. The analysis results in this paper provide a basis for further research.

1. Introduction

Journalistic English is an English language used by mass media such as the Internet, television, radio, magazines and newspapers. It expresses the characteristics of news media timeliness, accuracy and brevity and clarity in language, vocabulary and grammar [1]. With the increasing frequency of international exchanges, English news provides a convenient channel for social life to obtain Chinese and foreign information for its novel content, modern language and strong timeliness of communication. However, cultural differences, especially the differences between Eastern and Western cultures, have led to different understandings and interpretations of events or ideas in the same news report. In the translation of journalistic English, if you do not pay attention to the cultural background, it may cause differences in understanding and even misunderstanding between the audience of the news and the original media and the original author. Therefore, the translation of cultural factors in journalistic English has received more and more attention.

Culture is a common mental process produced by people in a country or region in the process of long-term common life, study and work. It often includes customs, history, culture and religious beliefs. Language is an important part of culture, and it is also a carrier of culture; national cultural information can be well communicated through language. There is a complex and close relationship between culture and language. Different countries have different national cultures and language styles; language is the main tool for human expression, and the process of human culture development can also be reflected in the process of language change. In terms of language, language can spread culture, but language is also influenced and restricted by culture [2]. Translation is the process of changing the verbal product of one language to the verbal product of another language while maintaining its content and meaning. Since the history and culture precipitated by various nationalities and countries in historical development are different, when translating between two languages, translation problems arising from historical and cultural differences often occur. Some translators believe that the biggest difficulty in translation is the difference between the two cultures; translation is therefore closely related to cultural factors and

background knowledge.

On the basis of expounding the meaning and characteristics of journalistic English, the connotation of culture and its relationship with language, and the cultural differences and translation difficulties brought by them, this paper analyzes the influence of Eastern and Western cultural differences on journalistic English translation from the geographical environment, historical background, customs, religious beliefs, etc; and proposes translation strategies such as alienation, interpretation and free translation to solve the translation problems stemming from cultural differences. The detailed chapters are arranged as follows: Section 2 introduces the influence of Eastern and Western cultural differences on journalistic English translation; Section 3 proposes journalistic English translation strategy under the Eastern and Western cultural differences; and Section 4 is the conclusion.

2. Influence of Eastern and Western Cultural Differences on Journalistic English Translation

The differences in living environment, lifestyle, and social system between Eastern and Western cultures lead to large differences in the customs and ways of thinking between Eastern and Western cultures. In the translation of journalistic English, translator should fully consider the differences between Eastern and Western lifestyles and cultural habits, and fill the cultural defaults in journalistic English translation. In journalistic English translation, the translator should fully consider the differences in the expression of Eastern and Western cultures, consider the differences in the way Eastern and Western English expressions are influenced by different ways of thinking, and translate news information from the audience's thinking habits [3].

Regional culture refers to the culture formed by the geographical location, natural conditions and geographical environment. It is expressed in different people's attitudes or expressions of the same phenomenon or thing. The different geographical environments in the East and the West have created different Eastern and Western cultural differences. Western countries are greatly affected by the Atlantic warm air. Therefore, in the impression of Westerners, the west wind is warm and awkward, and Westerners have a special emotional attitude toward the west wind. Therefore, when translating content related to regional culture, it is necessary to comment on regional cultural differences; otherwise it will cause confusion or misunderstanding.

Religious beliefs occupy an extremely important position in the development of human culture. In the long-term development, religious culture not only includes local religious beliefs, but also has foreign religious beliefs, based on factors such as the national consciousness. The culture of faith occupies a large proportion. Different religious cultures and their mutual blending have greatly affected people's perception of various affairs and affected the expression of language. Therefore, in the translation of journalistic English, it is necessary to take into account the differences of religious and cultural information, and try to convey the religious information in the target language.

Because of the different origins of their history and culture, the Eastern and Western people also have great differences in their thinking patterns. This difference is manifested in the expression of language, especially in the expression of written language. Numerous studies in comparative linguistics have shown that in English, nouns dominate. English nouns can be used to function as Chinese verbs and adjectives. Actions, changes, quality, and emotions can all be expressed in vivid English abstract nouns. So it is not difficult to understand why the noun phrase dominates in journalistic English. The appearance of verb phrases makes the text look dynamic and colorful. Therefore, English vocabulary, sentences, and voices are not completely identical when translated into Chinese, but there are great differences; vice versa.

3. Journalistic English Translation Strategy under Eastern and Western Cultural Differences

Journalistic words are often new, innovative, and rich in expression. Interpretive or annotative translations are often used to translate them clearly and easily. Interpretation can make the report more clear and easy to understand, and help to enhance the effect of communication. In order to attract readers, newspapers and periodicals usually prefer to use some distinctive words, and

sometimes new combinations to innovate much vocabulary; in addition, the use of sports, military, commercial and literary vocabulary in journals may also bring some difficulties to translators. This requires translators to understand the language and culture background while having a solid foundation in English. When necessary, the strategy of domestication translation is used, and the corresponding words in the culture of the translated language are used to fully express the meaning of the original text [4]. The influence of Eastern and Western cultural differences on journalistic English translation and its translation strategy is shown in Figure 1.

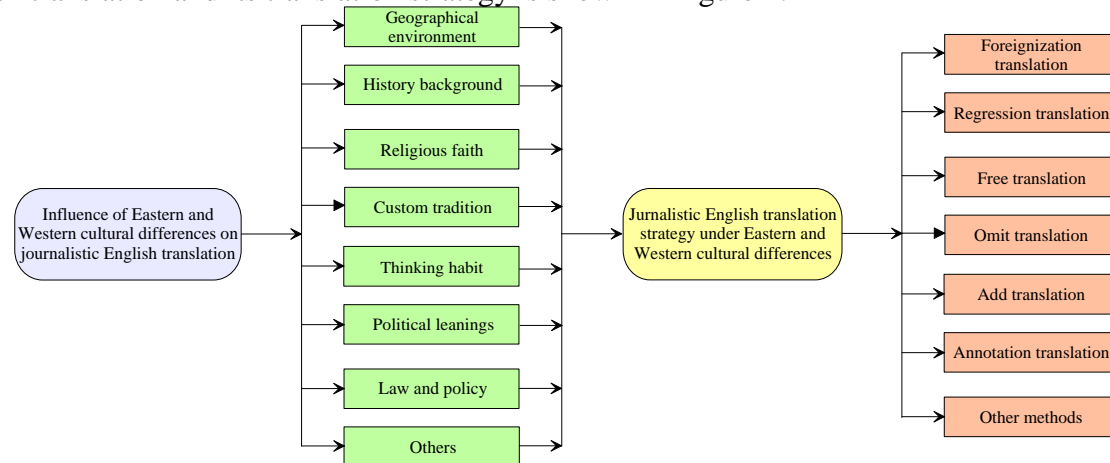


Figure 1. Influence of Eastern and Western cultural differences on journalistic English translation and its translation strategy

There are many cultural differences in the process of journalistic English translation. Therefore, in the process of language conversion, it is necessary to follow the language habits to improve the fluency of news translation, so that readers can understand the information contained in the article at the first time. When translating journalistic English, translators should use the free translation method. This method does not emphasize the strict unification of the translation and the original text. It only needs to ensure that the language is smooth and the statement is natural. When using the free translation method for news translation, the translator does not need to stick to the original format or the original expression. For example, metaphor, rhetoric or grammatical structure, if too much emphasis on the original grammar, will reduce the quality of the translation; so readers are prone to confusion when reading, cannot achieve the ultimate goal of journalistic English translation [5].

The use of transliteration and literal translation plus explanatory text translation methods is often used in Eastern and Western news translation reports, because transliteration plus interpretative and literal translation plus explanatory text translation methods are not only beneficial to domestic and foreign readers, but also beneficial to pull. Some readers may have some difficulties in reading journalistic English due to their own English level restrictions. Many word phrases that are not recognized, as well as cultural differences, can cause deviations in the understanding of word phrases, which will hinder readers' reading. Transliteration and literal translation plus explanatory text translation methods can mark some difficult-to-understand word phrases, so that readers can read the contents of news reports as soon as possible [6].

The domestication strategy mainly refers to the translation of a translator into a language expression that is familiar and understood by a wide range of readers. This can better help the readers to understand the close connection between different languages in the two countries during the reading process and discover the unique charm of language culture. In order to change this situation and ensure that the translated content of the translator meets and meets the actual needs of the current reader, the translator must normalize the original text during the translation process. The purpose and function of the domestication process is mainly to ensure that the translators can translate the English language strictly according to the rules of language culture, and help the readers understand the original content to provide the greatest help, and make it easier to understand[7].

For translation work, there is no constant translation means and strategy. Each translation strategy has its own scope. The cross-cultural translation strategy of newspaper news mentioned above is a relatively common translation strategy and method. Generally speaking, it is basically satisfactory for ordinary newspaper news translation work. There are still many translation strategies currently in existence. Under certain cultural differences, these translation strategies also need to be taken seriously. For the translation of newspapers and magazines with excess information, translators can adopt the translation strategy of provincial translation, which can reduce the processing capacity of cumbersome and redundant news information, and thus improve the actual efficiency of the corresponding translation work. On the contrary, for those newspapers and journals whose information is not complete enough, our translators need to think more about the readers and friends, adopt the translation strategy of additional translation, and supplement and explain relevant news information so that readers can read these news articles better [8].

4. Conclusions

With the increasing frequency of international exchanges, English news provides a convenient channel for social life to obtain Chinese and foreign information for its novel content, modern language and strong timeliness of communication. However, cultural differences, especially the differences between Eastern and Western cultures, have led to different understandings and interpretations of events or ideas in the same news report. The influence of Eastern and Western cultural differences on journalistic English translation is reflected in geographical environment, historical background, customs, religious beliefs, etc. Therefore, in journalistic English translation, translators should fully consider the differences in the expression of Eastern and Western cultures. Consider different ways of thinking to influence the differences between Chinese and English expressions, and translate news information from the audience's thinking habits. In view of the cultural differences between the East and the West in the process of journalistic English translation, this paper proposes that translation strategies can strictly follow the rules of language culture for reasonable translation, and help readers understand the original content to provide the greatest help and make it easier and more convenient to understand. The analysis results in this paper provide a basis for further research.

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