

Study on the Transformation of Cross-Cultural Perspectives in English Translation

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Abstract: As the course of political and economic globalization continues to accelerate, the exchanges and exchanges between my country and other countries have become increasingly close. English is the main language of communication between our country and other countries, and it has gradually attracted people's attention. As a result, the requirements for English translation have gradually increased. It is required that the relevant personnel should fully consider the cultural differences between countries in the process of English translation. So as to further carry out high-quality and accurate translation, and enhance the translation effect. English translation is a tool for communication between countries. When translating, translators should consider the characteristics of the language and cultural background, respect the differences between each other, and perform effective translation. Therefore, this research will focus on exploring English translation. Effective measures for cross-cultural conversion are aimed at improving the quality of English translation.

1. Introduction

Language is the carrier of regional culture and a form of expressing culture. To a certain extent, it also reflects the cultural state of the corresponding country and region. Culture is the origin of language. The two are closely related. Language will develop with the development of culture, and external factors will have a greater impact on it. In addition, the culture of each country and region is different, and both have unique characteristics. Increase the difficulty of translation work. In view of this, translators should adhere to the special cultural background of English in their English translation work, first use effective Chinese target text to reorganize the content and information expressed in English, and then strengthen the conversion of the angle of language expression so that the translated text can be used. Adapt to the reader's expression habits to the greatest extent, making it easier for readers to accept. Such an English translation technique is a perspective conversion in a cross-cultural context. Using this unique translation technique to transform a language perspective can make English translation more suitable for Chinese expression habits, and significantly improve the effectiveness of English translation.

2. The Importance of English Translation

In the context of the rapid development of economic globalization, countries and regions in the world are getting closer and closer, and one of the important basic elements to strengthen ties is language. Different languages need to use translation to communicate and communicate. Among the many types of translation, English translation has become an important link connecting the relations between countries in the world. English translation is built on the basis of cross-cultural communication. Each country must fully consider its own cultural background, and ensure that each country and region's own culture is respected while achieving efficient English communication and communication. China is a cultural power with a history of five thousand years of civilization. It has unique cultural characteristics and language methods, and its cultural heritage is very profound. Therefore, translators need to pay more attention to the quality of cross-cultural language

conversion when performing English translation, and to ensure that English translation can fully demonstrate the essence of Chinese culture and conform to the characteristics of Chinese culture. Only English translation based on respect for different cultures can realize the value and meaning of communication.

3. Influencing Factors of Cross-Cultural English Translation

China and Western countries have a completely different development history. Because of the long-term influence of traditional Confucianism, China attaches great importance to etiquette and culture, and emphasizes the distinction between men and women, the orderliness of growth and ethics, but Western countries advocate independence and freedom, and advocate democracy and equality. Although in the later development process, our country respected the traditional etiquette culture while adopting an inclusive open policy, but compared with Western countries, our country still values the etiquette culture very much, adhering to the principle of implicit and humbleness, and attaching importance to blood relationship and family affection. and many more. So far, the difference between Chinese and Western etiquette cultures has always been one of the important factors affecting cross-cultural English translation. For example, some formal occasions usually invite both spouses to attend. When greeting friends on these occasions, people usually praise the other party's wife or wife for being beautiful and dignified. If a man from the UK praises: "Your wife is so beautiful." Usually at this time, the Chinese husband will answer: "Where, where!" In the eyes of the Chinese, this means a humble attitude. The compliment of the other party also took care of his own face. However, this British man would not only not understand the Chinese response "Where, where!", but also mistakenly thought he was asking "Where is it beautiful?", which would be very embarrassing. This is a representative phenomenon of cultural differences between China and the West. If both parties do not understand each other's cultural background and only understand and respond literally, it will inevitably cause misunderstandings in communication and communication.

4. Translation Skills for Cross-Cultural Perspective Conversion in English Translation

Domestication translation technique refers to expressing the cultural differences of different countries in another way, making it easier for people to understand and accept. This translation technique can also convey the same information from the opposite perspective of the source language, giving readers a brand-new feeling, and experience the different ways of doing things in different countries, regions and different cultures, and at the same time allow the translation to better adapt to the reader's inherent language habits. As we all know, the problems encountered by translators when carrying out English translation work are often diverse. Among them, there are very great differences between the source language culture and the target language culture. This is a major test for the translator. Faced with such a situation, translators can use domestication translation techniques to realize the conversion of language components and sentence patterns, and help readers understand the deep meaning of the language. The application of domestication translation skills is mainly reflected in the following three aspects: First, person conversion. Affected by historical development, there are huge differences in culture between China and Western countries. There are also differences in all aspects of language. Both the way of language expression and the habits of language expression have undergone subversive changes. For example, as for the subject of language expression, the Chinese habit of expression is that people are the subject of events or the core of the development of things. Therefore, people are often the subjects in the specific expression process. Western countries generally prefer to use things as the subject, and there are obvious differences in expression. Therefore, in the process of English translation, the translator is required to understand this situation and change the subject of the language expression to ensure that the original meaning of the language is not destroyed. In addition, Westerners pay great attention to etiquette in their daily communication, and translators are required to face the order of personal pronouns in English translation. For example, when translating the issue of

responsibility, the first person must be mentioned before the incident, which can effectively avoid some troubles and give people a sense of politeness and maintain a good personal image. In addition, the names of relatives in the West are not quite as detailed as in China, and should be thoroughly clarified when related to translation matters. Second, word conversion. Word conversion is one of the important domestication translation skills in the cross-cultural perspective conversion of English translation. Translators are required to use words flexibly to improve the effect of English translation and ensure the accuracy of English translation. Such as: I am anxious about my mother's health. This sentence is usually translated as I am worried about my mother's health. Anxious is an adjective in English. When translated into Chinese, it becomes the verb "worry". The meaning is more appropriate. Accurately express the meaning of the original text. There are also prepositions. Prepositions are used more frequently in English and seldom used in Chinese. Translators can convert English prepositions into Chinese verbs during translation to make the meaning smoother. For example, the prepositions across, into, over, past, through, etc. all have the meaning of verbs, which can be used as verbs in translation to improve the coherence and compactness of the translation. Some prepositions of adverbials of purpose and cause can also be translated into verbs, such as: Qiu Sha-oyun in spite of all difficulties, insist on fighting. Translation: Qiu Shaoyun insists on fighting despite all difficulties. The preposition in spite of is translated into "to disregard", which is a verb. Third, sentence pattern conversion. English translation work generally focuses on translated sentences. Shorter sentences are less difficult to translate, and special sentence patterns are more difficult to translate. For example, there are many inverted sentences, omissions, and imperative sentences in English, which pose severe challenges to translators. To use sentence conversion skills to meet specific context requirements while ensuring structural integrity. Such as: We must make full use of exiting technical equipment. It should be translated into: We must make full use of existing technical equipment. This shows that the translator should appropriately adjust the sentence structure in English translation, and promote the conversion of parts of speech through various conversion techniques to achieve the translation goal. In addition, to keep the work intact when translating, the simplest translation technique is literal translation, while free translation is a translation technique used after grasping the overall meaning of the article to explain the original idea to the reader, which is stronger than literal translation. The scientific nature of the translation can not only convey the meaning of the original text, but also maintain the integrity of the original text. The translator must have a strong quality in order to make good use of the translation skills.

The foreignization translation technique was proposed by Lawrence Venuti in the cross-cultural perspective conversion translation. The difference between it and the domestication translation technique is that the translator does not disturb the author as much as possible, and approach the translator through the target reader, that is, the translator regards the source language culture as the destination. Retain the characteristics of foreign languages and cultural habits, allowing readers to appreciate the cultural customs of other countries in the translation. There are usually two strategies for using foreignization translation techniques: one is voice conversion translation. According to Chinese and Western language habits, Chinese generally uses the active voice in language expression, while English is accustomed to using the passive voice, which is required in English translation. Taking into account the expression habits of Chinese and Western languages in the context of cross-culturalism, use passive voice translation to make the subject of the sentence clear and highlight the key points. Such as: Individualized tuition is carried on to help the students. Passive voice should be translated into active voice: Individualized tuition is carried on to help the students. The other is to translate through positive and negative words, that is, the translator can try to translate from the negative side when facing some sentences that cannot be translated correctly, and try to translate from the positive side when facing some sentences that cannot be translated back, but whether it is a positive translation or a reverse translation The translation must be equal to the original. Such as: I have read your articles, I expect to meet an old man. Translation: I have read your articles, but I did not expect you to be so young. Another example: Everyone felt nervous that evening and they all went about their work in an unusually careful manner.

5. Precautions for Transcultural Translation in English Translation

You must grasp a degree in everything you do. Only in this way can you get twice the result with half the effort. English translation is no exception. Translators must pay attention to the degree when using a cross-cultural perspective to transform translation skills. Translation causes the translation to lose its exotic flavor. Readers can only access the assimilated translation, and it is difficult to understand the obvious differences in the stylistic connotation and style of the source language. Translators shouldn't be fond of foreigners, overemphasize foreignization, interfere with the smoothness of the translation, and increase the difficulty for readers to understand. Therefore, in a formal English translation, the translator should pay attention to finding a good fusion point between the author and the reader, and use domestication, foreignization and other conversion translation techniques reasonably. The point of fusion here is by no means a middle point in the ordinary sense. The translator should pay attention to certain principles, not only to prevent away from the author when he is close to the reader, but also to prevent away from the reader when he is close to the author. In other words, if the translator uses domestication translation techniques, he must pay attention to preserving the taste and connotation of the original text; if the translator uses foreignization translation techniques, he must ensure that the fluency of the translation is not destroyed and facilitate readers' understanding. In addition, translators should pay attention to the domestication translation of language forms and the foreignization translation of cultural elements in their English translation work.

6. Conclusion

In summary, language translation is an art, and at the same time, it is also a link and bridge for exchanges and communication between various countries. In the context of political and economic globalization, language translation should take into account the cultural factors of each country, try to ensure the original meaning of the translation, and convey effective ideas, so as to promote effective exchanges, deepen cultural exchanges and exchanges of ideas. English translation, as a bridge between my country and other countries for academic exchanges, cultural communication, and economic exchanges, the relevant requirements for translation should be continuously improved to ensure that the translated content can retain the original meaning and achieve efficient translation. Students should comprehensively consider different cultural differences when translating English, and use effective translation skills to accurately convey cultural connotations, so as to promote effective communication among countries.

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