

Business English Translation Research Based on Functional Equivalence Theory

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Abstract: With the continuous enhancement of international business contacts in China, the interaction between companies and foreign consumers has become more frequent. Therefore, translation has become more and more important. This paper mainly explores the business English translation model guided by the functional equivalence theory. Based on the good cognition, it proposes several specific translation strategies.

1. Introduction

In the process of economic globalization, the exchange of international business activities is increasing, and business cooperation between countries is becoming more frequent. Business English based on the theory of reciprocity plays an extremely important role in business communication activities, which can effectively avoid unnecessary contradictions and economic losses. Among them, among many foreign languages, the status of English in business activities is obviously very important, and the cultural differences between China and the West are large. Therefore, business English translation based on functional equivalence theory has become the focus of translation.

2. Functional equivalence theory

The functional equivalence theory was proposed by the American linguist Eugene Nida, mainly to make a specific standard for the transition between the source language and the target language. From the perspective of linguistics, Eugene Nida proposed the function according to the nature of the specific translation. Peer translation theory. He spends, the definition of translation is not only the equivalent meaning above the vocabulary, but also needs to include the equivalence between style, problem and semantics. The information conveyed by the translation not only needs surface information, but also needs cultural information. Equivalence in dynamic peering can be divided into four aspects: lexical equivalence, syntactic equivalence, textual equivalence, and stylistic equivalence. Among them, the equivalence of meaning is important to the position, and the form may hide the cultural exchange of the source language, but the exchange of meaning will not be hidden. Therefore, according to the Eugene Nida theory, the translator should use the four aspects of reciprocity as the principle of translation, and accurately express the cultural and emotional meanings of the source language in the target language.

If the words are translated literally in English and Chinese, the content of the translation is likely to be confusing. The most fundamental reason is that the basic culture and connotation of the two countries are different. The true meaning of the original text will be difficult to display. In fact, it is difficult to find or have a perfect and perfect explanation of the words of an English vocabulary in Chinese. Therefore, each translator should understand and explore the deep structural content and emotional content of the source language, and combine the cultural differences and emotional differences between the two countries to express the deep content of the sentence, that is, the vocabulary directly in the target language. Explain and explain the meaning of the original text. This way of operation can help translators to accept translation works more easily. According to Eugene Nida's translation theory, the processing of cultural differences from semantics to stylistics reflects the basic content of the source language, including the emotional content and the style characteristics of the source language.

3. The particularity of business English

3.1 Vocabulary

Business English is a cross between English and business. In the process of business development, business English plays an extremely important role. The vocabulary expression of business English is different from literary English and ordinary English, and even some vocabulary has a large difference in the specific contract system. In terms of vocabulary, business English mainly presents three characteristics, one of which is professional. The vocabulary of business English usually has specific meanings and specific explanations. The variability is not strong. It must be combined in translation. The meaning of a word is translated into a specific noun. It cannot be translated according to its own understanding. For example, in business English: the meaning of insurance police is the meaning of the insurance policy, not the insurance policy and other combinations of meanings. The meaning of stock in business English is also inventory, not inventory. These corresponding professional vocabularies need to be firmly remembered that only professional vocabulary is firmly grasped, and peer-to-peer translation can be carried out more efficiently. The second is the use of English ancient words, mostly composed of here and there combination of words, which is not very common in modern English, such as herein explained again, thereof explained as this. At the time of translation, the interpretation and cognition of these ancient words must be in place. The third is the use of abbreviated vocabulary in business English. For example, various international conferences and credit certifications have professional abbreviations. For example, ICC is mainly expressed as the International Chamber of Commerce, L/C is mainly interpreted as letters of credit, and business English translators. Be sure to understand the specific meaning of each abbreviation vocabulary. Sometimes, the same abbreviations may express different meanings in different English systems. Business English translators must explain the specific meanings in combination with the actual context.

3.2 Syntactic aspects

There may be a big difference between the syntax of business English and the common English syntax. Both the logical thinking and the expression method have a relatively fixed pattern. This is a syntactic feature that is not available in literary English and ordinary English. The biggest characteristic of business English in each syntax is that the logic of thinking is more rigorous, because the content of business English is relatively wide, and it is a dispute of various interests. Therefore, in terms of logic, Business English uses a large number of enumerations to minimize the number of ambiguous words and maximize the amount of information. Therefore, when translating, it is necessary to accurately translate various sentences and express the contents of various business English information. come out. If you wish to drop the former set of codes entirely and use System A instead, we suppose the two sets of codes should be reconciled Accordingly such as we will require a set of codes under System A so that the current mapping relations from our Table could be properly reflected. It can be translated as: Sorry, it is my fault, maybe I did not make it clear, as mentioned below The mapping to is stored in the Table on our side. Therefore, if you change the previous code to A system, you need to re-add the mapping between our system code and A system code to our mapping Table. Please provide a list of codes for the A system. This is what I wrote, there may be problems, please correct me. There are a number of fixed sentence patterns in business English, and the formulated language needs to be fixed and translated into the catchy sentences. For example, in business English sentences, we often find some tips: Thank you in advance for, can be translated as honour, thank you; We shall appreciate your, can be translated as if we can, we would be grateful. This fixed translation model can also make our translations neatly planned and show our good translation language culture literacy.

4. Translation suggestions based on functional equivalence

4.1 Strive to create translations that conform to the original semantics and original features

Business translation also needs to work hard to translate translations that conform to the original semantics and original features. Not all business agreements and business treaties are rigid and feature-free. In fact, the specific business regulations and specific contents in countries such as the United Kingdom and the United States still contain some national culture and national humanities content. In particular, Western countries have not paid attention to human rights. Many commercial treaties also reflect the characteristics of these countries.

In business English translation, there is a huge gap between English and Chinese translation, but business English also has certain commonalities. Therefore, business English can also be translated directly. If there is no big difference between the meaning and the extension of English and Chinese in a certain sentence, then the equivalent translation can be directly carried out without considering the deep meaning. For example, we guarantee that the shipment will be effected according to the contract stipulation. However, the translation will change the passive voice into the active voice, and the individual words will be adjusted sequentially. This is a necessary step in accordance with Chinese usage habits. In Chinese, the frequency of people's use of active voice is relatively high, and our adverbial is generally placed before, if the translation is in accordance with the normal use of English, the passive voice is used and the adverbial is placed after the predicate, then It will make Chinese sound difficult to understand. It can be seen that even direct translation is not a complete, complete, rigid direct translation, and there must be certain changes.

4.2 Domestication translation

When business English cannot be directly translated and information cannot be directly transmitted, the domestication translation strategy can be adopted. In the process of business English translation, general domestication translation needs to master the following three points:

First, grasp the main content of the original text. The translation of business English needs to accurately convey the language information, and master the meaning of the original text when translating, which is the core of translation. As for other imitation wheat, you can adopt a suiTable translation as a guideline, for example: Notice of particulars of shipment shall be sent to buyers at such time and by such means that the said notice shall be received by buyers within 7 after shipment To: Buying a house requires timely notification of the shipping details to buy a house, so that the house is accepted within seven days of shipment. This is the nine-tailed professional vocabulary of the shipment, translated into shipping. At such time is not directly translated into such a time, which is incorrect and translated into time. In translation, this linguistic Chinese expression uses the Chinese elliptical habit.

4.3 Follow the polite Chinese language style

Han culture pays great attention to etiquette. At the time of translation, translators also need to pay attention to the language etiquette of respecting Chinese language. This will make the reader or the listener feel calm, and will also feel that the translator's translation is very consistent. For example: we look forward to collaborating with you in your venture. please let us know if we can be any assistance to you. It can be translated into a loyal hope to be able to do business with your company in Europe, if you need to serve the company I also hope to inform. Although we did not feel much etiquette in the original text, we can deeply understand the existence of this cultural etiquette in the translated articles. Such translations can help readers feel physically and mentally happy. This is also a cultural manifestation of exchanges between the two sides. In fact, many customs and etiquette habits in the West are often unacceptable and understandable, but proper comments and changes in business translation will make people feel very Comfortable, this is the emotional skill in translation. Business English translation not only needs to express the meaning clearly, but also needs to achieve both emotional and cultural considerations. It is the perfect expression of the original culture and concrete expression content by changing the original form in

the translation.

4.4 If meaning and culture cannot be taken into consideration, discarding form equivalence

In many cases, meaning and cultural style cannot be considered at the same time. Translators can only express the cultural connotation by changing the meaning of the original sentence by expressing the meaning of the original sentence. For example, in English, there is a saying in Chinese: white as snow, which can be literally translated as: white as snow. However, in the southern part of China, there is almost no snow all year round. In their cultural connotations, the concept of snow cannot be well felt. In the translation literature, translators can eliminate certain cultural differences by changing the form of vocabulary. Therefore, this language can be translated into white as a mushroom in Chinese, which is easy for readers to understand and feel. Very lively and interesting. Then if the change of form still can not express the specific meaning of the original text, the reader still has no way to appreciate the original semantics and culture, then this time can re-create the meaning, this translation skill is also allowed, mainly to solve the two Differences in translation caused by cultural differences between the two. The source language and the target language can finally achieve the same goal. The re-creation is mainly to transform the deep structure of the source language into the surface structure of the target language, that is, the cultural connotation in the source language article is produced and explained by the translated vocabulary, which is what we often say. This kind of comment is mainly a comment on the translated content, for example: "He thinks by infection , catching an opinion like a cold. " "What do people think about him? Just like someone gets a cold, he gets a cold." Liu Zhaoqing, 1998, P122) In the original English text of this sentence, the connotation of the original text is not expressed by the surface meaning of the vocabulary, but hidden in the lines of the word.

5. Conclusion

Along with the continuous development of China's economy, China's business communication activities are also increasing. Business English is a typical language of business language, and there is a large translation gap between ordinary English and literary English. Business English needs to pay attention to the translation of peer-to-peer functions in the process of translation. A small translation error may lead to large losses. Therefore, it is necessary to continuously strengthen the emphasis on translation English function equivalence. Only in this way can we better Promote business exchanges and cooperation.

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