

A study of College Business English translation based on the principle of flexibility

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Abstract: It is an indisputable fact that equivalence is a basic standard pursued in translation practice. However, according to its own characteristics and rules, business English needs to be "flexible" in translation to improve and promote "equivalence". To explore the diversity of business English translation standards, namely "flexibility". As a part of the English market, business English is an essential language requirement in the current workplace life, and its content is also very extensive, involving various business terms, business activities, etc. Now many training institutions have included business English courses into the main training courses. Business English is a new subject. The position of business English translation in business activities should not be underestimated. Business English translation is not only the translation of the two languages, but also the translation of the cultural atmosphere associated with them. Therefore, in Business English translation, we should not blindly translate the literal meaning, but understand "flexibility" and integrate culture with translation work. In this paper, the characteristics of business English, the problems in translation and how to apply the principle of "flexibility" in the process of translation are discussed, hoping to help you.

1. Introduction

In the 21st century, with the rapid development of global economy, people's international cooperation and exchange in various fields of science, technology and trade economy are increasingly extensive, and the demand for obtaining information in various fields is growing, especially in the business field. Therefore, the requirements for business language translation are increasingly high. Business English (or English to business) is the most popular topic in education and academic circles. However, there are different opinions on the standards of business English translation. Liu Fagong (2003:14) put forward that the standard of business translation is "faithfulness, smoothness and unity". Ye Yulong, et al. (1998:21) wrote a course of business translation in Chinese. He believed that the standard of business English translation is "faithfulness, fluency and authenticity". On this basis, Zhang Xinhong, Li Ming and others (2003:14) put forward their practical translation standards of business English, which are "faithful, authentic and unified". In 2004, Peng Ping pointed out that general translation standards such as "faithfulness" and "equivalence" could not guide the translation of business texts. However, the translation standards she tried to put forward, such as "accurate meaning", "standard terminology" and "appropriate tone", did not fully meet the requirements for the translation of business contracts and commercial advertisements. The author believes that the above translation theories are all the standards for guiding business English translation, but they can not be regarded as the only standards for guiding all business translation practices. Because business English and its application styles include advertisement, trademark, business, letter, contract, business invitation, notice, etc., it has its own complexity. In the pursuit of "faithfulness" or "equivalence", we should adopt multiple standards, i.e. "flexibility" principle, according to the characteristics of different styles, so as to truly promote and improve business English translation.

2. On the principle of "flexibility"

2.1. Definition of flexibility principle

Once upon a time, Mr. Gu Zhengkun pointed out that "the translation standards with real practical value are those specific standards". Therefore, we can see that in the translation of business English, the goal of "flexibility" is to achieve a true and valuable synonymous expression. The "effect" of the principle of flexibility can be summarized as: to make the readers' understanding and feeling from the original text or the translated text consistent with the original author's meaning through different methods. This includes three elements: occasion, specific event and human spirit. However, in practical translation, many other factors need to be considered[1].

2.2. Application of the principle of flexibility

Business English covers a wide range, and has a variety of styles. In addition to the differences in cultural background, values, economic strength, etc., reasonable and flexible English translation is more important. For example, in general, a complete trade process mainly includes receiving orders, production, delivery, transportation, collection, tax refund and verification. In each of these links, the reasonable and accurate translation of business English is related to the normal cooperation between the two sides. Therefore, in the translation of business English, we should use business terms and business principles correctly[2].

3. Stylistic types and characteristics of business English

3.1. Definition of business English

In a broad sense, business English refers to the English language that people often use in business activities; in a chivalrous sense, business English refers to the language that is specially used for business activities and serves them, involving all kinds of laws and regulations, documents, conventions, scope of activities, etc. used in business activities. Compared with the common English, the special business English, which is specially used for business activities, is mainly different in language form and language standard, mainly in terms of language, expression and purpose[3].

3.2. Stylistic types of business English

In Business English, the most common styles are business English letters, business English advertisements, trademarks and business contracts. Business English letters are mainly used for the exchange of information and timely understanding of the other party's new situation, including letters and e-mail; Business English advertisements are mainly used for effective publicity of the products or services traded by both parties, so as to achieve the purpose of promoting the trade process of both parties, including the forms of exhibitions, exhibitions, promotional films, etc.; trademarks are the symbols of the subject matter of transactions between both parties. It is mainly composed of words, numbers, letters, etc. with specific meaning; business contract is the sign of the transaction between the two parties and the legal proof of the transaction between the two parties, mainly in the form of written contract, electronic contract, oral contract, etc[4].

3.3. Characteristics of business English

In fact, there are many types of business English besides the four main styles. Because of the diversity of styles, business English also shows diversity in the process of application, mainly in the three levels of vocabulary, syntax and discourse. On the lexical level, business English includes a large number of professional terms, compound words and abbreviations, as well as a large number of ancient words, foreign words and formal words borrowed from other languages, showing complexity and professionalism; on the syntactic level, business English has a variety of sentence

types, which are complex, with many sentence expansion and transformation, business idioms and various clauses. In addition, the use of various grammars and tenses also makes business English complex. On the discourse level, the type, format and integrity of style make business English difficult to understand and translate, but this is also its distinctive feature. A comprehensive analysis of the different features of business English is conducive to a better, more accurate and more effective translation of business English from all levels and functions[5].

4. Some problems in Business English translation

4.1. The translation of Related words will encounter the problem of deviation

Under the premise of cultural differences between the two countries, the same explanation may not appear in the Chinese dictionary for the words in English. Another situation often occurs in Business English translation, which can also be said to be a difficulty in the process of translation. In Business English, there are a large number of words, which is undoubted. Even the meaning of a word involves all levels, which seems simple and easy to understand. But it is difficult to apply it to the actual translation. If there is a little mistake in the vocabulary, the meaning of the whole sentence will change dramatically. Such translation is very unprofessional.

4.2. Problems in the way of thinking in Business English translation

Chinese and English have very different thinking patterns. As our mother tongue, Chinese thinking mode for many years can easily affect English translation. For example, "I can't remember his name" is the first sentence that Chinese people usually think of translating into "I can't remember his name." but the real translation is "his name escaped me." in Business English translation, it should be noted that there are some proverb words in two cultures that can correspond to each other and use the sentences that the other culture has long accepted. More to achieve the desired results. For example, "rob Peter to pay Paul" is better than the literal translation of "robbing the east wall to pay the west wall". "Once bitten, twice shy" is also better than the literal translation "once bitten, ten years afraid of the well rope". In Business English translation, translators need to translate according to the thinking mode of the translation service object, so as to achieve the desired effect.

4.3. Problems in daily language

Because of the different cultural background of each country, their daily language habits are also quite different. Under the influence of the traditional Confucian culture, Chinese people's character is mostly reserved, not high-profile, not publicity, speaking is more euphemism, not good at speaking directly. Under the influence of the culture of many western countries, their people usually express their inner thoughts directly. Therefore, under the influence of English national culture, business English also has the characteristics of being straightforward and not "artificial", which makes it easier for people to understand[6].

5. Theoretical support for the establishment of the principle of "flexibility" in Business English translation

Although Nida's "formal equivalence" and "kinetic energy equivalence" provide a solution to the conflict between literal translation and free translation, they are still relatively general and lack of operability for business English with diversified styles. Naturalization and alienation are a pair of concepts first proposed by Lawrence Venuti in 1995. The so-called "domestication" refers to the translation strategy centered on the target language or target language readers; the so-called "alienation" refers to the translation strategy centered on the source language. Newmark, an English translation theorist, classifies business texts into two types: informative (e.g. business documents) and vocative (e.g. business advertisements), and further points out that translators should adopt different translation methods according to different types of styles: semantic translation method for texts with expression function as the main function, and communicative translation method for texts

with information function or imperative function as the main function. Semantic translation emphasizes the faithfulness to the original text and the author, while communicative translation emphasizes the faithfulness of the original content, which is realized in a way acceptable to the readers. This is consistent with Wang Zuoliang's view of translation in the new era that translation should be based on style. Wang Zuoliang's point of view is more thorough and comprehensive than Newmark's. He said that the translator "seems to be able to determine different translation methods according to different styles." For example: information translation, literature translation, notice and advertisement translation, etc. (Wang Zuoliang, 1989:4). It can be seen that the above theories provide a strong theoretical support for the principle of "flexibility" in Business English translation[7].

6. The principle of "flexibility" in Business English translation

6.1. Express principles accurately, rigorously and directly

Business English is a relatively standard language. In the process of its translation, we should pay attention to the proper use of words, be able to clearly express the meaning of the whole sentence, so that readers can clearly understand the meaning of it, and be able to obtain information about relevant culture and customs from it, so as to achieve the standard of business English translation. Of course, in the process of translation, on the premise of following these principles, we should also use some translation skills reasonably, understand flexibility, and strive for the best translation effect.

6.2. Understanding the principle of flexibility in the face of different text types

Business English covers a wide range, such as international conferences, business talks, business letters and business advertisements. From these aspects, we can see that the translation of business English is complex and diverse. Throughout the whole process of translation, each type of translation is different, and the standards of translation are also different. For the translation of business English, there should be different translation methods in the face of different text types. According to different business background culture, make corresponding translation to make the translation of business English diversified and more flexible.

6.3. The principle of cultural differences in Translation

The language of a country can be said to reflect its culture to a great extent. The differences between Chinese and Western cultures are obvious to all. No matter in outlook on life, values, or world outlook, they are all vividly displayed in language and culture. For two simple examples, the Chinese believe that red symbolizes celebration. In Chinese weddings, brides wear red, and most of the decorations are red. In funerals, white means purity and loyalty. Brides wear white when they get married, while in funerals, black means solemnity. In Chinese, dogs are often used to express bad people or bad things, such as "Friends of friends" and "heart of the dog". "People in English speaking countries generally like dogs, which is often used to show that they like dogs, such as lucky dog, love me, love my dog. Therefore, for translators, if they want to complete the translation perfectly, they need to understand the cultural background of the two countries before they can do a good job in the bridge work of language translation between the two countries. If we ignore everything and only translate the surface meaning, the consequences will be unimaginable.

7. The specific application of the principle of "flexibility" in Business English translation

7.1. An analysis of the translation of business letters

Business letter is a way for the two countries to transmit information and establish cooperative relationship in business activities. It has its own characteristics in tone, vocabulary and sentence pattern. Therefore, in the process of language transmission, we should pay attention to etiquette, etiquette and euphemism. It is very important for both sides to establish a good cooperative

relationship. For the Chinese people who grow up in the state of etiquette, business letters represent the image of a country in many times. The correct translation method can make the information exchange more smooth, can write better business English letters, can guarantee the smooth progress of business activities, and the cooperation between the two sides will be more smooth.

7.2. An analysis of the translation of business English Advertisements

As we all know, the advertising effect is obvious to all. Since China's accession to the WTO, more and more enterprises have begun to sell their goods abroad. At the same time, more and more foreign enterprises and foreign products have entered the Chinese market. At the stage of just entering the market, how to expand the popularity of enterprises and make their products known to everyone is the only choice for commercial advertising. Commercial advertising can not only improve the visibility and image of the enterprise, but also promote their own products, so that the sales of products can be improved. However, under the premise of the existence of cultural differences between the two countries, how to make commercial advertisements directly hit the people.

7.3. An analysis of the translation of business English Contracts

A contract is a document with legal benefits. For a transnational contract that needs to be drafted in Business English, it must be precise, serious and accurate. A little bit worse, the consequences are unimaginable. The international business contract involves many kinds of industries, and its content also involves many legal issues, which is relatively complex. The requirements for translators have been greatly improved. It is not only necessary to be consistent with the original meaning of the contract, but also to know more about the relevant laws and regulations at ordinary times, and pay attention not to violate the original legal meaning in the translation process, so as to ensure the smooth completion of the transaction[8].

8. Conclusion

Now our country's policy of opening up to the outside world has been developing in depth. As a developing country, there are more and more Chinese foreign joint ventures and joint ventures, showing a state of strong alliance. As the most common language in the world, business English is becoming more and more important. As an important project in Business English, business English translation must play a role of bridge. In different cultures and situations, for business English translation, we should follow the principle of "flexibility", improve and promote the deficiencies in Business English translation, and try to make it perfectly expressed. The translation of business English should pay attention to the principle of "flexibility", and properly reflect the meaning of the original text according to the time and place, so as to be consistent with the original, which is the inevitable requirement of business English translation. At the same time, we should also carefully study all kinds of knowledge in Business English, so as to achieve the accuracy and integrity of translation, so as to facilitate the smooth progress of bilateral trade.

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