

The Translation of Business English Letters from the Perspective of Pragmatics

Li Qingping, Huang Chen

Fuzhou Medical College of Nanchang University, Fuzhou, Jiangxi, China

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Abstract: Business letters, as the name implies, are letters of a commercial nature, so it also involves many economic interests. It has a very close relationship with the interests of all parties to the transaction, so the translation requirements for the letter will be very strict. Be sure to follow the basic principles of translation when translating business letters. This paper mainly analyzes the translation related standards of e-commerce English letters from the perspective of pragmatics.

1. Introduction

Letters have always played an irreplaceable role in the relatively significant international business practice. Its main role is to pass the information to the recipient. In particular, some documents that are very important in daily work, in the era of continuous improvement and development of the Internet, their status is stable. On the other hand, the continuous advancement of Internet technology has prompted the emergence of new ways of transmitting information, which has brought new vitality to business information.

2. The relationship between translation and pragmatics

Some famous English linguists believe that the basic components of the composition language are as follows: one is the syntax; the second is the semantics; the third is the pragmatics. The exploration object of syntax is mainly the association between symbols; the semantics is the analysis and research of the relationship between things and symbols; the scope of pragmatics research is relatively wide, which is the relationship between users and symbols. The most significant of the three of them is pragmatics. From a translation perspective, translation can help to achieve communication between different languages and fully exert the main effects of its communicative activities. The most significant of the three of them is pragmatics. From a translation perspective, translation can help to achieve communication between different languages and fully exert the main effects of its communicative activities. The pragmatic principle also fully highlights its practical value, but if it is analyzed from the perspective of pragmatics, the relationship between pragmatic principles and translation is inseparable. The pragmatic context mainly includes two categories: linguistic pragmatic context and non-linguistic pragmatic context. The former is not limited to written behavioral content, while the latter is relatively comprehensive and contains the time and place centered on it. Characters and other aspects. These contents will be fully reflected in the translation of business English letters. In all, when carrying out business English letter translation work, we must pay attention to the main expression effect of the language after translation, and reduce the deviation that may occur in understanding. The actual translation effect produced by this is ideal. In other words, the realization of the union between pragmatic principles and translation practice can effectively increase the resonance between readers and translators, and provide scientific and reasonable practical reference for the translation of business English letters.

3. The Principle of Business English Letter Translation from the Perspective of Pragmatics

Business English letters the language sentences involved are very strong in business characteristics. The basic characteristics of the language are as follows

3.1 Concise and clear

Business letters should not be trivial, and must be concise and concise, concise and clear, and do not need to be as beautiful as writing articles. The main purpose of a business letter is to ensure that the person receiving the letter can understand what the letter is to say at a glance. Based on this, in order to fully reflect the simplicity of business letters, in the process of translating business letters, we must appropriately abandon the use of traditional business terms.

3.2 Professional rigor

Business English letters cover a wide range of industries and fields, including import and export business, banking, finance, and even shipping. It can also be seen that the professional terminology contained in such letters is very extensive. Therefore, when carrying out translation work, it is necessary to strengthen the understanding and mastery of such terms. It is necessary to pay attention to the use of relatively professional methods. It is expressed. Most of the contents involved in business correspondence are related to economic interests. Therefore, the translation terms should be strictly emphasized, and the language should not be misunderstood or exaggerated. When it comes to numbers or numbers such as dates, it is important to ensure the correctness of the translation. For example, the word “before” mainly means that the day before the date is the termination time of the contract, and “before, by” The words mainly indicate that the day of the date is the deadline for the time.

3.3 Pay attention to polite language

In the process of translating business English letters, you must pay attention to the use of polite language. The reason for doing this is not only to effectively strengthen the goodwill between the two sides, but also to strengthen the friendship between the two sides. So always keep this in mind during the translation process. At the time of translation, you should also pay attention to not only express your own opinions and positions clearly, but also pay attention to the recipient's mood, empathy, express the letter language in a euphemistic way, and reduce the use of negative language. , use some relatively direct and affirmative tone to express the politeness of the language and respect for each other.

4. The translation of business English letters from the perspective of pragmatics

4.1 Avoiding language differences

Comparing English with Chinese, we can see that there is a big difference between the two languages. Therefore, in the process of translation, we must proceed from the perspective of pragmatics, and promote the effective transformation of the characteristics. For example, it is necessary to fully distinguish the differences in the basic order of expression between the two. The linguistic expression of English is described after summarization, and the expression of Chinese is the opposite. In addition, English has a very distinctive feature, that is, the sentence is very closed, but the end of the sentence is relatively open, which is also very different from Chinese. Regarding grammar, English uses passive sentences, while Chinese sentences generally do not intentionally add the subject of the main sentence. Therefore, we must pay attention to these aspects.

4.2 Guarantee the accuracy of language information

For translators, ensuring the accuracy of letter translation information can be said to be a focus of pragmatics. Only by doing this can we ensure the accurate communication of the original text and the accurate communication between the two parties. In order to achieve the accuracy of the original and translated sentences, it is necessary to pay attention to several aspects: First, when translating some relatively professional business English letters, it is necessary to strictly follow the relative professional translation principles and Habits, for some content that you don't understand and understand, you must check the relevant professional books in time. In addition, as mentioned above, the content of the amount must be guaranteed to be accurate, and at the same time, it must be

guaranteed that there will be no mistakes. Otherwise, the consequences will be very unfavorable. In serious cases, even the crisis will come to the enterprise. The overall development. Finally, there is one more point that needs extra attention. It is important to avoid using some ambiguous words and causing unnecessary negative effects.

4.3 Adjusting cultural differences

The role of language is very rich, and it can realize the expression of cultural connotation on the basis of expressing feelings. To translate a foreign language, it is inevitable to be exposed to the cultural knowledge behind the language. In the translation of business English letters, it is necessary to comprehensively and comprehensively consider the differences between the two languages, and to minimize the misunderstanding of language caused by culture. For example, as for the translation of names, it is well known that the translation order of English names is the opposite of Chinese, so translators must pay attention to them in the process of translation work. In addition, English and Chinese also have certain differences in the expression of names such as place names. Since the geographical names have relatively direct links with the positions of the trade parties, it is necessary to pay special attention to the translation process. English is to place small places in the front, big places in the back, and Chinese to place small places in the middle. After the big place is ranked first, once there is a mistake in this aspect, it may bring relatively serious adverse effects to the translation work. Last but not least, in the process of translating business English letters, the translation of company names must not be ignored. Because there are certain differences between the types of companies, the vocabulary they use is also very different. Therefore, it is necessary to strengthen the study of terms such as English names, in this way to continuously improve the accuracy of their translation work, and reduce the probability of translation errors.

5. Conclusion

The role of business English letters is very significant in the international trade, which does not only involve the rich professional vocabulary and terminology, but also creates a very significant commercial atmosphere. Based on this, the research work on the translation of business English letters from the perspective of pragmatics should not only ensure that the translation process conforms to the basic theoretical knowledge of technical terms, but also further meet the specific needs of both parties to the transaction based on the principle of cooperation, in order to continue promoting the expansion of foreign trade.

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