

Cultural Differences between Chinese and English Color Words and Their Translation

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Abstract: Influenced by factors such as historical culture and logic of thinking, when English and Chinese are applied in practice, the in-depth meaning of color words will be different. In order to ensure the accuracy of communication, detailed analysis is needed. This paper will combine the concept of Chinese and English differences to discuss the ideological and emotional, word meaning extension, skill application, and dissimilarity of the words in translation, and combine them with common words to make reference for improving the translation quality of Chinese and English color words.

1. Introduction

Language culture is a valuable asset accumulated by a country in the long-term development process. In daily life communication, color words are very common, improve the quality of color word translation, and promote the mutual transformation of thinking logic and language communication. On the basis of distorting the original meaning, maintaining a high degree of color language connotation, thus achieving an effective integration of Chinese and English, and a deeper understanding of the language and culture of different nationalities and countries.

2. The Influence of Chinese and English Differences on Translation

2.1. Relationship between geographical location and cultural differences

Whether it is China or Western countries, geographical location is the basic condition for people's survival. Regional factors will subtly influence the cultural history of different countries, and will also play an important role in language formation. Because of the different climate zones, there will be a clear distinction between Chinese and English when expressing wind direction and temperature. For example, the Chinese like "Dongfeng". In the ancient Dongfeng, it also represents the breath of the recovery of all things in the spring. It has positive meanings such as positiveness and warmth. The ancient poem "Dongfeng breaks early and plums, and warms up" is obviously reflected. But in Western countries, Dongfeng represents cold and cold, and instead they prefer to use "Westerly Wind" to express positive meanings, such as "oh the west wind winter is coming can spring be far behind?" (West Wind! Winter) Already come, can spring be far behind?" It can be seen that when translating color words, we must take into account the cultural differences caused by geographical factors, and do a good job of integrating English and Chinese words.

2.2. Relationship between human history and cultural differences

Human history is the main factor driving the development of language. After the polishing of time, the language application of all ethnic groups is more mature and perfect, and its characteristics are highlighted. The language patterns derived from the background of human history are diverse, such as idioms, proverbs, allusions, proverbs, maxims and so on. Most of the proverbs and idioms in China come from mythological stories and famous books, such as: Dong Shixiao, toddlers, and swords. The proverbs of Western countries are mainly from the Bible, Greek mythology, Roman mythology and so on. In English and American proverbs, spring, summer, autumn and winter can be represented by cuckooing, swallow, wild goose, and plun alone[1].

3. The Embodiment of Cultural Differences in Chinese and English Color Words and the Main Points of Translation

3.1. Thoughts and emotions

The color words in both Chinese and English can express certain psychological activities and thoughts and emotions. In either Chinese or English, visual color knowledge is one of the main meanings of color words. In addition, color words usually have their own unique meanings to express the deep meaning of the statement. Influenced by the different cultures of Chinese and Western cultures, the differences in thoughts and emotions lead to different understandings of things. The misplacement of color words is a typical expression. For example, when translating the title of “Dream of Red Mansions”, David Hawkes did not directly apply “red”. Because the red color in the western region is more derogatory, it is translated into “the story of the stone” according to the article's thoughts and emotions. “.In addition, the United States and the United States often use observation methods when expressing food colors, such as: black tea translated into English for “brown tea”, “brown sugar” for “brown sugar”[2].

3.2. Skills application

As is known to all, due to the influence of regional cultural differences, it is necessary to carry out “integration” when conducting English-Chinese translations, follow the language characteristics of different regions, and mark the regional language features on the basis of clearly expressing the meaning of the original text. At present, the translation skills of color words are mainly divided into: 1. literal translation; 2. free translation. As far as the name suggests, literal translation is to retain the original form as much as possible, to convey the content of the article in an intuitive and clear way of translation, to achieve unity in content, and to avoid misunderstanding of color words. For example, the “black and white upside down” in Chinese is literally translated as “call white and black”, so that the color words in Chinese can be completely preserved, and the specific meaning can be translated at the same time, which is convenient for readers in the Anglo-American region. Similarly, the “blacklist” can be literally translated as “black list”, and the red carpet can be literally translated as “red capet”. The free translation is more widely used, because literal translation is more suitable for simple meaning communication. For some special proverbs or metaphors, only the unity of form is pursued, and it is easy to cause the translation of the core content to be lost. In this case, the translator is required to translate based on the core meaning of the color word, and the “color” can be ignored if necessary. For example, “Little White Face” has the meaning of “face handsome, dependent partner financial support, romantic” in Chinese. If you translate “white face” directly in English, it is difficult for readers in the Anglo-American region to understand. At this time, you can grasp the core meaning of the color word for free translation, “handsome effeminate young man”. This can reduce the communication error and reflect the actual meaning of the color word.

3.3. Dissatisfaction

When actually translating English and Chinese words, it is very difficult to translate color words on the basis of keeping the original meaning. This is also influenced by many factors such as language, culture, customs and geography. If blindly using alienation translation, it is easy for the reader to understand the ambiguity. At this time, the translator is required to be able to do the same thing. The color words in the original text are transformed by summarizing the classification. For example, there is a saying in “Dream of Red Mansions” that “Yellow flower is full of land and green willow slope”. If you directly translate “Yellow flower” into “yellow flower”, there will be a misunderstanding, because “yellow” has “怯懦, timid” in English. “The meaning of “, so directly translated into “yellow flower” lacks the beauty of the original text. In the translation of this sentence, scholar Yu Fufu changed “yellow” into “golden” because in Western culture, “golden” represents the meaning of the sun, positive and warm, although “yellow” and “gold” are two in Chinese culture. Color, but in English, “golden chrysanthemum covered land” can better reflect the beauty of the cultural level. In the article, color words often have a composite meaning, so the

translation can not be too written, but respect the original text, do a good job Dissent in the same way.

3.4. Common colors

Whether in Chinese or English, there are common color words, and mastering the application characteristics of such words can be of great help to improve the quality of Chinese-English translation. The following is a brief description of the cultural manifestations of several common color words. Red is the most common color. In English culture, it represents the meaning of flame, blood, life, etc., and in Chinese culture, it represents the meaning of celebration, festival, prosperity, etc. In the atmosphere, this color word has a high degree in Chinese and English warmth. Consistency. But in Western thought, in addition to the above basic meanings, red also has the meaning of violence, revolution, radicalism, etc. In certain sentences, red also has the meaning of revolutionary activists and support for the left wing. For example: red activities can be translated as “left-wing radical movement” “, red hands can be translated into violent crimes, hands contaminated with blood, red battle can be translated into war, bloody battles, etc., red alert (air raid), then red represents derogatory, and in Chinese language and culture, red is also revolutionary Meaning, but mostly used in derogatory, represents political positions and revolutionary consciousness, such as: red scarf (red scarf), red army (revolutionary army, Red Army). In translation, Chinese “red” will also be converted into different words, such as: black tea - brown tea; red beans - love pea.

Also in Chinese, there is a positive meaning, but in English, the strong color word is yellow, because in ancient Chinese dynasty, yellow is the royal color, which symbolizes power, wealth, and supremacy. In the Tang Dynasty, there were even “the people can not wear red.” “Yellow clothes”, it can be seen that the yellow representative is full and serious. But in English culture, Judah, as a betrayal of Jesus in the Bible, is also dressed in yellow, so in English, yellow has the meaning of timidity, timidity, despicableness, betrayal. For example: yellow streak (timid, weak). The yellow in modern Chinese also means “pornography”, but in English, yellow has nothing to do with pornography. For example, the yellow movie is “blue film” in English. Blue has the meaning of tranquility, harmony and purity in Chinese. This is also because the ancient people have a deep yearning for the sky and the sea, and worship. On the contrary, in the Western language and culture, blue has the meaning of noble, royal, such as blue blood (the royal blood), as well as the meaning of inferior, defamatory, erotic, such as Blue talk[3].

In ancient times, white was not a positive color word in Chinese culture. Because funeral and mourning are white, so many Chinese occasions, white and black are taboo colors, such as ancient official clothes and formal clothing. It is forbidden to use white.”White” often expresses “in vain” in Chinese. For example: white hard work, white labor, white busy work, white Ding, etc., and in the Facebook culture, white also represents sinister and deceitful characters. If placed in political culture, white also has counter-revolutionary meaning, such as: white road, white horror Wait. But in the West, white is mostly derogatory, meaning purity, kindness, angel, elegance, so in Western weddings, wear white wedding dresses, such as: white lie (good faith lies), white soul (pure mind).

Black has no absolute derogatory meaning for the Chinese and Western people, because people's way of thinking will automatically link black and darkness, so “black” has strong negativity in both Chinese and English, “black curtain”, “Black whistle”, “black heart”, “gangster”, etc. are all words that describe improper means and deceive the pit. But in ancient China, black was called “black”, and there was also an elegant and dignified side. For example, the honest and brave Li Wei is a black face. However, Western culture is very resentful against black, such as back day, black mood, and people think that black is the representative color of sin, evil, unlucky, sad.

4. Conclusion

In summary, when expressing the direct meaning of color words, Chinese and English can be consistent, but in actual communication and communication, the deep meaning of color words is very different. As an important part of the development of language and culture in the two countries,

we need to achieve accurate translation of color words, and carry out in-depth analysis in combination with the main reasons for cultural differences, maintain a high degree of respect for the two language forms, and lay a good foundation for efficient communication.

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