

A Study on Stylistic Characteristics and Translation Thinking of English in Catering Industry

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Abstract: With the rapid development of China's foreign economy, many domestic enterprises have participated in international exchanges and cooperation, and the trend of internationalization of Chinese enterprises has accelerated significantly. However, China's catering industry is still facing problems such as inaccurate translation of international exchanges in the process of development. Therefore, it is of great significance to improve the quality and accuracy of English translation in catering industry. In view of this, this paper first introduces the stylistic features of English in catering industry, then discusses the train of thought of English translation in catering industry, and finally elaborates the specific translation strategies of English in catering industry, with a view to providing some new ideas for English translation in catering industry.

1. Research Background

1.1 Literature review

The accuracy of English translation plays an important role in promoting the development of catering industry, which has been discussed in detail by many scholars. Wei Xue Chao believes that the catering industry is an important pillar of China's economic development, but in the process of cooperation and communication with enterprises, inaccurate translation has become the biggest problem (Wei, 2019). He Yao Jiang and others believe that one of the English variants is Business English, whose essential characteristics are different from other types of English. A thorough study of business English is conducive to better promoting business exchanges between China and foreign countries. Therefore, the author studies the main features of business English and its translation methods (He, 2016). According to Zheng Juan's research, catering English is a special kind of English. It has high professional requirements and is also a special use for business work. The use of vocabulary and the characteristics of syntax in translation are highly professional, showing the special nature of style (Zheng, 2017). Liu Hong Jie believes that with the rapid development of international economy and trade, the application of English contracts is more and more widely used in business activities. However, nowadays, many enterprise disputes are mostly caused by improper translation, so translation is becoming more and more important in the catering industry and business contracts (Liu, 2017). Wang Yan Yan explores the characteristics of business English and further studies the basic strategies of English translation. Understanding the characteristics of business English related problems, and further analyzing its lexical, textual and grammatical features, I hope to put forward scientific suggestions on English translation to improve the quality and efficiency of English translation (Wang, 2016). Wei Xue Hua believes that in the context of English translation based on stylistic features, it is necessary to make a detailed study of different English stylistic forms. Therefore, from a more practical point of view, the author makes English reflect different translation effects in different stylistic features. He discussed the basic principles that should be followed in English translation and put forward specific strategies for English translation (Wei, 2019). Gao Li Min explores the translation and stylistic features of business English. At the same time, he believes that business English, as a special purpose English, has its own unique characteristics because of the close relationship between translation and style. Therefore, this paper studies the basic principles of business English translation from the literary

point of view. Appropriateness is an effective principle to guide business English translation (Gao, 2013). Huang Yu Bo believes that with the rapid development of economic globalization, business English is being used more and more frequently all over the world. Business English has attracted more and more attention. It is particularly important to train more translators. In this way, it is more important to promote the cooperation and exchange of business internationalization and improve the accuracy of English translation.

1.2 Purposes of research

With the rapid development of modern economy, China's opening to the outside world is further deepened, and international exchanges and cooperation are more and more, so English translation is extremely important. China's main economic pillar is the food industry, catering as an important part of which in many cases requires English translation. There are some differences between English translation in catering industry and business English translation. As a part of catering industry, business English has its own vocabulary characteristics. Through the study and analysis of English stylistic features and translation methods, we can continuously improve the quality of English translation, make translation more appropriate and reasonable, and promote the smooth progress of English communication activities, thus promoting the development of China's catering industry.

2. Stylistic features of English in catering industry

2.1 Lexical characteristics

As English in catering industry is mostly used in foreign exchange places, from the perspective of English in catering industry, the characteristics of English vocabulary mainly manifest in the formality, specialization and specificity of the words used. Because the occasions of English use in catering industry are generally more formal and normative, the use of English in catering industry not only carries out business negotiations, but also includes translation and business letters and other normative situations, which requires more strict expression of English language, translation should be simple and easy to understand and be rigorous. Avoid the rudeness of spoken language and the excessive use of slang, which makes it more formal and written (Huang Y. B, 2017). From the specific features of the words in catering English, how to use words to reflect that catering English is more professional and concise, such as “like, like” can be replaced by “a long the lines of” when used. If we want to express the sense of formality and writing of catering English vocabulary, we can use written words instead of colloquial words when using some words, such as “help” instead of “assist”.

In the application of catering English, in order to express the intuition or accuracy of the whole language, some words with similar meanings or synonyms are used to express it. The conjunction “or” or “and” is often used to connect. For example, “ancient and modern” means “ancient and modern”, and “true or false” means “true or false”. With the use of conjunctions, the rigorousness and comprehensiveness of catering English expression have been greatly improved, and the lack of language expression has been minimized.

2.2 Syntactic features

English for catering industry will show different features in different environments, such as business English or business contract, which is characterized by high degree of comprehensiveness and difficulty. Because complex sentences and long difficult sentences are widely used in business English, the written expression in meeting communication is more prominent. Its strictness and orderliness are demanding, but English expressions in catering industry are generally popular, euphemistic and unnecessary rhetoric. For example, in the catering industry food storage date Date of food storage is a simple sentence, but the expression in the contract is quite different. For example:

“Food antiseptic and preservation is essential additives in the processing and storage of food.

They have characteristics of asepsis, few remainder and high efficiency. “

2.3 Textual features

There are some differences between catering industry English and traditional industry English in grammar. In discourse tense, categorized as the general present tense, the general future tense and the general past tense, the statement-based tense is the main form. In discourse, connectives such as but, and, owing to, thank to, furthermore, as well as and logical relatives are mainly used. Relative to rhetoric, discourse uses fewer connectives. Only in catering industry, personification or figurative rhetoric is generally used. At the same time, in the marketing process of catering industry, discourse is not so rigorous, mainly humanized and scientific. For example, in English for Food Quality and Safety, economic price is used to express price economy, which is a professional term.

3. Training of English Translation Thinking in Catering Industry

3.1 Adopting increasing and reducing vocabulary translation and focusing on professional vocabulary translation

There are some differences between English vocabulary and Chinese vocabulary in translation. Most of the professional vocabulary in catering industry is used in business communication or in foreign communication. Therefore, in the training of English translators in catering industry, most of the methods adopted are adding or subtracting Vocabulary Translation to translate compound sentences, so as to improve the accuracy of translation as far as possible. Food safety is now one of the research focuses and it will be very meaningful for us to refer to food safety system of developed country so that we can construct and perfect food safety system in China compound sentences are mostly used in the book Food Safety is now one of the research focuses and it will be very meaningful for us to refer to food safety system of developed country so that we can construct and perfect food safety system in China compound sentences, which can be used in translation. The method of adding or subtracting vocabulary can quickly sort out sentence components and improve the efficiency and accuracy of translation. In addition, you can also learn some professional vocabulary to improve the accuracy of translation, such as food additive, preserving method and ingredients.

3.2 Pay attention to cultural differences, carefully choose food vocabulary and flexible translation skills

Because there are some differences between Chinese and Western cultures, such as the way of thinking, living customs and cultural beliefs, it is undoubted that there are also differences in dietary culture and the psychology of dietary consumption. Chinese people's requirement for catering has always been the perceptual concept of “people take food as the heaven” and advocate that food is full of color, fragrance and flavor; however, western culture pays attention to the rational concept of “nutrition balance” and advocates that food can meet the different nutritional requirements of the human body at different stages. When compiling the book, Dr. Wu Peng, editor-in-chief of Food Quality and Safety English, will consider the differences in diet between Chinese and Western cultures. This book also pays more attention to the differences between Chinese and Western culture. For example, in the Western diet, pudding does not lead to obesity, but it is believed that eating too much starch will lead to obesity.

4. Specific Translation Strategies of Catering English

4.1 Additional strategies

In the process of translation in catering industry, it is necessary to add some phrases or vocabulary to the original sentences in general, and there are many inconsistencies. Such sentences can not possess the business nature of English translation language. Based on this situation, catering professionals need to add other ways to their translation on the basis of cultural theory. For example,

in the process of English translation, professional translators should add some words or put forward some basic cultural theories to make the context more obvious after the sentence is translated.

4.2 Reduction strategy

Appropriate reduction strategy refers to the direct omission of words or phrases from the original English sentence without intentional translation in the process of English translation. Therefore, the efficiency of translation will be greatly improved. In the use of reduction strategies, special attention should be paid to the inability to change the basic meaning of the original sentence. Some sentences do not need to follow the euphemistic mood translation, which is not conducive to the objectivity in the process of English negotiation. When translating, it should have a certain degree of authority, which is conducive to the business characteristics in the process of communication. For example, the catering industry in cooperation negotiations need to determine the delivery date, then the contract should clearly write these contents, and timely implementation. If in the process of translation some modifiers are removed in order to be concise and translated into “informing the date of delivery” and nothing else, it will cause unnecessary trouble and even irreparable results.

4.3 Expansion strategy

In fact, the expansion strategy is to expand the whole Chinese elements of the words or phrases in the sentences properly in the process of English translation in catering industry. For example, in the process of translation, some words are not in the English-Chinese dictionary. If you have to translate them into English, you can not accurately express the meaning and meaning of the original sentence. Therefore, in the case of theoretical equivalence, we should expand the vocabulary of English translation, actively analyze some English words, and extend the concepts of individual English phrases and vocabulary.

5. Conclusion

To sum up, the translation and stylistic features of English in catering industry are mainly embodied in business English. It is one of the most frequently used professional terms in catering industry. As a foreign-related industry, catering industry English has the characteristics of grammar, vocabulary and discourse, and needs to master the addition and subtraction of vocabulary flexibly. Because the situation and occasion of English application are greatly limited, it is necessary to grasp the textual characteristics of English in translation, and then conduct a comprehensive translation. In English translation, we should grasp the objectivity of subjective English and follow the validity principle of English translation. With China's internationalization becoming more and more obvious, the degree of foreign exchanges is also gradually deepening. At the same time, catering industry, as the top priority of translation, needs to fully respect the original intention in the existing translation, so as to achieve the goal of perfect communication.

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