

The Study of Business English Translation Strategies from the Perspective of Cultural Differences

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Abstract: Cultural differences are the main points that must be paid attention to in the process of business English translation. In order to explore the specific methods to improve the accuracy of business English translation, it is necessary to explain the lack of precision in business translation and the misplacement and deviation of sentence translation. From the perspective of cultural differences, the problems of business English translation are analyzed. Finally, from the aspects of cultivating cross-cultural translation of business English, improving the accuracy and authenticity of business English translation, and developing the ability to accurately translate business terminology, the stage can be applied to effective measures of business English translation.

1. Introduction

Language is a part of culture and a carrier of culture. It plays an important role in culture. Interlingual translation is not only the exchange of two languages, but also the transmission of two cultures. Culture is a factor that cannot be ignored in translation. Just as the famous American translator Eugene Nida said: "To be truly excellent in translation work, mastering two cultures is even more important than mastering two languages, because words only it is meaningful to use in a specific culture." Language is a tool for human communication. Because of differences in geography, occupation, gender, education level, and social status, people use different languages. Different countries have different customs, each with unique cultural characteristics, and thus have different language expressions. Even in the same country or region, language differences may arise due to differences in cultural practices. If there is a lack of understanding of the cultural factors that cause these differences, it will inevitably lead to misunderstanding and ambiguity in language communication and language translation. Therefore, to engage in international business English translation, attention should be paid to the transmission of cultural information, and appropriate adjustments should be made to make the semantic meaning complete and appropriate [1].

2. Problems in business English translation from the perspective of cultural differences

2.1 Cultural differences lead to insufficient accuracy of business translation terms.

Due to the influence of regional cultural differences in the world, there are great differences in language expressions and vocabulary use in different countries, especially in the process of business English translation. The impact of the need to accurately translate English into the country's customs and habits. In the conduct of international trade activities, due to the different greeting habits and the existence of exchange etiquette, the translation is often inaccurate, and the exchange of both parties is ambiguous about the translation content, thus causing unnecessary obstacles to trade cooperation. For example, in the process of Western English communication, "you are welcome" is often used to mean that you don't need to thank for help [1]. But the common answer of the Chinese is "no thanks" or "no matter." Chinese culture is greatly influenced by traditional concepts. It is often euphemistic and humble in dealing with others. It is rarely used to judge the correctness of things with very direct words. However, Western countries prefer the simplification of things and the process of communication. Straightforward and concise. It is precisely because of the existence of cultural differences that business English translation words are inaccurate, which makes the true meaning of

words appear biased.

2.2 Differences in thinking patterns lead to dislocation and deviation in the translation of sentences.

Western countries tend to adopt abstract thinking methods, while Eastern countries tend to use figurative thinking. The difference between the two modes of thinking leads to business English sentences. Dislocations and deviations occur when translating. The sentence pattern of business English is strong, the sentence structure is complete and the structural components are complex and diverse. The description of objective things is often complicated, paying attention to the details and internal relations of things, which will lead to the statement that the sentence patterns of business English are mostly passive. However, because we use the figurative way of thinking in the process of translating business English, we only consider our own language habits for the translation of passive sentences, which leads to problems such as logical confusion and incomplete language expression in the translation process. In addition, Chinese expression focuses on understanding with language scenarios, but pays attention to the rationality of grammatical structure, focusing on understanding and understanding; but English has strict requirements on the rationality of language structure, often including multiple grammatical structures [2]. The grammatical structure can be transformed into a variety of expression behaviors, which makes the task of translation work more difficult. It is also prone to misplacement and deviation in the translation process of sentence patterns.

3. Language features of business English

Business English is applied to English in business scenarios. The business scene here covers various business activities, such as technology introduction, foreign trade, investment promotion, foreign labor contracting and contract, international finance, foreign insurance, international tourism, overseas investment, international transportation, etc. Business English is a very broad concept. According to Hutchinson and Waters, The Tree of ELT, Business English is a branch of English for Specific Purposes (ESP). Business English has its own particularities. The content includes both specific content related to a certain profession or industry, and general communication in a business scenario. The following focuses on the language features of styles such as contracts, documents, business letters, and advertising that are directly related to business activities [2].

3.1 Use words to refine accurately.

In international trade, parties in different countries or regions are prone to misunderstanding due to differences in language and culture. According to international trade practices and regulations, correspondence between the parties to the transaction is part of the transaction and has legal effect [3]. Therefore, in addition to slogans, business English must be accurate in terms of words, generally should use words with a relatively simple meaning, less use of words with variable and flexible words.

3.2 The style structure is rigorous.

Whether it is a business letter or a business contract, the legal documents should be rigorous and logical. Simple sentences, simple parallel sentences, and compound sentences are often used in business letters. In legal texts such as business contracts, long sentences, compound sentences, and side-by-side compound sentences with complex structures are often used. Legal documents commonly used prepositions, interjections, appositions, inverted sentences, passive voices, etc., emphasizing the completeness and rigor of the sentence, without deliberately pursuing the concise and concise words, and rarely using ellipsis to prevent ambiguity [3]. There are many additional components in the sentence with complex structure to explain, limit or supplement the meaning of the main sentence, so that the article is structurally complete, logically strict, and solemn.

3.3 Extensive use of semi-professional vocabulary, foreign words, acronyms.

1) Semi-professional vocabulary. Business English vocabulary generally consists of common

vocabulary, semi-professional vocabulary and professional vocabulary. Common vocabulary is a common vocabulary in general English; semi-professional vocabulary is derived from common vocabulary and has special meaning in business English. This part of the vocabulary accounts for most of the business English vocabulary [3]. Business English covers a wide range of areas, including industrial production, economics, trade, and law. Therefore, semi-professional vocabulary is widely used in the business literature. For example: We regret our inability to accept your claim because the cases, when being loaded, left nothing to be desired. In General English, the claim is "claimed." "What it means, such as claim a watch; and in business English, it means "claim."

2) Foreign words. Many of the professional and semi-professional vocabulary used in business English comes from Latin, French and Greek. The use of foreign words makes business English more formal. Such as *as per* (from) in Latin, *Pro Forma* (estimated), *nota bene* (note), *force majeure* from French (force majeure). Such as: Force Majeure: The Sellers shall not be held responsible for late delivery or non-delivery of the goods owing to generally recognized "Force Majeure" causes [3].

3) Acronyms. There are many abbreviated terms in business English, which are an important part of business English vocabulary. Most of them are composed of the initials of the main words, often appear in telex, telegram or e-mail, which is the result of people's evolution in the long-term use [2]. The meaning of these words is simple, concise, and can be used to ensure specification and reduce errors, while saving time and improving efficiency.

4. Cultural differences in business english translation

4.1 Geographical differences.

The English word "Zephyr" (Westerly) reflects the unique culture of the UK. In the British consciousness, the west wind is warm and awkward. This is because the west of the UK is near the Atlantic Ocean, to the east is the European continent, and the west wind is blowing from the Atlantic Ocean. The British West Wind contains special cultural information, so the British car using Zephyr (West Wind) as a trademark becomes a natural and understandable and acceptable thing. However, in China, which has thousands of years of ancient civilization, the use of "Westerly Wind" as a trademark cannot be understood and accepted [4]. In contrast, the Chinese have the idea of warming the east. Therefore, the trademark of the automobile produced by China's Automobile Manufacturing Plant is "Dongfeng", and "Westerly Wind" will never be used as a trademark.

4.2 Differences in proverbs.

Different natural environments have also created different words in the proverbs. Proverbs are the essence of language condensing agents. They are vivid and concise fixed sentences that the working people and writers comprehensively summarize and temper various life phenomena in their own practice. They can reflect profound truths in simple and common language. For example: facts speak louder than words. Facts speak louder than words". In addition, when we use the translation method in business communication, we must pay attention to the differences in cultural background. Try not to use English proverbs containing Chinese place names or names to harden English slang, and avoid Western place names [4]. The name of the person appears in the English translation of the Chinese proverb forms a contradiction or a nondescriptable situation with the context of the original text.

4.3 Cultural differences in color.

People with different cultural backgrounds have similarities in color perceptions, but they may have different feelings for various colors, even on the contrary, because of the geographical location of their country [5]. Historical and cultural backgrounds and customs are different. For example, English-speaking countries regard red as cruel and unlucky, and red means bleeding. The red in China heralds a celebration, and Chinese people get used to wearing red clothes.

4.4 Cultural Differences in Numbers.

As we all know, the "Thirteen" in the West is considered to be unlucky numbers, and people usually avoid using the number "Thirteen". In the traditional Chinese culture, the number "Thirteen"

does not have this cultural meaning [5]. Other figures such as eight, seven, and nine also have significant cultural differences.

4.5 Differences in psychological characteristics.

In the West, people, especially women, are very afraid to be asked about their age. In most cases in our country, there is no such jealousy. The reason for this is that people's psychological characteristics are different in different cultural environments. Such differences cannot be ignored in business communication and business translation [6]. Therefore, whether it is engaged in business English translation or business activities, it is necessary to understand the differences between Eastern and Western cultures and the differences of different vocabularies in different language environments. Based on this, the mistakes in business interactions are minimized, in order to maximize the benefits.

5. The relationship between business English translation and cultural differences

Language is the carrier of culture, and each language has a profound accumulation of the national culture. Culture refers to the living environment of people, the sum of a group's unique lifestyle, and the sum of the knowledge, beliefs, art, morals, laws, customs and habits that people create and the natural environment in which they live. Different countries have different natural geographical environments, customs, and moral laws, so the cultures of different countries are different. When different ethnic groups communicate through different languages, whether it is the connotation or extension of language, it inevitably permeates the characteristics of each national culture. Business English is the language used in economic and trade exchanges between companies, businesses, groups or countries. Therefore, its translation requires both solid economic and trade expertise and a rich background in bilingual culture.

5.1 The accuracy and cultural differences of the translation.

The famous American translation theorist Eugene Nida pointed out: "The role of language in culture and the influence of culture on the meaning of words and the meaning of idioms are so common that they are so. Without careful consideration of the language and culture background, no text can be properly understood." Nida believes: "The most serious mistakes in translation and interpretation are often not caused by improper expression of words, but by mistakes [6]. The cultural assumptions lead to it." Visible, cultural differences have a greater impact on the translation process and the accuracy of the translation.

5.2 The translator's literacy and cultural differences.

If the translator lacks the corresponding knowledge of English and Chinese culture, ignoring the influence of English and Chinese cultural differences on English-Chinese translation, there will often be mistranslations, which has attracted the attention of translators. A lot of investigations have been carried out on this. Lu Shuxiang believes that the translator must be a miscellaneous family. "Miscellaneous" means that knowledge should be extensive. It can be seen that mastering the extensive cultural knowledge and fully understanding the background of the translated objects can encourage the translator to faithfully and accurately reproduce the ideological content and spiritual features of the source text, and ensure the quality of the target text [5]. In short, cultural differences require translators to fully grasp the cultural characteristics of China and the West and their impact on business English translation, in order to improve the translation level of business English.

6. Effective measures for business English translation from the perspective of cultural differences

6.1 Cultivate the awareness of cross-cultural translation of business English.

The countries of the world belong to many regions of the earth, and there are great differences in customs, language habits and historical customs. If we do not consider cultural differences, we should

directly Translation often has deviations, which leads to the failure of international exchanges and cooperation. Therefore, in the process of business English translation, it is necessary to fully consider the differences of regional culture, deal with business English in combination with regional cultural practices, and finally transform it into a language that satisfies regional cultural customs [6]. Business English translation must cultivate the awareness of cross-cultural translation, eliminate the influence of cultural differences in different regions, ensure the accuracy and practicability of translation, and achieve the goal of business translation to promote international exchanges and cooperation.

6.2 Improve the accuracy and authenticity of business English translation.

Business English translation is often in very formal occasions. The terminology of the two sides is often used in the process of communication. The translation process must strictly abide by the principle of consistency between the text and the original text. To ensure the accuracy and authenticity of the translation. The high degree of consistency between the translation and the original text is the core content of business English translation. In the process of translation, the translation must be expressed strictly according to the original idea of the original text [7]. It is not possible to add personal emotions to the translation. While objectively expounding the original English business English, we must also pay attention to the rationality of the target language to ensure that the translation of the translation conforms to the basic requirements of business English translation. The original text and the translation style are highly consistent, which enables the reader to accurately understand the actual meaning of the original text.

6.3 Cultivating the ability to accurately translate business terminology.

The difference between business English and ordinary English is that it not only needs to master common vocabulary, but also needs to reserve rich technical terminology translation skills, and can focus on the translation of cultural background in the translation work. To avoid the problem of translation bias and misalignment [7]. For example, Tianjin's famous "dogs don't care" buns to the world did not translate according to the original intention, but adopted "Go Believe" as an English trademark; and the foreign clothing brand "Gold lion" entered the Chinese market and did not translate into "gold". The lion is translated into "Golden Lay" according to the psychological characteristics of the Chinese. This is a typical case of translation based on consumer psychology. It can be seen that in the process of business English translation, it is not only possible to use a single translation method of literal translation. It is also necessary to accurately translate professional terms in light of the actual situation to avoid ambiguous errors in translation.

7. Summary

Language is not only a set of symbolic systems, but people also understand the culture of the nation while learning the language. Translation is a bridge between two cultures. For a truly successful translation, it is even more important to be familiar with the difference between the two cultures than to master the two languages.

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