

# Research on Translation Teaching Strategies in Colleges and Universities in the Context of New Media

Gao Ping

Department of Foreign Languages and Literature, Hetao College, Bayannur 015000, Inner Mongolia, China

**Keywords:** New media context, Colleges and universities, Translation, Teaching strategies

**Abstract:** With the development of science and information technology, various new media platforms have begun to appear, which has brought a certain impact on the educational structure. As far as college teaching activities are concerned, the new media environment provides more options for curriculum construction, making education more interesting and enriching. Taking translation teaching as the starting point, the article analyzes the problems existing in the current university education model, and based on the media environment, it conducts an in-depth discussion on how to solve the problems and optimize the educational structure, and proposes a series of feasible strategies.

## 1. Introduction

Against the background of the global integration of economy and culture, English is used more frequently and widely in today's society, and the requirements for English talents in various fields of work in the country are also increasing. Facing the huge talent gap, colleges and universities must strengthen talent training, attach importance to the creation of translation courses, raise concerns about innovative teaching, apply new media technology tools to teaching activities, build more realistic learning situations, and improve teaching efficiency and quality. In other words, teachers of translation majors in colleges and universities should improve their ability to apply information technology and network tools, face up to the shortcomings of the current education system, use new media to create efficient classrooms that are in line with society, and cultivate high-quality English talents with comprehensive development capabilities.

## 2. Brief Introduction of Translation Courses in Colleges and Universities in the Context of New Media

Since the 1980s, along with the emergence of information technology, the structure of translation teaching in colleges and universities has changed step by step, and new media has begun to integrate with translation teaching, making teachers and students have to face a series of challenges. In recent years, modern information technology has shown a vigorous development trend, and its impact on education at various stages has become greater and greater. Translation software available anytime and anywhere is endless. Even some high-quality Internet tools have been introduced into college classrooms and become Teachers' teaching aids. At the same time, the continuous enrichment of various databases also facilitates the development of translation teaching in the context of new media. However, translation is a work with a certain subjective and emotional color after all, not a mechanical, cold language paraphrase, which means that teachers and students cannot use information technology to translate sentences, but refer to the resources provided by new media. Optimize your own ability level and logical thinking to make the translation more real and novel [1]. Therefore, in the new environment, colleges and universities have carried out innovations in translation teaching in order to use innovative thinking and methods to further improve the quality of education and cultivate high-quality talents with comprehensive development, so that new media can better serve translation and enable students to better serve the public.

### **3. Methods to Improve the Effectiveness of Translation Teaching in the Media Environment**

#### **3.1 Establish the Concept of New Media**

First of all, teachers and students should establish a correct concept of new media. The so-called concept, born in the mind and present on the action, is the support of learning and the instruction of work. Only when a correct concept is formed, can it be used in a reasonable way, and it is possible to achieve the expected goal efficiently. As far as the current translation teaching in colleges and universities is concerned, network information technology and new media tools have begun to be popularized. Various mobile terminals have been brought to the classroom, which has enriched teachers' choice of methods and broadened students' learning channels so that they can use the Internet. Break through cognitive barriers easily with the help of. Turning our attention to society, it is not difficult for us to find that various new media software is applied to specific translation work to help relevant personnel improve efficiency and improve translation level [2].

However, one problem I have to admit is that excessive use of new media tools or seeking translation help on the Internet will make students and even professional staff dependent on the Internet and media. Over time, under the effect of relying on psychology and pursuing convenience, when learning translation knowledge and participating in related practices, they will unconsciously use external tools to complete tasks and no longer actively think. Obviously, this will cause irreversible harm to both the development of its own thinking and the growth of the translation industry.

Therefore, to conduct translation teaching in the context of the new media environment, college teachers themselves should establish correct concepts and control the frequency of using informatization software and Internet platforms in and out of class, so as to set a role model for students and take their own initiative. The act of thinking encourages them to think divergently. At the same time, to convey the correct ideas to students, ask them to reduce the frequency of using external tools, so that they form a good habit of active analysis.

#### **3.2 Broaden Educational Knowledge**

In the past teaching model, teachers and students could only learn translation knowledge in the form of analytical teaching materials in class. Due to the limitations of textbooks in terms of length and content, the enlightenment or improvement they can get is extremely limited, and their knowledge is very narrow. For new learning goals and new teaching environment, this problem must be solved. Therefore, based on the actual development of the translation profession and the learning attitude of college students, the first thing teachers should do is to change the classroom mode of passively accepting teaching materials and use new media tools to build an active learning environment based on exploration. Students are interested in translation in the process of active perception [3].

In addition, information technology tools can be used to guide them to collect and organize valuable auxiliary learning materials on the Internet, and organize students to establish contacts, share learning resources and exchange skills through media platforms. In this way, a large number of meaningful auxiliary learning resources are used to broaden the knowledge of students, and to lay a solid foundation while raising their emotions to a higher level. In the continuous sharing, every student can get the resources he needs, and find his own shortcomings under the inspiration and comparison of others, draw on the strengths of others to make up for his shortcomings, and improve his vision and comprehensive translation ability.

#### **3.3 Starting from Liberal Arts Thought**

The so-called liberal arts not only refers to the profound knowledge, but also requires the elegance of language. Translation is an active and aesthetic English activity. It is not only a simple contrastive translation between English and Chinese, but should also meet aesthetic requirements. In his book *Tian Yan Lun*, Yan Fu pointed out the three principles of "faithfulness", "expressiveness" and "elegance". He advocated mutual translation between Chinese and English. It is necessary to strengthen the concept of "integrity" and ensure that "words can be Express the

meaning”, while reflecting the beauty of language.

Take a sentence describing friendship, “Friendship: the older it grows, the stronger it is” as an example. The translations given by media tools are often like this: “Friendship, the older it grows, the stronger it is” and “Friendship is forever.” It is true that these translations reflect the emotion that the original sentence wants to express in some aspects, but they cannot withstand scrutiny. Once you analyze the sentence in depth, you will find that the Chinese expression is extremely lacking in aesthetics and very pale. At this time, teachers need to provide guidance to students in terms of “elegance”, allowing them to base themselves on the long-standing Chinese culture, use beautiful words to modify the translation, and translate it in the form of “friendship is like wine, the longer it gets, the mellower”. In this way, on the basis of not changing the original intention, the emotional color becomes thicker and the beauty is raised to a new height.

Simply put, translation teaching in colleges and universities should continue to be improved under the influence of new media and continue to move towards elegance. So, how to unconsciously use beautiful rhetoric and consciously organize beautiful language in the process of translating language? This makes us have to focus on the “blog” aspect. Teachers and students should take the initiative to expand their knowledge, consciously contact and understand the translation works of Chinese and English translations and celebrities, seek breakthroughs from a cultural perspective, and learn from the experience of predecessors to optimize their own language. At this point, the new media tools can be actively applied. Teachers and students can search for materials on the Internet, use electronic products to study the translation works of celebrities anytime and anywhere, record their methods of transforming languages, and change their thinking methods inspired by their thinking, so that their translations gradually become more perfect [4]. In other words, teachers and students should strengthen their own knowledge reserves, learn more about professional knowledge, and get rid of the shackles of “knowing translation but not professional”. Take a sentence related to chemistry “Nature gas hydrate is ice-like crystal compound formed by water and nature gas molecules under certain temperature and pressure.” as an example. If you don’t understand chemical terms and professional knowledge at all, you will easily fall into translation Misunderstanding, it is impossible to translate the correct sentence “flammable ice is an ice-like crystal compound formed by water and natural gas molecules at a certain temperature and pressure.” This also proves once again that when carrying out translation teaching work, new media tools should be used correctly, and knowledge should be quoted from other sources, so as to achieve the goal requirements of beautiful language, accurate expressions, and sincere emotions.

### **3.4 Improve Teaching Breadth**

Improving the breadth of teaching is an extension of the “bo” in the previous “liberal” thought. Teachers and students should take the initiative to use new media tools to search for auxiliary learning resources on the Internet that help improve the level of translation, such as popular science articles of different majors, common professional terms, introduction to language combination skills, etc. [5]. Especially for students with a clear career plan, it is necessary to guide them to keep up with current events and understand industry trends in addition to the methods and methods of learning English-Chinese translation. For example, for students who want to engage in legal translation work in the future, they should be required to read a lot of high-quality legal translations during school, and learn the translation skills in them, so that they can be familiar with common professional terms. Flexible application of basic expression methods. Furthermore, students should be allowed to use new media tools to understand current social events. Take the political report “A former Greek prime minister has been injured by an explosion inside a car in Athens. The lives of Lucas Papademos is not believed to be in danger.” as an example, if you don’t understand political information, it’s very easy to the name “Lucas Papademos” was translated according to common nouns, which led to a misunderstanding. It is worth noting that such mistakes often cause very bad effects.

### **3.5 Extended Course Depth**

As for depth, we believe that when teachers explain translation knowledge to students and guide them to participate in exercises, they should pay attention to the depth of their language and thinking, and examine whether their language is objective and whether the translation has the value of reading and analysis, so as to improve translation Effectiveness and effectiveness [6]. The support of new media means that the subjective initiative of college students should be mobilized as much as possible, so that they can actively search for resources on the Internet that can provide assistance for translation learning, and allow them to actively think independently and make them based on their own opinions on the original text. Understand carefully and carefully choose words to make the translation more readable based on the meaning and emotion of the original text.

### **3.6 Build an Independent Learning Platform**

For teachers and students in colleges and universities, to use modern information technology to change the status quo of education and improve the overall quality, it is first necessary to have an available platform. In other words, schools should use information technology to build a platform for the application of new media [7]. In this way, teachers can choose appropriate tools to advance the course according to specific task goals. Let students choose suitable channels for independent learning according to their needs. Among them, satisfying students' autonomous learning requirements is the most important. Most college teachers already have relatively rich teaching experience. Even if there is no stable system support, they can use their own experience to search for the materials they need in the complex information. However, students' experience is insufficient, and only with the support of the platform can they achieve efficient and autonomous learning. Therefore, schools must focus on the autonomous learning function of the platform and provide stable technical support. In this way, teachers can upload the materials they have compiled to the new media platform, which provides convenience for students to download and study independently, allowing them to selectively consolidate knowledge according to their own weaknesses. Furthermore, teachers can also get in touch with students through the platform, and provide timely targeted guidance based on the problems they expose, so as to promote their personalized development and overall improvement.

## **4. Conclusion**

In summary, in the face of the current domestic environment in which new media continue to grow and expand, and the international environment where economy and culture continue to communicate, colleges and universities should integrate information technology tools, new media materials, and online learning while promoting translation teaching. The integration of resources to achieve the purpose of broadening the level of knowledge and improving the quality of education. By taking advantage of the unique advantages of new media and using abundant external resources to fill translation classrooms, students can be exposed to more valuable knowledge, share resources, and help students build a clearer and stronger knowledge system. At the same time, lead them to contact the society and understand the development trend of the translation industry. By capturing market education and application orientation, college students can form scientific and correct values and emotional attitudes, so that they can devote themselves to the learning of translation knowledge and future work. Among them, high-quality translators who meet social requirements and are in line with international standards will be cultivated.

## **Acknowledgement**

Sponsored by: Exploration and Practice of Mixed Teaching Mode in Application-Oriented College--Taking Hetao College as an Example (HTXYJY18013).

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