

Study on Business English Translation Theory and Teaching Mode

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Abstract: Business English translation is an indispensable aspect of realizing national economic development and an important part of English translation teaching. The study of business English translation can promote the cultivation of business English translators. This paper analyzes the literature of business English translation in the past ten years, summarizes the current situation of business English theory research and teaching mode research, and promotes the healthy development of business English translation research.

1. Introduction

With the development of globalization, language service has become the key part of globalization. The development of translation industry needs a large stock of experienced and talented translators. Business English translation is an important branch of English translation teaching. Business English has strong social and communicative functions. Its purpose is to serve business activities, focusing on practicality, professionalism and decency. These three requirements are the most basic requirements for business English translation. The translation activities in business communication should be practical, accurate and decent, and it also includes the translation of terminology. Due to these characteristics, business English translation has become one of the main translation applications of the current translation subject. In addition, the establishment of business English major and translation major provides a platform for academic research on translation theory and teaching mode. The theoretical research and teaching mode research of business English translation have received great attention. Through the research on business translation theory and teaching research, this paper analyzes and summarizes the current situation of business English translation. By this research, we can understand and forecast the development trend of business English translation.

2. The research method

Business English is an important part of specialized English. It is a combination of business knowledge and linguistic knowledge, and its main function is to meet international business needs. Its essence is based on the basic vocabulary, grammar and sentence structure of English, but it has its own unique linguistic features, so the theoretical and teaching research of business English translation is necessary. These published journal papers provide motivation and support for the development of business English translation in China.

China National Knowledge Infrastructure is a comprehensive and authoritative academic statistical database of domestic data collection, including China Academic Journals Network Publishing Library, China Excellent Master's Thesis Full-text Database, China Doctoral Dissertation Full-text Database, China's important conference papers full-text database, China's important newspaper full-text database, Chinese patent full-text database, national standard full-text database and Chinese industry standard full-text database. The articles analyzed in this paper are from the total database of Chinese academic journals of China Knowledge Network. This paper selects the year 2000 as the starting point of study and it covers the papers published since the year 2000 till now, and two key words, "Business English Translation" and "Business Translation", are used to search to find the related journals in China National Knowledge Infrastructure, and the paper carries out accurate retrieval of full text.

3. The current status of theoretical research on business English translation

The theoretical research of business English translation has developed rapidly in recent years, and various kinds of theoretical research articles have emerged. Through the analysis of the journals in China Knowledge Network, the theoretical research of business English translation is mainly divided into two categories.

One category is that business English translation research is guided by translation theory. Business English is a branch of English for special purposes. Compared with other applied translations, business translation has the features of both commonality and individuality. The commonality is reflected in the core of communication, which refers to the ability to accurately and clearly communicate between the source language and the target language, between the two cultures embedded in two languages (Chen Xiaowei, 2004). Therefore, the theory of business English translation mostly comes from linguistic theory and translation theory. In the literature analysis of China Knowledge Network, it is found that many linguistic theories are referred to lead the business English translation, such as functional linguistics, evaluation theory, equivalence translation theory, teleology, cross-cultural communication, linguistic cooperation principles and politeness principles, compliance theory, relevance theory, and the ecological perspective of translation study. The researchers demonstrate applicability of these theories into business English translation research. For example, Yang Fang (2005) uses Halliday's register theory to analyze the discourse of business contract in the translation of business contract under the guidance of systemic functional linguistics theory, and tests applicability and operability of the theory of systemic functional linguistics in discourse analysis and translation studies. These theoretical application articles are basically trying to observe translation problems from a new theoretical perspective, and then demonstrate that the selected theory is applicable to the practice of business translation, and thus derive the standards and skills of business English translation, however, there are few articles criticizing the problems in business English translation, so the overall status of business translation theory research has the characteristics of "many validations, few criticism".

The other category is about articles which summarize the translator's own experience. These journals are mainly written by translators who have participated in business English translations. They explored the experiences they have learned through their own translation practices. Translators use their own practical experience or observations to describe the phenomena that appear in a certain translation process and summarize the way to solve them according to their own experiences. The representative translation research subjects mainly cover business contract, business correspondence, brand, commercials, business negotiation, specification, tour commentaries, notifications and memorandum text. The basic method of this research is to use the practical examples to summarize the characteristics of English business texts in their own translation activities and to summarize the translation principles and methods of business English.

4. Current status of teaching mode research in business English translation

Cultivating professional qualified business translators is an important topic in translation teaching and research. Business English translation teaching is an important part of English translation teaching. It is a way to cultivate professional translators. The business translation course is the core course of English major, and it is also the compulsory course in translation major. Also it is the course in business trade major. Today's business English translation course teaching research mainly focuses on two aspects, first of all, the business English translation course setting, teaching materials. In addition, business English teaching methods and the implementation of exploring new teaching methods that can improve teaching effectiveness.

5. Business English translation curriculum setting and textbooks

Many researches on teaching materials and teaching modes are carried out. In the English teaching of our country, the business English translation course is set as an elective course for

juniors or seniors of English majors, or is set as the basic compulsory course in translation major. But in more universities, it is set as translation cases in English-Chinese or Chinese-English translation skill courses. The curriculum setting has a great connection with limitations of teaching materials and teachers. A considerable part of the business translation teaching materials have the following problems: firstly, theory is explained more than practice in class, that is, textbooks mainly explain translation theory in China and abroad, and textbooks are separated from the practice of business translation; secondly, some translation examples in business English translation textbooks have nothing to do with business, and do not reflect the professionalism of business English translation; thirdly, some translation in textbooks are wrong, the technical terms in business activities are not correctly understood, and the translation errors are not corrected; some textbooks are outdated and cannot meet the need of a diverse, fast-growing business environment. In addition, business English translation teaching requires strong professionalism and practicality, whereas in actual teaching process, business English translation teachers are mostly majored in English linguistics. Teachers lack rich business background knowledge and experience in business translation, so the way to build a high-quality faculty team, how to conduct production, learn and research in translation teaching, how to cooperate with foreign-trade enterprises, and how to establish off-campus practice bases are new area in business translation teaching research.

6. The translation workshop teaching mode

The discussion of business English translation teaching mode is a hot topic in business English translation teaching research. The new teaching mode is carried out in class.

The translation workshop teaching mode, which is based on social-cultural theory, attracts lots of attention from researchers. This teaching mode is designed to encourage students to acquire the translation ability in the process of translation, to develop cooperation ability in group discussion, and then to continuously improve students' translation ability.

As the fast development of network, the network becomes a new and worthy teaching aid because of its convenience. The network-based business translation teaching model is widely conducted in translation workshop teaching mode. This model extends the business translation teaching from the classroom to the extracurricular activities, and establishes a new teaching model with students as the main body and teachers as the organizers, instructors and experienced translators. The attempt of the translation workshop teaching mode provides a new development direction for the study of business English translation teaching, which is a useful supplement to traditional teaching mode.

7. Prospects of business English translation

Through the analysis of the research status of business English translation theory and teaching mode in the past decade, we can deepen the understanding of the trend of business English translation research. The research trend of business English translation can be summarized as the following aspects. Firstly, to strengthen the study of business translation theory, on the one hand, we can conduct further study on the theory of business translation from the perspective of Chinese and Western business culture. On the other hand, we can summarize the theory of business translation from the perspective of business translation practice. Secondly, business translation criticism articles should be rationally analyzed and commented in depth, and the misunderstandings and errors in the process of business translation are summarized, and these are beneficial to the healthy development of business English translation. Finally, research related to business English translation teaching mode is worthy of more attention. It is necessary for us to conduct in-depth research on the curriculum arrangement, textbook writing and teaching mode of business English translation. These studies can promote the cultivation and growth of qualified business English translators, which has theoretical and practical significance.

8. Conclusion

In the past ten years, the theoretical research and teaching research of business English translation has made great progress, but there is still much room for improvement. The research of business English translation in the future needs us to supplement the existing research on the basis of summing up the current results. Only by providing the necessary support for the development of business English translation, can we cultivate more high-capacity and high-quality business translators.

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