

Strategic Analysis of Principles for Business English Translation and Translation Practices

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Keywords: Business English; Features; Translation principles; Problems; Strategies

Abstract: Business English is a discipline for special purpose, which has its unique language features, stylistic features and translation principles in the process of development and application. In nowadays, English has achieved international development, and in order to better promote the international development of education, the education department needs to pay more attention to business English. Based on the exposition of the characteristics of business English and the translation principles, according to the problems existing in Business English translation, this paper makes a strategic analysis of how to better develop business English.

1. Introduction

With the further development of economic globalization, foreign trade has made greater progress. Business English, as an international language, has played an inestimable function in the practice and development of international trade. In recent years, with the constant deepening of China's foreign trade work, business English has become a hot-topic subject, and there is an increase in the demand for business English talents in social development. Therefore, in Business English teaching activities, students should be guided to more deeply grasp the characteristics and translation principles of business English, and to be familiar with the communication paradigm and translation skills of business English, thus becoming professionals for China's international trade business.

2. Characteristics of business English

First, professionalism; the most important characteristic of business English in vocabulary use is the precise application of specialized vocabularies, including a good deal of professional vocabularies, common vocabularies, abbreviations, etc., and the application and practice of the language have strong specialty. Second, formality, preciseness and completeness of grammars; affected by the close association between business English and international economic activities, business English has rigorous and formal characteristics in contract making and the application of letters correspondence, that is, to use concise and comprehensive vocabularies as far as possible in the premise of ensuring the accuracy of the expressed meaning, and to avoid the penetration of personal emotional coloring in the use of business English. Third, cultural and epochal characters; with the development of social science and technology and the evolution of business forms, some new products and concepts have emerged in international business activities, which makes the academic expressions of business English more and more epochal. At the same time, with the difference in language cultures between countries, the translation process of business English should embody cultural character.

3. Principles of business English translation

3.1 Principles of accuracy and preciseness

In the translation process of business English, restricted by intellectual level, translators often cannot translate the original text accurately and comprehensively, but need to seek help from professional business English translators. In order to convey accurate content, business English

translators should adhere to principles of accuracy and preciseness. Meanwhile, business documents of international communication themselves have characteristics of standardization and preciseness, so business English translation is required to strictly observe the principles of accuracy and preciseness, especially for the translation of legal documents and provisions, translators need to pay more attention to the accuracy and preciseness of the use of special vocabularies.

3.2 Principles of simplification and understandability

In fast-paced business communications, both business English translation initiator and translator need each other's document to be simple and understandable, therefore, business English translation should observe the principles of simplification and understandability, namely, on the premise of ensuring accurate translation, the translator should use simplified language as far as possible.

3.3 Principles of professionalism and politeness

In international business activities, affected by differences in culture and living habits between different regions, business English translation has encountered obstructions to a certain extent. In this case, if the translator's understanding of the document is not accurate enough, imperceptibly the work difficulty will increase, the accurate expression of the text information will be affected, and even the development of business trade will be restricted. To this end, business English translators should adhere to the principle of professionalism in translation. In addition, taking into account that business English translation is mainly aimed at international business contacts, and has certain communication role, and therefore, in the choice of translation language, the principle of politeness should be embodied.

4. Difficulties in practices of business English translation

4.1 Translation of specialized vocabularies

In the practices of business English translation, translation problems caused by cultural differences will appear, as the difference between Chinese and English cultures has resulted in a great difference in the translation understanding. A number of specialized vocabularies will be used in the translation of business English. If these vocabularies are translated inaccurately, the meaning of the whole article will be deviated.

4.2 Translation of sentence patterns

The difference in thinking model and ideology between Chinese and western cultures has led to the difference in sentence structure between English and Chinese, for example, English pays more attention to logicity and the expression form of sentences, so English expressions often adopt objective description, while Chinese emphasizes understanding by insight and lays emphasis on complete statement of sentences.

4.3 Pragmatic expression

Every nation in the world has produced distinctive habits of language expression in the long-term survival and development according to their respective characteristics, and based on such rich habits of language expression, the distinctive vocabulary application system will be derived. China is deeply affected by its traditional culture and thoughts, so the Chinese pragmatic expressions are more implicit and introverted, and in business practices, some courteous and euphemistical expressions are often used. English expressions pay more attention to accuracy, so the vague language expressions conforming to the Chinese expressing habits will increase the difficulty degree of business English translation practices.

5. Strategies for business English translation practices

5.1 Intensifying cross-cultural awareness

Business English has realized the exchanges between different cultures in the process of translation. The ultimate aim of translation is to serve some object. But there is a great difference in the culture and historical background between the translated language and the original language. Therefore, in the translation of business English, translators need to deal with cultural difference in translation according to their understandings of different cultures, so as to fully embody information of the source language culture in the target language culture. For this purpose, business English translators should notice the following issues when translating: first, they should intensify the respect for culture. Business English translators should possess certain cultural sensitivity and learn more culture through continuous learning. Second, in the process of business English translation, they should actively seek the fitting point between Chinese and Western cultures, so as to achieve the equivalence of language expression as far as possible.

5.2 Intensifying the understanding of professional background in business English translation

The understanding of professional background needs to be intensified in business English translation. Since there is a large number of specialized vocabularies of business English, translators need to be able to conduct targeted analysis and application of these vocabularies in different contexts. Meanwhile, business English translators should master necessary business English characteristics and translation skills, and besides, they need to master more professional terminologies and language differences, thus enhancing the accuracy of translation. In addition, business English translators need to continually improve the translation quality by learning, to master more language characteristics and professional knowledge related to the business affairs field, and to enhance their awareness of cross-cultural communication based on the recent development trend of international economy.

6. Conclusion

To sum up, business English translation is a key support for international trade contacts in the new period, which can provide vivid translation rather than simple literal translation of sentences to the trading parties. In order to better enhance the effect of business English translation, business English translators need to continuously improve their attainment and abilities through learning, so as to better carry out the translation work and solve the problems encountered in the process of translation. Furthermore, business English translation is a kind of intercultural communicative activity with emphasis on practical effect, hence, in the process of translation, translators need to enhance their awareness of cultural exchanges, and master more cultural knowledge related to translation, so as to better carry out translation.

Acknowledgement

In this paper, the research was sponsored by Jiangxi Province Social Science Planning Project (special project of foreign language)—the application of nil equivalence translation theory in the practices of ceramic business English translation (serial number: 15WX218); scientific research project of national universities foreign language teaching—the application of nil equivalence translation theory in ceramic cultural creative industrial practices from the perspective of globalization (serial number: Jiangxi-0012-A).

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