

# **An Analysis on the Cultivation Strategies of English Translation Talents in Colleges and Universities from a Cross-Cultural Perspective**

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**Abstract:** With the gradual development of the world economic globalization, China's reform and opening up are deepening, and there are more and more opportunities to participate in international cooperation and exchange in various fields of the society. The demand for translation talents is also increasing gradually. English translation majors in colleges and universities have greatly promoted the transfer of a large number of translation talents to the society, but there are still many problems in the cultivation of English translation talents and English translation teaching in colleges and universities. Therefore, it is necessary to combine the current situation of college English translation personnel training and analyze the future path of college English translation personnel training from a cross-cultural perspective.

## **1. Introduction**

With the continuous development of global economic integration, international economic cooperation and exchanges are getting closer. The positive development of China's social economy is based on the global market competition environment, which needs the support of senior translators. However, different countries have different languages and cultures, so the translation process will inevitably deviate from the meaning. Only by correctly understanding the language and cultural characteristics of different countries can the translation become more accurate and fast. Based on the current situation of college English translation personnel training, this paper analyzes the future path of college English translation personnel training from a cross-cultural perspective.

## **2. The Importance of Cross-Cultural Education in College English Courses**

### **2.1 Change the Current Situation of English Teaching in Colleges and Universities**

As the universal language, English plays a decisive role in the world's political, economic and cultural exchanges. English has always been the main basic course in Chinese universities, which not only promotes the close communication between China and the West, but also lays a good foundation for the future development of university talents. However, due to the influence of the traditional idea of exam-oriented education, there are some problems in College English teaching in China, such as rigidity and low cultural consciousness. In this case, applying cross-cultural education to college English courses can effectively make up for the deficiency of English teaching activities and further promote the reform of college English teaching in China. You can develop high-quality English translation talent applications for the society.

### **2.2 It Meets the Requirements of the Inevitability of International Exchanges**

With the rapid development of the country, China has gradually become a world power. Therefore, adding cross-cultural education to college English courses not only ADAPTS to China's current development, but also promotes China's development to the developed countries. In fact, language is not an independent individual, but the external embodiment of national culture and national culture. The main educational objective of the English curriculum is to develop applied

human resources with cross-cultural communication skills. This kind of educational purpose can show that the student really understands English and has mastered the correct way to learn English.

### **3. The Current Problems in the Cultivation of English Translation Talents in Colleges and Universities**

#### **3.1 Ignoring Differences in Language and Culture**

English translation is a process of direct communication and transformation between two different regional cultures. Translators need to have a clear understanding of the cultural differences between Chinese and English, and express their meaning more appropriately and comprehensively. However, in college English translation education, students have neglected to learn and understand the differences between language and culture, as well as the cultural and historical backgrounds of Chinese and English, thus accumulating knowledge and language of English. Focus only on understanding skills. Translation without cultural background is an easy to understand “Chinese” English, which many Westerners do not recognize. Just like the literature of various ideological and poetic schools in traditional Chinese culture, they are difficult to be translated into English literature and lose the aesthetic significance embodied in the original literature. Without an in-depth understanding of language and cultural differences and cultural backgrounds, it is difficult to understand the role of deeper interaction and change between the two cultures, and it is impossible to strike a chord with western readers.

#### **3.2 Excessive Emphasis on Literary Translation Training**

In college English translation education, most translation teachers tend to pay attention to teaching practical courses of literary translation. The main content is literature translation theory and literature translation examples inside and outside the classroom. My assignment is mainly literature translation training. The teaching method of emphasizing literary translation training inevitably leads to the difference of students' translation practice skills. After all, the content of English translation in daily life is rarely related to the content of literature and art. When entering public welfare undertakings, most students are engaged in actual translation work, while few students are involved in literature and art. This teaching method, which emphasizes literary translation, is not based on the actual needs of the current translation talent market, so trained talents are incompatible with the market economy. Therefore, English translation education should start from a holistic perspective. Job market translation skills require specialized skills, and we recognize that we have a variety of styles and a wealth of knowledge, so we need to focus not only on the positive but also on the comprehensive aspects of practice. There is. It's the opposite problem. You need to choose the right translated material.

#### **3.3 English Translation Courses in Colleges and Universities Are Not Perfect**

As you know, most universities offer English translation courses and usually adopt English-Chinese translation education, but ignore Chinese-English translation education. Some universities only offer English and Chinese translation courses, which can reduce students' ability to translate English and Chinese. Unilateral English-Chinese translation education has limited influence on improving students' English translation ability. English-chinese translation education should be adopted to promote the all-round growth of students. Education from English to Chinese is one-sided. This is because English and Chinese have great differences in local culture, language customs and ways of thinking. By increasing education from Chinese to English, translators can improve their skills and write in Both Chinese and English. Especially with the continuous improvement of China's comprehensive national strength, China's influence in the world is also on the rise. As the most widely spoken language in the world, Chinese is gradually going abroad and becoming one of

the languages that foreigners want to learn. English and Chinese translation is becoming more and more frequent.

### **3.4 Lack of High-Level Professional Translation Teachers**

Large universities offer English translation courses, but many lack advanced translators. Many English translation teachers do not have systematic theoretical and practical training in translation and have a good understanding of the purpose of modern market training translators and its scientific and effective unity. I haven't made a translation education plan yet. Due to the lack of professional theory and systematic practical skills training, these teachers can learn the accumulation of words in simple English-Chinese sentence comparison character conversion courses and English translation courses, you can learn grammar. For practical English articles, only simple and in-depth reading education can be provided. In addition, in the college English translation education program, the selection of English textbooks centered on literary translation is random, practical translation textbooks are few, and English translation education is scattered, so it is impractical.

## **4. Training Strategies for English Translation Talents in Colleges and Universities from a Cross-Cultural Perspective**

### **4.1 To Strengthen Students' Understanding of Language and Cultural Differences**

English translation skills training is a systematic project. Students will acquire new knowledge in the process of translation, and the accumulation of new knowledge will accelerate the efficiency of translation. Translation and learning are mutually reinforcing activities. However, in the process of translating English, students often pay attention to the accumulation of words and the use of grammar, while ignoring the linguistic, historical and cultural differences between Chinese and English cultures. Leads to a lot of common sense errors. Therefore, students need to pay attention to learning language and cultural differences as well as the historical and cultural backgrounds of different countries in order to better understand the cultural differences between Chinese and English.

### **4.2 To Strengthen the Practical Training of Students' Basic Language Translation Skills**

Traditional foreign language education can only solve the problem of simple language communication, but it cannot train excellent English translators. In the future, college English translation major training will need to break through the traditional foreign language talent training mode, and establish a new type of composite translation talent training mode dominated by the talent market. Translation training is actually hands-on training in language conversion skills. Teachers should attach importance to the training of basic skills in translation education, select translation materials with various styles and themes, and gradually train students to learn translation rules. I always feel embarrassed when I read the translation. This is due to the difference in expression between English and Chinese. We mainly use active sentence patterns, mainly use passive sentence patterns, mainly use English and Chinese. This requires a solid foundation of Chinese and English skills so that students can master the transition between the two languages.

### **4.3 Reform the English Curriculum and Teaching Methods and Integrate Them into the Chinese Language Ability Training**

So far, English translation courses have mainly focused on English-Chinese translation courses, but teaching Chinese-English courses has been neglected. In the tide of world economic globalization, exchanges and cooperation between countries are becoming more and more frequent, and exchanges in the fields of science, technology, education and culture are also gradually

deepening. Translation has an increasingly important responsibility for social and economic development. A translator needs to have a comprehensive understanding of literature, science and technology, law, politics, geography and other subjects in order to become familiar with the translation process. Therefore, in addition to adding Chinese-English translation courses to college English translation courses, it is also necessary to strengthen the education of students' comprehensive scientific and cultural knowledge. With the continuous development of Chinese as an international language, Chinese has become one of the languages that foreigners want to learn. Therefore, in order to improve students' Level of Chinese-English translation, Chinese training should be integrated into college English translation.

#### **4.4 To Build a Team of High-Level Translation Teachers**

The English teacher is the main guide for the development of English translation courses. In the course of English translation, teachers' professional quality and skills are particularly important. Therefore, the school needs to strengthen the education team of English translation professionals, and introduce a number of high-level, high-quality English translation professionals. In the first place, schools can provide young teachers with opportunities to study abroad, which can improve their professional knowledge and skills, as well as deepen their understanding of the local language environment and customs. Secondly, English teachers need to constantly improve themselves, strengthen the accumulation of scientific and cultural knowledge, improve their translation skills, and actively participate in the practice of translation. At the same time, we will actively participate in the development of leadership skills in each classroom to improve classroom efficiency.

#### **5. Conclusion**

In short, it is a long-term and arduous task to train Chinese English translators from a cross-cultural perspective. Completing this task successfully requires some practice and experience. Therefore, it has found the key problems in the actual teaching process, timely changed teaching concepts and teaching methods, and provided students with a more comprehensive and professional translation, which has become a reality in China, so as to promote the development of the whole university and the continuous progress and development of translation education.

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