

The Application of Cooperative Principle in Business Interpreting

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Abstract: With the continuous development of economic globalization, the world has gradually become a whole. With the continuous improvement of China's international status, the cooperation between China and the world is getting closer and closer. After China's accession to the WTO, with high frequently globalization is developing fast, the international business activities. In international business activities, Business English interpretation is a special form of communication, interpretation plays an important role as a bridge among countries. In order to ensure the communication between countries and to achieve the smallest error, the success or failure of business English interpretation will directly affect the international exchanges and cooperation, and the interpreter's ability to respond to the scene is also facing a big challenge. The cooperative principle of this paper is put forward by Grice, an American philosopher of language. The four principles contained in the cooperative principle play an important role in the process of communication. This article will take this as the starting point, combine the cooperative principle and the commercial speech, discuss the application of the cooperative principle theory in the commercial speech, and apply the four principles of cooperative principle to the interpretation.

1. Introduction

1.1 Research Background

With the development of economy, world exchanges are becoming increasingly close. In recent years, with the economic development, international economic exchanges more and more frequently. Interpreters play a key role as intermediaries in international contacts. But sometimes the interpreter maximizes the understanding between the speaker and the audience by observing the Cooperative Principle or violating the Cooperative Principle. Cooperative Principle uses CP to express.

1.2 Objectives and Significance of Research

The CP is one of the core contents of pragmatics, which has important guiding significance for the study of interpreting. Business interpreter is a kind of communicative behavior that interprets the expression of the information quickly and accurately from one language to another through oral expression. This paper takes the CP as the fundamental theory, combines the theory of cooperative principle with business interpreting, and analyzes how to realize the CP in business interpreting case. Through the analysis, the CP of Paul Gries has a great influence on the content of the speech. The CP also helps to improve the capacity of the interpreter to understand and communicate better with each other. There is still a lot of room for the study of business speeches.

2. Literature Review

2.1 Cooperative Principle Section headings

The work and travel program is an international cultural exchange program, which attracts the student coming from different countries holding the J1 visa to work and travel in the United States during summer holiday. The multifaceted programs enable foreign nationals to come to the U.S. to study, conduct research, demonstrate special skills or receive on-the-job training for a short period of time.

He said:” We should make the conversational contribution as being required at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged.”

The CP was put forward by Grice in his speech at Harvard University in 1967. Grice believes the CP that people follow in conversation includes four criteria. 1. Maxim of Quantity. 2. Maxim of Quality. 3. Maxim of Relation. 4. Maxim of Manner. However, people in the real life of the changing, not always follow the CP, and sometimes people will deliberately violate the CP. Grice calls this “deliberate violation of the CP” on the surface as “special conversational meaning.” In Grice's viewpoint, it is necessary to observe the CP in order to achieve the communicative purpose in daily communication; but the communicative participants, in reality, often violate these principles deliberately to realize the special conversational implication.

2.2 Business Interpreting

Business interpretation is a kind of professional service for cross language and cross culture communication. The way of interpreting is simultaneous interpretation, which is a way of interpreting the content of the speech to the audience without interrupting the speaker's speech. The biggest advantage of simultaneous interpretation is of high efficiency, it can ensure that the speech was not as coherent speech, do not affect or interrupt the speaker's thinking. It is conducive to the understanding of the audience throughout the speech.

Simultaneous interpretation is one of the most popular translation methods in the world today. It has a strong academic and professional nature. At present, 95% of the world's international conferences adopt the way of simultaneous interpretation. The feature is that the speakers speak continuously, while the translator is listening to the translation, the original text and the translation of the average time interval is three to four seconds, up to a maximum of more than 10 seconds. Interpreter only uses the gap between the two speakers to complete the translation work, so the requirement to the quality is very high.

2.3 G20 Summit

The group of twenty (Group 20) was proposed in September 25, 1999 by the G8 finance ministers in Washington, in order to facilitate international financial and monetary stability, it held an informal dialogue on international economic and monetary policy, to prevent a repeat of the Asian financial crisis similar to the relevant countries. The group of 20 summit since 2008, with 20 in the group of architecture matures, and in order to reflect the importance of the emerging industrial countries, the members of the group of 20 leaders of the organization announced in 2009 to replace the group of eight will be mainly on the global economic cooperation forum.

The group of twenty nations is composed by the United States, Britain, Japan, France, Germany, Canada, Italy, Russia, Australia, Brazil, Argentina, Chinese, Mexico, South Korea, Indonesia, India, Saudi Arabia, South Africa, Turkey, a total of 19 countries and the European Union.

The group of twenty operates in the form of an informal ministerial meeting, with no permanent secretariat. The group's finance ministers and central bank governors meet once a year. Annual ministerial meetings are generally linked to the G7 finance ministers meeting, usually held at the end of each year. Together the president and some international institutions and external experts meet to provide secretarial services and support, and they are required to set up a working group to review some major issues and put forward countermeasures and suggestions.

3. Results and Discussion

3.1 Analysis Features of Business Interpreting

There are differences in the expressions between Chinese and English. In most cases, the process of interpreting business meetings will address the maxims of quantity and The Maxim of Quality, The Maxim of Relation, The Maxim of Manner by the CP; however, in some cases, the interpreter will violate some maxims of the cooperative principle in the process of interpreting. Whether it is compliance or violation, the ultimate purpose of the interpreter is only one, that is to ensure that the

business meeting of the participants to achieve maximum cooperation. The interpreter, as an intermediary, has contributed to the cooperation between the speaker and the audience by observing or violating the cooperative principle.

3.2 Observance of Maxim of Quantity

Eg1. Hen gao xing tong da jia xiang ju hang zhou. Shou xian wo jin dui ge wei tong shi de dao lai biao shi re lie huan ying.

Now, it gives me great pleasure to meet you here in Hangzhou, and first of all, I wish to extend a very warm welcome to all of you.

The interpreter translated almost literally to the original text, without any omission and without any extra information. The sentence in full compliance with the CP in the maxim of quantity, said the amount of information required to meet the communication. Therefore, we require an interpreter to translate an equal amount of information, which is subject to the CP of Maxim of Quantity.

3.3 Observance of Maxim of Quality

Eg2. Di wu, mian dui dang qian tiao zhan, wo men ying gai luo shi 2030 nian ke chi xu fa zhan yi cheng, cu jin bao rong xing fa zhan. Ju you guan tong ji, xian zai shi jie ji ni xi tong yi jing da dao 0.7 zuo you, chao guo le gong ren de 0.6 wei xian xian, bi xu yin qi wo men de gao du guan zhu.

Fifth, in the face of these changes, we should implement the 2030 Agenda for Sustainable Development and promote inclusive development. According to relevant statistics, the Gini coefficient has exceeded the widely-recognized alarm level of 0.6, and reached around 0.7 globally. This is something that we must pay close attention to.

“Ji ni xi shu” is an economic term, the interpreter does not explain the word in depth, because most of the audience understand the word, so interpreters do not need to explain, and then the order of a number of criteria. Interpreters translate figures accurately and strictly abide by Maxim of Quality standards. The translation in the above example strictly follows the Maxim of Quality. Secondly, the compliance with the quality of the standard means that the interpreter should be the source of the most truthful statements. The maxim of quality can be used as a criterion to judge whether the translation is faithful to the original text. In particular when the names, numbers, and economic terms appeared should be translated according to the source language.

3.4 Observance of Maxim of Relation

Eg3. Wo men zhi dao, er shi guo ji tuan cheng yuan ju ti guo qing, fa zhan jie duan bu tong, jiu xiang hang zhou de shan shan shui shui, ge ju qi tai; shi jie jing ji de qi luo bo dong, jiu xiang xi hu de qing qing yu yu, zha qi huan xie.

The G20 members differ in national conditions and development stages, just in the same way as Hangzhou's sceneries vary from one another. The world economy has its ups and downs, just like the changing weather at the West Lake.

The maxim of relation requires that the speaker's utterance should be relevant, indicating that it is closely related to the language, and the interpreter cannot explain it at will. In this case, “shan shan shui shui, ge ju qi tai”; “qing qing yu yu, zha qi huan xie”. The following words are used to explain the preceding words, which are related to each other. These specific semantic words need to be translated into the semantic meaning of the audience through the understanding of the interpreter.

3.5 Observance of Maxim of Manner

Eg4. Hang zhou su you “ren jian tian tang” de mei yu, hu guang shan se, ren wen mei jing, fu shi jie shi, xi hu shi jing huo jin guan, huo yuan tiao, yin ren wu xian xia xiang, liu lian wang fan. Lian tong zhe xie mei jing de shi yi zuo zuo li shi you jiu, zao xing you mei de qiao, ben jie feng hui hui biao de she ji ling gan jiu lai yuan yu ci.

Known as “Paradise on Earth”, Hangzhou boasts enchanting landscape and rich cultural heritage. The Top Ten Scenic Spots of the West Lake each have their own unique charm, whether viewed up close or from a distance. Connecting them are the age-old and elegant bridges. The bridges are the very inspiration for the logo of this Summit.

For example, the interpreter translates “ren jian tian tang de mei yu, hu guang shan se, ren wen mei jing, fu shi jie shi, xi hu shi jing huo jin guan, huo yuan tiao, yin ren wu xian xia xiang, liu lian wang fan”. The interpreter uses the shortest and most refined words to express what the speaker wants to convey. In the process of translation, the maxim of manner requires the interpreter to use short, orderly, unambiguous statements. Most of the words chosen by the interpreter are simple and easy to understand.

In this case, the process of translation in the interpreter requires the interpreter and the wording of the careful selection of vocabulary processing techniques, to determine the center can complete thought of reporting the speaker want to express, the audience can directly understand the information. To be exact, interpreters need solid language skills and the translators need to make adequate preparations before they speak. In the process of translation, choose simple and easy to understand words, avoid obscure words.

4. Conclusion

This study has perfected the application of cooperative principle in business interpretation, and comprehensively analyzed the principles of cooperation in the translation. It can be tracked as interpreters in the future of the process of interpreting business speech can be tracked. This paper elaborates the relationship between the CP and the interpretation of business speech, the relationship and the CP on the whole interpretation process. The CP is, after all, an aspect of pragmatics, including the application of relevance theory and politeness principles. In addition, psychology, sociology and sociology and other fields need to explore its relevance to the interpretation of business speech.

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