

Research on News English Translation in Cross-Cultural Communication

Qiaoyun He¹, Juanjuan Wu^{2*}

1.School of Arts and Humanities, Hunan Institute of Traffic Engineering, Hengyang 421001, Hunan, China

2.School of Arts and Humanities, Hunan Institute of Traffic Engineering, Hengyang 421001, Hunan, China

*corresponding author:Juanjuan Wu

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Abstract: As a universal language, English is the most commonly used language in the world. Due to the cultural differences and language customs between countries, news English translation must be diversified and translation methods must be diversified to accurately express the language content of each country. The main characteristics of news English are real-time and factual. These two characteristics put forward higher requirements for professionals of news English translation. Professional translators must ensure the accuracy of translation so that the exchanges between countries will not go wrong. This article mainly discusses the importance of translation under the background of cultural differences between China and the West, the characteristics of news English translation and the analysis of the practical content of news English translation in cross-cultural communication.

1. Introduction

As the development process of our country has accelerated in recent years, the trend of internationalization has become increasingly obvious, and all walks of life have begun to conform to international standards. Nowadays, countries all over the world are developing towards diversification, mainly manifested in the gradual economic integration, and the process of global economic integration is gradually improving, and all aspects related to the international economy are highlighted, such as cultural, political, scientific and technological innovation research, etc. The exchanges are also more frequent than in the past. In such a multi-pattern development process, the characteristics of cross-cultural communication and information internationalization are more prominent. News is the main method of communication between countries. News as a medium is responsible for disseminating the main information of various countries, and the communication culture mainly uses news. Therefore, the accuracy of news English translation plays an essential role in it. The difficulty of news English translation is that countries have different cultural backgrounds and language habits, and some language expressions are very different. Therefore, how to translate news English into context so as not to produce ambiguity, and how to cross-cultural communication to bridge the gap caused by different cultural backgrounds are the main problems of news English translation today.

The importance of English translation from the perspective of cross-cultural differences. To convey accurate and correct information in English translation, it is necessary to understand the different cultural backgrounds of the country beforehand. Different words may be used, which will cause the transmitted language to express different meanings. Therefore, what the translation does is not just the literal translation of the language. It just stays in the language itself. Translation should be combined with context, word application methods, and national cultural connotations. The main difference between human English translation and software application translation is that human translation considers various issues from the perspective of cultural differences between Chinese and Western cultures, and does not focus on the language itself, so that language translation can be more accurate and can accurately express language feelings. , Will not make the language of the translation too empty or the expression of the article is too superficial. Therefore, English translation must be carried out from a cultural perspective. It cannot be just a literal

translation. The cultural background of each country is also different. The cultural background and language customs should be considered when translating. Many places must pay attention to the translation work to be able to do well. The huge difference in cultural background between countries is one of the main reasons for the increase in the difficulty of English translation. As an international language, different countries have differences in English usage habits, so you must fully understand this before translating. After in-depth understanding, the English translation and the Chinese context are compared, and the closest meaning can be selected to ensure the accuracy of the translation, and the English translation can achieve no language communication barriers.

Culture is an invisible force. Culture can have an important impact on a country. Language is an important manifestation of a country's culture. When doing English translation, English translation is not a mechanical language conversion. It is necessary to have a very detailed understanding of the cultural background of the local country so that the language can be converted in an appropriate way. In the process of transformation, due to the different cultural backgrounds and living habits of different countries, there are huge differences in the language forms of different countries. There is a very deep connection between language and culture, and the development of culture can further promote language exchanges. Therefore, in the process of English translation, we need clear language expression, and we must pay attention to the expression of sentences to ensure the smooth progress of the translation. Therefore, the language expression in the cross-cultural context becomes very important.

2. Issues That Should Be Paid Attention to in the Translation of News English in Cross-Cultural Communication

Different countries have different development backgrounds, so there are huge differences between cultures. Due to different cultural backgrounds, people in different regions have different living habits, life attitudes, and language application habits.

The cultural background and historical development of various countries are different. Due to the influence of cultural background and historical development, language use will be very different in various countries, especially the cultural background of Western countries, which is obviously different from that of our country. Language expression There are many aspects to pay attention to in order to avoid ambiguity. Chinese pays more attention to logical thinking, and also emphasizes the harmony of the whole. It mainly takes time as the entry point. The whole sentence focuses on verbs, while the focus of sentence structure in Western languages is different from that of Chinese. English sentences use subject and predicate as sentences. In the core content, phrases and clauses will be used later, these differences are due to huge cultural differences.

Different languages have huge cultural differences. The essence of language translation is the integration and communication of two cultures. Culture can be expressed in language. Through culture, a person can express one's own emotions and also reflect one's own wisdom. Because the cultures of different countries are very different, translation is to express the content of one language in another language to realize the communication between the two languages. English is mostly based on letters, while Chinese is based on square characters. Most of the alphabet-based languages are very abstract, while most of the square-based languages are solvable. In China and Western countries, different countries have different meanings to the old words. In China, ancient Chinese characters represent the experience and wisdom of the ancients. For example, the old horse knows the road. It means that the old horse is familiar with the road he has walked. It also describes an experienced person who is familiar with the things he is familiar with. In Western countries, people think that the word "old" is taboo in language communication. The word "old" means that it has no value or purpose, so they are usually replaced by other words.

3. Features of News English

The most important feature of news is to confirm that an event has occurred and to follow up and report in real time. Therefore, the main feature of news English is real-time and authenticity. News

English translators need to have a comprehensive understanding of news content, use accurate English language for language conversion, and follow up international news for the fastest real-time report, so that more people can understand news content more quickly and accurately. When making news reports, the language will choose a more direct and clearer expression method, but there are big differences in the application of different languages, and there are obvious differences in the use of Chinese and English. News English translation requires the translator to fully understand the content of the news, and extract and simplify the key content in a targeted manner, so that the reader can understand the ins and outs of the matter more clearly. Although the ability to master multiple languages can translate language content, news English translation is more professional and requires professional translation to reduce ambiguity and express news content more clearly. The main features of English news are related to the sentence pattern application of English itself, and also related to the Western cultural background. You must understand the application of language and master these two languages before you can translate news English well. Whether it is translating Chinese into English news or English into Chinese news, cultural background and language application habits need to be taken into consideration. News is more professional, and press releases have professional forms and requirements. Translation work must also meet its professional requirements. Only by making the language expression as close as possible can the news be translated more accurately.

News English translation can deliver information in a timely and accurate manner. For people in different countries, they can accept cultural dissemination and lay a solid foundation for economic exchanges and cooperation between countries. News English translation is done well, communication between peoples and countries will not be hindered, cognition and understanding will be more accurate, which will help people all over the world to communicate with each other in economy and culture, and the ties between countries will be closer.

4. Methods of News English Translation in Cross-Cultural Communication

As a universal language, English is widely used by people all over the world. News English translation should be diversified in order to accurately express the content of different languages. Therefore, news English translation methods are particularly important. These two points place high demands on English translators. Professional translators should ensure the accuracy of translation to ensure that there is no deviation in communication between countries. News is the main form of exchanges between countries. Nowadays, cultural, political, and scientific exchanges between countries are more frequent. News, as a medium, is responsible for disseminating the main information of the country. Therefore, the accuracy of news English translation plays a vital role. The difficulty of news English translation is that different countries have different cultural backgrounds and language habits, and some expressions are different. Therefore, the translation of news English must do a good job of language conversion, without ambiguity.

4.1 Literal Translation

Although there are great differences in English-Chinese translation, and the cultural background and language expression of different countries are not the same, the development experience of human society is similar to the material world, and people's ways of thinking and emotional expression also have in common. Therefore, the English-Chinese translation is also consistent and similar. For the expression of common human emotions and things, the translator can use the literal translation method, that is, directly translate the structure and meaning of the original English sentence into Chinese, and ensure that the translation is consistent with the original meaning. This translation method enables readers to understand the cultural background and language expression of other countries more directly and clearly, and makes the translation more fluent and accurate.

4.2 Free Translation

The free translation of news English means that the original text does not need to be translated word by word, but the translation should be carried out according to the meaning of the original

text. Free translation can better reflect the language characteristics of the country being translated. Therefore, the translator is required not to stick to the sentence structure of the original text, but to grasp the meaning of the original text and the background of the event. If the grammar and rhetoric of the literal translation are fixed, it will cause readers to have difficulty reading, reduce the quality and stability of the translation, and thus fail to achieve the effect of news English translation.

4.3 Interpretation Translation Method

Different social forms, cultural backgrounds and ways of thinking determine the manifestations of languages of various nationalities. In the process of English translation, it is very necessary to translate and interpret language expressions that are difficult to literally translate. Supplementary annotation method and network oral transmission method can be used to improve the readability of the translation, so that readers will not misunderstand when reading, thereby improving the accuracy of the translation. English translation needs to strengthen vocabulary conversion and flexibly use various vocabulary for cross-cultural translation, in order to continuously improve the translation effect to a certain extent. For example, in the translation process, for noun verbs and prepositions in English sentences, part-of-speech conversion can be considered. Nouns can be translated into verbs according to the context, and various vocabulary can be used flexibly to achieve better translation results.

4.4 English Borrowing Translation Method

In news English translation, the difficulty of translation is also different due to the language expression habits and cultural differences of different countries. Literal translation must not be used in the original translation. The borrowed translation method refers to finding similar Chinese expressions in the original language and cultural background, making the translation more fluent and natural, and improving the quality of translation. Chinese and Western languages are often influenced by their respective traditional cultures, so there are many differences in language. The modifier functions of English attributive clauses are completely different from those of Chinese attributive clauses. Therefore, when translating from English to Chinese, we must pay attention to these issues, pay attention to the fluency of the language, the translation should clearly understand the content of the sentence, understand the subject of the attributive clause, pay attention to adjusting the structure and order of the language, and ensure the accuracy of the news and the fluency of the language. Therefore, special attention should be paid to the relationship between Chinese characters in the translation process to ensure that no fundamental changes occur during the translation process.

5. Conclusion

The process of global economic integration is gradually improving, and all aspects related to the international economy have become increasingly prominent. Cultural, political, technological innovation and scientific research exchanges have become more frequent, and English as a universal language is widely used by people all over the world. Therefore, news English translation should be diversified in order to accurately express the content of different languages. In addition, news English translation methods are also very important. Professional translators should ensure the accuracy of translation to ensure that there is no deviation in communication between countries. News English translation can deliver information in a timely and accurate manner. For people in different countries, it can also accept cultural exchanges, laying a solid foundation for economic exchanges and cooperation between countries. It will help people from all countries to communicate with each other economically and culturally, and bring countries closer together.

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