

Study on the Reform English Translation Teaching under the Guidance of 4Es Standard

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Abstract: Translation standards have always been the focus of the Chinese translation community, but the business English translation standards seem to be discussed too much. After studying the common translation standards, this paper proposes the 4Es standard of business translation, which is the equivalent of the original and the translation in terms of semantic information, stylistic information, cultural information and business efficacy, and demonstrates this. The author believes that the 4Es Business English Translation Standard focuses on measuring the equivalence of business English translation in information, especially the equivalent of business functions. The business effectiveness of the translation is the ultimate goal of business English translation.

1. Introduction

As the interdisciplinary subject between international business and English language, the uniqueness of business English itself is very different from that of literary English and everyday English. Its importance in the context of economic globalization is increasingly prominent. Moreover, the main body involved in business information is often the two sides of the transaction, which requires not only maintaining the equivalent of textual information in the translation process, but also maintaining the reciprocity from the perspective of business efficiency, and the realization of such a goal needs to fully play the role of the 4Es standard. Therefore, it is of great significance to analyze the application of 4Es standard in business English.

2. Business English Translation Features and 4Es Standard Analysis

Business English has become more and more widely covered in recent years. It involves many contents such as law, advertisements and customs. These details are the key considerations in business English translation, so they are more characteristic. The particularity and multiplicity. In addition, business English, as its name implies, has its own obvious business characteristics. In the process of translation, different forms should be adopted according to different content and environment. For example, in the process of translating a company profile, the translator needs to clarify that the profile belongs to the company in nature. The information content that is advertised with its products has obvious marketing characteristics. If the business function is not reflected in the translation, the translated text is difficult to attract more readers even if it is equivalent in terms of semantic information. For example, when translating legal documents in business English, it is different from the translation of advertising products with the purpose of promotion and more flexibility in language. Since the law itself reflects more restrictive and prescriptive characteristics, it is required to be translated. It is important to ensure that the wording is rigorous and avoid ambiguous language. Therefore, from the perspective of business English translation characteristics, it is necessary to make full use of the information and business efficiency equivalents proposed by the 4Es standard.

Based on the study of translation standards by domestic and foreign scholars, the 4Es standard is mainly defined as the flexible equivalent of information, namely Dynamic Message Equivalence, which mainly includes Equivalence of stylistic message of source language, semantic message of source language, cultural message of source language, business effect of source language and language. Applied to the business English translation process, the main realization of stylistic

information, semantic information, cultural information and business functions are equivalent to the translated text. On the other hand, the 4Es standard is based on the semantic information equivalence between the surface and the deep information, and then the text information is equivalent. However, since the translation of this article often carries a lot of cultural content, it is required to incorporate cultural information into the translated content. Equilibrium of business functions can be achieved on the basis of achieving semantic information, text information, and cultural information equivalence. However, in the actual application of the 4Es standard process, there is no absolute equivalence of information. Usually, it is easy to lose certain information during the information transmission process. In particular, the process of "code conversion" is required in the translation of two languages, and it is difficult to avoid information loss. Happening. Therefore, based on the 4Es standard, the business English translation process can appropriately introduce certain translations to maximize the equivalence of information and business functions.

3. 4Es standard applied to business English research

As the basis of business English translation, the semantic information includes the style, culture and business information contained in the text. As an information carrier, information such as questions, culture, and business needs to be transmitted using semantic information. In terms of content, the semantic information mainly reflects the two forms of information in the surface layer and the deep layer. The standard of division is mainly based on the way of information expression and communication. In terms of surface structure information, it mainly refers to the analysis of discourse or discourse meaning based on the perspective of literal understanding, while the deep structural information will deeply explore the information content contained in the language. In the process of mining deep information, translators are required to be familiar with text culture, history and social information on the basis of professional knowledge.

In the process of information transmission, it is necessary to give full play to the carrier role of stylistic information. In the actual business English translation process, it is necessary to ensure that the translation is incomplete due to information loss. If the language style is compared to clothing, it should focus on different wearables on different occasions. Assuming that the costumes worn during the swimming exercise are suits, the person is considered to have certain problems in his mind. And if the swimsuit is worn during the business negotiation process, the consequences can be imagined. Therefore, for different linguistic forms such as law and advertisements involved in different occasions, the translator should pay attention to adopting different ways of transmitting the stylistic information to prevent the emergence of translations that deviate from the stylistic information [5].

On the basis of realizing the equivalence between semantic information and stylistic information, the consideration will be the equivalence of cultural information in business English. This kind of equivalence is mainly used to search for equivalents in the target language. For example, in the Anglo-American culture, most of the "restroom" marked in the airport or shopping mall, translators who do not understand the cultural background can easily translate it into "lounge", and the correct meaning is "toilet". In the context of Anglo-American culture, the mutual help between relatives often uses "Thankyou!" as a way of thanking, but if applied to Chinese families, if the wife and husband thank each other, it implies a more alienated meaning. Therefore, despite the influence of economic globalization on the integration of national cultures in recent years, the culture rooted in the locality cannot be replaced by foreign cultures. It is also because of the infiltration of this inter-ethnic culture that the human cultural heritage can be shared through the transmission of culture in the translation process.

4. Innovative Strategies for Business English Translation Teaching under the 4Es Standard

The faculty is the basis of the teaching process. Therefore, in order to ensure the equal emphasis on business and translation, it is necessary to improve the faculty and improve the teaching level of teachers. First of all, business English translation talents can be recruited to enrich the teacher team.

Professional business English translators have strong translation experience and a better understanding of career needs. Secondly, it is necessary to improve the translation level of teachers through various methods. It can provide teachers with practical opportunities and platforms, and carry out teaching cooperation and entrepreneurial activities to fundamentally improve the teaching level of teachers and make them professional translators. A veritable business English translation teacher. [2] Once again, translation teaching and training courses can be offered to provide a place for teachers who have not experienced translation studies. For the time being, we can give full play to the advantages of current social resources, rely on external research units and famous schools, and provide translation teachers with different levels of training, so that their theoretical and practical skills are improved, thus making translation teachers' teaching ideas more open. . In addition, business English translation also needs to focus on business. Therefore, teachers need to improve their business level, pay attention to the improvement of skills such as listening, speaking, reading and writing, strengthen the study of English pronunciation and syntax, and understand the professional knowledge and skills in the business field. For example, contract translation, economic translation, letter translation, etc. Teachers can also actively participate in business activities, understand the content that needs attention in business translation from the practice link, and lay the foundation for business English translation teaching.

The traditional teaching concept can not meet the needs of business English translation teaching. Therefore, teachers need innovative teaching concepts, re-editing teaching materials and syllabus, so as to meet the learning needs of students and improve the level of business English translation. First, teachers need to use teaching as a process of knowledge transfer, requiring teachers to design a curriculum based on their level of learning and their own experience. At the same time, on the basis of the basic knowledge transfer, we must spare no effort to cultivate students' self-learning ability and innovative thinking, and truly "give people to fish." Therefore, in the syllabus, not only the basic knowledge of translation, but also the practical activities and cultural content should be added, so as to ensure the equivalence between culture and cultural information in the 4Es standard. In addition, it is necessary to compile business English translation teaching materials that are consistent with the syllabus. When compiling teaching materials, language needs to be used as the basis to make translation teaching and linguistics compatible. Then, we need to pay attention to the theory of translation, choose translation texts, pay attention to the time and nature of translation materials, and integrate cross-cultural content and language translation skills into translation materials. It highlights the ability of students to discover and solve problems, so that when students use the teaching materials, they can combine the inspiration of teachers to discover and explore the translation process, and prevent the problems in traditional textbooks from paying attention to results and neglecting the process.

In the 4Es standard, the equivalence of stylistic information and the equivalence of semantic information are very important. Therefore, innovative teaching methods are needed to put theory and practice on the same level. To this end, students can be used as teaching centers through project-based teaching methods to create a teaching model with characteristics and practice. First, the teacher can divide the students into small groups, select the team leader, and set up a virtual translation studio. The teacher will send a translation project to the students, and prepare for the work in the studio. Make full use of modern information resources to collect translation materials related to business English, and upload them to public websites and mailboxes of schools or classes for students to download and learn. At the same time, students need to be guided to understand the business language features, explain the translation principles and translation methods, and improve from the translation level. [3] Secondly, teachers can also use multimedia courseware to arrange translation tasks, display Chinese and English business materials, and require each office to translate, and teachers give reasonable and proper evaluation. Teachers also need to conduct project assessments, conduct selections for the studio to complete the tasks, conduct project extension training, and translate English into business enterprises. In practical activities, it can effectively improve students' translation skills, understand the styles required in different translation environments, and enhance their business English translation level. Through the combination of

theory and practice, the equivalence between stylistic information and semantic information is realized.

5. Conclusion

The business English translation standard has commonality with other genre text translation standards, but it has a very distinct personality. This is: Business effectiveness. In the business literature, whether it is company management documents, advertisements, product specifications, trademarks, etc., or contracts, letters of intent, etc., have their own business functions. In order to achieve the equivalent of business efficiency, translators should follow the 4Es equivalent translation standard in the translation process. Business English translators need to pay special attention to the last E in 4Es, which is the highest translation goal with business efficacy.

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