

## From the Theory of Functional Equivalence to Cultural Translation

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**Abstract:** At present, the development of Chinese cultural industry is in a deepening environment, and each country can import a part of film, television, culture, culture and cultural works to our country. The promotion and popularization of film, television, culture, culture and cultural works can give our residents more opportunities to appreciate foreign culture and enhance the universality of our spiritual civilization construction. However, there are some limitations in the translation of film, television, culture and cultural works, which are influenced by living environment, values, ideology, historical and cultural background, etc. The translation contents in film, culture and cultural works can not effectively express the meaning and thought in the original works, which will affect the audience's viewing feelings, and also hinder the progress and sublimation of cross-cultural exchanges in China. In the analysis of this paper, we will study the translation of film, television, culture and cultural works under the background of cultural conflict, and put forward some suggestions and suggestions for the English teaching work in colleges and universities in our country, so as to ensure that the English teaching in colleges and universities in our country can make the best use of the material and the students can learn something.

### 1. Translation Techniques in Film, Television and Cultural Works Based on Functional Equivalence Theory

In the process of Chinese translation, the principles and standards of translation have been constantly studied and deeply studied by relevant translators. Different translation schools have different understanding of the requirements and principles of translation, among which there are different translation contents such as "good translation standard "," Cindaya "," deity "," transformation ", equivalent translation and so on. In the process of translation, we should first ensure that the content of translation and the content of the original text have a very high similarity, on the basis of the shape of the in-depth spiritual level of research and consideration. The standard of translation should be in constant practice, follow the requirements of two language cultures, and achieve a very high degree of similarity between different language cultures to some extent. To ensure that the translation can show the content of the original expression of thought and spiritual resonance. So that readers in the process of reading, to the greatest extent in the national cultural background to understand the cultural customs of different nationalities, cultural phenomena, cultural content. and then can achieve the role of translation in the link between the two cultures.

#### 1.1. Differences in the Literal Meaning and Connotation of Language and Translation Techniques

The most basic function of the use of language and characters is to express the meaning and thought of the author and transmit the corresponding information. Film and television, cultural works into a part of the language and culture can enhance the performance of film and television, cultural works, to give works more approachable feelings. This kind of film, television, cultural works of language and culture integration is also the basic development of culture. At present, the economic construction of our country is constantly improving, and the expression form of language and culture is also affected accordingly, which can enhance the relationship between film and television, cultural works and language and culture in our country, and give language and culture

more rich and diverse development space.

For example, the word "peasant" is often translated as "farmer" in translation. This word has obvious differences in English and Chinese. In the process of construction and development, our country can continue to push forward and deepen by relying on the strength of the broad masses of farmers. But in English meaning is slightly derogatory, in English culture mainly refers to some shallow knowledge, no cultural literacy, rural people, poor upbringing and so on. In this way, in the process of translation, there will be some translation errors in the context, which will affect the audience's understanding of the characters' character characteristics and identity information in film, television and cultural works, which is not conducive to the promotion and dissemination of culture.

In English literary works, English writers can use their native language perfectly, and effectively integrate and control the language, and create a language environment with profound cultural characteristics in the works. The arrangement and arrangement of vocabulary are rigorous and conservative in the perspective of literary commentary.

America's own culture and nation are more diverse, free and open in political construction and cultural development, can diversify the factors of democracy, freedom, emotion and so on. The American people's pursuit of freedom and dreams is very strong, and the expression of language is more free and exaggerated. The language forms used in the evaluation of American literature are also relatively free and bold, and innovative thinking and divergent thinking have been widely used.



Figure 1 A still photograph of "The Good in Times of Chaos"

Frankly my dear,I don't give a damn. frankly, honey, I do n' t care at all. (Misery of the World 1939) The damn here is meant to be a curse; a little bit. In the film, the direct connection between the upper and lower ten days translation makes it closer to the expressed thoughts and feelings "do not care ".Figure 1 is a still photograph of the best in troubled times.

## 1.2. Translation Skills and Cultural Discrimination in Everyday Conversation

One of the words used to greet friends in our country is "Have you eaten ?" The language habit is most likely to be perceived in western countries as "can we eat together ?" Western countries are basically difficult to reflect in daily life some topics related to their privacy and life, and their own living habits and travel plans belong to one of the "difficult to share" topics. For example, Chinese people often use "where to go ?" As a form of greeting, for Westerners , " Where are you going?" Asking questions affects their right to privacy and is a form of privacy snooping, which some westerners are likely to answer "It's none of your business!" It can be seen that each country, because of its own living habits and ideas have certain differences, there are also certain taboos in the expression of language students, in daily life should try to avoid the age, income, marriage and

other questions with personal emotional color and privacy.

I'm going to make him an offer, he can't refuse. I'll give him something good, he can't refuse. (The Godfather 1972) The offer means to provide, and this translation is far more apt than the literal translation of Help.

English literary works have full conservatism and thinking preciseness, which leads to the British have a strong protective psychology for local literary works, the British can show a strong cultural self-confidence in literary works, this self-confidence has changed to a certain extent into the "exclusive" psychology in the literary field, and the British literature in the process of development extremely despises the creative style that can not skillfully use traditional grammar and written structure. That is to say, it is difficult for English literature to learn the creative forms and ideas in foreign literature effectively in carrying out literary criticism, which limits the depth and breadth of the development of English literary criticism. In recent years, the development of English literature has gradually realized its own limitations, and is adjusting its own "xenophobia". The picture shows Harry Potter, a famous foreign film and television work introduced in recent years.



Figure 2 The famous introduction film Harry Potter

The theme thought in American literary works is different from that in England, which contains mostly the promotion of local feelings and the yearning for freedom. Since the beginning of the 19th century, the local literature has been developed for a long time in the United States, and racial discrimination, regional contradictions and ethnic problems in the Civil War stage have become the main creative opportunities in the field of American literature. Even if the creative blueprint has been innovated, because of the difference of language accumulation, the world status of American literature is far less than that of English literature. With the deepening of the development of world literature, American literary evaluation is constantly recognized and accepted in the world because of its subjectivity and diversity.

### 1.3. Translation Techniques of Address Language

Because our country has the extremely strong development speed in its own education, culture, politics, economy and so on, each country, each profession all has the people who come to China to study and work, also can produce certain problems when carrying on the address. Although it will not affect the communication in the positive situation, it will still produce some discomfort in the context of language habits.

To address others in Chinese will use family name + position, such as manager Liu Manager Liu, doctor Zhang Doctor Zhang and so on, in western countries basically use words such as "Mr." "Miss" "Mrs." "Ms." to address others.

### 1.4. Translation Techniques on Folklore

In Chinese traditional culture, the detailed inquiry about each other's natural situation can show concern and concern for each other to a certain extent, while in some western countries, it is very impolite to ask questions about each other's personal life, which can also lead to the boredom of the conversation. One of the representative is that the Chinese in daily life often use "where to go ?" As

a form of greeting, for Westerners , " Where are you going?" Asking questions affects their right to privacy and is a form of privacy snooping, which some westerners are likely to answer "It's none of your business!" In addition, in daily life should try to avoid the age, income, marriage and other personal emotional color and privacy of questions. Figure 3 shows the famous film Hamlet with traditional culture.



Figure 3 The hamlet stills

There is such a conversation in the Book 1 Lesson 16 of the JEF C textbook : " How old are you, Mrs. Read?" " Ah, it's a secret!" Chinese people have no obvious taboo about their own age, even in daily life inquiry will not produce uncomfortable feelings, and in western countries about age inquiry is very impolite behavior, especially in the process of talking to women more taboo. In the early film and television, cultural works into a part of folk culture can enhance the performance of film and television, cultural works, to give works more approachable feelings. This kind of film, television, cultural works of folk culture integration is also the basic development of culture. At present, the economic construction of our country is constantly improving, and the expression form of folk culture is also affected accordingly, which can enhance the relationship between film and television, cultural works and folk culture in our country, and give folk culture more rich and diverse development space.

## 2. Conclusion

In the process of translation of film, television and culture, it should be clear that there are some differences between the linguistic and cultural backgrounds between Chinese and English, and in the process of translation, the forms and differences of language expression between different cultural backgrounds should be clearly defined, following the true meaning and content of the article, and striving to complete the spiritual expression of the article and realize deep cultural communication and communication. The translation and dissemination of film and television culture can show the language, culture and spiritual world of ethnic minorities in the world literature field, which is an important stage and opportunity for the continuous maturity and development of Chinese literary works.

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