Research on Strategies of English Translation Teaching in Cross-cultural Context

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Abstract: Translation is a bridge of communication between different cultures. If translation lacks language and culture, it will lead to pragmatic failure or lack of beauty. Only by strengthening the study of English translation and English culture can students fully understand the charm of English language. The teaching of English translation in cross-cultural context can break the thinking pattern of Chinese culture, strengthen the influence of English culture, and improve the ability of cross-cultural communication. In view of the current situation of English translation teaching in cross-cultural context, the following teaching strategies are proposed: Carrying out two-way cultural teaching, creating British and American cultural context, scientifically choosing the strategies of domestication and translation, giving full play to the advantages of modern educational technology, strengthening translation practice teaching, building a professional English translation teaching team.

1. Introduction

Cross-cultural refers to the culture that crosses the boundaries of different countries and nationalities, the cultural differences among different nationalities, countries and groups, and the interaction between people who experience cultural attribution through transcending the system. The promotion of cross-cultural awareness is mainly in the field of foreign language learning, because language is the carrier of culture. It is difficult to learn the essence of a language without cultural language, and it is also difficult to improve one's actual communicative ability with the personnel of the target country; On the contrary, learning a language on the basis of cultural understanding can get twice the result with half the effort. Cross-cultural connotation and extension are expanding, it has gradually infiltrated into the economic and social development, and with the trend of economic globalization, has been fully accepted and received extensive attention.

Context refers to the environment in which language is used, including natural language environment, local language environment and self-created artificial language environment. Natural language environment refers to the living environment where the native language is spoken; Local language environment refers to the part of time learners live or learn in the language environment; Artificial language environment refers to the learners' mental retelling, describing, memorizing or constructing some scenes in the language. Context limits the use of language, which is reflected in the understanding and selection of words. The same word may have different meanings in different contexts, so it is necessary to make an accurate understanding according to the specific context. Context plays a complementary role in language understanding, which is mainly manifested in the understanding of the deep meaning and the hidden meaning of language. A sentence may express a simple literal meaning, a deep meaning given by the context, or a hidden meaning. The literal meaning is easy to understand, as long as you understand the meaning of each word and the combination of words. The deep meaning of language is different from the implied meaning, which must be combined with the specific context and understood through the literal meaning.

English, as the most widely used language in the world, is an important communication tool and plays an important role in international communication. In the same cultural context, language, as a communication tool, connects people's daily communication and highlights the efficiency of
language and culture communication. Because English is an international language, its characteristics are widely used by people, and in international organizations, English is stipulated as the official form of language, so the importance of English language can be seen. English translation is a process of reasonable transformation of differentiated language culture and thinking mode. Through professional translation skills, as well as the integration and output of different cultural backgrounds, to help more people to appreciate the literature of different countries. However, in a cross-cultural context, if the English translation does not go deep into the cultural background, the translation is likely to cause communication barriers due to misunderstanding, and cannot fully express the views and ideas held by the translation side. Therefore, the essential connotation of cross-cultural context is to promote mutual understanding and interpretation between the two sides of communication, so as to truly assist translation needs to achieve the best effect of mutual tolerance. English translation teaching in the cross-cultural context can make students closer to the life of English-speaking countries, learn more about the culture of English-speaking countries, as well as the values and beliefs of English-speaking countries, enhance the awareness of cross-cultural communication, improve the comprehensive cultural quality, effectively spread Chinese culture, and promote international communication and exchange.

2. Significances of English Translation Teaching in Cross-cultural Context

Language is a symbol system combining sound and meaning, and it is the most important communication tool for human beings. Translation activities become a bridge of cross-cultural communication. If translation lacks language and culture, it will lead to pragmatic failure or lack of beauty. In the process of English translation, most students do not understand the cultural difference between English and Chinese and are easily influenced by Chinese cultural thinking, which leads to the existence of Chinese factors in English translation texts. Only by strengthening the study of English translation and English culture can students fully understand the charm of English language. English translation teaching shoulders the important task of cultivating interdisciplinary professionals for the country and meeting the needs of international development. Therefore, it is of great theoretical and practical significance to carry out English translation teaching in a cross-cultural context.

(1) The need for Chinese culture to spread abroad. Translation is a process of communication, in which one can not only learn the culture of the country to which the target language belongs, but also spread the native culture. Cultural communication is a two-way process. China has experienced thousands of years of cultural accumulation. In the process of global integration, it is very necessary to display excellent traditional culture. Therefore, cross-cultural education should be carried out in the English translation teaching in colleges and universities to effectively guide students to have a correct communication attitude towards foreign and domestic cultures and not to worship foreign things or reject foreign cultures. In this way, local culture can be effectively spread out and people around the world can deepen their understanding of Chinese culture.

(2) Help students understand the original text deeply. Translation has never been a simple word translation, but based on the overall grasp of the full text, as well as a comprehensive systematic understanding of the original text. The introduction of the classics is a major feature of this article. The allusions quoted in the original text are a manifestation of culture, so the transmission of cultural information in translation is very important. Carrying out English translation teaching in a cross-cultural context can help to strengthen the in-depth understanding of the English-speaking culture, understand their speaking habits and customs, effectively link the western cultural background, improve the accuracy of translation, and avoid cultural conflicts.

(3) Promote the need for international exchanges. With the rapid development of economic globalization and social informatization, the exchanges between the East and the West have become more frequent, and the importance of intercultural communication skills has become increasingly apparent. As the most important information carrier, English is the most widely used language in all fields of human beings and the main medium for cross-cultural communication. China's position in the international community is becoming more and more important, the impact of cultural
differences on international communication is becoming more and more prominent, and the importance of English translation is also becoming more and more prominent. English translation in cross-cultural context is the basis of international communication, and translation teaching has become an effective way to cultivate English talents in cross-cultural context.

(4) The need of international development of higher education. International development of higher education is an important way to improve the quality of higher education, national innovation ability and international cultural influence. The internationalization of higher education requires strengthening foreign language teaching, conducting extensive international exchanges of personnel, actively carrying out transnational cooperation in education and academia, and training professionals engaged in international affairs and issues. Internationalization is the future development direction of higher education. Therefore, to respect each other's cultures and avoid cultural conflicts, it is necessary to carry out cross-cultural education in English translation teaching and further improve the ability of universities to integrate into internationalization.

3. Existing Circumstances of English Translation Teaching in Cross-cultural Context

Some universities offer cross-cultural education courses, which mainly teach the customs and habits of British and American countries, and organize students to watch British and American TV plays and movies to understand the culture of British and American countries. The teaching of college English translation mainly carries out daily teaching through the content of teaching materials, and the teachers do not specifically teach cross-cultural content or carry out two-way cultural teaching. The students think that English translation is only a simple conversion of words into sentences, which leads to the poor practical ability of students in English translation. The teaching status is briefly summarized as follows:

(1) Lack of intercultural education concept. The concept of education is the formation of the concept or idea that the subject of education thinks about education and its phenomena. Educational idea has guiding and directional significance to educational practice. Most college English teachers' intercultural education concept is insufficient. Limited by the traditional teaching concept, English translation teaching is regarded as the learning of words and grammar, but it is unable to effectively integrate the intercultural education concept into teaching activities and achieve the expected teaching objectives.

(2) The traditional teaching mode dominates. English translation is still dominated by the traditional indoctrination teaching mode, and the lack of flexibility and diversity of language teaching can easily lead to the disconnection between theoretical teaching and practical needs. Students can not understand the cultural connotation of language well, which also limits their understanding of new knowledge and new culture. The teaching of English translation lacks a complete planning, and the teacher imparts the solidified knowledge to the students, who accept the model of rote learning, so it is difficult to improve the level of English translation.

(3) The teaching content of Chinese culture is lacking. The main reasons come from four aspects: First, the teaching content of Chinese culture is not included in all kinds of college English teaching materials and supplementary materials; Second, teachers are required to have certain dual cultural knowledge and adequate English expression ability, which is difficult for most teachers to achieve; Third, students lack understanding of importance and are influenced by the stereotypes of their mother tongue. It is difficult to express clearly; Fourth, traditional English teaching emphasizes only the unilateral study of English and the Western culture it represents.

(4) Teaching design lacks cross-cultural factors. The instructional design is based on the requirements of the curriculum standards and the characteristics of the teaching objects. The teaching elements are arranged in an orderly manner to determine the vision and plan of the appropriate teaching plan. It generally includes teaching objectives, teaching difficulties, teaching methods, teaching steps and time allocation. The current college English translation teaching design is only a superficial description of the basic abilities and basic methods that students need to master in English translation teaching. There is no cross-cultural factor related to design.

English translation teaching in a cross-cultural context can break the mindset of Chinese culture, strengthen students' English culture, and better enhance students' intercultural communication skills. In view of the current situation of English translation teaching in cross-cultural context, combined with the author's many years of experience in English translation teaching, the following teaching strategies are proposed:

(1) Carrying out two-way cultural teaching. Cognitive psychology research shows that mother tongue culture is the basis for learning foreign languages and has a positive role in promoting foreign language learning. The current English translation teaching is basically a single introduction of English culture, which leads to the decline of students' native language cultural level, misleads students' attitude towards different cultures, and causes the phenomenon of "Chinese cultural aphasia" in English education, which is not conducive to the two-way intercultural communication. Therefore, the use of "two-way culture teaching method", namely the mother tongue culture and the target language culture education two-way fusion, let the teachers in the teaching of language knowledge, correctly handle the relationship between native culture and the culture of target language, pay attention to the interaction of native culture and the target language culture and promote each other, to improve the effect of cross-cultural communication ability.

(2) Creating British and American cultural context. Language learning cannot be separated from the support of cultural context. Only by providing a platform of cultural context for students and allowing them to receive English knowledge training under the influence of British and American cultural context can we achieve the cross-cultural goal of English teaching. In the cross-cultural context, English teachers should take students as the main body and encourage students to integrate into the Anglo-American cultural context according to their actual situation, so as to promote students to learn English knowledge better. In English translation teaching, teachers should be aware of students' strong desire for English knowledge background, explain relevant English translation knowledge, display relevant English cultural background, expand students' scope of knowledge, enrich English translation teaching forms, and further enhance students' enthusiasm for learning cross-cultural knowledge.

(3) Scientifically choosing the strategies of domestication and translation. Under the guidance of domestication strategy, the language forms, expression habits and cultural traditions that conform to the target language are used to narrow the distance between the readers and the target language, so that the cultural elements carried in the original text conform to the cultural conventions of the target language. Under the guidance of the guidance strategy, the language form, expression habit, cultural tradition and writing style of the original text are retained, and the foreign cultural features in the original text are transmitted, so that readers can feel the differences between different languages and cultures. For leisure and entertainment, domestication strategy is mainly adopted. If in order to understand foreign culture, mainly adopt alienation strategy. Under the background of respecting cultural diversity, the development direction of translation will take foreignization as the main and domestication as the supplement.

(4) Giving full play to the advantages of modern educational technology. Modern educational technology is a modern educational means and method system that applies modern educational theory to educational teaching practice. The application of modern educational technology will lead to the profound change of educational content, educational methods and educational means, as well as educational mode and educational ideology. In the practical college English translation teaching, students have fewer opportunities to directly contact with foreign cultures in the face of Chinese cultural background. Multimedia teaching system and Internet system can create an ideal teaching environment for language teaching, display relevant foreign content, let students feel the difference between Chinese and western culture, and strengthen students' cross-cultural awareness. Let students know more about foreign culture, customs and habits, English translation teaching will play an important role in promoting.

(5) Strengthening translation practice teaching. Practice teaching is not only an effective way to consolidate theoretical knowledge and deepen theoretical understanding, but also an important link
to train innovative talents. It is also an important platform to train students to master scientific methods and improve their practical ability by integrating theory with practice. Compared with other knowledge learning, language learning is more complex and cannot achieve ideal results simply relying on limited classroom time. Make use of various forms of extracurricular activities to enhance students' English translation ability. Specific ways include: Holding English debate contest, English speech contest and English culture festival and other rich and colorful practice activities; reading English books, magazines, newspapers and magazines, watch English movies and TV plays, etc; cooperating with western universities to build English learning platform.

(6) Building a professional English translation teaching team. The construction of professional teaching team is an important measure to improve the quality of education, and it is the main focus of deepening the connotation, quality improvement and characteristic development of colleges and universities. It is imperative to put a high-level professional teaching team construction in a more important position, and insist on “four have four new”: Have a better structure, meet new requirements; have better synergy, highlight new advantages; have stronger capabilities, achieve new actions; have more living mechanisms, and stimulate new kinetic energy. For cross-cultural education in English translation teaching, it is especially necessary to have a team of professional teachers with deep cross-cultural knowledge literacy. The team also needs to increase foreign teachers, which helps students to intuitively feel the differences of different cultures in English learning, thus improving the enthusiasm for learning in cross-cultural education.

References


