The Semantic Contrast of Color Words between Chinese and English and Their Translation

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Abstract. There are many color words in all kinds of languages in the world. In essence, color word is a symbol that conveys information with color language, and its connotation is the same for all nations in the world. However, due to the differences in living environment, geographical location and religious belief, there are considerable differences in the understanding and cognition of color words. Chinese and English cultures have a long history, and there are both similarities and great differences in the origin, development, semantic meaning and application of color words under two different cultural backgrounds. In this paper, the comparison and analysis from the perspective of language and culture background of English color words with meaning equivalence and differences and its translation, for some color words in chinese-english two languages as well as the similarities and differences of the language characteristics, cultural significance, and then expounds the understanding of the language vocabulary cannot be separated from specific language environment, so as to reach the correct understanding of words and transformation between different languages, to help us better understand and use the language and culture. Understanding and mastering these color words and the cultural differences they constitute is of practical significance for cross-cultural communication and translation activities.

Key words: Color Words, Pragmatic Meaning, Comparative Analysi, Cultural Context

1. Introduction

English, like Chinese, has many words for color. Color words are symbols that use color language to convey information or express emotions [1]. Color has a kind of visual ability. Since human beings have the same visual nervous system, physiological mechanism and unified thinking, color words have a lot in common in language and culture, and their essence is the same for all nations [2]. However, given the location of each ethnic, cultural environment, living background, religious belief and cultural background, etc, the difference of different ethnic people in their own way of thinking dimensions to describe the color of something, and give yourself to color characteristics and connotation of national culture, thus the connotation of all sorts of color and the value given by the concept and in the application of language and culture is different [3]. Therefore, as long as there are differences in language and national culture, the additional, extended and associative meanings given by different national languages to colors cannot be consistent [4]. The national idiom meaning of chinese-english color words is the precipitation of Chinese and English national culture and history, which can not only reflect some regional characteristics and times changes, but also show that language is a mirror of national culture [5].

In human life, the color of the word occupies a very important position. However, due to the different language and cultural habits and customs between English and Chinese, there are different ways to express colors and words, and even different understandings of the same color [6]. With the development and progress of human civilization, the vocabulary of color has been correspondingly enriched, and its meaning has derived many new meanings from the original simple expression of a certain color, thus making human language more vivid and colorful [7]. Only by understanding the background knowledge of English and Chinese culture and mastering the deep connotation of the words expressing colors in both languages can we carry out more effective and smooth communication and cooperation [8].

From the perspective of language communication, language can express two levels of meaning, namely semantic meaning and pragmatic meaning. Semantic meaning is to express the sentence meaning independent of the language through language symbols according to the rules of a language, which can also be called the conceptual meaning or referential meaning of words [9]. Pragmatic meaning refers to the meaning of a word in a specific linguistic environment, sometimes referred to as contextual meaning [10]. The pragmatic meaning of words is different from the semantic meaning. Color word, as a word representing Color, must also have semantic meaning and pragmatic meaning in a specific context [11].

By comparing the similarities and differences between Chinese and English color words, this paper makes a microscopic perspective on the differences between Chinese and English national cultures, and further analyzes the reasons for such differences, so as to explore and solve the problems arising from the translation of English and Chinese articles. At the same time, this paper also makes a comparison and analysis of the differences of the specific color words, namely "red", "yellow" and "blue", between Chinese and English.

2.Method

2.1 Equivalence Research Method of Linguistic Meaning Analysis

The objectivity of things and the interconnectedness of human cognition make it possible for languages as cultural carriers to communicate, penetrate and transform with each other. The pragmatic meaning of the same color words in English and Chinese is sometimes the same, mainly in some foreign words. For example, white-collar refers to the mental worker corresponding to the manual worker. There is a black market in most cases. A green card allows foreigners to live and work in the United States. -blair: red lights. Driving through red lights means to give the green light to someone. ; The Blueprint: Blueprint; Detailed plan for doing anything detailed plan for doing anything detailed plan for doing anything

In addition, this same aspect is also reflected in the Chinese and English language people from the color of the metaphor there is even a surprising similarity. In black and white; Call black and white. In addition, in terms of the meaning of color, Chinese and English color words also have a lot in common. For example,black refers to depression, guilt, illegality and sadness, etc. In English, there are black board,black list, black market and black heart. In Chinese, there are blackboards, blacklists, black markets and black hearts. Another example is red, which means "danger and celebration". Red alert, be in the red.

Some color words can be used together to form phrases to express certain meanings. Equivalent words can be found in both Chinese and English languages. For example, "it's in white and black. Some phrases like "be black and blue allover" are black and blue allover; Not to distinguish black from white. Chinese and English differ slightly in the correspondence of color words, but their pragmatic meanings are roughly the same.

2.2 Research Methods of Linguistic Meaning Analysis

Every national language contains some words with social meaning, which is related to the cultural traditions and customs of the nation and the country that USES the language. Words in one language have cultural meanings that another language does not have due to different cultures, histories and customs. As an important part of language, color words have a common phenomenon of "non-correspondence" in cultural meaning. In a certain environment, a certain state of mind, the same color in the eyes of different people will have different color sense.

Conflict of meaning, meaning something that China has, that Britain or some other country has, and has the equivalent word, but the meaning is very different. Reflected in the color words, the most obvious one is that the same pragmatic meaning is expressed in the two languages, but the semantic meaning of the use of different or even completely opposite color words. Here are some common examples :green eye; Black tea; Brown sugar. Pornographic or obscene films and jokes are

"yellow movies and yellow jokes" in Chinese, while "blue movie, blue jokes" in English. The Chinese wore "wear white" to honor the deceased, while the British wore "wear black".

3.Experiment

In order to further study the similarities and differences in the translation of Chinese and English color words, this paper makes a comparative analysis on the specific application of "red, yellow and blue" in translation. The focus of this paper is the contrast between Chinese and English. Therefore, we only compare the language environment of China and the UK, and the comparison results are shown in table 1.

Table 1. Comparison of the connotations of red, yellow and blue in Chinese and English

	RED	YELLOW	BLUE
CHINESE	Enthusiasm red-blood	Orthodox the yellow robe	Beauty blue sky or blue sea
ENGLISH	Cruel red for danger	Cowardly	in a blue mood

3.1 RED in Chinese and RED in English

In both Chinese and western cultures, the bright red is often associated with happy and auspicious days and celebrations, expressing a warm, cheerful, enthusiastic, passionate and uplifting spirit. For example, in English, red-letter days generally refer to Christmas or happy days (calendars are often printed in red); Red-blood refers to a person who is energetic, athletic, and energetic. Red-hot means to drink too much; Roll out the red carpet for somebody

Red can be extended in both Chinese and western cultures to express people's excitement, excitement, shyness, anger and other emotional states. For example, He flushed red, not knowing how to express himself. (his red face, don't know how to express himself.) "Become red-faced" means to blush with shame. He turned red. He turned red. See red see red see red see red However, from the cultural tradition of bullfighting, westerners are deeply aware that "red" is red for danger, which means cruelty, fanaticism, disaster, tedium, blood, etc. Therefore, the red flag used by matadors to anger the bull is described as "something that makes people angry".

3.2 YELLOW in Chinese and YELLOW in English

Yellow, one of the five colors in China, is also called "earth color" or "positive color". As the color of "central, land and imperial dress", it symbolizes the meaning of orthodoxy, brightness and nobleness. Chinese people like to refer to themselves as "descendants of the Yellow Emperor". After the sui dynasty, yellow was made the official color of the emperor and it was forbidden for ordinary people to make clothes with it. Therefore, "the yellow robe" referred to the imperial robe. To be dressed with the imperial yellow robe by one's support and made emperor means to be the emperor.

English "yellow" as a noun, in addition to "yellow, yellow, yolk, yellow clothes, yellow dye", there is also "yellow race" meaning; Used as adjectives, in addition to the "yellow, yellow race", also in spoken language used to describe "the cowardly, cowardly" (cowardly). The same can be said of "yellow-bellied" and "yellow-dog". Some nouns are named after their color. For example, yellow pages refers to the yellow phone book printed on yellow paper by americans. The Yellow Book, a report of the French government, is covered with yellow paper. Although some words have the word "yellow" in them, it is not related to "yellow" in English. For example, a lucky day, the nether world, an old man, a virgin.

3.3 BLUE in Chinese and BLUE in English

Blue in the hearts of Chinese and British and American people are very charming, make people have infinite wonderful reverie, often used to describe the sky and the sea, show nature or people's open mind, for example. However, in English, people often use blue to describe people's feelings, with a derogatory meaning, which means "feeling down", "blue", "annoyed" and other unpleasant emotions. In a blue mood; He is (fall) in the blues. I'm black and blue. I'm black and blue. I'm not in a good mood because I had a really good weekend and I have to go to work or school on Monday.

The word "blue-pencil" was originally used by editors of news, magazines, etc., to modify articles with a blue pen. Blue print refers to a blueprint printed by an old Blue printer. The term blueprint is now extended to include any design and detailed plans or schemes.

4. Analysis and Discussion

We can see that there are obvious differences in the use of color words between Chinese and English. Where English USES color words, Chinese does not necessarily use color words, and vice versa. On many occasions, it is not simply the superficial meaning of a certain color word that is at work, but the deep association of a certain color in the national culture that is at work. That is to say, when the color itself does not work, the difference in the use of color words in English and Chinese shows up. The main reasons for the differences in the use of color words between Chinese and English are as follows:

4.1 Language Itself

There are differences between English and Chinese in terms of language and word meaning. English word meaning is flexible while Chinese word meaning is fixed. Chinese words are precise, standard and rigorous, which has been regarded as illegal due to the variety of meanings. In the use of the green, for example, in English, green is associated with "environment", originated from Greenpeace (green peace organization), the organization was founded in 1971 in Canada, the original is a national anti-nuclear groups, develop into a influence after "conservationists international organization", due to human is becoming more and more attention to environmental and ecological, green in the 80 s has become a very active color words, and thus a greenish, the greens, etc. Green bureaucracygreen bureaucracygreen bureaucracygreen bureaucracygreen bureaucracysympathetic to the cause of the environment "Green peace" in Chinese is called "Green peace", but "Green" does not get a new meaning as in English. In other words, the word "green" in English has acquired a new meaning due to its association with green-peace. Without this collocation, the new meaning acquired by "green" may still exist independently. The Chinese word "green" only gets its collocation meaning when it is associated with "greenpeace". Without this collocation, the collocation meaning of "green" does not exist. This shows that the Chinese word meaning is relatively fixed, while the English word meaning is more flexible.

4.2 Factors Beyond Language

Non-linguistic factors refer to cultural factors including customs and cultural background. For example, "blue" means "undercooked" in English, but "blue" is not used in Chinese because English and Chinese view things from different angles. "Grey" in English means "old, sophisticated and mature", while "grey" in Chinese usually refers to "decadence, disappointment and ambiguous attitude". This is because the association between "grey" in English and "grey" in Chinese is different.

Black pa mean in English based on undeclared income on the basis of part of the national economy, the Black refers to "illegal", "Black" although there is also a Chinese meaning such as the "secret, do not open", but by Black in Black pa "illegal" is associated with a particular economic system.

Redneck redneck

redneck redneck redneck In western culture, in the book of revelation of the bible, there is an adulteress "riding on a Scarlet beast" and wearing "Scarlet clothes", so later in western literature and culture, "Scarlet" is used to mean "lewdness". In English, 'scarlet woman' means' slut '. In the colonial period of North America, puritans used "scarlet letter" as a symbol of adultery. In Chinese, they used "green hat" to call people whose wives had affairs. This is not the case with green cap.

The results of the study on factors other than language are shown in table 2 and figure 1. The data in the figure is sorted out according to the SPSS 7.2 logical index standard. The measurement results in this paper meet the requirements of P<0.005, and the study data are valid. In addition, British linguists also carried out a special study on this. They through the questionnaire and on-the-spot interviews, and reference data further analysis, in the Sino-British the influence factors of the differences of color words, cultural tradition of factors account for the vast majority of, about 49.8%, the reason is that transmission of ethnic culture is an important link between language and the different connotations of color words in Chinese and English shows that the two countries culture of homogeneity; The factors of religious belief account for 31.5%. The professors pointed out that, as a traditional Christian country, religious belief is reflected in every aspect of language in Britain, while the religious belief in China mostly focuses on Buddhism, Taoism and ancestor belief. The factors of social customs account for 16.6%. China and Britain have different social habits in the process of historical development, which is reflected in the connotation of color words. Other factors accounted for 2.1 percent.

Table 2. Research results of factors other than language

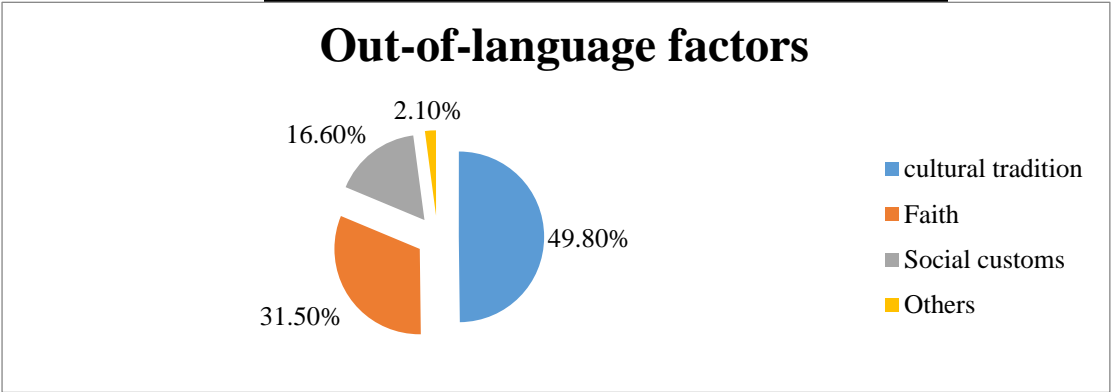| Out-of-language factors		
Type	Proportion	P values
Cultural tradition	49.80%	0.0032
Faith	31.50%	0.0043
Social customs	16.60%	0.0012
Others	2.10%	0.0009
*Data in the table were collected by the author		

Figure 1. Research results of factors other than language

5.Conclusion

In this paper, by comparing the English color words appear in the translation process of the phase connectivity and difference of pragmatic meaning, and the "red, yellow, and blue" three words of the specific translation comparison, analyzing the problems in the semantic translation of color words, color words help us to further enhance the level of understanding and translation skills.

Although the number of color words in the vocabulary of Chinese and English languages is limited, it reflects the cultural psychology and aesthetic taste of two different nations. Chinese and English two ancient languages have rich cultural connotation in their long social development process. The color words in them have unique symbolic meaning and can express different emotional colors. Color words not only have the dictionary, direct surface meaning, but also have the pragmatic meaning of cultural emotion. Therefore, in the process of learning English, it is of great significance for us to better understand the cultural background, customs and historical and geographical background of different color words in both English and Chinese.

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