

Brief Study of English Translating Strategy from Cross-culture Perspective

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Abstract. There are great differences between eastern and Western languages and cultures, and in the process of translation between English and Chinese, because of the asymmetry of lexical meaning, the lack of cultural meaning, the difference of language structure and other factors, it is often difficult for translators to realize the equivalent translation of the original text, which causes the phenomenon of errors and lack of meaning in the translation to occur. Therefore, in the cross-cultural perspective of English-Chinese translation, in order to achieve the equivalent translation as well as loyalty to the original text, translation strategy study has a certain research value. In the translation between English and Chinese, in order to realize the equivalent translation, the translator should fully grasp the meaning of the vocabulary, understand the differences of culture, grasp certain translation skills, and improve the translator's cross-cultural consciousness, so as to realize the flexible equivalent translation in English-Chinese translation, and ensure the accurate transmission of the meaning of the source language.

Keywords: equivalent translation; Cross-culture Perspective; Translating Strategy.

1. Introduction

Chinese and English are two very different languages. In the 1960s, intercultural communication began to develop in the United States, the theory was proposed by American famous anthropologist Edward T. Hall. This theory is a newly easing peripheral subject interconnected of multiple disciplines, the core of which is communication theories, which mainly studies general communicative science. The communication theories combine culture with communication, and mainly study the relationship between them. The main contents of this study include the theoretical concept of the subject, the main ideas of the subject, the limiting factors faced in the process of cross-cultural communication, the differences and similarities between different cultures, and how culture affects communication and so on.

There are not only cultural and geographical differences between English translation and Chinese translation. Because of the differences of historical development and cultural living environment existed between English and Chinese, it is necessary to grasp the point of expression in translation, to process language and forms, to show the skill and flexibility of translation. Language is the main expression form of national culture, English translation is mainly to find cultural differences in the process of words transformation, and combined with a certain language skill to change, or expand, and then enrich its connotation. Translators should have a basic understanding of the cultural knowledge of different countries, and need to learn and experience different cultural attractions with open vision and inclusive mindset. For example, China's classical literary classic "A Dream of Red Mansions", which languages are fresh and clean, the meaning is meaningful, the literal expression is profound and mysterious, but when we want to translate into English, it is difficult to display its profound meaning accurately in English language. Therefore, it is necessary to read through the text when translating, so translators should have full understanding the backwardness of the feudal old social system and the ignorance and vanity of the people under the backward system, then they can display them in the text translation clearly. If translators in different culture background want to interpret this kind of far-reaching literary masterpiece, they should emphasis the expression of the theme. While as to the translation of famous writer Balzac's novella "Auchan. Grandet", translators can exaggerate mean and miserly performance of the protagonist Grandet, focus on highlighting his rich and stinginess with the original core thinking unchanged, and also can display some detail section exaggeratedly, in order to form a sharp contrast, highlight the main idea of the novel. Different

cultural works have different creative techniques and intentions, because of the cultural differences and particularities of translation work, it is necessary to compare the similarities and differences between the two countries' cultures in practical work, and realize the characteristic transformation of the form of literal expression. In English translation, it is necessary to grasp the characteristics of translating subject, according to the different translation requirements and standards, grasping the key parts, the point can be focused to show using certain of writing skills. A work or a sentence of poem can't achieve real meaning transformation completely; the main aim is to highlight the essence and special sections.

2. Study on Linguistic-cultural Differences between English and Chinese

Language is the product of society and the crystallization of human history and culture. It condenses all the unique characteristics of human society, such as the social consciousness, history, culture, and customs and so on, which are passed down by a nation. Different cultural backgrounds and cultural traditions, there are considerable cultural differences between Chinese and western countries in the way of thinking, values, code of conduct and lifestyle and other aspects. Language is the carrier of culture, and directly reflects the differences of culture.

2.1 Vocabulary Differences between Chinese and English

There are great differences between English and Chinese vocabulary, and some English translation rules are quite different from Chinese language rules, such as “polish the Apple” should explain to “pare the apples” literally, but in fact its translation is flattery; “black” in English is a kind of color, and red too, however, but we translate “红茶” into “black tea”, “black sheep” in English means an evil member of the herd, “sheep” translated into “herd”; The lucky man translated into “Lucky Dog”, and “dog” in Chinese translated into a kind of animal.

2.2 Culture Connotation Differences between Chinese and English

In the process of translation between English and Chinese, the translation of the original language into another language in the form of literal translation often loses the original metaphorical meaning or emotional expression of the source language, for example, if we translated “Prince charming” into “White Prince on the horse” according to literal meaning, it appears particularly pale, If translated into “Mr. Right” the effect is different; moreover, “Mind your P's and Q's”, in the American manual typesetting era, alphabet p and Q are often confused, so in such a case, “Mind your P's and Q's” is translated into “attention to detail” rather than “attention to P and Q”. “Indian Summer” translated into “Indian's summer” in Chinese according to literal meaning, in fact, because the autumn weather of America is particularly poor, but after the bad weather, a short period of warm weather will appear, so “Indian summer” refers to a period of time after the autumn, now usually refers to the serene later life, this phenomenon is more obvious in the humorous context and poetry of Chinese and English language, such as Li Bai's “Quiet Night thinking”, after translated into English, the poet's homesickness mood cannot reflect. Therefore, in English and Chinese translation, translator should pay attention to the integration of the two different cultures, such as integrating the distinctive vocabulary in Chinese language into English, and apply characteristic words in English to Chinese translation, only if can promote the cultural exchange between world cultures, and convenient for human communication.

2.3 Language Structure Differences between Chinese and English

Influenced by different cultural backgrounds, Chinese has a big different with English in structure and content, Chinese people's expression is more implicit, so often put some adjectives and adverbs in front, and people in Europe and America countries are more direct, so they usually like to put all the decorative ingredients in the back, while put the most important ingredients in front, Or put the

main sentence in front, for example, when they want to say somebody is a man of credit, they will say just like this: She is not the kind of person who would go back on her words.

3. English Translation Strategies from Cross-culture Perspectives

All translation in different languages involved in three meaning: cognitive meaning, communicative meaning and associative meaning. Cognitive meaning embodies linguistic meaning, referential meaning, implicit meaning of language and thematic meaning; and communicative meaning includes illocutionary meaning, performative meaning, inferential meaning and prognostic meaning. (Newmark, 1991:29) Therefore, translation words between English and Chinese to one one correspondence is not much, a language, a word in another language can be found in several different meanings, so when we translate a language into another one, we should concern about language asymmetry principle including the terms of meaning and form. Therefore, translation between different languages must be based on a specific context and choose the appropriate words to express the original meaning of the text.

3.1 Grasp Connotation of Vocabulary

The form of language is ever-changing, the amount of English words and phrases, and the vocabulary of Chinese are limited, but they can be applied to people's life and learning in all aspects. This is mainly due to the fact that each word and phrase has different meanings in different contexts. In English translation, translators should not only understand the main methods and principles of usage of English words and Chinese characters, but also have some understanding of the basic Sino-British cultural environment. In English, for example, "red" corresponds to the meaning of Chinese "red color", but the extension meaning of the two is very different. "red" in China has plenty of meanings, it can refer to red color, but sometimes it means "become famous", such as we can say a certain star "red". Chinese character culture is extensive and profound, the meaning of a word has different reference connotation used in different times and conditions. The meaning of "Red" in ancient china is female's needlecraft, generally refers to some kind of production work such as textile, embroidery and so on; and because "red" symbolize happy, so the marriage matters also called "happy occasion" in the folk. At the same time, "Red" also has the reference meaning of revolution and profit, such as "Red Army", "dividend" and so on, these have evolved on the basis of the development of modern language. But in English, the word "red" mainly refers to the meaning of "red color", it is difficult to generalize its full meanings. Therefore, in English translation, it is necessary to master the specific expression meaning of the language, and translate it accurately according to the context.

3.2 Understand Cultural Diversity

China's traditional culture is extensive and profound, in more than 5,000 years development history, China's language and writing developed from Hieroglyphics to Oracle, it has a wide range of reference meaning, later it forms idioms and hysteria in the development of history and culture, with a unique national cultural charm. There is also slang in English, which generally refers to some folk general language. In the actual translation work, we should be able to recognize the cultural differences, try to identify and transform in the language and form of text structure, but to ensure fun and vivid of language used. For example, in English, there is a word is "white night", if we translate it from literally meaning, the translation seems to be unreasonable, and has a little logical confusion, because the color of night should be black not be white, but to further extend the association, night change into white, it has the meaning of day, night seems as the day, then it has the meaning of "sleepless nights" naturally. Because there are differences in culture and language in English translation, in the specific translation process, we should be able to extend and associate, to create the elements. The difference and particularity of culture mainly reflect in the application of specific words, and it is necessary to realize cultural exchange and communication on the basis of understanding and respecting differences, and to show their own language charm.

3.3 Improve Knowledge

In order to accurately express the main meaning of vocabularies in English translation, we can't just translate the literal meaning of them, translators need to improve their knowledge reserve, try to master the essence of the two language and the main characteristics of the cultures of the two countries. The aim of English translation emphasizes to realize the communication and interaction between different cultures, for the translation of simple words need to pay attention to the extended meaning of the vocabulary, in conditions of accurately grasp the meaning of words, according to some language habits and characteristics, make further summarize, then translated into some interesting language. For example, "sit on the fence" in English means stand in the fence, the extended associated meaning should be difficult to choose. However, in order to further reflect the language synchronization and cultural synchronization of English translation, we can combine the linguistic charm of Chinese character culture, generalize and process it, translate its extended meaning, and to enrich its cultural connotation, to embody the difference in the form and common in the expression of Chinese and English culture, and show the effect of cultural communication.

3.4 Master the Literal Translation

Different countries have different national cultures, and there are great differences in the formation background and development history, so cultures in different countries can't exist completely common, and language translation can't be completely replaced each other. For example, China has a kind of material named "tofu", but in Western countries this kind of food can't be processed and western people have never eaten this food, so in English translation, generally according to the its Chinese pronunciation, translated it into "tofu", the image is clear, simple and convenient. At the same time, for some loanwords like a type of western rock music "hippie" was a kind of very personal forms of artistic presentation between the 60 's and the 70, when young people rebelled against traditional customs and political rule at that time, because China does not have such a cultural development background, There isn't such kind of vocabulary included in the word library naturally, so it can be translated into "hippies" according to the pronunciation of the word. This directly leads to different records of the vocabulary due to the differences in the history and cultural development of the country. Similarly, there are some new words appeared and used frequently like "show" and "model" in recent years, which are all originated from English vocabulary. Because the first personal display variety show and model catwalk concepts are from Western countries, and later rose in China. Therefore, in English translation, translators should have a certain cross-cultural perspective and cross-cultural thinking, for the obvious foreign vocabulary can take translation strategy, such as modified translation, literal translation, and free translation and so on, simplify English translation work, meanwhile, it is also a recognition and tolerance of cultural differences.

4. Summary

In short, English translation requires translators to fully understand the culture embodied in English, start to translate from the English cultural perspectives. Translators should consciously make pragmatic comparisons and discover pragmatic differences. In order to realize the equivalent translation, we should pay attention to the strategy, delete the original text, reorganize, rewrite, explain and other processing, and flexibly translate the main information and intention of the original text. The translation should conform to the textual norms of the translated language, the expression habits of the translation readers, the psychology of acceptance, the values, etc, take care of the reader's cognition, and strive to provide the reader with an easy to accept translation, so as to maximize the dissemination effect of the language. In the specific translation work, it is necessary to translate according to the specific situation, which can reflect the feelings expressed in the original articles. Cross-cultural perspective requires translators must have cross-cultural awareness and cultural knowledge of the background, only in this way, translators can carry out flexible equivalent translation in English translation, to ensure the accurate transmission of the meaning of the source language.

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