

Strategies for Cultivating Business English Translation Talents under “The Belt and Road Initiatives ”

Fa-de Wang^{1, a}, Minglan Zhang^{2, b}

¹Foreign Language College, Huaiyin Institute of Technology, 223001, Jiangsu, China

²Foreign Language College, Huaiyin Institute of Technology, 223001, Jiangsu, China

^aemail: 1599358510@qq.com, ^bemail: 894899157@qq.com

Key words: “The Belt and Road Initiatives ”; Business English translation; personnel training

Abstract: “The Belt and Road Initiatives” has brought great both opportunities and challenges to the cultivation of business English talents. On the basis of expounding the new opportunities and challenges, this paper proposes that under the view of “the Belt and Road Initiatives”, colleges and universities should comprehensively improve students' professional competence in business English, strengthen translation awareness and translation skills, improve teacher's English application ability, set up overseas practice platform, and foster cross-cultural awareness as strategies for cultivating business English translation talents.

1. Introduction

“The Belt and Road Initiatives” has become the most promising international cooperation platform in the world. However, the realization of cooperation in all fields of economy, culture, tourism and science needs to be based on "interlinked people". Only through communicating can we make progress, and communicating depends on the implementation of language strategy based on translators and the cultivation of language talents. From this perspective, “The Belt and Road Initiatives” and its development have brought new opportunities and challenges for the cultivation of business English translation talents. As a commercial exchange activity in the “the Belt and Road Initiatives” cooperation platform, business activities involve not only the internal state of a country, but also the business contacts between countries and regions along the " belt and road" area. Therefore, translation related to business activities (especially in English-Chinese bilingual translation) is particularly important. It is particularly imperative to discuss the strategy of cultivating business English translation talents under the view of " The Belt and Road Initiatives.”

2. New challenges of business English translation talents under the background of " The Belt and Road Initiatives”

Nowadays, " The Belt and Road Initiatives” has developed from the concept to the framework, from the framework to the strategic planning, and finally from the strategic planning to the current in-depth implementation stage. This vast world project requires gradual improvement of national and regional policy communication, infrastructure construction, trade and investment promotion, regional integration reform and other hardware along the way. At the same time, it also needs gradual integration of software such as cultural exchange, customs and habits, language communication and so on. Therefore, one of the important basic guarantees for realizing the "five links" (i.e. policy communication, road communication, trade unimpeded, currency circulation, people's minds interlinked) is "language communication". (Zhang,2017)“The Belt and Road ” area involves more than 10 languages in the world. It covers a wide range of cultural backgrounds, historical traditions, customs and habits. This brings new challenges to the cultivation of business English translation talents.

“The Belt and Road Initiatives” has greatly expanded the market scope of foreign trade and investment. Central Asia, Western Asia, South Asia and Southeast Asia have all become important cooperative development areas. There are many countries and cultures in these areas. The

requirements of business communication are quite different from those of the European and American markets. If we continue to use the previous talent training mode, we will not be able to meet the requirements of the new era. Therefore, the implementation of “The Belt and Road Initiatives” needs practical and diversified business English translation talents, which poses new challenges to the curriculum design, practice reform and personnel training objectives of business English teaching in colleges and universities. How to cultivate business English translation talents suitable for economic development and social needs is a key research issue in the cross-cultural international business English translation research and teaching reform under the background of “The Belt and Road Initiatives.” (Shuai,2004)

3. New opportunities for business English translation talents under the background of "The Belt and Road Initiatives"

In addition to the guarantee of capital, material and facilities, translators of business English is also an important guarantee for the implementation of " the Belt and Road Initiatives". This "soft power" is an important strategic booster. To implement" the Belt and Road Initiatives" in the future, China needs to carry out theoretical research and build discourse system in Business English translation, and strengthen international communication and public opinion guidance. At present, with the deepening of foreign exchanges, the continuous influx of foreign enterprises and the continuous outflow of Chinese enterprises, the demand for international business English talents is growing. Governments at all levels will increase their investment in business English and the training of business English talents. At the same time, there are not many high-end cross-cultural international business English talents in China. Therefore, the teaching objectives and contents of business English teaching specialty in colleges and universities should seize the opportunity, adjust the teaching direction, optimize the curriculum, and focus on the cultivation of business English application ability in order to adapt to the modern extroversion-oriented economy model. “The Belt and Road Initiatives” and the universality of market participation determine the demand for talents of high level, which poses a great opportunity for the cultivation of business English translation talents.

4. Training strategy for business English translation talents under the background of "The Belt and Road Initiatives"

4.1 Strengthening business English professional ability

We should strengthen the training of business English majors in listening, speaking, reading, writing and translation, especially in interpretation. Practical courses such as "Simulated Business Negotiation" and "Simulated United Nations" can be added to enable students to enter the real situation, feel and exercise to learn. At the same time, colleges and universities can also regularly hold business English majors' skills competition, enhance professional literacy, select excellent students to further study in school-enterprise cooperation units, create more employment opportunities for high-skilled and high-quality graduates, and build a good employment platform. In addition, every year, colleges and universities should send outstanding graduates to the Ministry of Commerce for practice and work, giving full play to teaching advantages in business etiquette, business reception, etc.

4.2 Developing translation awareness and mastering business English translation skills

Firstly, in international business English translation, translators need to be good at using some conventional norms in international business communication, and actively participate in some business activities. Students should learn and practice international business English from various sources, such as reading business newspapers, business magazines, business contracts, reports, etc. Translators should accumulate rich translation experience in practice, through constant adaptation and adjustment and repeated practice, establish a suitable set of translation methods and skills. Secondly, the translation of abbreviations in International Business English must be precise and

capture key words; the translation of sentence patterns should use more declarative sentences, descriptive sentences, less imperative sentences and exclamatory sentences; for the text format of International Business English, we should master the relatively fixed translation modes such as reports, correspondence, contracts and typical vocabulary. Translators should improve basic business literacy through sentence patterns, terminology, etc. At the same time, in the process of translation, translations of names, concepts and technical terms should be uniformly standardized and consistent. When there is no corresponding translation of words and sentences between the source language and the target language, the translator should adjust the translation according to different cultural information to fill the "meaning gap". Through translation techniques such as sentence translation, addition and subtraction, and skillful use of abbreviations, the translator can translate concisely and directly, reduce nonsense, and promote business communication. Whether literal translation, free translation, transliteration, augmentation or multi-modal translation is chosen, the language content of the original language should be accurately expressed, and the cultural information content of the original language should be effectively conveyed, so as to realize development of business English translation and reflect the demands of both sides of business communication more effectively. Furthermore, in translation, it is best to find the conjunction of Chinese and Western cultures. If it is difficult to find it, we need to use context to infer its cultural connotation, use our own understanding of the two cultures, and translate through certain transformation and innovation, so as to make the translation as close as possible to the language and cultural information of the original text. The objectivity, rigor and clarity of international business English require the standardization, standard and unification of its translation content. The formation of cross-cultural translation skills is not a matter of day and night. It requires long-term study and training of translators.

4.3 Cultivating cross-cultural awareness in international business English

When training international business English translators, we should first strengthen the cultivation of cross-cultural awareness, train psychological reflection of cultural differences between China and the West, and cultivate translators' judgment and perception of different cultural connotations. In modern international business communication, translators' cross-cultural awareness has long been an important principle to measure the competence of business English translators. Therefore, in business English translation, translators not only need to improve their language ability, but also need to constantly improve their cultural awareness and maintain the necessary insight and sensitivity to the factors of cultural differences between China and the West. Translators should not only possess a large number of business vocabulary and fluent oral expression skills, but also pay attention to the spiritual support of language—national culture, understand as much as possible the long history of different cultures, and grasp the atmosphere and connotation of different cultures.

In the context of "The Belt and Road Initiatives" , in addition to deeper understanding of American culture and European culture, we should further understand the culture of the economic zone, understand the difference between Chinese culture and other cultures, and avoid unnecessary economic conflicts caused by misunderstanding of cultural differences.(Xia,2017)Colleges and universities should offer business English majors courses on European and American culture and Asian culture during their freshman year, Cross-cultural Business Communication during their sophomore year, Cross-cultural Business Communication Training and Cross-cultural Business Communication Case Study during their junior year. Through strengthening cultural background knowledge, business communication skills and practical case analysis, students can fully understand the cultural differences between countries in the economic zone, broaden cross-cultural communication quality, and improve business English cross-cultural communication competence. Business English majors in colleges and universities also take public elective courses such as Cross-cultural Marketing, Cross-cultural Tourism Translation and Cross-cultural Enterprises to comprehensively improve the professional quality. In addition, colleges and universities should arrange professional teachers to lead students to participate in various international trade conferences, providing services such as exhibition, translation, hotel management and business etiquette for the conference, which is a valuable accumulation of learning experience for students.

4.4 Improving teachers' English application ability

English translators should possess translation skills and professional knowledge. They need a team of teachers with excellent theory and practice. However, many teachers have no practical experience in business and trade. Their teaching mainly focuses on the translation theory. Therefore, translation teachers should be encouraged to be involved in business so as to improve their application ability and promote teachers' targeted teaching. Under the background of "The Belt and Road Initiatives", we need to introduce overseas excellent translation teacher to carry out "going out" to foreign enterprises. The evaluation of students by enterprises and companies is the most persuasive way to judge the teaching performance of translation teachers when they enter the field practice.

4.5 Setting up overseas practice platform

Under the background of "The Belt and Road Initiatives", to train international English translation talents, we need to set up some national cross border practice platform. China's education authorities should take the lead in linking up foreign-related enterprises, the business departments of foreign governments, the educational departments and the corresponding colleges and universities in the countries along the line of "Belt and Road", and set up overseas practice bases. Every summer vacation and winter vacation, a group of college students who have strong oral and written language ability are selected to participate in these overseas practice bases. The selected students can understand the culture of different countries through direct dealings and communication with residents of the along the "Belt and Road". (Lin,2018) Students should join in the enterprises along the "Belt and Road" country as a practice base, and colleges and enterprises shall jointly provide guidance teachers to guide students in cross-cultural communication. Colleges and universities should make full use of the resources of their own teachers, foreign teachers and foreign students studying in China, so that they can have more contact with college students and communicate with them in English translation skills and behaviors at the cultural level. For the overseas translation practice, the state should guide the selection of special trainees, visas, accommodation, funds and safety education of national educational societies.

5. Conclusion

"The Belt and Road Initiatives" requires language as a cross cultural communication carrier, and language service is inseparable from translation. Business translation is not only a tool, but also a strategy in the international business activities between China and the countries along the "belt and road" area. Business English translation teaching in colleges and universities should actively follow the trend, seize opportunities and constantly innovate themselves. This change should penetrate into the curriculum, teaching materials, teaching method, scientific research, practice and so on. Only in this way, can we cultivate a large number of high-end cross-cultural international business talents to provide a strong "software" guarantee for carrying on "the Belt and Road Initiatives."

References

- [1] Zhang Qiuying. Strategy Research on Cross-cultural International Business English Translation under the Background of "The Belt and Road Initiatives," *Journal of Yantai Vocational College*, Vol.2, pp.19-21,2017.
- [2] Shuai Jianlin. Cultural Information Equivalence in International Business English Translation, *Journal of Southwest University for Nationalities* Vol.2, pp.370-373, 2004.
- [3] Xia Chuanzhen. Research on Talents Cultivation of business English in Higher Vocational Colleges under the background of "The Belt and Road Initiatives," *Development of Human Resources*, Vol.5, pp.194-195,2017.
- [4] Lin Ping. The way to Cultivate Intercultural Communicative Competence in English Translation Teaching from the Perspective of "The Belt and Road Initiatives," *Journal of Agriculture Science*

And Technology College, Vol. 4, pp.81-83, 2018.