



A Study on the Countermeasures of Interpreting Information Loss in International Business Cooperation and Communication

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Abstract. With the continuous development of international trade and the acceleration of globalization, more and more enterprises are participating in international business cooperation and communication, and interpretation plays a crucial role as a bridge for communication. However, in the actual interpretation work, there often occurs information loss. How to effectively deal with this problem has become a difficult issue that enterprises and interpreters need to research and solve. This paper will study from three aspects: information loss and its reasons, coping strategies, and practical application, aiming to provide reference and reference for interpretation work in international business cooperation communication.

Keywords: International business cooperation · interpretation · information loss · coping strategies

1 Introduction

With the deepening of economic globalization and international trade, oral translation in international business cooperation has played an important role in the global economic integration. Interpretation and translation plays an important role in information communication and cultural exchange in international trade cooperation. They need to translate information from different languages and cultures into a language that can be understood. However, due to the differences in language and culture, information loss occurs in interpretation, which directly affects the success or failure of international business cooperation negotiations and the efficiency of international trade cooperation [1]. Therefore, it is of great importance to understand the problem of information loss in interpretation and explore countermeasures and methods for improving the quality and efficiency of international business cooperation.

A large number of studies have been conducted on the problem of information loss in interpreting in international business cooperation and communication. However, so far, there are still relatively few studies on effective measures to deal with the problem

of information loss in interpreting. Therefore, the purpose of this study is to study the problem of missing interpretation information in international business cooperation and communication, explore the feasible measures to deal with this problem, and provide guidance for practical business cooperation and communication.

The purpose of this paper is to study the causes and effects of the absence of interpreting information in international business cooperation and exchange, and to explore ways and skills to deal with this situation, so as to improve the efficiency and accuracy of interpreting and translation. The specific contents of this paper include:

- (1) Analysis of information loss in interpretation and its manifestations;
- (2) Study the causes of interpretation information loss;
- (3) To explore the impact of interpretation information loss on international business cooperation negotiations;
- (4) Summarize the methods and skills to deal with the loss of interpreting information;
- (5) Put forward suggestions on improving the quality and efficiency of interpretation and translation in international business cooperation.

2 Missing Information in Interpretation

2.1 Concept and Manifestation of Information Loss

Information loss refers to the process in which the interpreter is unable to fully and accurately express the original information due to the limitations of various factors in the process of interpretation, resulting in information loss [2]. Information loss can take the following forms:

- (1) Lack of information in language, vocabulary and grammar. For example, in the process of translation, it is difficult for translators to accurately express the original meaning because they are not familiar with some concepts or words in the original language.
- (2) Lack of information on cultural background. The difference of cultural background will lead to the failure of language communication. For example, the use of inappropriate etiquette and cultural background, it is difficult to convey cultural meaning.
- (3) Information loss in information understanding. Due to the translator's incomplete understanding of the original meaning, they interpret the original meaning into a deviated content, which leads to the loopholes and inaccuracy of the translation.

2.2 Cause of Information Loss in Interpretation

Language Factor

The language factor is one of the important reasons for the lack of interpretation information in international business cooperation and communication. Language factors are mainly manifested in the following aspects:

- (1) Differences in pronunciation, intonation and speed. Different languages differ in pronunciation, intonation and speed, which will make interpreters unable to fully understand the source language, and may cause information loss or misunderstanding when translated into the target language.
- (2) Lack of terminology and industry vocabulary. Business cooperation usually involves industry knowledge in various fields, and industry words and terms are often not covered by dictionaries or translation software, which requires on-site understanding and translation in actual interpretation. If interpreters lack the corresponding professional knowledge, it may lead to the loss of interpretation information.
- (3) The difference between oral expression and written expression. In oral communication and written communication, there are differences between different languages, so it is easy to appear in oral expression and written expression interpretation information loss [3].

Cultural Factor

Cultural factors are also one of the important reasons for the lack of interpreting information in international business cooperation and communication. Cultural factors are mainly manifested in the following aspects:

- (1) Differences in language habits and expressions. People in different cultural backgrounds may have different expressions and words, which may lead to the loss of interpretation information [4]. For example, in some cultures, people tend to use metaphors and metaphors to express meaning, which may lead to misunderstandings among interpreters.
- (2) The existence of idiomatic expressions and slang. There may be a large number of idioms and slang in different regional cultures. These language forms may have no meaning in other cultures or are inconsistent with the original meaning of the source language, which will lead to the loss of interpretation information.
- (3) Differences in cultural traditions and beliefs. There are great differences in religious beliefs and values between different cultures, which may also cause problems in the process of interpretation. For example, there are rituals and customs in some religions that are quite different from those of other cultures and require a deeper understanding to translate correctly [5].

Translation Skills

In international business cooperation and communication, the skill level of translators is also one of the important factors leading to information loss. In the process of translation, interpreters may have problems such as insufficient listening sensitivity, poor language expression ability and insufficient logical thinking ability, which may lead to missing information and misunderstanding.

For example, in the process of a business negotiation, interpreters can't accurately grasp the key information in the translation process, leading to the omission of some important contents of the negotiation, thus affecting the outcome of the negotiation.

Situation and Environment Problems

In the process of interpretation, external environmental factors such as sound and lighting will affect the performance of interpreters and also become a cause of information loss. The context and context of the text will also affect the interpretation of interpreters, and sometimes make their expressions deviate [6].

Time and Technical Problems

In some cases, the response made by the interpreter using the corresponding interpretation skills does not match the received text, which leads to the loss of interpretation information. Mainly because of the tight schedule. Technical problems in the interpretation process may lead to signal interference, equipment failure and other information loss problems, so that interpreters cannot correctly understand the information expressed by the speaker.

3 The Import of Interpretation Information Loss on International Business Cooperation

The lack of interpretation information directly affects the success rate and quality of business cooperation negotiations. The lack of information will cause obvious differences between the translation and the original text, and even seriously crosstalk the expression of the negotiation parties [7]. The absence of information in the negotiation process will directly affect the efficiency and speed of the negotiation, leading to the delay of the negotiation process and poor results.

3.1 The Impact of Information Loss on Business Cooperation

In today's globalized economic environment, international business cooperation has become an important way for countries to exchange needed goods and benefit each other. Language is an important tool for international business communication, so the impact of information loss in interpretation cannot be ignored. Information loss can also have a significant impact on the process and efficiency of business collaboration. The constant lack of information can make the whole process of business cooperation inefficient, especially the communication of product quality, price and distribution. Due to incomplete information, it may cause misunderstanding between both parties and affect the progress of subsequent cooperation. Specific performance in the following aspects:

Influencing the Negotiation Results

Negotiation is a very important link in international business cooperation and exchange. If there is a lack of interpretation information in the negotiation, there will be deviations

between the two parties in the negotiation, which will lead to adverse or impossible results of the final business cooperation.

Affect the Efficiency of Business Communication

The lack of interpretation information will also affect the efficiency of business communication and may consume more time to reach an agreement. For example, in a business negotiation, if both parties have difficulties in interpreting and cannot reach a consensus, then they need to reinterpret and translate, which will lead to the extension of the negotiation time.

Influence Business Image

The absence of interpretation information may also adversely affect the business image of an enterprise. If the lack of interpretation information occurs in the negotiation, both parties may think that the enterprise is not professional enough, which will affect the image of the enterprise in the international market.

3.2 Influence of Information Loss on Communication Between Two Parties

First of all, missing interpretation information may lead to Miscommunication, that is, misunderstanding or distortion of information in communication. In business cooperation, any misunderstanding or distortion of information may lead to the failure of business negotiation, and the accuracy and accuracy of interpretation are crucial to the transmission of information. For example, when two companies of different nationalities are engaged in a business negotiation, if the interpreter fails to pass on accurate information to the other party, the decision maker of the enterprise will misunderstand the intention of the other party, thus leading to the failure of business cooperation.

Secondly, the lack of interpretation information may affect the understanding of cultural and commercial differences, especially the cognition of the other side's business practices and customs. In the process of international business communication, different cultures and business practices will affect all kinds of communication. If interpreting errors result in a company not knowing the culture and business customs of another country, it may lead to improper actions of the company and lose the opportunity for business cooperation.

Third, the lack of interpretation information may affect the understanding and execution of legal documents, including contracts. In international business cooperation, the correct interpretation of legal provisions and contract text is crucial to ensure the success of cooperation. If the interpretation misinterprets a clause or comment, it may lead to the violation of the contract and the occurrence of legal proceedings.

4 Measures to Deal with Information Loss in Interpretation

In international business communication, the measures to deal with the problem of missing interpretation information affect the negotiation process and the final results of business cooperation. According to the characteristics of interpretation information loss, corresponding methods and strategies are put forward to better solve this problem, including the following aspects.

4.1 Enhance Language and Cultural Training

Firstly, as an interpreter, it is very important to improve the language level. Only by mastering sufficient language expression ability, can we better understand and convey vulnerability information. Therefore, it is necessary to strengthen the basic quality of language learning and application, including expanding vocabulary, mastering grammar rules, proficiently using various language skills, and strengthening pronunciation and intonation training. In addition, translators need to have a deep knowledge of the language and culture in order to translate the relevant content accurately and accurately. In terms of language, translators should master the basic principles and rules of linguistics and be familiar with various types of Chinese and foreign language simulation scenarios. Third, strengthen the language training of interpreters, improve their language level, and fundamentally reduce the possibility of missing interpretation information. Interpretation skills can be improved by increasing language proficiency, accumulating professional business vocabulary and industry experience.

Cross-cultural communication is one of the most common challenges in international business cooperation and exchanges. Strengthening cultural training to help interpreters adapt to different cultural environments, customs and traditional etiquette can effectively reduce the incidence of interpreting information loss.

4.2 Strengthen Site Management and Pretreatment

Field management is an important measure to prevent or deal with information loss. In site management, translators can try to place some hints for careful processing and evaluation, and make preparations for the coordination between the source language and the target language in advance, so as to prepare for the language and culture stop. In addition, one of the ways to reduce information loss in interpreting is to collect and preprocess information in advance. This includes the interpreter's pre-research on the topic of speech, understanding the basic characteristics and main content of the literature. In addition, interpreters can also conduct extended training for the subject and language to better familiarize themselves with the subject of interpretation.

In the face of important meetings, seminars and other occasions, interpreters can strengthen the preliminary preparation. This includes knowing and researching the terminology of the relevant field, specific language games, becoming familiar with the speaker's language style, etc. Only by understanding the terminology and vocabulary of the relevant field can you better understand and convey information.

4.3 Optimize Technical Equipment and the Use of Auxiliary Tools

Technical equipment optimization is another important measure to prevent or reduce information loss. The efficiency and accuracy of interpretation can be improved by adopting modern technical equipment or adding technical equipment in the process of interpretation. Using long-distance technology, translators can collaborate remotely to ensure that no technical or human impact occurs in the field. Translation tools, dictionaries and other auxiliary tools can help translators better complete the translation task and reduce the occurrence of interpretation information loss. However, it should be noted

that translation tools and dictionaries often cannot cover all the professional terms and common expressions, and interpreters need to master the correct use of them.

4.4 Stay Calm and Confident

In any case, interpreters should keep calm and confident. Don't panic or lose confidence when information is missing. Instead, we should keep calm and wise and take targeted measures to minimize the impact of information loss on the quality of interpretation. If you can use the ability of context inference, when the vulnerability information appears, you should infer and understand according to the context and context, and figure out the intention and thought of the speaker, so as to accurately convey the information. Use spare words and idioms. In the process of interpreting, sometimes there will be terms and words that cannot be mastered or are unfamiliar with. In this case, the use of alternate words and idioms can help us overcome the problem of information loss; Active request and communication, in the process of interpretation, active request and communication is very important. When there is vulnerability information, we can take the initiative to ask the speaker or relevant experts to obtain detailed information, so as to better understand and convey the information. In addition, effective communication with the speaker and relevant people can lead to a better understanding of their ideas and mitigate the effects of information loss.

In short, to deal with information loss, interpreters need to pay attention to the improvement of skills, knowledge and experience, strengthen exchanges and communication in the process of interpreting, and ensure the effectiveness and accuracy of the interpreting process.

5 Conclusions

With the continuous expansion of international trade and investment, international business cooperation is becoming more and more common, which means that interpretation services are playing an increasingly important role in business activities. However, in the actual interpretation work, due to language differences, cultural differences and other factors, there is often a lack of information. This paper mainly analyzes and studies the causes and effects of information loss in interpreting in international business cooperation and exchanges, and explores the methods and strategies to deal with these problems. The study found that language and cultural level, field management and technical equipment will affect the quality and accuracy of interpretation and translation. In terms of strategies to cope with information loss, translators should strive to improve language and cultural literacy, strengthen on-site management and optimize technical equipment, so as to improve the effectiveness and accuracy of interpretation [8]. It aims to help enterprises to better carry out international trade activities and achieve better cooperation results.

6 Suggestions

- (1) Adopt new technology and equipment. The adoption of new technology and equipment in interpretation and translation can improve efficiency and accuracy and avoid errors caused by artificial factors.

- (2) Introduce appropriate language and cultural education. Through language and cultural education and training, the language and cultural quality of translators should be improved to enhance their interpreting and translation abilities.
- (3) Strengthen cooperation and communication. Interpreters and relevant parties should establish communication channels, learn and share knowledge and skills together, and collaborate to improve the accuracy and efficiency of interpretation and translation.

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