

# Features Of Ceramic English And Its Aesthetic Orientation In The Translation

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**Abstract**—This article consists of the following parts: First, describes how to form the ceramic English and significance of the development of ceramic English. Second, introduces three main features of the ceramic English. Finally, analyzes the aesthetic orientation of ceramic English in the translation from four factors. In this article, the research on features of ceramic English and its aesthetic orientation in the translation has a certain significance and guiding value.

**Keywords**- Ceramic English , Aesthetic Orientation , Feature, Translation

## I. THE FORMATION PROCESS AND THE SIGNIFICANCE OF CERAMIC ENGLISH

Development of ceramics which originated in China has experienced thousands of years, and ceramics has become a global industry today. The production, development, marketing of ceramics and international exchange of ceramic art has become a historical necessity. Currently English language as the most extensive range of applications in the world has naturally become a language tool of the ceramic communication , so ceramic English has become an important branch of scientific English.

Due to history and technology, the foreign development and exchange of ceramics was active until the last few decades, ceramic English is gradually recognized by the readers. Ceramic English is an important branch of scientific English, its style is similar with scientific English style, but more with its own language features. It seems that those who read ceramic English at first are difficult to understand, but if they make a careful scrutiny and analysis, they will find ceramics English is not so difficult to understand. If they are to be examined from an aesthetic point of view, they will find ceramic English itself has scientific English stylistic beauty. Thus contributing to eliminate of its obscure sense and increase the reader's interest in reading.

With China's accession to WTO, as the world-famous porcelain exchanges and takes cooperation with other countries in the economic, cultural, educational and other fields increasingly close and frequent. In recent years, more and more overseas come to Jingdezhen to invest, do business, take lectures and participate in the meeting. Especially, Jingdezhen has been attracting a large number of foreign businessmen through a platform called Porcelain Fair. English language is the bridge to exchange Chinese and foreign. Therefore, it is particularly important and arduous to translate something about ceramics. In order to promote the

traditional culture of Jingdezhen ceramics better and let people know more about ceramics, we must be proficient in ceramic English.

## II. THE FEATURES OF CERAMIC ENGLISH

As a special technology stylistic paradigm, ceramics English has its own characteristics. The most notable features of ceramic English are the professional vocabulary, cultural literature and multidisciplinary applications.

### A. Specialization

A large number of specialized words have been produced in the lengthy development process of ceramics, and some borrowed from related disciplines , while others are industry terminology which are extremely rare in other industries, so these words may seem very strange. On the other hand, some ceramic English term has obvious geographical and regional characteristics. This is often closely associated with the famous ceramics production to show their origin or memorial . For example, kaolinite or namely kaolin , a high-quality ceramic raw materials. Kaolin was first discovered and used in Jingdezhen kaolinite region , so to pinyin kaolinite or kaolin to refer this material to become a material name. Within a subject area, specialization in concept can get the most obvious explanation . Usually a term only represents a concept , on the contrary, a concept can only be expressed by an term. Signifier and signified correspondence is one to one in the same area. In order to avoid ambiguity, the case that many to one or one to many is rare.

### B. Cultural property

Ordinary scientific English style often focuses on argumentation and reasoning , which is closely related to the natural sciences . However, it has few factors about the humanities and social sciences , and it is harder to express the cultural property. It is also one of the reasons to lack the readability of scientific English. Each traditional crafts has a long history in its development, and must be combined with a certain culture to form a specific cultural pattern. Ceramics is no exception, ceramic culture is often reflected in the ceramic English. Furthermore, in order to let the reader know and understand ceramic culture of the primitive more and better, people often use more alienated ways to translate cultural factors of ceramic English and retain culture colors in the original language. China has a long ceramic history, and ceramic culture is also colorful. Ceramic English describes a lot of Chinese ceramics culture, and involve all areas of Chinese history, literature, customs, laws and institutions and so on. This is helpful to understand Chinese

ceramics and traditional practices better for foreign readers, and enhance foreign exchange of Chinese ceramics culture. But a handful of translation methods are used improper in the translation to cause the loss of cultural information. Cultural property is particularly outstanding in the name of the ancient craft and pottery. Ancient Chinese people have the custom of blessing others with auspicious words. They also like to use color decoration and pattern to express these good wishes on pottery.

### C. 2.3 Compatibility

Ceramic English not only has a strong professional feature, but multidisciplinary compatibility is also a major feature. Ceramics as an independent industry, of course, has its own specialty. However, ceramics is closely linked with other disciplines in all aspects of ceramics research, production, sales as well as applications, which involves multiple physics, chemistry, mechanical engineering, health, construction and so on. Compared with the general scientific English, ceramic English also shows its multidisciplinary compatibility characteristics. Ceramics applies in the area of health, ceramic English will be compatible plenty of medical knowledge. Multidisciplinary compatibility of ceramic English put forward higher requirements for translators. This requires the translator to have dabbled in many fields of knowledge. Only in this way can improve the quality of the translation about ceramic English.

## III. THE AESTHETIC ORIENTATION OF CERAMIC ENGLISH IN THE TRANSLATION

### A. *Ceramic translation has the same features of generally translation*

When conducting ceramic translation, translators should pay attention to some specialized features at first, particularly those involving some professional slang need to prepare in advance. If it is a specific project, translators should find the project leader to understand the situation. Including the translation of content, time, place, and some special requirements and so on. If the translator is to translate the conference, he or she should better in advance to the venue for a look and see the meeting process. If you are a ceramic travel guest, you should know in advance attractions and travel. In short, after the translator receives the mission, the translator knows more information from the project leader is really helpful for translation. Such translations will ease up.

### B. *Ceramic translation has its own unique characteristics*

Ceramic translation has its own unique characteristics, because the object of translation is person from all walks of life, these people would intentionally or unintentionally to express themselves familiar ceramic expertise in the process of communication, which is the translator can not avoid the reality, so ceramic translators should grasp relevant expertise to become good ceramic translators, such as the historical process of porcelain, traditional ceramic production processes, types of ceramic products and so on.

Aesthetics has a long history both in China and the West. Like other scientific English and translation, ceramic English and translations have long been considered to be rare, dull, rigid form and the lack of rhetorical retouching. In fact, there are many aesthetic factors in ceramic English, which give readers beauty.

#### 1) *Precise beauty*

Ceramic English requires accurate in vocabulary, ambiguity or polysemy should be avoided in order to avoid misunderstanding. The professional vocabulary of ceramic English reflect its accurate beauty. General ceramic English vocabulary only contains conceptual meaning, no more extended meaning, in order to clearly and directly expressed referents, but also to strengthen the accuracy of the text and enhanced form simplicity degrees. If the translation of the term be extended, not only misleading, but also undermine the precise beauty.

#### 2) *Neat beauty*

Correct, reasonable sentence structure will help improve the objectivity, rigor and accuracy of scientific English. When a sentence in a paragraph contains two or more sub-meaning, translators should organize structure of the sentence according to their importance. When the importance of the two sub-meaning peers, should adopt parallel structures. When the importance of the two sub-meaning light to heavy, should adopt the master-slave structure. In English and Chinese, the former focuses on hypotaxis, while the latter focuses on parataxis. Both English to Chinese or Chinese to English, parallel structures and master-slave structures are the main key factors to be considered in the process of translation of ceramic literature. Only in this way, the translation can be uniform, showing neat beauty.

#### 3) *Simple beauty*

As one of the biggest differences between ceramic English and literary style is its simplicity, that is the beauty of simplicity. The translation processes of ceramic English often avoid using complicated to simple forms, with minimal language to express the maximum amount of information. Simple beauty is reflected in the application of a large number of nouns, or with the industry's well-known acronyms to shorten the length.

#### 4) *Serial beauty*

Ceramic English also reflects the strong logic to express serial beauty. It involves ceramic production processes, materials chemistry reaction sequence, concepts, principles, and both follow a certain order. If you ignore the order of the sentence, it will lose the logic and make the translation of ceramic English not only fail to show serial beauty, but lost the basic persuasive. Prominent message in English language should be placed in a sentence for emphasis, while prominent message in Chinese language will be the end of a sentence to show its importance, also known as the end of the core.

## IV. CONCLUSION

Jingdezhen has attracted worldwide attention, ancient porcelain workers with their diligence and wisdom to create

a culture of ceramics and ceramic arts ,which have Chinese characteristics and oriental art style.Ceramic translator should set up a East-West communication bridge by their excellent English translation level and solid ceramics expertise. In short, in order to let people fully appreciate the splendid ceramic culture and make more people in the world know about the history of ceramics, Chinese grasp ceramic English is necessary, and this will help us to better promote our porcelain to the world, so that the porcelain has a greater international market.

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