

## Cultural Differences on the Choice of English and Chinese Translation

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**Abstract**—In a successful translation, translation and cultural differences are very important and even critical. For translators, the cultural differences between the two languages research is necessary. In this paper, we take the color of cultural differences in Translation for example. We explore the two cultures and cultural alienation law naturalization law and characteristics of different translation strategies, discuss the impact of cultural differences on important Chinese Translation and the application of different translation strategies, provide some solutions for translation Studies in Translation cultural differences.

**Keywords**- cultural differences, translation strategies, cultural naturalization law, cultural alienation law

### I. INTRODUCTION

Color is closely related to human life, rich in culture, plays an important role in Chinese and in English language cultural practices. In many cases, the use of the color word is not the word in the sense of the level of concept, but national culture gives a certain color deeper meaning. Just take the following information about the differences of color for example:

Chinese "red" symbolizes good luck, joy, happiness and prosperity. "Red" is a traditional symbol of celebration, often with a celebration or jubilation related. For example: "good start" refers to business outset smooth, "business is booming" refers to a thriving business, "luck lead" continued to describe good luck, the people under the leadership of discouraged called "red people", the bride's marriage dowry is also inseparable from the red dress. Red in Chinese language and culture is also a symbol of the revolution and socialism: such as "red Soviet regime", "Red Army", etc. during the Revolutionary War. The word "red" means more compliment in Chinese. In English, it is often linked to war and blood, on behalf of danger warning. For example, red alter means "(raid) Emergency Alert", red flags are used to remind people dangerous situation, a red battle is used to describe the "bloody", red army refers to the West as a terrorist group, red ruin means "fire"; red rag is from Spanish matador in the bullring with a red cloth, meaning "stuff makes people angry". Red in English has close ties with economy as well: in the red, said "losing money management"; red ink originally referred to the "billing with red ink", after the idea was "at a loss"; to get out of the red is "to get rid of deficit"; come out of the red means "profit". In

addition, the red is also used to express certain feelings. Becoming red-faced or turning red in the face has the same meaning as "blush" in Chinese. It means "embarrassed" or "shame".

Green can be expressed "envy, jealous" in English such as: green with envy, green as jealousy, green-eyed monster is referred to "very jealous". Jealous in Chinese should be translated as green-eyed instead of red-eyed. As the US dollar bill is green, so green in the United States refers to "money and economic strength", for example: In American political elections the candidates that win are usually the ones who have green power backing them politically in the United States. The differences of extended meaning of yellow in English and Chinese are relatively large. In English, yellow can mean "timid, cowardly, despicable", for example: a yellow dog means a contemptible, despicable person, a yellow livered means coward. For example: He is too yellow to stand up and fight. It means that he is too weak to fight. In English, yellow is also used as a specific color of things, for example, the United States marked "yellow" (instead of "taxi") on the taxi in some cities, on behalf of the taxi, because there is a yellow taxi. Yellow Pages means Directory, with yellow paper printed. Yellow boy (vulgar) means coins in ancient China. Yellow was once dedicated for feudal emperors as a symbol of honor, wealth and rights. But in modern Chinese, "yellow" general symbol vulgar word, vulgar pornography, such as yellow film, erotica, yellow discs and so on. These "yellow" has nothing to do with "yellow" in English. English words which can be expressed the above meaning in Chinese should be: pornographic, vulgar, obscene and so on. However, another English word blue is the color used to represent the kind of meaning in Chinese, such as blue jokes (dirty jokes), blue films (yellow film) and so on. Blue has less extended meaning in Chinese, while in English the meaning of blue is very rich. English blue is commonly used to refer to people of in depressed or sad mood. For example: They felt rather blue after the failure in the football match. -She looks blue today. What's the matter with her - She is in holiday blue. Holiday blue is equivalent to winter holiday depression. It means that, in the winter holidays, the people trapped in the house, feeling bored or lonely when emotions. Blue sometimes means "dirty" in English, such as: blue talk means nasty remarks, blue video means pornographic videos. Sometimes blue has the meaning of "high social status, ancestry", such as blue blood. In addition, blue has another meaning with other words in English, such as: out of blue means unexpected, once in a blue means a good chance. Cultural differences have a significant impact on the translation between English and Chinese, only when we

understand the differences between the two cultures can we make the translation between English and Chinese are more accurate. Therefore, cross-cultural communication, only understand the language itself is not enough, you must be familiar with the cultural variety of factors constituting the original language and culture in order to further a thorough understanding of the meaning of the original language. Here, the author explores the constraints and their impact on the translation between English and Chinese produced from the difference between Chinese and Western way of thinking, geography, religion, historical allusions, animal idioms, vocabulary, etc.

## II. DIFFERENCES AND TRANSLATION FOR ENGLISH AND CHINESE WAY OF THINKING

People's thinking patterns are formed by different cultural structures, social and working conditions and the impact of habits, personal knowledge, thought patterns and therefore they usually have deep cultural origins, different cultural backgrounds have cognitive differences on the outside, it often leads to thinking mode the difference, and this difference often makes people communicate frustrated. "Asians and Westerners have a basic disagreement mindset; we Chinese put more emphasis on integration, induction. However, Westerners put more emphasis on analysis, subtle, tortuous, fearing endless digging, describing the fear of ill. For example, the Chinese nation support "Heaven and human as one", "harmony", "savvy", it is imaginative, and more to rely on intuition, we do not pay attention to objective analysis of things, we pay attention to the importance of individual analysis, personal feelings and take the hint. Westerners advocated "discrete character", longer than the analysis and logical reasoning, focusing on science and accuracy. On Western Digital, the digital multi-Western languages are real numbers, real and imaginary Chinese figures often need to make judgments based on context.

### Regional Cultural Differences and Translation

Regional culture refers to the culture from which the natural conditions and geographical regions formed, and in the different ethnic groups of the same kind of phenomenon or something which has different form of language to express. In different natural environments, different ethnic created its own unique culture. For example, differences in regional culture of Britain and its counterpart in azimuth. It reflected a particularly prominent. Differences in religious beliefs and religious differences have close ties to language translation, language. Religion is greatly affected by the long process of development. Westerners are mostly Christian, who believe that God created the world and everything in the world is dominated by God. In Chinese people's minds, the traditional thinking is that God rules the world. God in English and God in Chinese have different meaning.

## III. INFLUENCES OF VALUE DIFFERENCES ON TRANSLATION

Value refers to the concept of human values, ideology, ethics, religion, and customs and habits and so acted criteria. As the core of a particular culture and way of life, and in the

two languages, language comprehension and translation will cause a lot of obstacles, enough to cause the attention of translators. Because it attached to different cultures, and thus has a distinct national character. In Chinese culture, since ancient times, people have a strong sense of belonging to the concept of collective honor, the group. Under the influence of group values, the Chinese people advocate that everything should be after the family, community and national interests. "To show concern first and to enjoy themselves last" became the Chinese people advocating virtue. In Western culture, especially in American culture, there is a strong sense of personal struggle and competition so that people accept such living faith "Every man is the architect of his own fortune." "Individualism" has high frequency of use in English. It is often translated into Chinese of "individualism" and "egoism".

This gives rise to misinterpretation, mistaking it as a derogatory term, in fact, it is a commendatory individualism in the West. It can be translated as "individualistic" or "individualism." American people are generally accepted values, it expresses the values of personal struggle pursues. And "egoism", "selfish" is with the English word selfish. Therefore, in the process of translation, the translator using appropriate methods according to different values to completely and accurately convey the original cultural information, disseminate or transplant cultural phenomenon of the origin.

## IV. METHODS OF CULTURAL ALIENATION

Methods of cultural alienation refers to the translation of the source language of cultural factors in its unique way of expression retained, consistent with the source language used to express the maximum extent and retain their cultural characteristics<sup>[5]</sup>. Here introduces two methods:

### Literal translation

Literal translation refers to the original meaning intact expressed, which preserves the original form of language (words, sentence structure, rhetorical, national, local color, etc.) and try to be faithful to the original content, and in line with the structure of the original form as well. Foreign words introduced by literal translation have a wide range of use in Chinese. Such as IVF (test-tube baby), artificial intelligence (AI), the tertiary industry (third industry), white-collar workers (white collar), gap (generation gap), brain washing, and other varied vocabulary. They add a feeling of contemporary Chinese vocabulary. On the syntactic level, keeping the original language structure can have a unique ethical feeling and bring a fresh culture, giving a fresh feel. In English and Chinese, sentence structures have similar circumstances. Literal translation can be able to faithfully reproduce the original literal meaning.

## V. METHODS OF CULTURAL NATURALIZATION

### Transliteration

Transliteration of a language is to use words to express another language which is saying the same or similar voice words. Transliteration is one of the most primitive and the most direct way of translation. It is Often used when people breakthrough the national geographical and ideological

barriers to cultural exchange in different languages, it often uses the original concept of the initial term of the voice when introducing a new concept. Chinese translation of the earliest history of translation theory about transliteration can be traced back in ancient times the translation of Buddhist scriptures, and as early as the Tang Dynasty transliteration systematic devaluation would translate Buddhist Xuanzang. His principles "five no translations" support the authority to establish their own local culture in China Favorable foreign scriptures. In general, the transliteration can be used for translation of names, places, or things names. However, many Chinese daily vocabularies are introduced through transliteration, due to frequent use, and some have lost their "foreign flavor" and become part of the local vocabulary. Such as: coffee, sandwiches, humor , ballet, jeep, nylon, email, shock, hysteria, aspirin, HIV AIDS, cool, toll fee, clone, etc. Transliteration is often only used for a single word. When we encountered more than linguistic units phrase or sentence, such as direct introduction of the source of language, a way to retain the cultural color film was called the literal translation of the people. Culture Naturalization refers to the target language as much as possible in line with the translation of the source language used to express the cultural factors, minimize the translation of exotic, providing a natural flow of the target language translation for readers. In the case of literal translation is not faithful to the original meaning, we need to get rid of the shackles of the original structure, so that in line with the Chinese translation of the specification, this translation method is called free translation, only the correct understanding of the basis of the original on the use of the appropriate translation methods to adjust the original structure, to be expressed in standard Chinese, can truly paraphrase. If some expressions were translated directly in English, it will make people incomprehensible.

## VI. CONCLUSIONS

In summary, Chinese and Western cultures produce different cultural backgrounds, bearing different cultures, which will inevitably lead to a lot of dissimilarity between the two cultures existed in the expression. Translation can not only achieve the purpose of cultural exchanges, more importantly, it can reduce the strangeness of readers asked to reduce the difficulty of accepting readers, easily understood and accepted by readers, raise their interest. As a translator, one should build cultural bridges, according to different situations and adopt flexible translation strategies to overcome barriers caused by differences in Western culture, we should not only respect the culture of other countries, but also to respect our own culture, to make the translation as expressive, vivid so as to achieve the purpose of cross-cultural communication. Translation is not only the conversion of the two languages, but also two cultures conversion. We should not only understand their literal meaning and never ignore the social and cultural significance. In the translation process, only when we understand the deep cultural meaning and a certain amount of translation strategies can we achieve a more accurate translation.

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