

# Research on Intercultural Communication Attributes and Factors of Translation

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**Abstract**—Translation is not only a cross-language communication behavior, but also a cross-communication process and cultural exchange activities. Humans have spread its own culture began performing, spread the promotion of cultural development and communication between different language cultures that belongs to cross-language and cross-cultural communication, which must be able to through a translator. There is no exaggeration to say that translation would be exchange of cultures between different language, integration and development. In the era of globalization into the 21 century, intercultural communication will permeate every aspect of human life from different angles that affect our thinking and behavior. In today's age, cultural differences are an objective reality, and the future of the world will be the main reason for the conflict. Let the world be full of love, full of understanding and full of peace. Intercultural communication open or not becomes very important. However, in cross-cultural communication activities, people mostly through text translation to achieve the purpose of exchange and translation. Writing constitute the basic form of our cross-cultural, cross-cultural communication and thus to combine with translation studies will undoubtedly open up new research and enrich the connotation of translation studies.

**Keywords**—translation; culture; dissemination; factor

## I. INTRODUCTION

Translation is not only a cross-language communication behavior, but also a cross-communication process and cultural exchange activities. Humans have spread its own culture began performing, and spread the promotion of cultural development, communication between different language cultures belonging to cross-language and cross-cultural communication must be able to through a translator. There is no exaggeration to say that translation would be exchange of cultures between different language, integration and development. As a primary means of intercultural communication, translation propagation process must comply with the basic features and attributes of intercultural communication. In fact, cross-cultural communication is inseparable from the translation that is cross-cultural communication.

## II. THE IDENTITY AND BEHAVIOR OF THE TRANSLATOR

In this session, the translator is a veritable cross-cultural communicator; its behavior is an intermediary activity for cross-cultural communication.

### A. *The Identity of the Translator*

In the history of translation, with far-reaching impact and significance of the progress of human civilization bilingual conversion exchange activities, the translator is undoubtedly the most active factor, because the translator is both a medium of communication in languages, but also to ensure the smooth conduct of exchange essential. The main active role of the translator in the translation of these cross-cultural exchange activities would not be completed. In a sense, the translator and the author are the same as constructing a different culture environment. Translators play an important link and a bridge role in promoting intercultural, so translation studies and intercultural communication context and identity, and role of the translator's study is very necessary and meaningful. Translation studies experienced from language to culture. In the translation process, the body gradually reveals the identity of the translator, and its subjective activity gradually prominent.

### B. *The Behavior of the Translator*

Translator relies on their own personality and nature by virtue of their extensive knowledge and profound literary skills. Translation often shows more sensitivity and originality. Although this transcend sometimes cannot afford personal emotion release from the translation of the object and at the same time we have also seen their own unique and insightful views.

As we all know, translation is a creative art, and it simply cannot escape the presence of the translator's subjectivity. In this creative process, the translator also has subjectivity which is the subject of translation practice. If there is no translator's subject, any translation activity will be impossible. In addition, the language itself is a fully open system with overlapping meanings and blurred boundaries, its uncertainty given the right translator re-creation. Thus in translation studies construct paradigm of pluralism, we advocate it to translate the language of the media by means

of two main equal dialogues in their own world and help to the process of mutual understanding.

### III. THE PURPOSE AND STRATEGY OF TRANSLATION

Intercultural communication and communication activities are generally purposeful, and translation is no exception. In this part of the translation, the purpose is the purpose of cross-cultural communication, and translation strategies can be equivalent to the cross-cultural communication, which is to achieve some kind of cross-cultural communication purpose to take strategic approach.

#### A. *The Purpose of Translation*

Active human behavior has its purpose; translation propagation behavior is no exception. Translation aims to make the translation of the original source culture in the same function in the target language culture with special emphasis on cultural status and translation in translation of cultural communication, promoting social and cultural progress is important. Translation, as a special initiative of human behavior intercultural communication, its purpose is necessarily unique. Translation aims to make the reader understand the original translation and even appreciate the original idea of the content and stylistic. But with the cultural of translation studies, people's understanding of the translation purposes also appeared a trend of diversification.

In addressing translation purposes, Cao Minglun firstly proposed text in the target academic purpose and non-text object of this concept, it is the first time to distinguish translation behavior between text and non-text behavior, pointing out that the translation of the text is the basic behavior of the translator's behavior. The purpose of the translation is the fundamental purpose of the text translator. He believes that those cultural purposes, political purposes, economic goals and other promoters of the purpose of the translation are not the perpetrators of translation purposes. The purpose of the latter is namely to make readers understand the original translation and even appreciate the original idea of the content and stylistic. The way to achieve the purpose of the text is only one, that is, the behavior of the implementation of the text translation. The purpose of the translation is the fundamental purpose of the translator. To achieve this goal is the fundamental task of the translator.

#### B. *The Strategy and Method of the Translation*

Functional theory of translation studies aim to translate in pride of place. Under normal circumstances, every action has an intended purpose of the translation, and we have to do everything possible to achieve this purpose. To achieve the purpose of the translation, specific translation strategies and methods should be used. The aim is to promote cross-cultural communication in different languages, intercultural communication is an intermediary and the translator is the messenger of intercultural communication. Translation strategy and ideology, cultural background, social environment, readers' interest requirements are variable factor which is closely related with the translator and thus directly affect the translation purpose and effect.

Since the nature point view of the translation is a cross-cultural communication activity, and the translator naturally becomes communicator of the two languages and cultures. The mission of the translator not only is the original language information to be reproduced in the translation, but also conveys cultural original information. Therefore, in dealing with the statement contained in culture, the translator should always bear in mind that their responsibilities shouldered as a translator without prejudice to understand the premise possible ways to deal with the original alienation. If this is the case of two naturalized alienation, it may also be possible to use the method of alienation. It should be emphasized that the translator is not only a cultural communication messenger, but also should play a role in promoting inter-ethnic communication and integration of cultures, and also should be the main language of their national wealth.

These translation strategies and methods that are in practice have proved to be effective, and the so-called section translation, compilation, change translation, translation methods shall also be considered. With the social and spiritual development, this kind of translation will be more and more useful to expand and deepen the outreach of foreign exchange. Of course, we can never be one-sided emphasis on the function of the original translation misuse, which is still the basis for the translation. Regardless of the purpose of the translator, we cannot imagine any original play from; the translator is always more or less subject to the original constraints.

### IV. THE CONTEXT AND MATERIAL SELECTION OF THE TRANSLATION

Translation is a social and cultural context of intercultural communication activities, including the human environment and the natural environment. For some purpose, selecting translation material is to disseminate the contents of the selection.

#### A. *The Context of the Translation*

Translation is a cross-cultural exchange activities spreading in the historical development of human society, it appears with the continuous development of human society evolved. When we examine the impact of various translation elements, from a macro point of view and the microscopic point of view, we must inevitably note that the social and cultural context factors should combine together to play a comprehensive role in the translation and the choice of translation. Translation spread acceptance and plays a direct influence. In modern times, in various stages of historical development of Chinese society, science and technology translation, science and technology played a crucial role. 1980s, technological translation is achieved rapid development. With the accelerating process of globalization, science and technology and rapid economic development, scientific and technological information are increasingly widespread, and increasing the demand for information and dissemination of information are also changing. As intercultural communication means of information

dissemination, translation is playing an increasingly important role.

The impact social factors on the translation is not a single, which is the role of contextual factors as well as cultural. British anthropologist Broiled Malinowski was firstly proposed a "cultural context" concept that includes the social and cultural context of politics, history, philosophy, science, folk and other ideological and cultural awareness which is of a speech community social norms and customs. From a macro point of view, the cultural context often refers to a country and a cultural space in which ethnic and cultural relations with other countries and ethnic composition. It should include the survival of the state, psychological forms, customs, and other components of the value of ethics culture. All levels of cultural context are closely involved with the translation, because in essence it is the original text that translated text itself in a new cultural context of the life continuation development. As a cross-cultural dissemination exchange activities, the translation is certain cultural performed context.

### B. *The Material Selection of the Translation*

Communication, social development and different cultures are the fundamental reason for the existence of the translation. Function purpose translation theory believes that translation is a purposeful human behavior activity under the guidance of translator combined with the target readers, translation accepting environment and the role to be played by translation and other relevant circumstances to carry out the original selection and translation. Different stages of social development and different needs of different translation context have different materials and text.

In the history of social change periods, translators are often politically motivated to translate its ambitions as a means, so in the choice of translation materials with particular emphasis on their ideological. Yan Fu's translation, for example, while studying in England, he was of the Navy's study, but during the reform movement he began to choose translations of western social science works. Since the failure of the Reform Movement, he decided to have a lifelong career. He stressed that his translation purpose is for a "day of national responsibility." Yan Fu advocated the need to look for the times, the choice of materials, which shows that he is not to race to the history degeneration for the recovery of ancient China and diligent translation of the book. It is worried about the political realities of the nation's attention to the fate. We can say that the impact of social and cultural factors on the translation is profound, comprehensive and direct. Not only to select the translation have materials, but also the use of translation strategies and translation methods of orientation played constraints and regulation at the microscopic

## V. THE COMMUNICATION CHANNELS AND INFLUENCE OF TRANSLATIONS

Communication channels are translated as intercultural communication pathways, and translated influence is reflected in the influence of intercultural communication

links. A large number of cross-cultural communication phenomenons are carried out through a variety of channels. The pathways are self-evident for the reader to accept the result, more or less, which will have an impact on the target language culture.

From the intercultural communication perspective, the spread of foreign culture is a fundamental cultural change in one of the motives. The process of cross-cultural communication, language and culture is a transmission process of heterogeneous translation. Translation may have new ideas, such as science, democracy and Marxist doctrine, which may also be new things, such as the steam engine, binoculars, radios, computers, etc. When people discuss the impact of different cultures, they tend to focus on direct interaction with different cultures communicators, but in fact, the kind and intensity of contact on the scale is not dominant in the whole cross-cultural communication. Historically, the translation dissemination activities for the promotion of people's thinking and scientific and technological changing played a huge role in promoting. In a sense, one can say that the cultural development history is the history of the human cross-cultural translation of the whole of mankind.

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