

Under Cross-cultural Communication Principle, the Contrastive Study on Translation Strategies of Chinese and Foreign Medical Literature

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Abstract. Objective On the basis of the existing research at home and abroad, this article explores the translation characteristics of medical English literature according to the basic theories of translation, and combining with the theories of English pragmatics, cross-cultural communication, medicine and other related disciplines. This paper analyzed the differences between the translation of medical English literature and traditional medical English literature from the perspective of cross-cultural cognition, and probes into the causes of the differences and summarizes the features of related translation. **Methods** This project adopts empirical research methods, and the translation results will be evaluated jointly by translators and medical experts, and the translation standards of medical literature will be quantified. **Results** From the perspective of intercultural communication, the study on the translation of medical English literature was a process of cultural communication. Through the study of medical terminology and language structure, this paper explores the philosophy, culture, religion and other ideas contained in literature of Chinese and Western Medicine. **Conclusion** Through the construction of cross-cultural medical English literature translation strategy, it provides references for the study of related issues in the future.

Introduction

In the cross-cultural perspective, the study on translation strategy of Chinese and foreign medical literature was to ensure that the results of Chinese and Western medical research do not lose the value of communication, and then realize the effective exchange of research results. With the increasing cooperation between international medical research, translation of medical literature was particularly important in the construction of the bridge between Chinese and Western medical exchanges. The research on translation of medical literature has a certain depth and breadth in our country, but it was rarely studied from the perspective of cross-cultural at home and abroad, which leads to the reconditeness of medical translation. This study takes full account of the differences between the two languages, and studies the translation of medical literature from the cross-cultural perspective, so that the translation of medical literature was faithful to the original and conforms to the expression of English and Chinese. This research can cultivate and improve the cross-cultural awareness of translators and researchers, to avoid the communication errors caused by cultural differences and improper communication strategies. At the same time, this study compares the similarities and differences of medical translation between Chinese and foreign, and puts forward the translation strategy of medical literature under the principle of intercultural communication.

Cross-cultural Communication Theory Cross-cultural communication was a widely used general term[1], which usually refers to the communications between different people or groups with cultural backgrounds. With the arrival of cultural globalization, cross-cultural communication has turned to explore the deep cultural researches that caused differences in communication[2,3].

The Application of Cross-cultural Communication Theory in Translation Studies. The father of modern Linguistics, the Swiss linguist Saussure said[4], in fact, everyone studies language intentionally or unintentionally, and the purpose was to the better use of the language. This study

explores the differences and integration of translation behavior both at home and abroad from the perspective of intercultural communication theory. In the case of successful translations, familiarity with the two cultures was even more important than mastering two languages, because words were only meaningful in the cultural context in which they were active[5]. Translation, as a form of intercultural communication, was no longer merely regarded as a sign of linguistic change, but a mode of cultural change.

The Impact of Differences in Cross-cultural Communication on Translation. In the long history of human society, countless facts have proved that culture was social, language, ethnic and regional attributes. Effective communication needs to be based on understanding the differences between different cultures, such as differences in language and culture, differences in cultural values, and differences in thinking patterns. Because the existence of these differences, it leads to differences in cultural expression. Translation activities were cultural exchanges between different social backgrounds and cultural traditions[6]. As the geographical environment was different, the Chinese say 'be at a nonplus' means dilemma while the British say 'be on the rocks'. Chinese people say 'fish for the moon in the water' means vain, and English said 'to fish in the air'. In the difference between the values, the Chinese people said the teacher with respect for the meaning, and Westerners only took teacher as a career. Such as 'one thing to get two benefits', in Chinese can be said to 'shoot two hawks with one arrow', in English with the idiom 'to kill two birds with one stone', in German as 'a beat two flies', in French as 'a stone hit two', Russian as 'shot and killed two rabbits'. Thus, in different nationalities, although the content of thinking was roughly the same, duo to the national character of thinking, there were obvious differences in language expression.

The Impact of the Fusing of Intercultural Communication on Translation. The commonness of human beings, including the commonality of different languages, the mutual recognition of regional culture and the perceived ability and comprehension of human beings, constituted the comprehensibility of intercultural communication. Metaphor of nationalities was closely related to the different life experiences[7], customs, religions, geographies, histories and other factors of different nationalities. Therefore, different nationalities also see the same value in different things. For example, described a person was timid[8], Chinese with 'as timid as a mouse', and English with 'chicken-hearted, a timid as a hare'. Another example was the metaphor of person making a fuss, Chinese with 'kill the chicken with a chopper', while the English expression with 'to break a butterfly on the wheel'. Such expressions, although different in terms of language, were very similar in meaning, and therefore applied the method of paraphrase in cross-cultural translation to express the true meaning of the original language.

Due to the mutual influence and infiltration of Chinese and Western cultures, a large number of Chinese Borrowings entered English[9], and became part of normative English, and the English vocabulary of expressing Chinese unique things appeared at the same time. Such as 'crocodile tears', 'democracy', 'science', 'telephone', 'electric lamp', 'radar', 'camera', 'vitamin', etc., these words with foreign flavor has become an integral part of Chinese vocabulary, and not only enriched the vocabulary of modern Chinese, improved the ability of Chinese expression, but also directly affect the ideas renewal and lifestyle changes of people, and promoted the development of social civilization. The Chinese culture also inevitably has an influence on the western culture, and the words reflecting the Chinese culture were inevitably reflected in the vocabulary of English, such as 'Confucianism', 'Taoism', 'lost face', 'paper tiger', etc., have been incorporated into the English dictionary, as a formal vocabulary and become an integral part of Western culture. These new words from one side reflected the advent of a new era, but also directly confirmed the trend of integration between Chinese and Western cultures[10].

The Application of Intercultural Communication Principle in the Translation of Medical Literature. Today, as the globalization process deepens, foreign-related medical activities were becoming more frequent. What capabilities should Chinese medical workers having in communicating with and treating foreign patients, and thus obtains medical results had become an urgent problem in the research of medical English teaching. And translation of medical literature was the most basic problem in the cross-cultural communication between doctors and patients.

Translation, often related to the vocabulary, the addition and deletion of sentences and other skills, anyway, this was the cultural differences dictates. In order to accurately convey the cultural connotation of the original text, the translator often makes the necessary adjustments to the original text and expresses the cultural connotations in the language of the native language. For example, 'Doing Qigong was good for our health', if we change into 'Doing Qigong, an ancient Chinese exercise, was good for our health', the translation has realized the function of conveying the information correctly and better. Differences between languages often led the translator in a dilemma, either too close to the original and lose the native language of the charm, or arrest in the native language and sacrifice the original style. Sometimes, in order to take into account the expression of the language of the language, but also to facilitate the reader to understand, we can add more information attached to the form. As Cao Biyin advocates[11], 'When translating medical literature, if you use transliteration, you can indicate Chinese characters, so that people who understand Chinese will understand that and people who do not understand Chinese understand both the content and the form of knowledge. For example, 'Zhang Zhongjing wrote *Shanghan Zabing Lun*[12]. The translation was 'In the Han Dynasty (Zhang Zhongjing), an outstanding physician, wrote *Treatwase of Exogenous Febrile and Mwascellaneous Dwasease*.' Being faithful to the content of the original does not mean translating the original text mechanically. To accurately reproduce the original text, translation will inevitably increase or decrease, increase the information implied between the lines, and reduce the words not essential in translation. Due to the obvious differences between Chinese and foreign culture, translation of medical literature in English was a complex problem, we need to establish a sense of switching between two languages, and avoid Chinglish and English Chinese, and trying to find out the regularity of things from practice, so as to comprehensively improve the translation level and the quality of the translation.

Research and Basic Characteristics of Chinese Medicine Literature Translation The English translation of traditional Chinese medicine (TCM) literature belongs to the category of scientific English, while the translation was different from other scientific articles. TCM literature translation was not only the conversion of two languages, but also the integration of two cultures. Grice[13], an American language philosopher, proposed the concept of 'Conversational implicature' in the lecture on William James at Harvard University in 1967. Grice pointed out that in the process of communication, the two sides seemed to intentionally or unintentionally follow a certain principle, in order to effectively cooperate to complete the communication task, that was the conversation 'Cooperative Principle'[14]. The principle of cooperation was divided into four criteria, (1) Quantity Maxim--the words should meet the amount of information required for communication. (2) Quality Maxim--the words should be true. (3) Relation Maxim--keep the relationship between the words. (4) Manner Maxim--the words should speak clearly, succinctly, and avoid obscurity and ambiguity, and strive for perfection. Taking the quantity maxim as an example, the quantity maxim was the stipulation on the quantity of Chinese medical literature translation. It was required that the translator should respect the speaker's original intention or the original text of the theory of Chinese medical literature, in order to express the information fully and accurately. Only from the perspective of the readers, translate the basic theory and essence contained in the TCM literature into English, can realize the function of the information transmission and communication of the translation and promote the international exchange of Chinese medicine and pharmacy.

Translation of Foreign Medical Literature and Its Basic Characteristics There was an inseparable relationship between language, culture and translation. This understanding was very important for learning translation and learning to use language for cultural communication. 'Translation was not just the conversion of language, more precisely, the transformation of culture'[15], was the transformation of the thinking mode. At the same time, it was more profound to realize that language and cultural differences were largely due to differences in the psychological world. In the psychological world, the difference in the way of thinking was the most decisive factor. Therefore, the comparative study of thinking way between Chinese and English was the indispensable content to learn Chinese and English translation.

The Influence of Foreign Medical Literature Translation on the Development of TCM.

TCM has a history of thousands of years in our country. It was an indispensable measure for our people to prevent disease and cure disease. And it has made great contributions to the survival and development of the Chinese nation too. However, since the introduction of Western medicine into China in the early nineteenth century, the TCM has undergone unprecedented shocks and has undergone dramatic changes. Western medicine broke the dominion pattern of TCM and formed the coexistence of TCM and Western Medicine. And changed the way of TCM education and training, which was unchanged for many years. And it changed the service mode, such as polyclinic and family practice. To a greater extent, the introduction of surgery increased the therapeutic tools of TCM, and this surgical treatment has saved the lives of many incurable medical patients. The extensive development and application of surgical methods in TCM have made TCM break through the limitations of the original treatment, and have opened up a broader field of treatment, making the surgical means play a greater role in the treatment of TCM. It has promoted the combination of TCM and Western medicine, and the combination of TCM and Western medicine has become an important part of our health protection. In the medical research of traditional Chinese medicine, TCM has introduced and adopted many scientific research methods and methods similar to western medicine, which made TCM more scientific, objective and practical.

The Translation Strategy of Foreign Medical Literature. The translation of English medical literature, not from the English directly to Chinese, but expressed it in the accurate, smooth Chinese after understanding it. It was not possible to translate high-quality translations if translating the original word for word, or the translation of that article must be rigid and blunt. To avoid the emergence of these problems, we should pay attention to some subtle and very important differences between the Chinese and English, and master some basic translation methods and techniques. Such as thoroughly understand the original, and correctly choose the words, etc[16].

Translation of Medical Literature and Cultural Transmission As a kind of activity, as an activity of process, or as activity result, translation has a certain cultural meaning. The results of translation were not only enriched the national culture, but also to some extent reflect the cultural changes and development. In fact, there was an interaction between translation and culture. To grasp the relationship between translation and culture from a macro perspective, provides a practical basis for the study of translation theories from the perspectives of culturology and intercultural communication. To develop a nation's culture, in addition to relying on its own strength, it was necessary to absorb foreign culture, and the culture of pure self-sufficiency was doomed to extinction. While the translation provides an effective means for absorbing different cultures. First, the translation was rich and promotes the culture of the target language. This was the most significant function of translation. Second, the cultural demand determined the scale of translation activities. In Ming Dynasty, Xu Guangqi [17] and others realized that Chinese academics had fallen far behind others, and had insisted on translating useful books from the west, hoping to catch up with and even exceed the west by learning from foreign advanced scientific and technological knowledge. Thus, the translation of this period mostly based on scientific and technological works. Again, the political system to a certain extent affects the way in which translation activities were carried out.

The Problems and Causes of the Translation Process With the cultural turn of translation studies and the establishment of translation as an independent discipline, translation studies have gradually extended to other fields of cross-cultural communication, and even taken translation to the heights of ideological and political criticism[18]. However, as to the increasingly prominent translation quality, how Chinese and Western scholars carry out translation criticism, and what similarities and differences exist between them, was a neglected or less talked about question. In Chinese and western traditional translation criticism, we found that both based on the original criticism criterion, taken the faithful as the highest standard. Or follow the principles of fluency and naturalization, and it reflects the role of ideology in translation criticism. Secondly, the preference for fluency. In addition to judging whether the text was faithful or not, the criticism focuses on the translator's verbal effort. The translation was mainly based on whether the language was graceful

and fluent. This kind of evaluation was not divorced from the thinking mode of the original text, and it paid more attention to the degree of domestication of the target language[19]. This evaluation was not from the original text of the first mode of thinking, it was more focused on the translation language of the degree of naturalization. The English translation of TCM was a language conversion activity in both Chinese and English in the field of TCM. It has the problems of professional knowledge and language proficiency as well as the cultural accomplishment of Chinese and English users.

The Future Direction of Development Western medicine was the representative of advanced medicine, and China has continuously absorbed the essence of foreign medicine for the development of Chinese medicine[20], and all this can not be separated from medical English translation. In recent years, with the increasing number of international academic exchanges, medical English has been paid more and more attention. For medical students, the mastery of English knowledge in the medical profession contributes to their professional development and improvement of their abilities. Medical English as a kind of science and technology style, its words and sentences, grammatical structure has its own characteristics and laws, language and language expression also has a strong professional, so the difficulty of translation of medical English was much more than ordinary English, and the translator not only need to have a solid basic knowledge of English, but also have the relevant medical background knowledge. For medical students, they have a certain level of medical knowledge, and the main influence is not good grasp of medical English language features. Therefore, the project requires in-depth empirical research, to avoid the speculative research generated by the personal experience, and the lack of scientific data analysis and demonstration and other shortcomings. Only in this way, can the research results of the project be both had a theoretical basis and a practical basis.

Suggestions for Translation of Medical Literature. The translation was the process of information transfer between the symbolic systems with different rules according to the needs of social cognition. It was a language activity that uses a language to accurately and completely reproduce the ideological content expressed in another language. The translation of medical English can not be divorced from the essence of translation, so its translate standards should be the same as other translation principle, all medical English translation should contain the original content, and the expression should be accurate and complete, scientific and standard, the translation shall not be blunt obscure, chaotic structure.

Conclusion

On the basis of the existing research at home and abroad, this article explores the characteristics of translation of medical English literature according to the basic translate theories of medical literature, and combining with the theories of English pragmatics, cross-cultural communication, medicine and other related disciplines. This paper analyzes the differences between the medical English literature translation and the traditional medical English literature translation under the cross cultural cognition, and explores the causes of the differences and summarizes the features of the relevant translation. Finally, the strategies of translation of medical English literature across cultures were constructed to provide the reference for further research on related topics. This project focuses on the significance of intercultural communication on the translation of medical literature, and put forward the theory of intercultural communication, which should be integrated into the translation practice of medical literature. And improving the cross-cultural awareness of translators, so as to better promote the exchange of Chinese medicine with foreign medicine.

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