

## A Study of Translation in Intercultural Communication

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**Abstract:** From the perspective of cross-cultural communication, this study analyzes and expounds the social, historical and cultural functions of translation by combining the principles of cross-cultural communication and the application of descriptive translation research methods. In addition, this study puts translation in the context of cross-cultural communication, and explores the irreplaceable role of translation activities and translated works in the social, historical and cultural changes of the target language from a macro, dynamic and external perspective. It highlights the social and cultural status of translation and its important social and cultural functions. It provides a theoretical basis and historical reference for the introduction and utilization of foreign culture and the promotion and development of Chinese culture under the background of cultural diversity and globalization.

### 1. Introduction

Translation is not only a kind of cross language communication behavior, but also a kind of cross-cultural communication way. Communication has been going on since the beginning of human own culture. Communication promotes the development of culture, but the communication between different cultures must be through the bridge of translation. It is no exaggeration to say that without translation, there will be no communication, integration and development between different cultures.

From Cicero in ancient times to 1959, it is the traditional stage of translatology. In this two thousand year period, there is basically no sense of discipline. Most of the theoretical contributors are translation practitioners. The theories are fragmentary and not systematic, and most of them are empirical summaries. The most important work on translation theory in this period is Alexander Taylor's on translation principles written in 1790, but the main content of the book is to put forward three principles of translation and elaborate on them. From 1959, linguist Roman Jakobson published his famous paper "the view of language in translation" to 1972, it was the stage of modern translatology. This stage is characterized by the beginning of a hazy sense of discipline. Some scholars believe that it is necessary to strengthen the theoretical study of translation studies so as to make it a "science", but they do not want to make translation studies an independent discipline, but willingly make translation studies a branch of linguistics. Jakobson's linguistic view of translation, published in 1959, introduced linguistics and semiotics into translation studies for the first time, emphasizing "extensive inter lingual communication, especially translation activities. In the 1990s, China's translation circle was still keen on the introduction of Nida, Newmark and Catford's linguistic translation theories. In March 2006, the Ministry of education of the People's Republic of China officially announced the establishment of an undergraduate major in translation and began to recruit students nationwide. In the following year, the Academic Degrees Committee of the State Council approved the establishment of a master's degree in translation to build a platform for training high-level and application-oriented translation professionals. All these indicate that the universities in mainland China have entered a new stage in the construction of translation discipline and degree programs, and that the independent discipline status of translatology has been established in China and has been generally recognized.

## **2. The Common Features of Translation and Intercultural Communication**

### **2.1 Translation and Intercultural Communication Are Inseparable from Language and Symbols**

Communication is inseparable from the media and symbols, media loaded symbols, and symbols loaded information. Symbols and media are the media on which all communication activities depend. The core of communication is information, which is the flow process of information. In human communication activities, there is neither information dissemination nor information separation. Culture exists in the form of symbols. The purpose of culture is to spread. Only in communication can any symbol obtain meaning and value. Without communication, symbols will have no meaning and culture will lose the possibility of existence. Therefore, cross-cultural communication activities cannot be separated from the language and the symbols created by human beings. It is through these languages and symbols that human beings can exchange information, realize the communication of values and reconstruct the meaning (Luo, 2008). Translation, as the main way of cross-cultural communication, needs and relies more on language and symbols than other factors. Without language and symbols, translation is impossible.

### **2.2 Both Translation and Intercultural Communication Are Purposeful**

Cross cultural communication is a kind of conscious and purposeful conscious activity of human beings. The main body of communication hopes to achieve certain goals and effects. It can be said that cross-cultural communication is a social activity in which information, ideas and feelings are dynamically transmitted among heterogeneous cultures, and human communication and communication are related to it. In the same way, human translation activities are always carried out under the control of certain consciousness, which is a cognitive activity of the subject. In other words, there is no intentional cross-cultural communication and translation (ditto). In cross-cultural communication activities, communicators collect, select, process and process information. They consciously carry out cross-cultural creative activities in almost every link, which reflects a certain intention and purpose.

### **2.3 Both Translation and Intercultural Communication Are Interactive**

Translation activities and cross-cultural communication are two-way, which is a process of information sharing and two-way communication between translators (Communicators) and readers (receivers). In the common interpersonal communication and communication, there are mainly two kinds of one-way communication without feedback and two-way communication with feedback. The unidirectional linear communication mode distinguishes the fixed status and role of the communicator and the receiver, but ignores the role conversion between the communicator and the receiver. In the two-way communication, the role of the communicator and the receiver is equal, the two sides are interactive, using the same functions of encoding, decoding and decoding. Luo voters believe that Eugene Nida's translation dynamic equivalence model, as a kind of translation testing method, is very similar to the two-way mode of cultural communication. "Dynamic equivalence" means that the reader's response to the translation is equivalent to the reader's response to the original. This test of the quality of the translation is based on the comparison between the readers' understanding of the target language and that of the source language. Moreover, only when the translation is understood by the target readers can the correctness and appropriateness of the translation be finally measured. This emphasis on the interaction between the target readers and the original readers is quite different from the traditional one-way analysis of "author text translator".

## **3. Analysis of Intercultural Communication Attributes and Factors of Translation**

### **3.1 Translator's Identity and Behavior**

The translator is undoubtedly the most active factor in translation, which has a long history and has a far-reaching impact on the process of human civilization, because the translator is not only the medium of communication between the two languages, but also the key to ensure the smooth

communication. Without the active role of the translator, translation, a cross-cultural communication activity, cannot be completed. In a sense, both translators and writers construct different cultures in their own environments. The translator plays an important role in promoting the communication between different cultures. Therefore, it is necessary and meaningful to study the identity and role of the translator in the context of translation theory and cross-cultural communication.

### **3.2 Translation Purpose and Translation Strategy**

The functionalist theory of translatology puts the purpose of translation in the first place. Generally speaking, every translation activity has an established purpose, and we should try our best to achieve this goal. In order to achieve the purpose of translation, we should choose specific translation strategies and methods. The purpose of cross-cultural communication is to promote the communication between different languages and cultures. Translation is the intermediary of cross-cultural communication, and the translator is the messenger of cross-cultural communication. The translator's translation strategies and methods are closely related to the translator's ideology, cultural background, social environment, readers' interest requirements and other variable factors, which directly affect the purpose and effect of translation. Nowadays, the development of information technology and the wave of globalization trigger the comprehensive cooperation, exchange and integration between different cultures, which leads to the increasingly convergence of cognitive environment of different ethnic groups.

## **4. Interpretation of Intercultural Communication Function of Translation**

### **4.1 Translation is a Bridge of Cross-Cultural Communication**

As we all know, translation is the first step for human society to communicate and understand each other. Whether in the eastern society or in the western world, a history of translation is a vivid history of cross-cultural communication and development in human society. With the accelerating pace of global economic integration, the exchange of science and technology, economy, culture and other fields among countries in the world is becoming more and more frequent. The need for translation is more and more, and the importance of translation has also been highlighted. In addition, the more human society develops, the more it embodies the spirit of openness and communication, and the less self-contained. In order to get out of the closed world, human society must first contact with the outside world to establish a relationship of communication and advance towards the goal of mutual understanding and common development. Since human beings have language, culture and customs, in order to convey information and exchange culture, there is nothing that can be achieved by translation. Translation, like a bridge, connects two different cultures and plays an important and indispensable role in the process of communication between different cultures. Goethe, a famous poet, has been calling for breaking the national boundaries and actively carrying out cultural exchanges among different nationalities. In his opinion, translation plays a "crucial role" in the cultural exchange of mankind, which not only plays the role of communication and reference, but also has the function of creation. Of course, as far as reality is concerned, the reason why Goethe has become a worldwide Goethe and the reason why his literary life flower has spread all over the world lies in the bridge of translation.

### **4.2 Cultural Translation Produces Translation Culture**

Culture is social experience and social acquisition, which can only be completed in the actual communication of social life; culture is a historical tradition, which is the result of passing on from generation to generation. Culture helps us to know the past, understand the present and the future, and promote the orderly development of society. Therefore, culture is dynamic and in constant transmission, and culture is pluralistic. Its transmission is not one-way and closed, but multidimensional and cross-over. A national language reflects the colorful cultural forms of this nation. Therefore, the dissemination of cultural information is not only the introduction of material

and cultural forms, but also the mutual contact and understanding, selection and absorption of values, thinking patterns, social psychology, emotional communication and other spiritual and cultural levels, and also involves the complex connection and deep-seated transformation of various cultural levels And variation. In the communication of foreign cultures, culture is the content of translation and communication, and translation communication is the wings of culture. Heterogeneous cultures spread, blend and continue through translation.

#### **4.3 Social and Cultural Functions of Translation Communication**

The function of translation is mainly embodied in the social and cultural level. Social changes and cultural development are often related to the vigorous development of translation activities. Translation can lead to the “subversion” of specific culture and even social system, and can also promote the evolution of different civilizations. The translation of Greek literature in ancient Rome led to the birth of Latin literature. The eastward spread of Western learning and large-scale translation activities in the May Fourth period promoted the formation and development of modern vernacular, and then promoted the rapid development of Chinese social history. These are undoubtedly the best evidence of the social and cultural functions of translation.

#### **5. Conclusions**

Translation also has a negative and negative impact on the target culture. At this time, foreign translation culture will melt people's will and corrode people's spirit. But generally speaking, vigorous translation activities and prosperous translation cause often bring about the progress of the target society and the prosperity of culture. The rich and colorful foreign cultures bring new vitality to the target language through translation activities, and promote the development and prosperity of the target country and social culture. Translation can also give birth to a powerful force to influence and transform the target society and drive the history and culture of the target society forward through social movements. Facts have proved that translation plays an important and unique role in the process of world civilization. It is closely linked with the accumulation of human culture, the development of society and the progress of civilization.

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