

## Cross-cultural Perspective Transformation and Translation in English Translation Based on Cultural Constructivism

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**Abstract:** With the continuous improvement of social and economic level and the increasing frequency of international exchanges, English translation has been paid more and more attention by all walks of life. Language is not only a tool of communication, but also a carrier of culture, bearing the social development of people's life in the region. If we want to effectively promote cross-cultural development, we must try to shorten the differences in language. This paper takes the cross-cultural perspective transformation as an entry point, explains the differences between Chinese and foreign cultures and their respective characteristics based on cultural constructivism, and then focuses on analyzing and discussing the cross-cultural perspective transformation and translation skills in English translation. Usually, due to the different cultural environment between English and Chinese, there are some differences in their expressions, which are reflected in all aspects of language expression. When translating, the translator should adhere to the people-oriented concept, and the translated text should conform to the readers' language expression habits and ways of thinking to the maximum extent, so as to show the value of English translation work.

### 1. Introduction

Language is a social phenomenon as well as a cultural phenomenon. Language reflects culture and is constrained by culture. The close relationship between language and culture is doomed to the relationship between translation and culture. Usually, due to the different cultural environments between English and Chinese, there are certain differences in their expressions, which are reflected in all aspects of language expression [1]. Although the expression forms of language are diverse, even complex and changeable, we can complete the English translation work with the help of perspective conversion, and translate the expressions in line with the reader's language habits within the cross-cultural perspective [2]. For English translation, in essence, it is the corresponding integration and adjustment of relevant language systems from a cross-cultural perspective [3]. Due to differences in cultural environment, geographical location, ethnic characteristics, etc., there are also significant differences in the expressions of English and Chinese. When my country conducts economic or cultural exchanges with other countries, it often causes information conversion errors due to translation errors. The conversion perspective is that translators reorganize the information in two languages without involving culture, so that readers can read smoothly according to their language habits [4]. Translators can effectively respond to flexible language expressions by translating perspectives into English translation.

Translation is not only a transformation at the language level, but also a transformation of two cultural and thinking perspectives. In translation, not only the language is different, but also the cultural background, traditional habits, and ways of thinking will be different, which leads to the specific cultural flavor and the brand of the times in their respective languages [5]. When my country conducts cross-cultural exchanges with foreign countries, it is often due to language barriers that lead to information errors during the exchange, which greatly increases the difficulty of cross-cultural exchanges and is very unfavorable for my country's international development [6]. If you want to effectively promote cross-cultural development, you must minimize the differences in language. Therefore, when translating, the translator must follow the human-oriented concept, and

the translation should maximize the reader's language expression habits and thinking methods, and demonstrate the value of English translation work [7]. This article takes the cross-cultural perspective conversion as an entry point, explains the differences and characteristics of Chinese and foreign cultures based on cultural constructivism, and then focuses on the analysis and discussion of cross-cultural perspective conversion and translation skills in English translation.

## 2. The Importance of Cross Cultural Perspective Transformation in English Translation

With the development of economic globalization, the communication between countries is becoming more and more frequent. In this case, the effectiveness of cross-cultural communication becomes more and more important. A country's culture is carried in language, which not only reflects culture, but is also subject to culture. The close relationship between language and culture doomed the relationship between translation and culture. Everything in one language can be expressed in another language, including cultural transformation and transmission. From the cross-cultural point of view, the differences between languages and cultures inevitably lead to the non-correspondence and incomplete correspondence between the two languages at various language levels. Strengthening the in-depth study of English translation can ensure the accuracy of information exchange and avoid various problems caused by language barrier [8]. Language is not only a cultural symbol, but also the main carrier of a country's culture. Therefore, when translating English, we should not only make a simple linguistic transformation, but also make a deep understanding of the two cultures and realize the transformation of thinking.

To communicate and communicate in any country, two languages must be used as the bridge and link of communication. However, English is widely used and has the highest acceptance in international communication activities, so it is necessary to strengthen the research and analysis of English. Cross-cultural communicative competence consists of three parts, as shown in Figure 1.

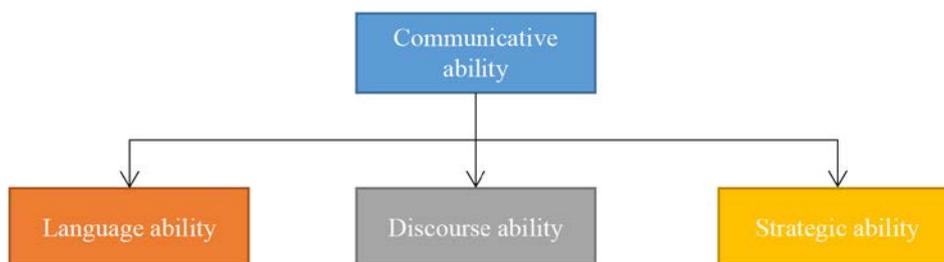


Figure 1 Composition of communicative competence

In essence, language is not only a social phenomenon, but also a cultural phenomenon. In a certain sense, language and culture are the unity of opposites, which are indispensable. To be successful in translation, it is even more important to be familiar with the culture behind the two languages than to master the two languages themselves. In the final analysis, translation is the exchange of two cultures, so familiarity with the differences between the two cultures is the prerequisite for successful translation. There are some differences in cultural background between countries, which makes English translation more difficult. There is a certain connection between culture and language. Therefore, the development of culture will certainly drive the development of language. The main cultural differences come from the cultural diversity of countries, nationalities and regions, which is the origin of cultural differences. It is these diverse differences that make it important to deal with the cultural differences between different nationalities in the process of translation. If English translation is to meet the actual needs of readers, translators should pay more attention to the transformation of cross-cultural perspective and adjust their expressions appropriately.

## 3. Translation Skills of Cross Cultural Perspective Transformation

### 3.1. Domestication Strategy Skills

According to the cultural differences in different countries, in the process of English translation, language is expressed in another way that is more familiar and acceptable to the audience. This translation skill is called domestication strategy skill. In essence, translation is the transformation between languages, and at the same time, language is the carrier of culture. The cultural nature of language is concentrated in its cultural attributes, cultural values and cultural functions. The main purpose of translation is to make readers better understand the original text and reduce communication barriers caused by cultural background, differences in ways of thinking and language barriers. Domestication strategy is to transform the heterogeneous elements in one culture into the content of another culture familiar to the target language readers, and take the target language culture as the destination, that is, to convey the same information from the perspective of dissimilarity with the source language. Because of the historical development, the cultural differences between China and the West are enormous. All aspects of language are different, from expression habits to expression ways are subversive changes.

In the process of changing perspectives, English and Chinese translators need English translators to reorganize the relevant source language information by applying the appropriate target language on the basis of following the translation objectives and changing perspectives and taking the corresponding cultural background as the premise. When translating specific English, the most important part of its work is to translate sentence patterns. For relatively short sentences, translation is easy, but some special sentences are difficult to translate. In the process of translation practice, due to the differences in cultural background and thinking mode, when there is a great disparity between the language and cultural factors of the source language and the target language, in order to make the translation conform to the expression habits and thinking mode of the target language better, and to better reflect the language values and cultural awareness of the target language readers, so that the translation can achieve pragmatic equivalence, some elements and sentence patterns in the language can be purposefully changed by domestication.

### **3.2. Strategies and Techniques of Alienation**

The so-called foreignization strategy is to translate English expressions that cannot be translated from the front from the opposite side, so as to realize the equivalence of abandoning their forms and achieving the equivalence of their meanings. Translation is not a simple transformation of words from one language to another. Because any language is confined to its own specific cultural background, each language has formed its own unique expression in its long history. In English translation, parts of speech can be used flexibly, so translators can use positive and negative words in translation. Clever use of positive and negative words can make sentences more fluent, enhance the readability of sentences and make the translation effect better [9]. When expressing the same semantics, English is used to using passive voice, while Chinese is used to using active voice. This requires translators to translate more accurately in combination with specific context and expression habits of their respective languages. Alienation strategy takes the source language culture as its destination, and transforms the source language cultural components into the target language form in a form similar to the original one. Using alienation translation strategy to convey the image and cultural connotation of the original text can reflect the original appearance, directly overcome the differences in language and cultural communication, and retain the cultural characteristics of the original text. Chinese and English often have active voice or passive voice, but the expressions in the two languages are opposite. Therefore, translators must pay attention to this problem, and do a good job in the conversion of active voice and passive voice to ensure the smoothness of sentences and the accuracy of translated articles.

## **4. Conclusions**

Translation is not a simple transformation of words from one language to another. Translation is not only a simple conversion between two languages, but also requires translators to skillfully use translation skills to complete the translation of articles or languages on the basis of mastering the cultures of various countries. The goal of translation is to faithfully reproduce the original.

Faithfulness refers to approaching the original and its style as much as possible in another language and environment. If English translation is to meet the actual needs of readers, translators should pay more attention to the transformation of cross-cultural perspective and adjust their expressions appropriately. In the process of translation, an excellent translator should not only master translation skills and strategies, but also thoroughly analyze the regional culture, social and historical background, living habits and religious beliefs of the source language countries, so as to ensure high-quality translation. Translators need to have a comprehensive understanding of the corresponding cultural backgrounds and customs of the two languages, and realize the maximum semantic equivalence between the source language and the target language through the transformation of domestication and foreignization.

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