

## Research on Fuzzy Semantic Translation Methods in English Language and Literature Based on New Media

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**Abstract:** Language is an indispensable tool for communication, and it also expresses the speaker's way of thinking. In English-Chinese translation, translators sometimes encounter vague statements due to cultural differences between the two sides, which requires translators to have a good understanding of the semantics expressed by vague language, and also require accuracy. Fuzzy language will not only not affect the fluency and expression of sentences, but also increase the semantics that the speaker wants to show and enhance the expression effect. Under the background of the new media era, the thinking of English literature translation has undergone subversive changes. From the perspective of new media, the traditional teaching mode of English literary translation can no longer meet the needs of English literary translation in the new era. This paper discusses the translation of fuzzy semantics in English language and literature, and analyzes the translation strategies of fuzzy semantics in English language and literature under the background of new media.

### 1. Introduction

With the development of global integration, international communication is becoming more and more frequent, and language communication has become the main means of communication. As one of the contents of cultural communication, the translation of Chinese and Western literary works shows its importance. Traditional English literature translation mode is completed according to its own characteristics and social environment, and ethnic, regional and cultural differences will not be taken into account when translating. The existence of fuzzy semantics is an inevitable phenomenon, which is very obvious in almost every language. Language is an indispensable tool for communication, and it also expresses the speaker's way of thinking. Fuzzy language will not only affect the fluency and expression of sentences, but also increase the semantics that the speaker wants to show and enhance the expression effect [3]. However, if we want to achieve good results in the process of fuzzy semantic translation, we must consider the effects of different influencing factors, otherwise it is easy to cause great deviation in the process of translation [4]. Under the background of the new media era, English literature translation thinking has undergone subversive changes. It can not only use advanced new media technology to find relevant translation contents on the Internet, but also learn advanced English translation thinking and skills on the multimedia platform based on big data.

In English-Chinese translation, translators sometimes encounter vague statements due to cultural differences between the two sides, which requires translators to have a good understanding of the semantics expressed by vague language, and also require accuracy. Nowadays, the number of people using English is increasing, and the study of English language and literature is also deepening [5]. When analyzing fuzzy language, it can help translators to translate fuzzy language better, not only in translation, but also for teachers and students to understand and use fuzzy language, thus expressing the meaning of language communication more thoroughly. Fuzzy semantics in English language and literature must be understood and mastered in different ways in the process of translation. Science and technology society has brought a wide variety of new media forms, and the Internet has penetrated into all aspects of people's lives with its powerful power,

which also has an immeasurable impact on the translation of Chinese and Western literary works [7]. This paper discusses the translation of fuzzy semantics in English language and literature, and analyzes the translation strategies of fuzzy semantics in English language and literature under the background of new media.

## 2. The Importance of Introducing New Media Concept into English Literature Translation

In recent years, the translation of English literature in China is still habitually carried out according to the traditional writing habits, and the translated content is too rigid. Although the sentences are smooth and the words can express the meaning, the overall effect is not ideal. Among languages, fuzziness is a kind of language attribute, and it is also the main difference between natural language and artificial language. Differences between cultures lead to differences in aesthetic tastes and ways of thinking, which are also reflected in literary works. It is such a difference that English literary translation works are often out of touch with local culture, and then readers can't understand the specific connotation of the article, or their understanding is different. After a certain translation of Chinese and Western literature has certain repercussions in the society, readers will spontaneously form a work exchange group through online new media for online discussion. According to their own preferences, all kinds of readers will discuss the comparison between the translated version and the original version, translation style and principles, translation strategies and skills, etc. If literary works are translated in English only by using native literary terms, the reading effect of the whole works will be greatly reduced.

Translation is not only a simple language conversion, but also a cultural communication. The purpose of translation is to realize the dialogue and collision between different languages and cultures, express the ideological content of the source language in the target language, and finally achieve the purpose of cross-cultural social communication. In ancient times, English literature translation was only scattered and intermittent. It should be after the Opium War [8] that we really entered China with strength and brought shocking impact to Chinese society and literature. This is the first climax of the development of English literature in Chinese history. On the surface, translation is a series of language conversion activities, but in essence, it is a social and psychological activity, which is closely related to the translator's time, personal characteristics and background. By the May Fourth Movement, various cultural associations had mushroomed and flourished. Apart from publishing publications independently, they also actively engaged in the translation of English literature. After many works were published, they caused a sensation in the society, and even had a large readership for a long time. Thousands of English literature books are introduced in China every year, but because some publishing houses blindly pursue economic interests, the topics of literary translation publications are not balanced enough, and the long-term social benefits are not considered. From the perspective of literary genre, publishing houses usually only pay attention to the introduction of foreign novels for the sake of book sales, while poetry and drama are generally neglected. For example, Table 1 shows the statistics of the categories of books introduced by copyright in China. Figure 1 is a comparison of the categories of copyright-introduced books in China.

Table 1 Statistics on the categories of books introduced by copyright

Year	Science and technology	Novel	Biography	Reference book	Teaching aids	Atlas	Religion	Other
2019	3251	1785	329	251	886	757	91	6895

With the support of new media technology, China's rich cultural connotation can also be promoted to readers all over the world through the Internet in an intuitive way. Language carries the thinking and information of the speaker, but the area where this expression is located is vague and not very precise, but the words used in the center of expression are very precise. A good translator should have the courage to keep the author's original vocabulary instead of simply pursuing the enrichment of vocabulary. And this is precisely what readers can't judge. Because most readers can't

get in touch with the original text, they simply regard the change of rich vocabulary in the translated text as the translator's achievement. This puts pressure on the translator, which sometimes makes him unable to grasp the principle. The essence of translation is to express the same content in two different languages, but translation is not a simple mechanical transformation of languages. Therefore, on the basis of being faithful to the original English text, we should also pay attention to translating the translation that conforms to the Chinese expression habits, and should not violate the language habits of the Chinese target language, otherwise, there will be some sentences that are covered in Chinese but still present English characteristics. Introducing new media technology into English literature translation can effectively improve the work efficiency of translators, improve and optimize the thinking of English literature translation, which plays an important role in promoting the translation quality of literary works.

### 3. Translation Strategies of Fuzzy Semantics in English Language and Literature

Relatively speaking, fuzzy semantics in English language and literature is a special existence. Although there are some grammatical errors on the surface, it will not have much influence on interpersonal communication or the application of some written languages. Translation is not only the transformation between different languages, but also the exchange and blending between different cultures. Language is the tool of thinking, and thinking is the reflection of the real world, which is the basis of commonality between different languages and translatability. Language carries the thinking and information of the speaker, but the area where this expression is located is vague and not very precise, but the words used in the center of expression are very precise. From an objective point of view, the translation of vague semantics in English language and literature needs more efforts in associative translation. For example, although some colloquial expressions in Chinese are simple in the process of fuzzy semantic translation in English language and literature, they actually produce better results and richer associative contents. The fuzziness of language, which exists objectively in natural language, is not only an essential characteristic, but also a way of language expression. In order to achieve different communicative goals, the pragmatic ability, language expression ability and pragmatic value of vague language should not only ensure accuracy, but also need a certain degree of ambiguity [9]. The content of vague semantics in English language and literature is rich, and the translation of legal documents, public security or national content should be completed according to the most formal mode, without any misunderstanding. The development of network new media impacts people's consciousness and values, and their understanding of social ideology and culture is increasingly diversified. In order to do a good job in translation, the first strategy is not to be influenced by the extreme speech of the media, but to treat the differences between Chinese and Western cultures objectively and dialectically, and to show the ideological connotation of the original works as much as possible.

The above factors related to translators are not isolated from each other, but related and influenced each other. Fig. 1 is an overview model of translator's research.

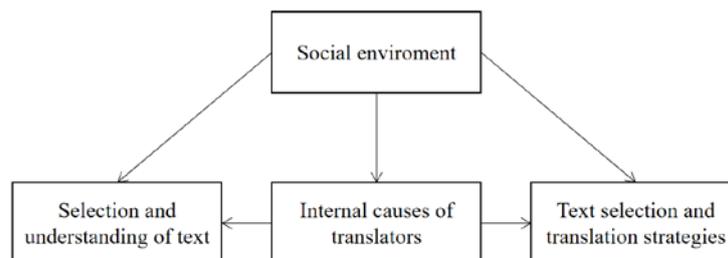


Figure 1 Translator's research overview model

Although translators always try their best to be faithful to the original text, after all, when translation is transformed from one language to another, some new factors will inevitably be added. Translation is a kind of re-creation. In the process of translation, the translator will involuntarily bring his own translation style into the target text, so that a translation with a different style from

the original text appears. Transplanting the language form, expression and syntactic structure of the source language into the target language mechanically. It will form a language mixture that does not conform to the expression habit of the target language. In order to make readers' unreality disappear and attract readers, translators should pay more attention to cultural differences in the process of translation. In the translation of foreign literature, if we are divorced from the language environment, it is meaningless whether it is literal translation or free translation. Therefore, publishing houses should strictly standardize the translation and publishing quality of foreign literature.

#### **4. Conclusions**

Although there are some grammatical errors in English language and literature, it will not have much influence on interpersonal communication or the application of some written language. The most comprehensive reflection of fuzzy language can be reflected in practical translation, and the fuzzy phenomenon in translation is the best embodiment for translators. At present, in the process of language research, the translation of vague semantics in English language and literature is an important part, and good results can be achieved by using diversified methods and means. Fuzzy language adds different colors to sentences, but it is a great challenge to translation. The development of network new media impacts people's consciousness and values, and their understanding of social ideology and culture is increasingly diversified. In order to improve the fuzzy semantic translation of English literature from the perspective of new media, it is necessary to use image, expansion and emotional thinking. In order to do a good job in translation, the first strategy is not to be influenced by the extreme speech of the media, but to treat the differences between Chinese and Western cultures objectively and dialectically, and to show the ideological connotation of the original works as much as possible.

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