

The Empirical Study on the Quality Evaluation of International Business English Translation based on Functionalist Translation Theory

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Abstract: Functional translation theory is a diversified theoretical system of translation standards dominated by the principle of law. This theory broadens the field of translation theory research, introduces functional translation theory into business English translation research, and discusses the guiding role of this theory in business English translation research. It is believed that the research on this theory can improve the translation quality and academic research status of business texts, consolidate the theoretical basis of business translation research, and have certain reference and reference value for Chinese translation theory research.

1. Introduction

Functional translation theory is a diversified theoretical system of translation standards dominated by the principle of purpose, focusing on the purpose of translation and the function of translation. The principle of purpose, the principle of coherence and the theory of text type are the core of the theory. Functional translation theory breaks the tradition of translation studies of text-centric theory and gets rid of the shackles of equivalence translation theory. Thus, translation studies are included in the field of intercultural communication research, broadening the field of translation theory research. The theory has not been introduced into China for a long time, but the research and application of this theory has developed rapidly. There are a large number of related research papers, and the research scope is wide. However, the lack of functional translation theory is also obvious. For example, the theoretical depth is not enough, some misunderstandings in the understanding, the randomness of the paper, etc. The main reason is the lack of the original theory of functional translation theory. Understanding. With the accelerating global economic integration, the increasing frequency of multinational business activities and the rapid increase in business translation needs, business texts have become an important research object of translation studies. However, most of these studies tend to study the micro-sentence level of linguistics, ignoring the research of business text function, and the quality of business translation needs to be improved. In translation studies, business English translation has not received the attention it deserves. In the practice of business English translation, there are many spelling and grammar mistakes, the translation name is confusing, the translation is not authentic, and the language characteristics of business English are not reflected. In the field of business English translation research, there is still a lack of systematic scientific research, and there is still a lack of suitable the authoritative theoretical guidance of the unique laws of business English translation.

2. Language features and translation principles of business English

Business English is a specialized English language that serves the international business activities based on the English basic language. It is a social function variant of English and belongs to the functional language category. Its content covers basic knowledge of English language, business expertise, industry habits, national customs, interpersonal relationships and skills. Business English originates from ordinary English, that is, it has the linguistic features of ordinary English, and it is a combination of business knowledge and ordinary English, and thus has its inherent uniqueness. Business English has distinctive features in four aspects: vocabulary, syntax, discourse and society. In terms of vocabulary, the linguistic form, vocabulary and content of business English

are closely related to professional knowledge, carrying information on business theory and business practice. Business English has the characteristics of professional vocabulary, abbreviations and synthetic words, as well as a large number of borrowing of ancient words and foreign words, and the words are formal and rigorous. On the syntactic level, business English has the characteristics of long sentences, declarative sentences, and many sets of phrases and sets. The most important feature of business English sentences is their simplicity and rigor, and they pay more attention to the accuracy, timeliness and logic of expression. In terms of discourse level, the business English format is fixed, the language is formal and concise, the style is accurate and rigorous, and the tone is solemn and polite. From a social perspective, business English has distinct characteristics of purpose, information and cultural background. 133 Business English translation is a cross-language, inter-professional and cross-cultural communication activity. Business English also has its own distinctive style and language features. Business English translation is a complex interactive mental activity and information processing process. The knowledge structure (schema) of the translation subject (translator) has a very close relationship with the understanding and expression of the translation object (text). The understanding and expression of the original text depends on the translator's bilingual expression ability, business professional knowledge, relevant professional knowledge, language and culture knowledge and business discourse knowledge. 133 In recent years, with the increase of foreign exchanges and the frequent business activities, business English translation has taken on more and more important tasks. Therefore, translation theory research as a guide to business translation activities should be paid more attention. The standard of business English translation has its particularity. Whether it is Yan Fu's "Faith, Da, Ya" or Newmark's communicative translation method cannot be fully applied, but can be properly borrowed. Based on many viewpoints, business English translation should follow the principle of "faithfulness, accuracy, unity and smoothness". Various foreign translation standards are developed around the content, form, and overall information of the style. The various translation standards in China are similar to those in foreign countries, mainly around loyalty, equivalence, achievement, and expressiveness. In view of the characteristics of business English, the translation standard of business English can be "flexible equivalence of information", that is, the equivalence between the original text and the semantic information of the translation, the equivalence between the original text and the translation style information, and the equivalence between the original text and the cultural information of the translation. Business English translation should follow the principles of accuracy, professionalism and standardization.

3. Quality Assessment of International Business English Translation

International Business English is a specific type of application that is adapted to foreign trade and other business activities. Its use of words is more professional. In the process of translation, professional terms and archaic words and acronyms frequently appear. Specific adverbs such as Electronic Commerce (EC), bundling (bundled sales), documentary collection (general average), general average (the general average), and here, there, thereafter plus, in Prepositions such as, such as thereof, hereinbefore, whereto, whereby and other ancient vocabulary. It is precisely because of the vocabulary and style related characteristics of business English that it is decided to use the teleology to accurately present the translation of business English. It is necessary to see whether the translation truly expresses the stylistic features of business English. Such as: No concurrent contract involving the area or period covered in this contract has been or will be entered into by the Seller without the written consent of the Purchaser (the seller has no written consent from the buyer, the contract or the term of the contract for the contract has been or will be Will be signed by the seller.) Functional purpose theory emphasizes the grasp of details and overall meaning in the process of business English translation. This type of translation does not need to be asautified and modified as the title of the film. Instead, it should emphasize its description of the main body of business behavior as much as possible. The specific role of contract payments, etc., and therefore the purpose of translation should be more practical rather than aesthetic experience. Skopostheuristic translation should realistically display the actual purpose of the material to be translated on the basis of

grasping the relevant translation function, faithful to the meaning of business English text or speech, and efficient and concise presentation is a good quality business English translation.

Smooth expression means that the terms of the contract are accurately expressed in Chinese during the translation process, and semantic redundancy and word confusion are reduced. In the translation of modern business English, the expression of fluency is the basic principle requirement, and it is also one of the best evaluation criteria for a qualified translation. From the perspective of Skopostheorie, the translation of business English pays more attention to practicality, reduce exaggeration and modification. The ingredients are presented in a way that the intended audience understands and accepts. Although the expression of fluency is easier to achieve in Chinese translation, but because the English sentence structure is long and loose, unlike Chinese sentences are short and concise. Therefore, in the process of mutual translation, there will be phenomena such as the inability to grasp the points and cause semantic redundancy. Therefore, in the process of translating business English, it is necessary to listen more carefully and make deeper considerations on vocabulary usage and grammar, extract useful information and split it into several parts for Chinese translation. In order to maximize the guarantee of business English translation accuracy.

The purpose of the coherence law is to pay more attention to the coherence in the discourse, mainly to regard the translator's understanding of the original content as the focus. The translation in business English is more focused on communicative, and the translator is on the business English language. The flexible and clever application is considered as the focus. The translation focuses on grasping the relationship between the two sides of the dialogue. At the same time, the cultural differences and language differences between China and the West are transformed accordingly. This requires the translation language to maximize the appropriateness of the expression on the basis of the true semantics, considering the laws, cultures, customs, social trends and other factors of different countries and regions, accurately presenting the psychology of the target audience. With cultural feelings. Highlights the cultural characteristics of the business English language. On the basis of not affecting the original text information, the communication environment and language culture are deeply understood, and the business English language in the cultural context, legal context and custom context is accurately expressed in the translation process, so that both sides can obtain The best communication experience. Functional plus loyalty theory starts from the text function and guides the business translators to understand the function of the translated text in the target context, so that the translator can maximize the loyalty to the parties and strive to put the translation function into a specific context. The original text is considered at the same time; not only the translation function, but also the interests of the original author and the reader, so that the translation function can be fully realized and realized in the target context. This is a large amount of information, centered on text content, and a clear-cut business English translation is undoubtedly of great guiding significance, and needs to be studied and applied by business translators in translation practice. Therefore, translators should adopt different translation strategies for different translation tasks and different readers' needs. From both theoretical and practical perspectives, functional plus loyalty theory has a good guiding role for business translation.

4. Conclusion

The functional translation theory pays attention to the translation, gets rid of the restriction of the literal translation of the original text, and puts the translation into a dynamic behavior category of multiple original authors, translation authors and target readers, and constructs the communication function from the text. System theory. Functional translation theory breaks the tradition of translation studies of text-centric theory, breaks away from the shackles of equivalence translation theory, and expands translation into translation behavior, including the conversion of all linguistic symbols and non-verbal symbols across cultures. Intercultural communication research field. Therefore, functional translation theory has practical guiding significance for business English translation. Many ideas and methods of this theory can be applied to business English translation practice. The principles of functional translation theory have a guiding role in the translation practice and theoretical research of business English, and have a high reference and reference value

for Chinese translation theory research. At the same time, it also has a high theoretical guiding value for translator training and translation teaching. It is clear from the research that the translation of business English is influenced by many aspects such as language differences, customs and differences, and cultural differences. Under the theory of teleology, good business English translation is necessarily a higher accuracy of language. Enable the target audience to accept and have a pleasant conversation. Therefore, Skopos theory needs to consider the translator's comprehensive translation ability, and has good perception and resilience in terms of vocabulary and sentence structure. From the characteristics of vocabulary, the words of international business English are refined, accurate and more rigorous. In the structure of sentences, certain long sentences and short sentences are intertwined, which makes the difficulty of translation increase. This is due to the necessity of international communication, so it is necessary to strengthen the accuracy of translation theory. Comprehension and research, while ensuring translation according to the true meaning and context, should also appropriately demonstrate its commercial use, and use more formal and official translation language to reflect the purpose of business English translation.

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