

A Study of Cross-Cultural Perspective Transformation and Translation Skills in English Translation of Traditional Chinese Medicine

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Abstract: Traditional Chinese medicine culture has always been the bright star of Chinese traditional culture. How to make its translation more standard and clear has always been the problem that scholars study. The author believes that only by following the working principles of terminology, considering the cultural differences between the East and the west, and following the international standards carefully, can we achieve the above-mentioned goals and carry forward the culture of traditional Chinese medicine. This paper mainly discusses the cross-cultural perspective transformation and translation skills in English translation of traditional Chinese medicine.

1. Introduction

Traditional Chinese medicine and traditional Chinese medicine (TCM) have a long history in Chinese culture, and they are a shining star in the history of Chinese culture. Because of its precious nature, its development has been concerned. Despite the high degree of attention paid to the development of Chinese medicine, problems in the translation of traditional Chinese medicine have restricted the development of Chinese medicine to the world. This paper mainly discusses the cross-cultural perspective transformation and translation skills in English translation of traditional Chinese medicine.

2. Main Problems in English Translation of Traditional Chinese Medicine

2.1 Problems in the Translation of Instructions

Most patients take drugs mainly according to the product manual of traditional Chinese medicine, so whether the drug manual is translated accurately and clearly is the key to determine whether the drugs can go to the world market and be trusted by patients. There is an obvious drawback in the process of translating Chinese medical product instructions, that is, translating English according to the surface meaning of Chinese, resulting in misunderstanding of the readers. For example, the translation of red ginseng into “redgin Seng” should be translated into “Radix Ginseng Rubra”, and the translation of gypsum into “cal cite” (calcite), but it should have been translated into “parget”^[1].

2.2 Problems in Trademark Translation

The translation of brand names of traditional Chinese medicine is one of the factors that determine whether the products can be successfully launched into the world market. Therefore, in the process of translation, the principles of easy to understand must be followed, so as to facilitate the understanding of foreign consumers. In the translation of drug efficacy, the translator can use literal translation. For example, xiebaishan can be translated as “lung heat ex - pelling powder” and Wenpi decoction can be translated as “spillen / warning disposal”. The benefits of such translation are as follows: first, it is conducive to the memory of consumers; two, it is able to elaborate the main functions of trademarks; three, it is easy to expand the market. However, this kind of translation sometimes leads to misunderstandings in the understanding of foreigners. For example, white tiger soup is translated as “white tiger declaration”, which makes the animal loving foreigners dissatisfied and resistant. In order to avoid this situation, we can translate Baihu Tang into “Baihu

Tang” and interpret “Baihu” appropriately^[2].

2.3 Problems in Advertisement Translation

The words “bu”, “Li” and “Sheng” are often used in traditional Chinese medicine advertisements. These words are easy to make mistakes in translation. For example, “Xiaoke” is translated as “dia betes” or “dia betes”, which means “diabetes” in the West. Not only that, under the guidance of some theories of traditional Chinese and Western medicine, the name of traditional Chinese medicine appears the phenomenon of Westernization. For example, “Zhuang Yang” should be translated as “inspiration”.

2.4 Differences between Traditional Chinese Medicine and Western Medicine

The difference of cultural background results in the obvious difference between traditional Chinese medicine and Western medicine. For example, the theory of traditional Chinese medicine is more abstract and difficult to understand, mainly taking Yin-Yang and five elements as the concept and thinking of medicine. Western medicine is more specific, with anatomy, cells, organs and tissues as the basic concepts and research methods. Moreover, there are obvious differences in treatment and diagnosis between traditional Chinese medicine and Western medicine. Traditional Chinese medicine has its own unique style and system in language. If we do not follow this linguistic feature in translation, the connotation of traditional Chinese medicine will be exhausted. For example, it is translated as “powder for lost smile”, which makes the original meaning of “lost smile” run counter to its connotation, while “lost smile” should be translated as “Shixiao powder”^[3].

3. Principles and Standards of English Translation of Traditional Chinese Medicine

3.1 Principles of International Standard English Translation

So far, WFCMS and whowpr have published their own English translation standards for TCM terms. WFCMS The main criteria of this paper are as follows: correspondence: correspondence refers to the translation of traditional Chinese medicine names to conform to the essence of Chinese consciousness, not to follow the original meaning; conciseness: conciseness refers to that the translated names must be concise and clear when it is easy to say clearly and clearly; identity: identity refers to the translation of words with the same concept, using the same words; Convention: Conventional translation refers to the adoption of a common translation which violates the above principles. Although whowpr does not put forward the principle of English translation, it puts forward the principle of selecting English names. The screening principles are as follows: do not create new words, use the original English words to translate Chinese medicine nouns, but change the English grammar; try not to use pinyin, try not to use pinyin, which conflicts with WFCMS; it is consistent with the acupuncture terms of whowpr^[4].

3.2 Follow the Working Principle of Terminology

The principles of terminology should be considered in the translation of TCM nouns. The main working principles of terminology are as follows: correspondence: correspondence refers to that the translated English words should correspond to the essential meaning of Chinese, and the connotation of TCM terms should be expressed as much as possible; systematization: the so-called systematization refers to ensuring the integrity of TCM concept system, avoiding fragmentation and ambiguity. Not only that, when translating the theoretical system of traditional Chinese medicine, we should not only take care of its systematization, but also the mother-child system of the upper and lower conceptual terms of the same system; identity: identity refers to the use of the same English words to translate the same concept of nouns. Chinese medicine nouns have multiple meanings under the influence of culture and nationality. In order to deal with this situation, translators can adopt various translation methods to solve the immediate problems. If conditions permit, use the same vocabulary to express the same concept, so as to achieve the purpose of one word and one meaning; simplicity: the so-called simplicity refers to that the translated name should not be too complicated, and the words should be as short as possible. In the early translation of

terms, most translators used the essential meaning of TCM nouns to enhance the comprehension ability of English readers. However, this kind of translation will make a simple noun more complicated. For example, “Twelve Meridians” is translated into “vague system concerns of 12 pairs of main vessels”, which is not concise enough. In the face of this situation, terminology can be changed from domestication to foreignization. For example, “twelve channels” can be translated into “two channels / Meridian”; as a rule, a rule refers to the choice of a commonly used translation name that the reader already knows the utility in violation of the previous principles, but it cannot be applied to a translation with academic errors^[5].

3.3 Fully Consider the Cultural Differences between the East and the West

In order to reduce the translation difficulties caused by the cultural differences between China and the west to a greater extent, the translator can follow the following principles in the translation process. Retranslation: the so-called retranslation refers to ensuring that there is no difference between the structural form of translated names and Chinese. Use “hyphen” as the attribute and connector of English translation nouns, so as to make the translation of complicated and long English nouns concise. In the case of deeper medical communication between Chinese and Western medicine, “back translation” can be used to ensure the “spirit” and “form” of the translated names. For example, in the early stage, “Yin de ficiency of liver and kidney” was translated into “Yin deficiency of liver and kidney”, now it is translated into “liver kidney Yin de ficiency”; care culture bearing words: care culture bearing words refer to fully reflecting the unique cultural characteristics of China in the process of translation. We should not only ensure the accuracy of medical terms, but also preserve the historicity and humanity of China. In order to achieve the above two goals, two strategies can be adopted in the translation process. One is to use Latin Pinyin as the first standard of proper nouns, such as the names of traditional Chinese medicine, books and people. The other is to retain the humanistic characteristics of TCM terms by multi translation. For example, translate “Qi tumor” into “Qi tumor”, “neurofibroma”, “subcutaneous”.

3.4 Carefully Follow International Standards

Judging from the current situation, the international standardization of traditional Chinese medicine is not long, the selected words are in the trial stage, and the use of international standards is also in the stage of continuous improvement. For example, in the whoopr Terminology Standard in the international standard, there are many disadvantages in the acupuncture name standard. For example, five viscus should be translated as “sleep”, six bowels as “six bowls”, which should be translated as “six Fu viscera”. This kind of translation makes many mathematicians have antipathy. In order to correct the above mistakes, we should adopt “Chinese pinyin and free translation” according to the new academic viewpoint. This method not only makes the translation of traditional Chinese medicine more clear, but also retains the Chinese characteristics to a greater extent. In a word, translators should be careful about whether international standards are fully complied with, adopt the right ones and discard the wrong ones(Figure 1).

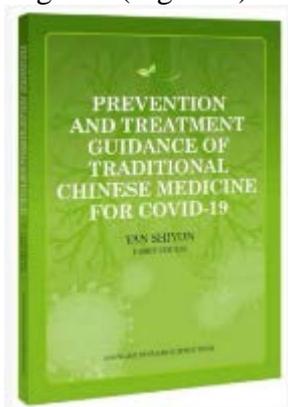


Fig.1 English Translation of Traditional Chinese Medicine

4. Cross Cultural Perspective Transformation and Translation Skills in English Translation of Traditional Chinese Medicine

4.1 Domestication Translation Skills

4.1.1 Personal Conversion

Because of the historical development, the cultural differences between China and the West are huge. Every aspect of language is different, from expression habits to expression methods are subversive changes. For example, in terms of the expression of subject, the traditional Chinese custom is to regard people as the subject of events and the core of the development of things. Therefore, in specific expression, people are often regarded as the subject, while the west is often willing to take things as the subject, and there are obvious differences in expression. Therefore, in the process of English translation, translators are required to pay attention to this situation, and the subjects to be expressed must be converted, at the same time, the original meaning of the language must be ensured. At the same time, we can also notice that in daily communication, Westerners pay special attention to etiquette. Therefore, translators must pay attention to the order of person in the process of English translation. For example, when it comes to translation responsibility, the first person must be mentioned in front of the event. Otherwise, it will cause a lot of troubles, and it will give people an impolite feeling, which will affect the image of individuals. In addition, the appellation of relatives in the west is not as detailed as that in China, but when it comes to specific translation, it must be thoroughly understood^[6].

4.1.2 Conversion of Words

The conversion of words is also a problem to be paid attention to in English translation. We need to use words flexibly. To solve these problems, we often use the methods of positive and negative translation. Flexible use of word conversion can effectively improve the translation effect. In addition, some translators combine Chinese and western language habits to implement word conversion, which has successfully improved the language expression ability and achieved good translation results. When translating verbs, nouns and prepositions, part of speech conversion is usually needed, such as name rotation or negative form conversion positive meaning. Translators must use translation skills flexibly to better implement translation, so as to read more smoothly.

4.1.3 Transformation of Sentence Pattern

The most important part of English translation is sentence pattern translation. For relatively short sentences, translation is easy, but some special sentence patterns are difficult to translate. For example, there are many inversion sentences, imperative sentences and ellipsis sentences in English. It is difficult to translate these sentences. We must use translation methods skillfully and translate them directly, not only to ensure the integrity of the structure, but also to pay attention to the specific context. To ensure that the original text can be faithful and the ideas of the article can be effectively transmitted. In addition, we should pay attention to the integrity of the work in the process of translation. Literal translation is the simplest way to deal with it, while free translation is to use translation skills reasonably to translate the article after grasping the whole article. This way is mainly to elaborate the original ideas to the readers. Compared with literal translation, free translation is more scientific, which can effectively convey the meaning of the original text and ensure the integrity of the original text, but this method requires translators to have higher quality^[7].

4.2 Translation Techniques of Foreignization

4.2.1 Conversion of Positive and Negative Words

In English translation, part of speech can be used flexibly, so translators can use the method of positive and negative words in translation. The clever use of pros and cons can make the sentence more smooth, enhance the readability of the sentence, and make the translation better. In the specific operation, translators should not only implement the conversion according to the meaning of the original text, but also ensure the fluency and readability of the article.

4.2.2 The Transformation of Paradoxical Voice

The most important part of English translation is voice translation, which is also common in English translation. For example, active voice or passive voice often appear in Chinese and English, but the expression way in the two languages is the opposite, so translators must pay attention to this problem. When translating, do a good job in the conversion of active and passive voice, ensure the smoothness of sentences and the accuracy of translated articles(Figure 2)^[8].



Fig.2 Cross Cultural Perspective Transformation and Translation Skills in English Translation

5. Conclusion

To sum up, traditional Chinese medicine culture has always been a bright star of Chinese culture. How to make its translation more standardized and clear has always been a problem for scholars. Therefore, only by following the working principles of terminology, considering the cultural differences between the East and the west, and carefully following the international standards, can we achieve the above-mentioned goal and carry forward the culture of traditional Chinese medicine.

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