Study on Business English Translation Teaching from the Functional Perspective

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Abstract: With the increase of international communication, English is becoming more and more important in business communication, and business English is also becoming more and more important in the exchange of international affairs. To research business English characteristics and values from the functional perspective, the present situation of business English translation teaching shall be analyzed to fully manifest the characteristics of business English teaching. Therefore, colleges and universities must research the present situation of business English translation teaching from the functional angle, and formulate the corresponding solution strategies.

1. Introduction

The text types of business English The text types of business English are mainly divided into the following three aspects: first, the information-type text, which main features are content-oriented. This text usually focuses on the objectivity of the description and language logic, mainly including press releases and comments, news reports, commercial correspondence, inventories of merchandise, operating instructions, directions for use, and all other technical fields. Second, the expressive-type text, which is author-centered. The use of appropriate language forms reflects the author's feelings and language features, including a variety of literary genre of article. Third, the vocative-focused text, which main function is to make appeals and persuasion. In vocative texts, equivalent effect is essential. Triggering this result is the important aspect.

2. The Text Function of Business English

Business English belongs to information type text and vocative-focused type text, from this angle, the function of business English can be divided into the following two aspects: First, information function, which is the main function of business English, whether it is business letters, commodity contracts or economic events judgments, their main function is to provide relevant information for individuals to communicate and solve real problems. Second, the appeal function, which is another important function of business English. With the appealing function it usually has the characteristics of communication with readers. For example, litigation is an important role of commercial advertising, at the same time, also has the role of information and aesthetic expression; Business reports are classified as informational texts, but if the business report is used to publicize the public, it is regarded as an advertising material that stimulates the public's buying motives. [2].

3. The Present Situation and Existing Problems of Business English Translation Teaching

Business English is professional and targeted, which is more accurate in talent training, and business English has a lot of professional vocabularies for business exchanges and negotiations and other occasions. Business English in our country has not yet formed a complete teaching system, and curriculum teaching, professional setting and class schedule are not perfect. Talent training program, teaching goal and teaching means need to be updated urgently, if these problems cannot be timely paid attention and solved, it will seriously affect the quality of business English teaching and personnel training level, and ultimately affect the development of business activities in China.
3.1 Lack of a clear understanding of differences between business English and general English

In the course of business English teaching, we can see many colleges and universities regard it as ordinary English teaching and carry out teaching according to the traditional teaching method, which makes the function, meaning and value of business English difficult to embody, and also affects the students' enthusiasm to business English. Therefore, in order to improve the students' emphasis on business English translation course, the most important thing is to promote the teachers' ideological awareness. In the teaching process of business English translation, teachers who are not fully aware of the business English, still follow the traditional teaching methods of teaching, which to the extent affected the quality of teaching and personnel training in the college business English teaching [3].

3.2 The poor overall quality of business English teachers

With the development of economy and social progress in recent years, international business communication has increased gradually. And business English translation has played a more and more important role in the exchange of international affairs. But business English translation teaching is influenced by many factors, and the structure is complex. On the one hand, business English translation teaching covers a wide range of professional knowledge, involving a wide range of economic subjects, it is difficult to accurately grasp the relevant knowledge in a short period of time; On the other hand, these English teachers, despite receiving professional English teaching training, have not received systematic knowledge training in economics, and are not familiar with the relevant knowledge of economics, finance and management.

3.3 Old teaching mode and single teaching method in business English translation teaching

Business English translation teaching mode is older. In the process of classroom teaching, students are often in a passive position, and teachers has the absolute authority, which results in the lack of communication and exchange between students and teachers. Therefore, from the whole teaching process, there is a lack of communication and interaction between teachers and students in business English translation teaching, which affects students' autonomy and the exertion of subjective initiative. In addition, many English teachers still use the traditional teaching way in business English teaching. It is not enough just to utilize the abundant teaching material and study the interpretation of data to improve the quality of classroom teaching of business English, which effect is negligible.

4. The Strategies of Business English Translation Teaching

Through the analysis of the functions of business English, this paper studies the present situation of business English translation teaching and the problems appearing in the course of teaching, which is beneficial to the universities and the teachers to understand the advantages and disadvantages of business English, so as to effectively improve the teaching quality and effect of business English.

4.1 Fully understand the characteristics and role of business English

The traditional college English teaching activities can only help individuals to study and consolidate the language foundation and theoretical basis of business English. Mastering the corresponding learning methods, the teaching content of the popular characteristics, is conducive to helping individuals to carry out daily English communication activities; and business English belongs to the professional field of English teaching, which vocabulary is more professional, and business English is mainly used for commercial activities and advertising and other official occasions, the application is more rigorous. These characteristics make business English learning different from conventional English teaching to some extent. In order to improve the quality and effect of business English translation teaching, we must fundamentally understand the characteristics and differences of business English translation teaching.
4.2 Grasp the corresponding principles in the process of business English teaching

The first is the principle of faithfulness, which means that the business English teaching should translate the meaning of the language faithfully, realize the exchange of the equivalent information, and not pursue the English grammar and the source of language in the process of translation. And business English grammar institutions and language organization should be rigorous. The second is the principle of accuracy, the meaning of language in business English translation teaching process should be expressed accurately, the concept should be clarified, the unit and digital should be used accurately. In the process of business English application, a lot of professional vocabularies will be used. The third is the principle of uniformity in business English teaching. It is necessary to follow the use of English for business practices, especially in the business English translation which has been widely recognized in the community.

4.3 Pay more attention to the learning methods and skills of translation teaching

It can be found in the course of higher education that the teachers in our country are seriously influenced by the traditional teaching thought, which leads to the backwardness of business English teaching methods and teaching means, thus affecting the training of business English talents and the development of professional. Therefore, in the course of business English translation teaching, universities and teachers must pay attention to change the teaching thought. From this point of view, college English teachers must impart business English learning methods and translation skills to students in business English translation teaching process. Teachers should introduce different business English translation methods to students, understand the characteristics and differences of each method, and then choose according to the needs of the article. Therefore, business English translation teaching as a technical discipline, its translation methods are various, and its choice of standards is not immutable, the need to use the business English context and circumstances to choose the appropriate translation methods, can also be superimposed on a variety of methods.

5. Conclusion

Strengthen professional training for business English teachers. As the organizer, facilitator and participant of teaching activities, teachers play an important role in teaching activities, and they are of great help in improving the quality of business English teaching. Therefore, it is important to maintain the professionalism and advancement of business English majors, and it is necessary to improve the professional level and teaching level of teachers. Through teaching and training, teachers can choose the appropriate business English textbooks, and the scope should cover the important areas of international business exchanges, and in the selection of teaching materials, it should include a variety of text and teaching forms, so as to broaden the horizons of students.

References

