

Translation of Chinese English News under the Perspective of Cross-cultural Communication and Communication

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Abstract: With the strengthening of the trend of world economic integration, the ties of various countries are becoming more and more close, and the scale and frequency of cooperation between China and English-speaking countries have also increased significantly. In such a large context, for enterprise development and national security considerations, timely understanding of the information of various countries has a prominent value. From the reality analysis, the fastest way to understand the information is to listen to the news, but the news of English-speaking countries is broadcast in English, so to understand the domestic audience, we need to translate it. Because there are cultural differences in countries in different regions, so the language expression has its own characteristics, in the process of English translation, need to do special treatment based on cultural differences, so that translation will be more accurate. This paper analyzes the translation of Chinese English news under the view of cross-cultural communication and communication in order to provide help and guidance for practical work.

1. Introduction

According to the analysis of relevant materials, the residents living in different cultural environments have their own characteristics in language expression, and the accuracy of translation will be significantly reduced if they can not be adjusted according to the cultural characteristics of their own nation in the process of translation. There are significant differences in language expression between english-speaking countries and our countries. In order to translate english news accurately, we need to understand the characteristics of chinese culture and grasp the characteristics of language expression and cultural particularity of english-speaking countries. In short, the cross-cultural communication in the world today has become more and more frequent, in such a large environment, to master the translation skills of news, which is very necessary for practical work.

2. On the Essence of Translation

From the point of view of reality, to master English news translation in cross-cultural communication, we should first analyze and understand the essence of translation. From conceptual analysis, the so-called translation, which refers specifically to the use of one language word (target language, that is, Target Language) to express the meaning of another language word (source language, that is, Source Language), is a special language activity in the process of interlingual conversion. In essence, translation is a special form of communication [1].

Translation is a communication activity, mainly because translation and communication have four aspects of commonality [2]. Both are human activities. Whether in the process of translation or in the process of communication, people are the main body of activities. 2) Both are exchanges of information. In the process of communication, information constitutes the content of communication, which is transmitted to the receiver by the communicator through a certain medium. 3) Both are disseminated by means of symbols and media. 4) Both have the same purpose and both want the recipient to change accordingly upon receipt of the information.

3. Cross-cultural Communication Characteristics of Translation

To translate Chinese English news in cross-cultural communication, we need to master the cross-cultural communication characteristics of translation, so that the relevant analysis and research will have a better theoretical basis. From the point of view of concrete research, the fact that translation belongs to communication can not be denied that translation is different from communication. The main expression is that translation is a cross-cultural interlingual communication [3].



Figure 1 Related Pictures

H. Lasswell, one of the founding fathers of contemporary communication, summed it up in the generalization of communication patterns as "five-W model ", that is , " Who "→" Say what "→" Through what channel "→" To whom "→" What effect " .

In communication activities, the communicator is the subject of information dissemination, which is unique, and the object of information dissemination is the recipient. The specific analysis of translation activities shows that the dissemination of information by two subjects, namely, the original author and translator, so it is more complex. In the process, many factors influence the translator's understanding of the original text, such as the translator's outlook on life, the world outlook, the translator's knowledge level and even the translator's subjective ideology, etc. This is actually another Encode process.

4. The Influence of Cultural Heterogeneity on Translation

In the process of translation, the accuracy of translation is also influenced by the cultural heterogeneity [4]. So it is necessary to understand the cultural heterogeneity. From the current data, the so-called cultural heterogeneity specifically refers to the translator should adhere to the principle of cultural adaptability in the process of translation, according to the heterogeneity and homogeneity of culture, timely adopt different cultural expression strategies to achieve translation optimization. Because there are obvious differences between Chinese culture and the culture of English-speaking countries, and there are also obvious differences in language expressions, the final translation results will be very different from the original text if they can not be properly transformed and adjusted based on cultural differences. Based on this, the following strategies are required for specific translation.



Figure 2 Related Pictures

The specific strategy is for translators to implement cultural translation while performing language translation. For the specific implementation of this strategy, it includes two aspects of the content: 1) language translation. The so-called language translation is to understand and translate the contents of the original English news, that is, to master the specific contents of the English news. 2) Cultural translation. The so-called cultural translation refers to the re-organization of the language based on the characteristics of Chinese culture after understanding the contents of the English news, so as to make it more in line with the characteristics and language expression habits of Chinese culture. In short, it is necessary to emphasize domestication and alienation in English translation practice. Both are macro-levels in which the practice of overemphasizing one side and spurning the other is biased. In general, the ultimate goal of cross-cultural communication is to spread culture while communicating language, so it emphasizes the dialectical unity of domestication and alienation, and combines domestication and alienation organically in the face of heterogeneous culture. The following are two examples:

Example 1: The Chinese Foreign Minister Wang Yi has rejected an accusation made by President Trump that Beijing is interfering in November's US congressional elections. Mr. Trump told the UN Security Council that Beijing didn't want his republican party to win because his administration was challenging China on trade.

Chinese Foreign Minister Wang Yi has dismissed Trump's allegations. Trump says the Chinese government will intervene in the US midterm elections in November. Speaking at the U.N. Security Council, Trump said the Chinese government doesn't want Trump's Republican Party to win because the Trump administration has launched a trade war against China

Speaking afterwards at the press conference, Mr. Trump added that Beijing was wary of his powerful intellect. If you look at Mr. Pillsbury, the leading authority on China, he was on a good show - I won't mention the name of the show - centerly.

At a subsequent news conference, Trump added that the Chinese government feared Trump's powerful brainpower. If you're looking at Pillsbury, you'll know he's the head of our top agency on China's strategy. He recently put on a good play ---I won't name it by name.

From the concrete analysis of two examples, in the news translation of cross-cultural communication, we should first understand what the news is saying, so that the translation will have the basic content. Secondly, it is necessary to understand how the original text should be expounded in the local culture and language expression habits, so that translation can achieve true cultural integration. Only by meeting the above two requirements, the accuracy of news translation and the characteristics of cultural differences will have a more prominent effect.



Figure 3 Related pictures

5. What to Pay Attention to in the Practice of News English Translation

There are very obvious cultural differences in cross-cultural areas, and language is an important carrier of culture, so language expression is actually a cultural output. In the process of translation, if we can not grasp the essence of culture, then the communication of culture will produce misunderstanding, and the accuracy of translation will also be significantly reduced, so we should pay attention to the phenomenon of two aspects in the practice of English news translation.

The first is to accurately grasp the cultural differences. A concrete analysis of the culture of

Chinese and English-speaking countries found that the difference was very obvious, taking color as an example, in western culture, white represented holiness and innocence, so they would wear white wedding dress when they got married, but in Chinese culture, white was often related to sadness, so white had a very high frequency of use in funeral occasions. For example, in black, in western culture, black is a synonym for darkness, but in that Chinese culture, black has a noble meaning, so in news translation, if this kind of phenomenon, it must be based on cultural differences to do translation conversion, otherwise the translation of the content will be very big misunderstanding, which is very bad for the accurate interpretation of news.

The second is the need for cultural reconstruction, but also based on the national culture to do content reorganization. As mentioned above, the differences between Chinese and Western cultures are obvious, in the process of language expression, the language expression habits of English news do not accord with the Chinese expression rule, so on the basis of understanding the English expression content, we need to reorganize the content, and then explain the content based on the Chinese expression mode and rule, so that the information receiver will understand the corresponding content better. In addition, there are differences in the meaning expression of English vocabulary and Chinese vocabulary, generally speaking, an English word has more than one Chinese meaning, but a Chinese word, its meaning is single, so in the process of translation, we need to understand the specific meaning of vocabulary in the news language environment, and then choose the most suitable Chinese vocabulary, so that the translation of news will achieve the desired purpose.

6. Conclusion

To sum up, the status of our country in the world economy is becoming more and more prominent, and the communication with English-speaking countries is also increasing significantly. For the sake of national security and the development of national enterprises, it is necessary to understand the current affairs and politics of various countries and the development of various aspects. News is a fast way to grasp the dynamics of each country, so it emphasizes all aspects of translation practice from the beginning of news translation, so that the final translation effect will be significantly improved.

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