

A study of news English translation and cross-cultural awareness

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Abstract: The development of economic globalization drives the connection between various countries. In this context, in order to promote better exchanges and communication between various countries, it is necessary to use the channel of news to increase mutual understanding. The translation of news English has certain complexity. Therefore, in order to ensure the correctness of news English translation and effectively disseminate important information, it is necessary to master the skills of English translation, and to understand the differences between Chinese and English. Based on the differences of English language, it focuses on issues related to cross-cultural awareness and strengthens the understanding of English news. In order to realize the communication of information at home and abroad, and let more international news information spread rapidly and massively in our country, news English translation plays a very important role. . First, it expounds the relevant theoretical connotations, including the theoretical connotation of news and the theoretical connotation of news translation, to lay a theoretical foundation for the subsequent in-depth elaboration. Secondly, it analyzes the characteristics of news English, and finally expounds the measures of cross-cultural awareness in news English translation. Starting from the characteristics of news English, this paper proposes application strategies based on cross-cultural awareness and its significance in news English, in order to improve the quality of news English.

1. Introduction

Under the background of economic globalization, the frequency of cross-cultural communication has increased, and the application coverage of English has increased significantly in the world, which also confirms that the position of news English on the world stage has been greatly improved. Translation is a bridge for cross-cultural communication among countries, and plays an important role in communication between different nations. In the process of translation, the translator's understanding of the cultures of the two countries directly affects the quality of translation. It can be said that without a full understanding of the cultures, the translation work can't be started. Cross-cultural awareness refers to the translator's overcoming of different cultural differences in the process of translation, so that the language can fully and accurately express the meaning and feelings of the original author on the basis of conforming to grammar. In addition, translators should also pay attention to the social and cultural background of English-speaking countries and the characteristics of language expression, give full play to the advantages of intuitiveness, visualization and vividness, timeliness and conciseness of news English, make clear the differences between Chinese and English before translating, ensure the comprehensiveness and authenticity of news content expression, and spread more valuable information. To improve the quality of journalistic English, we must strengthen the cross-cultural awareness of relevant workers and speed up its integration with journalistic English.

2. News English and the connotation of cross-cultural consciousness in news English

2.1. News English

Journalistic English is a form of news communication in English. News English not only has the timeliness and popularity of news itself, but also has the professionalism of English application. With the strengthening of contacts among countries, English, as an international official language,

is increasingly appearing in our lives. Especially today, with the rapid development of economic globalization, people are eager to know more about international events and to have more exchanges with foreign countries. Because of its convenience, English news, as an all inclusive platform for external communication, has attracted more and more attention. The difference between Chinese and English is that in the long history of Chinese expression, many expression habits have been simplified from ancient Chinese and cannot be translated directly in English. For example, the Chinese meaning contained in classical Chinese needs to be continuously refined in translation. The translator needs to fully master cross-cultural knowledge and correctly express its meaning. With the development of the times, journalistic English continues to expand new words, or endow traditional words with new meanings, so as to ensure the normal application and effectiveness of journalistic English. Under the background of the rapid development of new media, news English should also enrich its vocabulary with the development of new media, so as to improve the accuracy of cultural communication.

2.2. Cross cultural awareness in News English

In a sense, news English translation is a link between two completely different cultures. In the process of news English translation, news English practitioners should be clearly aware of the internal and external differences in cultural backgrounds and cultural awareness of different countries, and then naturally form a cognitive standard awareness. English news, as a means to know the latest cultural trends, is needed by different people. However, due to cultural level and other factors, many people can't really understand English news. At this time, translators are needed to translate English news, so that English news can be more widely spread to more readers and be suitable for audiences at all levels. Therefore, the process of translating English news is also a process of spreading cross-cultural awareness. English news report is to spread all kinds of recent events and trends to the masses in the most concise and rapid way, to ensure the timeliness of news broadcast, and to attract readers' attention by using concise sentences. In order to improve the communication effect and coverage of news under the influence of different cultures, it is necessary to ensure the complete reporting, which is based on the understanding of the value orientation and deep-seated connotation to be expressed in the article. Cross-cultural awareness is an important translation skill for translators, which can guide translators to translate English news better and more accurately.

3. Strategies of applying cross-cultural awareness to news English

3.1. Give full respect to differences in language and cultural thinking

Cultural thinking is generally regarded as the same or similar way of thinking and thinking in a specific group of people. The formation of cultural thinking often stems from the continuous collision and fusion of people's own thinking mode and historical culture. The historical processes of different countries are not exactly the same, which results in a certain similarity and difference in the cultural thinking of people living in different cultural environments. Thinking mode is a way of thinking produced by culture in the far-reaching and lasting influence, so the thinking mode formed under the influence of different cultures is also very different. Language is the carrier of thinking. English and Chinese were conceived in different cultures, and their vocabulary and usage are also very different: Chinese culture is characterized by concreteness, subjective thinking, and comprehensive thinking, while Western culture is abstract, The characteristics of objective thinking and analytical thinking. In news English, the application of cross-cultural awareness needs to give full respect to the differences in language and cultural thinking, to think deeply about the differences between different languages and cultures and cultural languages, and to reflect the differences between Chinese and English. In the translation of news English, it is necessary to accurately distinguish and flexibly use different language and cultural thinking, and fundamentally improve the effectiveness of news English. At the same time, it is necessary to combine Chinese language habits and expression methods, use rhetorical devices and sentences that are familiar to

Chinese people, and avoid blunt European literal translation.

3.2. Improve the cultural empathy ability of news English translators

In the process of news English translation, translators must have a strong cross-cultural awareness, not only accurately convey the content of the news itself, but also pay attention to the differences between Chinese and English cultures, and comprehensively consider various influencing factors. News English translators have certain English translation ability. It is emphasized here that they should not only strengthen the training of word grammar, but also understand the characteristics of Western terms. They can regularly study western cultural classics and carry out academic exchanges with translators. If conditions permit, they can study abroad. In short, a qualified translator should not only overcome language barriers, but also fully understand the translation principles of allusions and historical figures from different cultures, get rid of the influence of cultural differences, spread the truth of the news to the audience, avoid omission or mistranslation, and communicate the news of different nationalities, countries and cultures and the cultural information hidden behind the news. With the continuous development of economy and society, there are more and more exchanges between countries. In the case of globalization, there are more and more cross-cultural exchanges. News translators need to keep learning, not only to learn and improve the language system, but also to understand the development of culture, network culture, the impact of foreign culture, etc. with the continuous development of the times, the expression habits of the new generation of young people deviate from the original expression habits, Under the influence of the Internet, the semantics of many new words and original words are constantly changing, and they are frequently used in the current language environment, which brings great challenges to translators. Only by constantly learning, understanding the developing culture, and strengthening the communication between cultures can we ensure the accuracy of translation. News translators should eliminate the influence of cultural interference on the translator, empathize with the original English author, jump out of the inherent thinking and some ancestors' opinions, try to converge with the author emotionally, re experience and re construct psychologically, and try to avoid misreading, omission, distortion and so on. The model of news English and cross-cultural awareness is shown in Figure 1

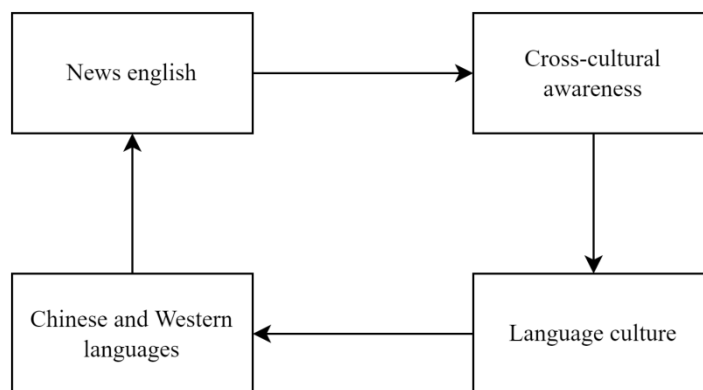


Figure 1 News English and cross-cultural awareness model

4. Conclusions

To sum up, with the all-round promotion of economic globalization, China's openness has gradually increased, exchanges between China and other countries in the world have become increasingly frequent, and our people's demand for news access to the rest of the world has significantly increased. The development of new media, the traditional TV people's livelihood news is restricted, and the defects of TV people's livelihood news itself affect the development of TV people's livelihood news. Translation, as the main means of information dissemination, is conducive to a country's foreign development and cultural exchange, and promotes mutual understanding among countries. However, it should be noted that in order to achieve the goal of news and

information dissemination, we must pay attention to the removal of cultural barriers, solve the problem of crossing cultural exchange barriers, and overcome cultural and thinking differences. Language is the reflection of each culture. In different cultures, translation is a kind of cross-cultural communication. News translation is a channel to directly understand the development of various countries. In addition to following the principles of news translation, what can not be ignored in news translation is the cultural connotation behind news translation. To establish cross-cultural awareness, it is necessary to master the cultural differences behind the two different language systems in translation, and do a good job in truthfulness. Xinyada handles language barriers caused by cultural differences to achieve accurate translation. News translators should have certain sensitivity to cultural differences. They should not only improve the accuracy of translation, so that readers can easily understand the meaning of the original text, but also make readers feel the unique charm and interest of western culture.

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