

A Study on the English Translation of Traditional Chinese Color Words from the Perspective of Cross-cultural Communication

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Abstract: *This article conducts an in-depth study on the English translation of traditional Chinese color words from the perspective of cross-cultural communication. By analyzing the important position and unique expression of color words in Chinese culture, this article explores how to balance semantic equivalence and cultural adaptation in the process of translating color words into English, how to create new contexts while retaining the original cultural characteristics, and how to use innovative translation methods to enhance communication effectiveness. This article aims to provide useful reference and inspiration for the English translation and cross-cultural dissemination of traditional Chinese color words, and promote Chinese culture to better go global.*

Keywords: *Cross-cultural communication; Traditional Chinese color words; English translation strategy; Cultural dissemination*

1. Introduction

In today's globalization, cross-cultural communication has become an important way to promote communication and understanding among different cultures. As an important part of Chinese national culture, Chinese traditional color words carry rich cultural connotation and symbolic significance. However, in the process of English translation, how to accurately convey the deep meaning of these color words and make them effectively spread in the target language culture has become an urgent problem to be solved. Chinese traditional color words not only have rich historical accumulation, but also play a unique role in literature, art and other fields. These color words are often closely connected with the traditional customs, aesthetic concepts and emotional expression of the Chinese nation, and have profound cultural heritage [1]. However, due to the differences between Chinese and Western cultures, it is often difficult to find the exact equivalent of these color words in English translation, which leads to the dilution or misunderstanding of their meanings in the target language. From the perspective of cross-cultural communication, this paper aims to explore the translation of traditional Chinese color words into English. By analyzing the cultural connotation and characteristics of color words and combining with specific English translation practice, this paper discusses how to realize the accurate and effective transmission of color words on the basis of maintaining the original cultural characteristics. This paper will also focus on the translator's role and responsibility in the process of English translation, and the role of modern technology in improving the effectiveness of communication.

2. Cultural characteristics of traditional Chinese color words

Traditional Chinese color words are an important component of ancient Chinese culture. They not only depict the colorful nature, but also contain profound cultural connotations and national spirit. These color words not only reflect the ancient people's observation and understanding of the world, but also reflect their aesthetic emotions and value orientations[2]. This article will explore the cultural characteristics of traditional Chinese color words from the following aspects:

(1) Traditional Chinese color words have intuitiveness and imagery. These color words mostly originated from the direct observation of natural things by ancient people, such as "red" coming from the color of flames, and "yellow" coming from the color of loess or gold. This intuitiveness gives color

words a vivid sense of imagery, and people can directly associate them with corresponding natural things through color words. These color words also reflect the ancient people's simple understanding of the world, reflecting their reverence and respect for nature.

(2) Chinese traditional color words are symbolic and implied. In traditional Chinese culture, color is not only a visual perception, but also an expression of emotion and a symbol of thought. For example, "red" is often regarded as a symbol of good luck and happiness in Chinese culture, and is often used in weddings, festivals and other occasions. And "white" is often associated with purity and solemnity, used for funerals, sacrifices and other occasions. This kind of symbolism and implication makes color words play an important role in cultural inheritance. Through the metaphor of color, the ancient people's beliefs, values and aesthetic concepts are conveyed.

(3) Chinese traditional color words also have regional and national characteristics. Due to the vast territory of China, the natural environment and cultural traditions vary from place to place, so the color words vary from place to place. For example, "verdant green" in the south describes more of the scenery of green mountains and green waters, while "dark yellow" in the north focuses more on the vast scenery of the Loess Plateau [3-4]. This regionalism makes the color words have distinct regional characteristics, reflecting the diversity and richness of Chinese culture. These color words also reflect the unique aesthetic feelings and value orientation of the Chinese nation, and are an important part of the Chinese national culture.

(4) Traditional Chinese color words also have historical and contemporary significance. With the development of history and social changes, the connotation and usage of color words are also constantly changing. For example, "qing" was commonly used in ancient times to describe natural things such as the sky and plants, while in modern times it is more related to concepts such as youth and vitality. This historicity and contemporaneity make color words an important window for understanding historical culture, through which one can glimpse the social style and cultural characteristics of different historical periods.

These characteristics not only enrich the expression of Chinese, but also reflect the vastness and profoundness of Chinese culture. In modern society, with the advancement of globalization and the increase of cross-cultural communication, the cultural characteristics of traditional Chinese color words have become more prominent in their unique value and charm. In depth research and exploration of the cultural connotations of these color words are needed to better inherit and promote the excellent culture of the Chinese nation. Actively promote traditional Chinese color words, allowing them to play a greater role in cross-cultural communication, and promoting mutual understanding and respect between different cultures.

3. English translation strategies from the perspective of cross-cultural communication

3.1 Respect cultural differences and maintain the original features

The core of cross-cultural communication is to respect and understand the differences between different cultures[5]. In the process of English translation, translators should take full account of the cultural, historical and social differences between English and Chinese[6], and avoid imposing the values of one culture on the other. The translator should also preserve the characteristics and style of the original text as much as possible, so that the translation can accurately convey the information and emotion of the original text. For example, when translating some words or expressions with specific cultural connotations, translators can use literal translation or annotations to make readers better understand and accept them. In this way, the translation can not only retain the characteristics of the original, but also avoid cultural misunderstandings and conflicts.

3.2 Emphasize contextual analysis and flexibly apply translation techniques

Context is an important factor that cannot be ignored in translation. In the process of English translation, the translator needs to deeply analyze the context of the original text, understand the author's intention and expression, and choose appropriate translation techniques. Sometimes, literal translation may not accurately convey the meaning of the original text, and in such cases, techniques such as free translation, additional translation, and subtractive translation are needed to make the translation more in line with the expression habits of the target language. Translators also need to pay attention to handling cultural loaded words and idioms in the original text. These vocabulary and

expressions often have specific cultural connotations and symbolic meanings, which need to be handled with caution during translation. Sometimes, domestication translation strategies can be adopted to transform the cultural elements of the original text into expressions of the target culture; Sometimes, it is necessary to adopt a foreignization translation strategy to preserve the cultural characteristics of the original text, in order to enable readers to better understand foreign cultures.

3.3 Strengthen cultural communication and promote cultural integration

The purpose of intercultural communication is to promote communication and understanding between different cultures. In the process of English translation, translators should strive to strengthen cultural communication and promote cultural integration. This requires the translator not only to have a solid language foundation and translation skills, but also to have a wealth of cultural knowledge and intercultural communication ability. Translators can deepen their understanding of different cultures by reading relevant literature and participating in cultural exchange activities. In the process of translation, the translator should eliminate the cultural barriers as much as possible, so that the translation can meet the reading habits and aesthetic needs of the target readers. It can also help readers better understand the cultural connotation of the original text by adding explanatory notes and introducing the cultural background.

3.4 Utilizing modern technological means to improve translation quality

With the development of technology, more and more modern technological means are being applied in the field of translation. In the process of English translation, translators can use tools such as machine translation and corpus to improve translation efficiency and quality. The abundance of online resources also provides translators with more reference materials and learning resources. However, it should be noted that although modern technological means can assist translation work, they cannot completely replace the role of translators. Translators still need to exert their subjective initiative, carefully proofread and revise the translation to ensure its accuracy and fluency.

4. Key elements in the process of English translation

4.1 Language structure and rules

Language structure and rules are the basic elements of English translation. There are significant differences between English and Chinese in grammar, vocabulary and sentence structure. For example, English is a compound language, focusing on the completeness and logic of sentence structure; Chinese, on the other hand, is a paratactic language, which pays more attention to the expression of meaning. Therefore, in the process of English translation, translators need to fully master the grammar rules and expression habits of the two languages to ensure the accuracy and fluency of the translation. The translator should pay attention to the following points: (1) to accurately understand the meaning of the original text, avoid reading the meaning or misunderstanding; (2) The sentence structure should be adjusted according to the English expression habits, so that the translation can conform to the English grammar rules; (3) We should pay attention to the choice and collocation of vocabulary to ensure the accuracy and idiomatic translation.

4.2 Cultural background knowledge

Cultural background knowledge is an important element in the English translation process. Language and culture are inseparable, and each language carries specific cultural connotations and values. Therefore, in the process of English translation, the translator needs to fully understand the cultural background of the original text in order to accurately convey the cultural connotations of the original text. Translators need to pay attention to the following aspects: (1) understanding the cultural background knowledge related to history, geography, religion, customs, and other aspects involved in the original text; (2) Pay attention to the cultural loaded words and idioms in the original text, understand their cultural connotations and symbolic meanings; (3) Pay attention to handling cultural conflicts and misunderstandings to avoid cultural misunderstandings or misinterpretations during the translation process.

4.3 Translation objectives and strategies

The purpose and strategy of translation are the guiding factors in the process of English translation. Different translation purposes require different translation strategies. For example, literary translation pays more attention to the artistic and aesthetic value of the language, while scientific translation pays more attention to the accuracy and professionalism of the language. In the process of English translation, the translator needs to know the purpose of translation and choose the appropriate translation strategy according to the purpose. In the selection of translation strategies, the following aspects should be considered: (1) Appropriate translation methods should be selected according to the style and style of the original text, such as literal translation, free translation, domestication, foreignization, etc.; (2) We should pay attention to the audience of the target text to ensure that the target text meets the reading habits and aesthetic needs of the readers; (3) We should pay attention to the coherence and integrity of the translation, so that the translation can maintain consistency and coherence as a whole.

4.4 Professional competence of translators

The professional competence of the translator is a core element in the English translation process. An excellent translator needs to have a solid language foundation, rich cultural knowledge, good translation skills, and a keen cross-cultural awareness. In addition, translators also need to have a high sense of responsibility and professionalism to ensure the quality and efficiency of translation work. In terms of improving professional competence, efforts should be made through the following channels: (1) continuously learning and accumulating language and cultural knowledge, and improving one's language proficiency and cultural literacy; (2) Pay attention to the latest developments and research achievements in the field of translation, and understand the latest translation theories and techniques; (3) We need to engage in more practical exercises and experience summaries to continuously improve our translation skills and abilities.

4.5 Auxiliary Tools and Resources

In the process of English translation, auxiliary tools and resources cannot be ignored. The development of modern science and technology has provided many convenient tools and resources for translation work, such as electronic dictionaries, corpora, machine translation software and so on. These tools and resources can help translators quickly find words, understand context, proofread translations, etc., and improve translation efficiency and quality. However, auxiliary tools and resources are only auxiliary means of translation work, and cannot completely replace the subjective initiative and creativity of translators. When using these tools and resources, translators need to maintain prudence and critical thinking, combining their own professional knowledge and experience to make judgments and choices.

5. Conclusion

The research on the English translation of traditional Chinese color words from the perspective of cross-cultural communication is not only an exploration of the language itself, but also an in-depth analysis of cultural exchange. By analyzing the English translation strategies of traditional color words, the cultural connotations and ethnic characteristics behind color words are clarified. This study not only helps to promote the international dissemination of traditional Chinese culture, but also provides richer language and cultural resources for cross-cultural communication. In the future, with the deepening of globalization, cross-cultural communication will become more frequent and widespread. The research on the English translation of traditional Chinese color words will continue to play an important role in promoting understanding and integration between different cultures. This article hopes that more scholars and translators can devote themselves to this research field, deeply explore the cultural connotations of traditional color words, and explore more accurate English translation strategies.

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