Contrastive Analysis of American and Chinese University Websites—A Case Study of Tsinghua and Harvard University

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Abstract: With the improvement of China's national strength, more and more institutions of higher learning begin to seek international development, and the willingness of overseas institutions of higher learning to conduct international exchanges and cooperation with Chinese institutions of higher learning is also increasing. In the era of increasingly fierce competition in the world of higher education, colleges and universities are trying to seek higher level of cooperation institutions, which can not only train their students into more international talents, but also improve their own international image. For this reason, many Chinese colleges and universities' web pages are made in both Chinese and English, and the English profile of the university plays an important role in providing foreign scholars and students with a better understanding of the university. In recent years, the number of Chinese students who go aboard for further study has risen sharply, however, the number of students coming to China to study grow slowly, one of the reasons is that the publicity of Chinese colleges and universities foreign propaganda is not enough, or the web site home page introduction in English does not accord with international friends of reading and thinking habit, which leads to the lack of the understanding of foreign students in Chinese universities, and then they don't come to study in China.By comparing the differences between the website of Harvard University in the United States and the English version of the website of Tsinghua University in China, this thesis makes a comparative analysis of the differences between English and Chinese languages, hoping to give an in-depth thought on the comparative study of English and Chinese languages and the English translation of the websites of Chinese universities.

Keywords: University and college website; English translation; Comparative study of English and Chinese

1. Introduction

With the increasingly close exchanges between colleges and universities at home and abroad, more and more Sino-foreign cooperative education in running schools and international exchange programs have been set up. The website construction of universities and colleges is also crucial because it is not only a good time to show their own image, but also the key to attract more outstanding students.

At present, most university websites have bilingual versions in Chinese and English. Under the development trend of internationalization of higher education, high-quality English versions of university websites are conducive to enhancing the image of Chinese universities, enhancing international influence and popularity, and attracting international universities and institutions to carry out international exchanges and cooperation. Therefore, the construction of college English websites is a realistic demand and objective requirement for the internationalization of higher education.

Language is the product of the development of human society at a certain stage, and it is the most important tool of human communication. English and Chinese are two languages developed under different historical and social conditions, and there are great differences in pronunciation and vocabulary and so many other aspects [7] (Song, Zhao, 2020).

When establishing international images, colleges and universities should not ignore the language problems. When colleges and universities show their strength to overseas colleges and universities, the most common way is to set up their own bilingual web pages, which is undoubtedly the easiest and most efficient way of this era. It is necessary for bilingual web pages to play an important role in how to introduce their own characteristics and advantages to people in different languages through web

pages, and how to maximize the reception of messages conveyed by our colleges and universities by people with different cultural backgrounds and different ways of thinking.

As an important window for foreign exchange and display of international image, the construction of English website in colleges and universities plays an important role. However, the English editing level of campus web pages is intermingled with each other, and Chinglish phenomenon and other problems and other differences between American and Chinese university websites occur frequently, which greatly affects the quality of English web pages and the image of schools [4] (Li, 2014). By studying the differences of university web pages at home and abroad and taking Tsinghua and Harvard University as the case study, this thesis analyzes the differences between the two countries, so as to compare English and Chinese, so as to enhance the notice of English translation of the websites of our country's universities and colleges.

2. Differences Between American University Websites and English Version of Chinese University Websites

There are many differences between university websites of China and America, in this thesis, the writer mainly analyzes five different aspects: words, website design, application information function, news and events section, culture value and thoughts.

2.1. Subjective Words, Words Using Frequency and Words Collocation

In terms of subjective words, the most frequently occurring subjective word in American texts is "Our", while the most frequently occurring subjective word in Chinese texts is "Key" [1] (Gu, Jia, 2014). Chinese colleges and universities can be divided into key universities and non-key universities. The use of the words "key universities" has a certain appeal among domestic readers. However, if the word "key" is used too often, foreign readers will think that the speaker is trying to show off the university status. Native English speakers often expect conclusions to be supported by concrete facts and data, while Chinese colleges and universities are accustomed to adding "key" before colleges and universities, which lacks objectivity.

The first high frequency word on both American and Chinese college websites is "university" [1](Gu, Jia, 2014). From the frequent appearance of "university" on the official website of campus, we can see the personal expression characteristics of the website: most of the pages do not adopt the first person, but use the objective word, i.e. university, as the personal perspective, with neutral and objective semantics. In different cultural contexts in China and America, however, the collocation of this word is not exactly the same. Through the selection of corpus, the collocations of "university" in the Chinese and American campus introduction texts can be classified as follows: In the websites of American colleges and universities, the collocation of "university" is rich and specific, which can be roughly classified to these examples: research university; privately supported university; university's collaborative culture, revolutionary spirit; Jewish-sponsored college, university's prominent alumni, honored as the "most" beautiful university; university-wide strategic initiative. It can be seen that American colleges and universities have an objective and fair evaluation of themselves. When describing a school, they tend to focus on the highlights of the school, such as the school spirit and history, and they are generous in praising its alumni, staff and projects.

The collocation of "university" In Chinese university websites Is relatively simple, mainly to evaluate the popularity and influence of the university, such as "famous", "prestigious", "key universities" and so on [5](Shi, Zhang, 2018). Although these words indicate the high popularity of the school and increase the magnificence of the text, the judgment criteria for the qualifiers are very vague, and the audience's understanding only exists on the surface of the text, so it is difficult to have intuitive feelings. In addition, the co-choice words with "university" also include many proper nouns with Chinese characteristics, including "985", "211", "double first-class university" [5](Shi, Zhang, 2018). ("Project 985", "Project 211"and "Double First-Class" universities are the construction projects of China to build world-class universities and colleges. At present, the Ministry of Education has coordinated the projects of "985" and "211" as "Double First-Class" universities.) These are all words that contain strong Chinese characteristics, including the education policy of our country. We can see that such words with Chinese characteristics are very common used in the text expression of Chinese colleges and universities.

With the development of networked education, college websites have become the main media to

show the school-running characteristics of colleges and universities. The introduction section belongs to propaganda discourse, and the ultimate goal of it is to attract the attention and interest of readers, so as to obtain the best social effect. However, this kind of propaganda discourse usually starts from one's mother tongue and is based on the way of thinking, ideas and perspectives of one's mother tongue. Different expressions of ideas or habits in different languages may lead to different frequencies of the use of the same vocabulary. The difference of the word frequency of the same keyword can reflect the difference of the length of the passage to some extent, so it can be seen that the English version profiles of Chinese colleges and universities in school websites are much longer.

2.2. Website Design

In the websites of Chinese colleges and universities, it always has a section named school profile or overview, in which generally includes the historical changes of the school, the changes of the school name, key disciplines, faculty and students, and the honorary titles the school has won, and the list of historical celebrities, constructive achievements, campus landscape, school motto and school spirit, etc. The content is various and lengthy, generally with no subdivided items to introduce respectively. And the profile also has a strong political nature, which may be related to the importance Chinese people place on the influence of the state and the Party.

The corresponding part of the Introduction section of American universities with Chinese universities website is "About us/About the University", which is very different from the arrangement of the Chinese universities websites. American university profile has its own characteristics, not as prominent as the Chinese university model. Some universities use short words to evaluate themselves, such as Oxford University,

"Oxford is the oldest university in the English-speaking world, and a leader in learning, teaching and research." It means that the University of Oxford is the oldest university in the English-speaking world and plays the leading role in all the three aspects: learning, teaching and research. The rest of the information about the school is achieved through links, and readers can choose different links according to their own searching needs.

Some universities do not have evaluative discourse and introduce the university directly through links. Although they have different ways, they are all designed to highlight the current situation of the school, the organization of faculty and students, the research status, the history of the school, the administrative management and employment situation and so on. In the form of links, it can make audiences clear at a glance, and acknowledge objective and concrete content, with simple and persuasive language.

In the design of English web pages of Chinese universities, the habits of English users should be taken into account. Of course, in this aspect, Tsinghua University has already noticed this point, although most of the English version is just the same, there are also small differences. But compared to Oxford web design, it would be better to make more adjustments in the way the quick links can be used. For example, the Oxford Student section of Oxford University links the contents from freshmen enrollment, campus life, course study, research, various social welfare, to legal appeals, and introduces all relevant contents of the campus from the perspective of a student. This switching mode is also common in most other American universities, which is different from the Chinese campus page entry mode, which is also the reason why Chinese students are not accoustmed to the way of American university websites are linked[3] (Li, 2009). I oneself in the place of another, in the design of English web pages, we should also consider the users of English speaking countries, and provide a connection mode which is more in line with their usage habits in the design, so as to make the English website of college and university play its due purpose of cultural communication [2] (Li, Wang, 2017).

Both Chinese and American university profiles are designed to fulfill two important functions, namely the information function and the announcement function, but the ways of realization are quite different in terms of language, presentation mode and content.

In terms of language, Chinese universities often use empty and flattering words to advertise their discipline strength, such as "world-class" and "domestically important". However, there is little evidence to support such statements in the introduction, and they also use Chinese-specific phrases such as "211 Project" and "985 Project", which need to be explained specifically in translation. However, the introduction of American colleges and universities pays attention to the real authority, and often uses specific facts and data to illustrate their school-running level, which is relatively objective.

When translating the profiles of Chinese colleges and universities into English, we should try our best to eliminate such empty and exaggerated words, weaken the political nature of the discourse and adopt objective language expression. And the introduction of Chinese colleges and universities is lengthy, while the introduction of American colleges and universities is concise, with simple words. When translating to English, we should pay attention to the conversion of sentence pattern and language.

In terms of presentation mode and content, the profiles of Chinese colleges and universities often use general words to contain so many contents, including many aspects mentioned above. However, the Internet is an "information-intensive" medium, in which it is often difficult for a viewer to concentrate on a single page of a website for a long time [3](Li, 2009).

Therefore, the English version of the school profile should be as concise and compact as possible, and the length should not be too long. The content can be based on the way of the introduction of American universities and schools：First, the school should be evaluated in a few words, and then the links should be set by the order of the expectation to different contents of foreign readers, for example, the sections of faulty and students, key disciplines should be set before the sections of honorary titles, historical celebrities and previous successive leaders.

In website design, Tsinghua university and the university of Oxford, web designers embodies the same value orientation, i.e. people-oriented, and can view from the web site users' perspective, to well-designed web pages, and thus they have a lot in common [2](Li, Wang, 2017). For example, there are some things in common in the content of the plate and the selection of information, as the place for teaching and research, both the two universities are focused in providing information about the school teaching and research, with the designing of the front page profile with the information on such aspects as "brief introduction about the school", "teaching", "science and research", which can help users to understand the university core information. Second, they both consider the user's convenience degree, the link and retrieval are all very simple and convenient, which can help users quickly retrieve the relevant information. However, the different cultural backgrounds and value orientations of China and America will inevitably have some influence on the design of the web pages of the two universities.

2.3. Application Information Function

In the brief introduction of Harvard University, the tuition requirements are clearly given, and the financial aid for poor students, school expenses and government grants are all mentioned, which is very applicable. Harvard University has done a good job in instructional information, including detailed introduction of common questions students care about, such as tuition fees, enrollment and admission message and so on, so the information is highly applicable. Compared with foreign websites, domestic websites generally lack introduction on tuition fees, length of schooling and scholarship setting and many others, and also do not cover key information such as the total enrollment, the proportion of international students in the school's students, and the admission rate of international students and so on. The registration information of overseas students in Chinese colleges and universities can be found in the Graduate Enrollment Information Network of each university or the International Students Office Website of the university. However, the tuition information of overseas students in Tsinghua University can be found in the Graduate Enrollment Information Network, but is not mentioned in the International Students Office Website. The missing of tuition information violates the expected "message function" of the target texts.

Chinese university websites often start with too much emphasis on the university's international or domestic status and popularity. In the General Information of Chinese colleges and universities, they pay great attention to the introduction of their superior geographical location and key position at home and abroad. However, there is a lack of detailed introduction to the specific research content, domestic and international influence, and research status of the university. As a result, overseas students cannot understand the real academic and scientific research level of the university, and they have no conceptual grasp of the overall scientific research strength of the university and the scientific research achievements of individual disciplines. Many content and terms are easy for us with background knowledge to understand, but for foreign audiences who do not understand Chinese and lack knowledge of Chinese geographical knowledge, they may not be able to correctly understand the real content they want to express, and in this situation these terms should be appropriately noted. In American universities, there are few introductions about social status or ranking of universities. The introduction of the geographical location of universities is also given a fleeting mention in the "Site Guide" or "Visit the University" column of "About the University".

In view of the importance of the tuition information, Chinese colleges and universities can add necessary contents such as tuition fees and financial revenue and expenditure in the introduction module, or attach hyperlinks in the introduction so that readers can find relevant information as soon as possible.

2.4. News and Events Section

News and Events are an indispensable part of the external propaganda websites of both Chinese and American universities. The news sources of American college publicity websites are comprehensive, ranging from campus news to international news, with timeliness and generalization. The latest academic research in various fields can all be covered. Reading the news on the campus official website can not only increase academic knowledge, but also keep abreast of state affairs. Campus news website is a very authoritative platform for students to obtain current news. In addition, the event in the other section is responsible for the promotion of campus activities, mostly with short content, delivering the message of campus lectures, competitions, symposia, workshops and so on.

However, the news and events of the external propaganda websites of Chinese colleges and universities is limited to the campus news, with little involve with social news. Most college news and events sections only contain on-campus activities, so it's hard to see the difference between two separate sections. The contents of campus activities are all in the same key, which are limited to campus academic competitions, international university education exchanges and leadership conferences.

British and American newspapers highlight the key point in their headlines, so as to hit the nail on the head while Chinese newspaper headlines aim to mention as many details as possible. American college news websites often focus on a single point, condensing the words of academics or administrators into one or several highly condensed keywords, which is convenient for readers to quickly grasp the key points when reading. The English news websites of Chinese colleges and universities are obviously still influenced by the feature that the Chinese newspapers aim to reach every aspect of a matter, with a tendency to describe events at great length, i.e. the time, place, people and events are all put in the headlines, which is comprehensive and specific, but does not conform to the reading habits of foreign audiences.

American news headlines often use the simple present tense to make readers feel the news "happening now". Some English websites of Chinese colleges and universities still have problems in news tenses. The past tense is less suitable for news headlines than the present tense, because when using the past tense, it makes the news seem like "old news". But this news headline of Tsinghua University " Tsinghua Team Crowned Champions in SC19" is another kind of form, the "crowned" here is the past participle, and the auxiliaries are omitted, making the title more concise, and focuses on the defending of the champion.

2.5. Culture Value and Thoughts Reflected by the Websites

In Chinese society, under the influence of Confucianism, even in colleges and universities, people are accustomed to respect the authority of leaders and officials, recognize the order of upper and lower levels, and are accustomed to obey and be obedient. However, American people have a strong sense of democracy. They do not agree with the privileges of officials and believe that people should be equal. This difference is most prominent in the web design of the two universities. The homepage of Tsinghua's website is divided into 10 navigation bars in both English and Chinese versions. In About TH, the name of successive school leaders and current leading group from the founding of Tsinghua School in 1911 to this day is all listed in detail. The "Faculty" section is divided into three parts. In addition to the "Schools and Departments", which contains thousands of faculty members, two separate sections have been dedicated to the nearly 100 academicians of the Chinese Academy of Sciences and Chinese Academy of Engineering of the University to highlight the importance the University places on these academic authorities. In addition, under the "Schools and Departments" bar, the "faculty" of each teaching unit, except "the Wudaokou School of Economics and Finance" [2](Li, Wang, 2017), the arrangement of personnel of most other schools are listed in order of the rank from professor to associate professor, in staff introduction, only professors or associate professors can have detailed introduction of qualifications , which shows the worship for high authority and seniority. On the Harvard website, however, there are no reports on official activities of leading officials, experts and scholars, instead, focusing more on students and staff in the university. In the Faculty section, all

faculty m"mber' are listed alphabetically by the last name rather than by administrative or academic title. Every faculty member and even students, including the teaching assistants, are listed here, reflecting the cultural value, "Everyone is equal." [8](Yin, 2019)

Chinese culture advocates collectivism and emphasizes that collective interests are higher than individual interests. However, American culture advocates individualism and places importance on individual value and development. This cultural difference is also prominent in Chinese and English web design. "News & Events" on the homepage of Tsinghua University mainly links domestic and university events, reflecting Tsinghua University' s emphasis on the relationship with the nation. In the "Faculty" section, the links follow a hierarchy from large organizations to small organizations to individuals, highlighting the individuals within a larger group. Although the website of Tsinghua University has a very detailed introduction to the scholars and professors who have made outstanding contributions, highlighting their individual academic research ability, its purpose is more to reflect the strong academic strength of the university as a whole, and has nothing to do with individualism.

Browsing the homepage of the official website of the Harvard University, the designer sets up quick links according to four different types of web users (staff, students, alumni and enterprises), so as to design the content according to the possible aspects of the users' life and study in Harvard, and to highlight the needs of individual users. In the section of faculty introductions, there is their contact information, published papers and research interests, without highlighting their titles in social organizations or administrative agencies. In "University A→Z" at the bottom of the homepage, all information is searched in alphabetical order, such as enrollment information and Schools and Departments, This kind of loose organized structure consciousness reflects the British indifferent collectivism thought [8](Yin, 2019).

Tsinghua website pays more attention to its thick history, every design of the website shows the respect to the history and the brilliant achievements the past has achieved, reflects the high praise to history and inheritance. The Harvard University, on the other hand, shows more of a vision of the present and future. What's more, one of the four sections on the homepage of Harvard University is "Give to University", which indicates how to "Make contributions to Harvard". At the same time, the "Alumni" column on the home page is specially set up for alumni and enterprises to introduce in detail the ways in which alumni can contribute to the school and raise funds for the university for both the present and the future. In Tsinghua University, there is also a section for "Alumni", but the contents are few and it mainly introduces the achievements made by outstanding alumni. Although this is related to the source of funds of these two universities, it also indirectly reflects the different temporal orientation of Chinese and American universities in school planning.

The reasons for the above language differences between Chinese and American college websites are that the United States is the native speaker of English, so the use of English is natural and flexible. But English for China is a foreign language, therefore, in the master and apply of English, it will be slightly inferior for Chinese users than the native English users. Chinese culture pays attention to the overall view, so when describing the campus, the relatively macro words are often being used, and thus it is not profound enough to show the connotation of campus culture. On the other hand, the United States pays more attention to individuals and personalities. In the introduction of colleges and universities, the characteristics of colleges and universities are often highlighted and the contributions of individuals to colleges and universities are emphasized, so that people can have a deep understanding of personalized education. In addition, due to the differences in educational systems and university institutions, there are cultural differences in the nature of universities between the two countries.

3. Analysis of the Causes of the Differences

The differences of university websites at home and abroad can be analyzed from many different points of view. In this thesis, the author analyzes the causes of the differences from three perspectives, namely, the point of view of language, culture, and teaching methods.

3.1. From the Point of View of Language

The differences between websites of universities and colleges at home and abroad reflect the differences between the two languages. As the reader and the translator are definitely brought up in different environment, it is unlikely to produce a work which is totally "target language". There is always a difficult choice between naturalness and accuracy. The learning of the differences between

English and Chinese can help us a lot in domestic websites translation. In website design of the websites at home and abroad, English websites always have clear hierarchies by means of hyperlink or others, while the sections in Chinese websites often have the same status and are in the same level. This is because English is hypotactic, while Chinese is paratactic.

In English, it is better to divide sentence patterns mainly by composition pattern and supplemented by functional meaning, because English is hypotaxis [6](Lian, 1993). Chinese emphasizes parataxy, so it is better to divide sentence patterns mainly by functional meaning and supplemented by composition pattern. English sentences are distinct in primary and secondary, clear in hierarchy, tightly regulated in front and behind, rigor and standard, the sentence pattern is compactness. Chinese lays more emphasis on meaning than on form, so It Is easy to produce grammatical ambiguity if the sentence is out of a certain context. Especially when the words contain strong Chinese characteristics, so the word-using in the website should be suitable for English speakers. Confined by the rules of morphological change, with many parts of speech markers, commonly using relative words and conjunctions, and the structural relations of sentences are relatively clear, English has less grammatical ambiguity than Chinese [6](Lian, 1993).

In short, English is hypotactic, when making up sentences and translating Chinese websites into English, we should pay attention to the accordance of the form and the completeness of sentence structure. Sentences use structure to express meaning, use grammar to indicate the main idea. So English is strict and standard, using foculizing sentence structure. Chinese is paratactic, when making up sentences or translating English websites into Chinese, we should pay attention to the coherence of ideas instead of the completeness of structure [6](Lian, 1993). Sentences use meaning to compose structure, use main ideas to form grammar. So the sentence is fluent and smooth, using scattering sentence structure. English has the characteristics of comprehensive language, and is constrained to forms, so it is to say that, "English grammar is fixed, not flexible" [6](Lian, 1993); As an analytical language, Chinese is not constrained by form, so " Chinese grammar is variable and flexible" [6](Lian, 1993).

In words using differences, Chinese websites prefer to use "the university" as the subject, while English websites prefer to use "we" as the subject, it seems that this is in oppositeness with the fact that English is impersonal, while Chinese is personal. However, the different subjects the two languages choose reflect the different cultural value of people orientation, instead of the differences of the two languages.

English is more commonly used in the expression of impersonal, that is, person is not used to describe a thing, instead, let things appear in an objective tone. Impersonal expression is a common style of writing in English, especially in written language, such as official documents, news, scientific treatises, prose, novels and other literary works. This kind of expression often makes the narration objective and fair, the structure tends to be tight and compact, and the tone is more euphemistic and indirect.

Chinese pays more attention to subject thinking, which is dominated by "I" and often describes objective things from the perspective of self, or tends to describe people and their behaviors or states, so personal expression is often used. When the person can easily be understood, it can often be implied or omitted. Chinese attaches great importance to personal, while English attaches great importance to impersonal. This characteristic is mainly reflected in how to use subject and verb [6](Lian, 1993).

Because of the feature mentioned above that Chinese is personal while English is impersonal, English tends to use more passive voice, Chinese tends to use more active voice. So as in the websites of universities and colleges. English commonly used passive voice, passive voice in English is a common grammatical phenomenon, in some literary style, the use of passive sentences is almost an expression habit, especially the impersonal passive voice expression with "it" as the subject, such as "it is believed", "it is felt", "it is thought", and so on, in which the doer is often not said directly, instead the facts or opinion being narrated are expressed objectively and indirectly. This passive form, which does not mention the actor, is most commonly found in official, technical and journalistic writing. Its impersonal tendency can make the tone appear objective and impartial, and avoid subjective judgment. The use of passive voice in English can also be attributed to the impersonal characteristic of English. Chinese does not have such multiple passive voice as English. Chinese does not have the impersonal passive forms with "it" as the subject. It also uses less passive forms and more active forms to express passive meanings. The thinking habits of the Chinese people emphasize that "things are done by people" [8](Yin, 2019). People's actions and behaviors must be done by people, and things or objects cannot complete these actions and behaviors by themselves. Therefore, when expressing, they often name the

actor and often use the personal expression. If there is not a definite person, the generIc person or general terms, such as "someone", "people", "others", "everybody", "other people "and so on will be used. If it is not possible to use a general term, the use of impersonal (such as "sentence with no subject"); when the person or general name does not need to be said directly but can be understood, they are often omitted. Even in the passive form, the actor is often indicated.

3.2. From the Point of View of Culture

China has a long history of five thousand years, so the cultural values are rich and colorful, broad and profound. More than 200 years after the founding of the United States, it is a country founded by a group of modern people. Cultural thought is more inclined to modern people and appears to be younger. One of the more prominent is that there are great differences in the cultural ideas between Chinese collectivism and American individualism. It is this different culture that is one of the factors that makes the university websites of the two countries have so many differences.

Chinese traditional culture emphasizes collectivism. When the Chinese are young, they are taught that the collective interest is much more important than the individual one. The Chinese prefer to put social and national interests first, sacrificing personal interests when necessary. People living in a collectivism society pursue collective interests. "I" is only a part of the "we" group whose interests are higher than their individual interests, and are willing to sacrifice their own personal interests for the sake of collective interests. Fan Zhongyan, a famous person in Chinese history, once said: "Worry about the world first, and enjoy the day after tomorrow", which is a typical expression of collectivism [8](Yin, 2019).

Instead, Americans glorify individualism. Individualism is an important part of the American tradition and the core of American values [8] (Yin, 2019). Americans regard the individual as having special value. As a result, they live for their own fulfillment, play to their individuality, pursue their own goals and do not give much thought to the feelings and interests of others. The United States advocates the values of "individualism". Everyone attaches importance to their own interests and needs, strives for their own interests, and moves forward in the pursuit of their own happiness" For'Individualistic societies, "I" do not have to succumb to groups. Hegel once said, "Every Westerner maintains his personal status independently, pays attention to the development of his personality, expresses himself fully, and finds happiness accordingly" [8] (Yin, 2019).

Chinese culture advocates collectivism and emphasizes that collective interests are higher than individual interests. However, American culture advocates individualism and places importance on individual value and development. This cultural difference is also prominent in Chinese and English web design. For example, "News & Events" on the homepage of Tsinghua University mainly links domestic and university events, reflecting Tsinghua University's emphasis on the relationship with the nation. In the "Faculty" section, the links follow a hierarchy from large organizations to small organizations to individuals, highlighting the individuals within a larger group. Although the website of Tsinghua University has a very detailed introduction to the scholars and professors who have made outstanding contributions, highlighting their individual academic research ability, its purpose is more to reflect the strong academic strength of the university as a whole, and has nothing to do with individualism.

3.3. From the Point of View of Educational Methods

There are very different traditions and emphasizes in educational methods between China and the United States.

The United States pays more attention to the cultivation of students' practical ability to use knowledge, pays attention to the cultivation of students' questioning of knowledge and authority, and pays attention to the cultivation of students' expansion and creation of knowledge. Education in China pays attention to the accumulation and indoctrination of knowledge, the cultivation of students' respect for knowledge and authority, the mastery and inheritance of knowledge and the construction of knowledge system. American education pays attention to broadness and variety, Chinese education pays attention to narrowness and deepness; American education pays attention to cultivating students' self-confidence, autonomy and independence, while Chinese education pays attention to cultivating students' strictness, carefulness and rigorousness.

In the United States, the task of teachers is not to teach students something, but to help students

build knowledge system. The teaching process attaches more importance to the autonomy of students' thinking and encourages students to innovate. In the teaching method, it is emphasized that the teachers regard the students as the main body of teaching, encourage the students to participate in the teaching process and even encourage the students to challenge the academic authority. In this free and relaxed environment, students will learn more actively and apply what they have learned to practice. This kind of teaching practice fully highlights the students' consciousness of subject participation, which emphasizes advocating and giving full play to students' initiative and creativity. It not only pays attention to the leading role of teachers in the process of teaching and educating people, but also gives full play to the main role of students in the process of learning.

In China, many teachers still adopt the teaching method of "teacher-centered", "classroom-centered" and "book-centered" in the teaching process. Teachers are in a dominant position, which is the indoctrination of students' learning, while students are in a passive position. The teacher spoke sweaty and the students listened drowsy. The teacher was puzzled by this. The students also found it boring. This kind of "cramming" teaching method not only violates the original intention of teaching and learning, but also greatly reduces students' comprehensive quality and lifelong learning skills.

As we all know, education in our country has been an examination-oriented education guided by further education and examination for a long time. So the university websites in china always put great importance in introducing the university's achievement in enrolment rate, employment rate and other, which is not so important in American university websites. Undergraduate education in the United States pays more attention to the cultivation of students' interest in learning, practice and the cultivation of creative and critical thinking in the process of practice. Therefore, the examination of the course is usually divided into attendance, multiple minor test results, half and final exams. And students can ask for deletion of an unsatisfactory minor test score that is not included in the final course exam.

4. Conclusion

By comparing and analyzing the differences in language uses and website designs between Chinese and American universities and colleges, mainly taking Harvard and Tsinghua University as example, this thesis compares the differences between Chinese and English languages, and explores the problems existing in the English translation of Chinese university websites. Due to the cultural differences between Chinese and English languages, the English pages of Chinese university websites are different from those of American universities in terms of word use, page layout, plate design, and cultural and ideological emphasis. And there are still many language and even ideological problems in the English translation pages of Chinese university websites. In order to further improve the readability of English profiles of Chinese colleges and universities, more experts and scholars should be called upon to participate in the research of university web page translation. If the above mentioned problems can be avoided in the English translation of college web pages, the international image of colleges and universities of China can be better established, the intercollegiate communication can be promoted, the internationalization of the university can be promoted, and the communication between China and the world can be promoted.

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