

On the Transformation of Cross Cultural Perspectives and Translation Skills in Translation Activities

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ABSTRACT. *translation is not only a simple conversion of languages from different countries, but also a comprehensive activity that integrates language exchange and cultural communication. Under the background of globalization in which economic and cultural exchanges between countries are deepening, English, as an international language, should be studied from a broader perspective. At present, the front-line translators should pay more attention to the influence of cultural differences in language conversion. With the help of cross-cultural perspective and appropriate translation skills, the comprehensive transformation of English and Chinese under the cultural color should be realized.*

KEYWORDS: *Translation activities, Cross cultural perspective, Translation skills*

1. Introduction

The cross-cultural perspective is one of the products of the development of globalization. It emphasizes the mutual understanding between different cultures, which should not only be rooted in the national culture, but also find a foothold in the foreign culture and identify with the reasonable elements in other cultures. In translation activities, the study from the cross-cultural perspective requires translators to cross the system boundary between Chinese culture and foreign culture and complete high-quality translation work in the harmonious cultural interaction. Now that translation has become an important means of diplomacy and an important medium of cultural exchange between China and foreign countries, translators should grasp the cross-cultural perspective and make scientific and valuable translation of foreign imported works.

2. The Reflection of Cross-Cultural Perspective Shift in English Translation

2.1 Application of Part of Speech Conversion

In English translation, part of speech conversion mainly includes noun conversion, adjective adverb conversion, verb conversion and so on. In the

traditional English grammar expression, there is only one predicate verb in each sentence. In order to facilitate the user to convey the meaning, the phenomenon of nominalization of gerund and verb appears in English use. However, this problem does not occur in Chinese expression habits, which leads to the mismatch between English and Chinese in terms of word nature and usage. Most of the nouns in Chinese, such as figures, identities and images, can be found in English to establish a connection with them. [1]However, it is difficult to find the verbs in English in Chinese. For example, “motion” when using “I made the motion and the second” and “decision” in “make decision”, both nouns express the meaning of verbs.

The above expression methods are not limited to verbs. In actual English translation, translators will encounter problems such as the mismatch of adjective connotation and the lack of Chinese basis for the literal translation of prepositions. In the face of these situations, translators are more inclined to translate English gerunds into nouns, replace prepositions with verbs, and translate adjective meanings into verbs, so as to realize the realization of sentence structure and sentence. The rationality of the expression of submeanings breaks through the barriers of using English and Chinese verbs.

2.2 Application of Virtual Reality Conversion

Under the background of cultural differences between China and the United States, there are also great differences between Chinese and foreigners in their language thinking. This kind of language thinking has formed a gap between the concrete and abstract language use between China and foreign countries. When we use Chinese to describe an object, we tend to grasp the main features and try to make it more detailed, emphasizing step-by-step in the expression; while English users pay more attention to the general description and the expression to the point. In order to realize the real equivalence of Chinese and foreign sentences in connotation and meaning, we must introduce the transformation of virtual and real into concrete work to realize the deep integration of concrete abstraction and abstract concretization.

For example, in the sentence “the parents are trying to bridge the generation gap with their children,” the original meaning of “bridge” refers to the concrete bridge, but here we must consider its abstract meaning, transform the bridge connecting the road into the abstract “connection, communication”, and make a new translation on the basis of words.

2.3 Application of Image Transformation

Language is a national culture expressed in the form of characters. In the process of translation from English to Chinese, the content of translation is inevitably influenced by different cultural customs, historical backgrounds and religious beliefs. Even when facing the same translation object, different meanings often appear. When translating, translators must deeply understand the image materials of the

original works, learn relevant knowledge and experience, and carry out contrast and meaning transformation according to their own cultural understanding and cognition. They should choose the language content that is consistent with Chinese expression habits and most Chinese people's thinking mode, so as to clarify the meaning that the author wants to express, so as to improve the translation quality in image transformation Fruit.

2.4 The Application of Rhetorical Transformation

Rhetoric is not only an important way to improve the effect of language expression, but also the common content of language use methods in various countries. English culture and Chinese culture have certain differences in the content of literary creation, but rhetoric can be regarded as a cultural common ground and become one of the conversion performance of English Chinese Translation. In English translation, the translator must find the traces of rhetorical devices in the text sentences, make accurate judgments on the analogy objects involved in the sentences, improve the flexibility of sentence conversion, polish the specific sentences on the basis of understanding the meaning expressed by the author, and vividly transform the phonological rhetoric and syntactic rhetoric in English into Chinese. In order to improve the fluency of the translated works, the personification, metaphor and other contents of the translation should be improved.

For example, when translating the sentence "he was born with a silver spoon in his mouth", it can not be directly translated as "he was born with a silver spoon in his mouth". Instead, it should be translated into "he is the son of a rich family" or "he was born in a rich family" with the help of rhetorical transformation, taking into account the English cultural background.

3. Specific Skills of Translation from the Perspective of Cross Culture

3.1 The Use of Naturalization Techniques

Planning strategy refers to a flexible language transformation strategy, which emphasizes transforming and sublimating another language different from one's common language with the help of one's familiar language and culture, extracting main information and transforming it into easy to understand language, thus breaking the boundaries of different cultures and realizing the transformation and exchange of culture and culture in translation work. The use of domestication techniques is to make translators pay attention to the differences in cultural background, writing habits and reading habits of people in different countries and regions. On the basis of retaining the connotation and connotation of the works, the translator should transform the translation object into the content with national cultural characteristics, and use various conversion methods to conform to the traditional Chinese expression habits and improve the acceptance of literary translation works, Promote cultural understanding.[2]

For example, in the “he is” foxy. You ’He is very cunning. You should be careful of him. “Foxy” in the previous sentence is to attach human evaluation and emotional color to a certain quality, which means that the described person has a cunning character. “Watch” refers to “attention” rather than “looking”. Translators can not mechanically translate these sentences according to the meaning of the original words, but should apply domestication techniques to help readers understand.

3.2 The Application of Sentence Pattern Conversion

English contains complex sentence patterns, and the structure of “subject + predicate + object” is generally adopted. However, sometimes there is a problem of emphasizing the need of a certain element in the expression, which leads to complex sentence patterns such as inverted sentences, clauses and special questions, which brings great difficulties to translation. In order to reduce the difficulty of translation and comprehension, translators must grasp the relationship between English sentence patterns and Chinese expressions, pay attention to the position of key contents of sentences, and straighten out the relationship between sentences.

For example, when translating inverted sentences and imperative sentences in English, translators should not only consider the diversity and complexity of sentence forms, but also consider the focus of sentences, that is, which object is described in the main part, and change the sentence structure, translate the language in the most appropriate language, and strengthen the application of sentence pattern conversion in the translation process.

3.3 Use of Conflicting Strategies

Translation work is not a mechanical text work at the beginning. Due to the historical background gap and cultural distance between China and foreign countries, the Chinese and foreign translation work emphasizes the in-depth cultural analysis of various literary works from the cross-cultural perspective, so as to create literary translation works that can be accepted, understood and recognized by both Chinese and foreign readers, so as to realize the bridge role of translation work.[3]

In the process of English translation, translators can modify the content of literary works according to the readers' understanding ability and acceptance without jumping out of the limitation of the author's intention. After creating a new cultural mood, the translator can improve the content according to the context and form of the original text, and more accurately express the meaning of the original text. When the cultural connotation is complicated and unclear, translators can try to change the translation ideas, use contrary strategies, translate the article in reverse, and make an in-depth analysis from the perspective of acceptability and readability, and maintain the image of the original and the characteristics of foreign culture on this basis.

4. Conclusion

Translation is not only a “language conversion system” in a cultural system, but also a “cultural transformation system” between different countries and regions. In the new era of translation work, only those who are aware of the importance of cross-cultural perspective in translation work and can guide their own translation work with rich translation skills can be qualified translators. Every translator should make use of the new era's translation standards to fulfill the cultural media role of translation work.

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