Research of Business English Translation Based on Cross-cultural Communication Applications

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Abstract

Business English involves all areas of modern business activities and is used in every aspect of business behavior, including communication, negotiation, communication and contracting, and has not only the characteristics of a conventional tool, but also a comprehensive integration with business knowledge and cultural background. When applying and translating business English, we should fully grasp its characteristics in vocabulary, syntax and discourse, emphasize cross-cultural awareness, achieve precision and reciprocity, take into account logic and standardization, and promote the smooth development of business activities.

Keywords

Business English; Intercultural Communication; Application; Translation

Introduction

As economic globalization drives the integration of international markets worldwide and transnational business activities become increasingly frequent, the role and status of English as an indispensable language communication tool in international trade is increasingly prominent. Each language originates from an independent culture, and only by paying full attention to the cultural differences of different countries and crossing cultural resistance through translation can we ensure the smooth implementation of international business activities.

The Language Characteristics of Business English

As a kind of English for Specific Purpose (ESP), Business English is an applied variant and a highly specialized industrial English based on General English, and therefore has distinctive features in terms of vocabulary, syntax and semantics.

Highly Specialized, Involving Many Aspects of Social and Economic Life

Business English is a language tool that connects the economic activities of different countries, and generally

refers to the English used in business activities, covering many fields such as trade, finance, accounting, foreign exchange, customs, commodity inspection, exhibition and services, etc. In each specialized field, there are corresponding professional business English words and terms, for example, FOB (Free on Borad), (CIF, Cost, Insurance and Freight) in the international trade field, insurance policy, particular average (separate sea loss), and so on in the insurance industry. CIF, Cost, Insurance and Freight, insurance policy, particular average (separate sea loss), and B2B (Business to Business), B2C (Business to Costumer), and so on. These terms are generally less commonly used in other fields and require users to have professional knowledge and practical experience in the relevant fields, which requires business English learners and users to be experts in certain business fields.

Various Forms and Applications in All Aspects of Business Activities

As a communication tool, English plays an important and irreplaceable role in international business communication. Therefore, the use of business English covers every aspect of economic and social life and involves all aspects of business behavior and activities, such as daily communication, conference negotiations and on-site contracting, and includes various forms of expressions such as spoken and written language. Take written language as an example, due to the diversity of modern international business activities, business English is used in a variety of styles, including business letters, contracts, advertisements, documents, product descriptions, trade documents and other English documents. In other words, learners and users of business English must have an understanding of modern business activities, know the basic operation process, be familiar with the writing of various basic business documents, and grasp the pulse of modern international business activities, pay attention to the new trends in their development, and really keep up with generation. Especially after the popularization of the Internet, the Internet has become an important place and medium for people's business activities, and many new phenomena and practices need attention and learning. For example, with the emergence of social media such as Facebook, Twitter and Weibo, social media marketing is emerging in the field of international business, especially in the field of service trade represented by tourism. These require continuous attention and learning by business English learners.

Cultural Differences as a Bridge for Cross-cultural Communication in Business Activities

Culture is the cornerstone of language and language is the carrier of culture, as Professor Wang Zuoliang, a famous English educator in China, said about language learners, "No one can truly master a language without understanding the social culture in the language." As a kind of specialized English, Business English is also deeply influenced by Western culture represented by British and American culture, specifically involving many factors such as history, religious beliefs, ideology, thinking patterns and national feelings. Take the chapter structure of business correspondence as an example, generally speaking, western authors will put forward clear ideas or requirements at the beginning of the chapter, while the corresponding Chinese text may have more padding and tend to be more euphemistic and indirect when asking questions and requirements. This requires users and learners to be aware of cross-cultural communication, to learn the cultural knowledge behind the language, and to improve their cultural background. In foreign economic trade, business English can be used to acquire new business knowledge and share new technological achievements, and as a bridge

for foreign communication, the correct use of business English can effectively avoid friction and promote the final economic development.

Strategies for Business English Application and Translation

To promote cross-cultural communication to maintain good business relations and smoothly conclude transactions is the top priority of the use of business English. To achieve this purpose, we must follow the application principles of simplicity, efficiency and clarity, and strive for clear expressions, specific and prudent thinking, appropriate word choice, light on ornamentation, avoiding flashy rhetoric, and highlighting the pursuit of efficiency and pragmatic style in the business world.

Professionalism and Precision in Vocabulary, Following the Principle of Reciprocity in Translation

Vocabulary is the most basic constituent unit of language, and only correct translation and understanding and vocabulary can lay a solid foundation for translating sentences and articles. In order to ensure that the business activities of both sides of the trade are carried out smoothly and without deviations, business English pays attention to rigor and precision in the use of words, avoiding lengthy explanations and improving the efficiency of work with concise expressions. The most important feature of business English vocabulary is its concise, informative and easy-to-use vocabulary, which is composed of combined words, nouns, compound words and acronyms, such as: Management know-how, GDP, SWOT Analysis, etc. In business English, there are also a large number of specialized vocabulary, and some common words in business English show the phenomenon of multiple meanings, such as: policy, which means “policy” in general, but in the insurance business, it means “insurance policy”; and For example, the word interest generally means “interest, hobby”, but when used in finance and other business areas, it has the meaning of “interest”, which requires learners to strengthen vocabulary learning, please check the dictionary and read more information, do not look at the meaning of the text. The translation of business English professional vocabulary to achieve precision, it is necessary to master the specialized use of these professional vocabulary, for some conceptual business terms and translation names to remember, and strive to maintain consistency between the English terminology and Chinese meaning, follow the principle of reciprocity in the translation process, and pay attention to the possible phenomenon of word meaning gap. Do not make mechanical conversions, causing misunderstanding of the other party. For example, when translating the term “Four Asian dragons”, “Four Asian tigers” is more sophisticated than “Four Asian dragons”. For example, in translating the term “Four Asian tigers”, “Four Asian tigers” is better than “Four Asian dragons” because “dragon” in Chinese context is a symbol of power, while Dragon in English is a symbol of tyranny, which is not exactly equivalent. For example, it is difficult to find a corresponding expression in Chinese for the business English term bench market, and similarly, there is no equivalent in English for the Chinese terms “three capital enterprises” and “package production to the household”. In these cases, the translator needs to be familiar with professional knowledge, understand the social and commercial mechanisms behind these expressions, and explain them in the target language by adding or subtracting meaning to achieve effective communication.

Pay Attention to the Syntactic Differences between Chinese and English

Chinese sentences belong to linear or bamboo structure, and when expressing complex meanings, they are usually given in chronological or logical order step by step. English sentences are tree structure, the sentences have a certain framework, in which SV is the backbone, and in the process of translating Chinese into English, we should first figure out the logical relationship of Chinese sentences and connect the sentences with connecting words. The syntactic features of business English and their differences from the syntactic features of Chinese related issues should be fully understood and paid attention to, and applied to practice. For example, the English syntax is concerned with structural integrity, the subject-predicate structure is the core of the whole sentence, the subject-predicate should be consistent with the singular and plural, there is a change of tense, the subject generally cannot be omitted, the clauses are connected together with conjunctions or prepositions, the logic before and after is emphasized, and the passive voice is used more often. In contrast, Chinese sentences have more content than form, emphasize ideation, have no change of tense, take the action maker as the subject, and use the active voice mainly.

Make Sure the Chapter Structure is Clear and Rigorous, Following the "4C Principles"

As mentioned earlier, business English is used in business activities such as establishing business partnerships, meetings, daily communication, signing contracts, etc. Whether spoken or written, the structure of paragraphs and chapters should be simple and rigorous, following the "4C principles", i.e. Correct, Clear, Concise, and Courteous. First of all, we should do Correct, no fallacies, otherwise it will cause communication barriers and economic losses; the so-called Clear means that the lines are logical, no obscure and difficult to understand, avoid ambiguity, consistent; Concise means that when using business English, under the premise of complete transmission of information, should be as clear and concise as possible, given that most of the users of business English are not native English speakers, the wording should be as clear as possible. Given that most of the users of business English are not native English speakers, the wording of sentences should also be as simple and clear as possible, avoiding complex sentences and out-of-the-way vocabulary; finally, Courteous should also be achieved, that is, avoid using words or tone that may anger or hurt the other party, and put yourself in the position of the customer as far as possible, taking into account the wishes and background of the other party, so as to achieve mutual benefit and make money with peace.

Semantically Enhance the Cultural Adaptability of Usage and Translation

When different countries or nationalities communicate through different languages, the connotation or extension of the language will inevitably show the characteristics of different cultures. Business English translation is a kind of cross-cultural communication with commercial purpose, and it is also the process of cultural interaction and integration between countries, and the fundamental role of culture in translation cannot be ignored. As the American translator Eugene Naida said: "To do a really good job of translation, it is more important to master two cultures than two languages, because words and phrases have meaning only when they are used in a specific culture." Business English translation is different from translation of other genres in that it needs to demonstrate cross-cultural thinking and concepts, correctly deal with the differences in un-

derstanding brought by cultural differences, and transfer the cultural information in the original language to the target language in the most effective way. Take the translation of trademark as an example, the translation of Chinese Flying Pigeon bicycle into Flying Dove is better than Flying Pigeon because although both dove and pigeon refer to pigeon, dove has the meaning of carrier pigeon, messenger and peace symbol in English, which is more in line with the brand image of the product as light, healthy and positive; for example, the translation of Golden Rooster shoe polish into Gold Rooster is better than Gold Cock, because cock has the meaning of obscenity in English culture. There are also many successful examples of Chinese translations of foreign brands, such as Coca Cola, Benz and Subway, which combine the original pronunciation of the brand with Chinese language and culture, reflecting the characteristics of the product and achieving a better marketing effect. Therefore, the translation process is not only the conversion of language forms, but also the cognitive activity of the translator's subjective thinking. Business English translators should strengthen cross-cultural awareness, pay attention to the connection between English understanding and cultural context, fully consider the internal and external environment of business English translation, seek the fit between two different cultures, and promote the communication and cooperation between trade parties with efficient work.

Conclusion

Business English is an important tool for foreign business communication. Due to the special and professional nature of its style, it is important to have cross-cultural awareness when applying and translating, to organically link the semantic and lexical features with business expertise from a cultural perspective, while taking into account the logic, standardization and accuracy of the translation, to achieve the maximum equivalence of semantic content, stylistic information and cultural connotation, so as to achieve the best effect of business English translation and finally the best result of business English translation will be achieved.

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