

# *Importance of Basic Translation Course in Business English Teaching*

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**Abstract:** With the development of globalization, the demand for business communication is increasing day by day. As an important language skill, business English is very important for modern business communication. In business English teaching, basic translation course, as an important part of the whole teaching process, is of great significance for cultivating students' language application ability and intercultural communication ability. In view of the importance of basic translation in business English teaching, teachers adopt appropriate teaching methods and strategies in teaching activities, which can greatly improve students' comprehensive business English ability.

## **1. Introduction**

With the globalization of the economy, business exchange has become an important way for the coordinated development of the international economy, and more and more enterprises need to go abroad to communicate and cooperate with the international market. The importance of English as a universal language is self-evident, and mastering business English has become a basic requirement for people engaged in international business activities. Business English refers to the English used in international business communication, and it is a special language skill. The study and application of business English is of great significance to the international development of enterprises and the career development of individuals. It can be seen that business English teaching is becoming more and more important in college education and vocational training. Business English skills include not only oral communication skills, but also reading, writing and translation skills. Business English is a highly applied English course, which aims to develop students' ability to communicate effectively in a business environment. The goal of business English teaching is to cultivate students' language skills and cross-cultural communication skills, so that they can communicate fluently in oral and written communication in international business activities. In the teaching of cultivating students' comprehensive application ability of business English, students' basic translation ability is a part that cannot be ignored. Basic translation refers to the process of converting text from one language to another language. In business English teachings, Chinese-English or English-Chinese basic translation course, as an important part of teaching, is of great significance for cultivating students' language application ability and intercultural communication

ability.

## **2. The Importance of Basic Translation Teaching in Business English Teaching Activities**

Basic translation teaching is an important part of business English teaching, and the cultivation of students' basic translation ability plays an irreplaceable role in improving their comprehensive English application ability.

### **2.1. Cultivate Students' Basic Language Application Ability**

One of the objectives of business English teaching is to cultivate students' practical language ability. Basic translation teaching is one of the important means to cultivate students' language ability in business English teaching. In the teaching process of basic translation, as a way of language application, basic translation can help students improve their listening, speaking, reading and writing abilities, strengthen their language skills and improve their language level. In the process of translation, students need to understand the meaning of the original text and accurately translate it into the target language English or Chinese, which requires students to have good vocabulary accumulation, grammar mastery and language expression skills. Therefore, basic translation can help students expand their vocabulary, improve their grammar level and enhance their practical language ability. At the same time, basic translation teaching can also help students understand and use professional terms and common expressions in business English, and improve their business communication ability. First of all, the basic translation training of business texts can help students improve their reading and writing skills, so that they can better understand and express the texts and documents in business English. Whether it is a basic translation of business or non-business texts, the Chinese-English language contrast and language conversion in the translation process can deepen the understanding of language structure and language rules. Secondly, through continuous translation practice, students' language ability, especially business communication ability, can be effectively improved. With the help of business text translation activities, students' language logic thinking ability can be significantly improved, and they can carry out business communication accurately and fluently.

### **2.2. Cultivate Students' Cross-Cultural Communication Ability**

Another important goal of business English teaching is to cultivate students' cross-cultural communication ability. In the context of globalization, business communication activities involve business partners from different countries and regions, so intercultural communication skills are of great importance to participants. As a way of cross-cultural communication, basic translation can effectively help students understand and adapt to business communication activities under different cultural backgrounds. In the process of Chinese-English or English-Chinese text translation, students need to understand the cultural background and meaning behind the original text, and then translate it into the cultural expression of the target language.

Chinese and foreign business activities, to some extent, reflect the collision between different cultures. By translating business texts, students can better understand the differences between different Chinese and Western cultures and learn to communicate effectively in a cross-cultural environment.[1] There is no doubt that in international business activities, there are differences between different cultural backgrounds and values, which will lead to communication barriers and misunderstandings among business participants to some extent. In business English teaching, in order to achieve the teaching goal, students need to understand and adapt to the business etiquette, business practices and business communication methods of different cultures, understand the

business habits, etiquette and cultural differences in different countries and regions, and improve their cross-cultural communication ability, so as to better adapt to the international business environment. Based on this, the training of Chinese-English or English-Chinese basic translation, especially the translation of business texts, can help students better understand and adapt to the business communication methods and etiquette norms under different cultural backgrounds in China and the West, cultivate students' cross-cultural awareness and sensitivity, better understand and experience the differences between Chinese and Western cultures, and thus improve their cross-cultural communication ability. In actual business communication activities, students can better understand each other's intentions and needs and avoid cultural conflicts and misunderstandings. Therefore, basic translation can help students learn business language and business writing skills, improve their business communication skills, and enable them to better conduct business negotiations, business meetings and other activities. Therefore, mastering basic translation skills is very important for students' future career development in the business field.

### **2.3. Cultivate Students' Comprehensive Business Professionalism**

The ultimate goal of business English teaching is to cultivate students' practical language application and operation ability. As a way of practical language application and a form of business practice, basic translation can help students apply what they have learned to practical business activities. Basic translation requires students to convert one language into another in a short period of time, which requires students to have the ability to think and judge independently in both English and Chinese. Through basic translation exercises, students can improve their translation skills, including vocabulary choice, grammar use, language style, etc.

Business English teaching is not only to teach language knowledge, but also to cultivate students' professional quality through teaching activities. As an important part of business English teaching, basic translation teaching can help students understand the professional terms and expressions in the business field and cultivate their comprehensive business literacy.[2] Through the translation of business texts, students can understand and master the basic rules and skills of business communication, understand the professional terms and industry norms in the business field, get familiar with the communication and expression methods in the business field, and improve their professional quality. Through the continuous training of translating business documents, teachers can help students cultivate their ability to solve problems and deal with complex situations, improve their comprehensive quality and professional competitiveness, and finally improve their practical problem-solving and language application ability. At the same time, through the training of basic translation, especially through the translation of business documents, students can cultivate their business thinking, understand the common problems and solutions in business communication, improve their business literacy, cultivate their independent thinking ability, and the ability to find and deal with problems, so as to better cope with various challenges in business communication.

### **3. Teaching Methods and Strategies of Basic Translation in Business English Teaching Activities**

Basic translation teaching is an integral part of business English teaching activities, which plays an important role in cultivating students' comprehensive English ability and cross-cultural communication ability. In order to improve the professional competitiveness of business English majors and their basic translation ability, especially the translation level of business texts, it is timely to adopt effective basic translation teaching methods and strategies.

### **3.1. Practical Teaching Method**

Basic translation is a kind of practical teaching content, so practical teaching method should be adopted in business English teaching. Teachers can provide students with various texts for translation practice, so that students can learn and master basic translation skills and methods in practice. At the same time, teachers can also organize students to conduct role-playing exercises in business communication activities, so that students can practice basic translation of various business texts in a simulated business environment, and improve students' practical application ability in Chinese and English.

#### **3.1.1. Select Appropriate Translation Materials**

Targeted learning materials are essential to improve learners' learning ability. In business English teaching, the selection of appropriate translation materials is very important for cultivating students' language ability and intercultural communication ability. Teachers can choose real business texts related to business English, such as business meeting minutes, business contracts, business reports, business letters, etc., as translation materials.[3] By providing students with such appropriate translation materials, teachers can help students better understand the practical application of business English, improve their translation ability and business knowledge, and finally cultivate their own language application ability and cross-cultural communication ability.

#### **3.1.2. Guide Students to Translation Practice**

Basic translation is a highly practical skill that needs to be improved through a lot of practical training. Teachers should provide ample practice opportunities for students to do a lot of basic translation practice. Teachers can design some practical tasks, carry out basic exercises first, and then select some business texts, so that students can carry out practical translation exercises, and make corresponding evaluation and feedback.[4] When necessary, students can also evaluate each other, so as to improve their basic translation ability. Of course, in business English teaching, teachers can provide students with some practical business English translation cases based on the teaching objectives, and guide students to carry out translation practice. Through practical translation practice, students can better understand and master the skills and methods of business English translation and improve their translation ability. By constantly practicing basic translation of various texts, students can improve their language skills and cross-cultural communication skills.

#### **3.1.3. Create the Real Situation of Business Activities**

For business English teaching, basic translation, especially business text translation, is a teaching activity that needs to be carried out in real situations. Teachers should create a real business situation so that students can practice basic translation in a real business environment. And teachers can allow students to participate in actual business activities, and provide students with real translation materials for translation, especially for practical business translation.[5] Through the translation of practical cases, students can better understand the application scenarios of business English and improve their practical application ability. Through basic translation exercises in real business activities, students can better understand the application of business English and improve their business practical operation ability.

### **3.2. Personalized Teaching Method**

Basic translation in business English teaching involves the individual differences of different

students, so teachers should adopt personalized teaching methods in teaching activities. Teachers can design different teaching contents and tasks according to students' different needs and ability levels, including language application ability and cross-cultural communication ability, to meet different students' individual learning needs. At the same time, teachers can also design translation exercises of different difficulties and types according to students' interests and specialties,[6] and select some topics related to business English to stimulate students' learning interest and motivation.

On the one hand, students' translation practice is very important, on the other hand, teachers' timely feedback is also very important. Teachers' personalized evaluation and feedback of students' translation achievements can help students find and overcome their learning difficulties, and effectively improve students' learning motivation and learning effect. Therefore, in the teaching activities of basic translation, teachers should give timely feedback and evaluation to students based on their translation practice, so as to help them find their shortcomings and make improvements. At the same time, from the perspective of teaching, teachers can also evaluate students' translation works to understand their deficiency in basic translation ability, so as to adjust their own teaching strategies and teaching methods.

Of course, in the teaching of basic translation, teachers can also guide students to reflect and discuss by themselves, so that students can think about the problems and puzzles they encounter in the translation process, and discuss and communicate with other students. Through reflection and discussion, students can better understand and apply what they have learned and improve their language application level and translation ability.

#### 4. Conclusions

In business English teaching, the importance of basic translation teaching is self-evident. As an important teaching tool, basic translation can help students develop their language skills and cross-cultural communication skills, cultivate their independent thinking ability, and improve their competitiveness in the workplace. Through a large number of basic translation practice activities, teachers can cultivate students' language expression ability and logical thinking ability, and students can improve their language application ability, cross-cultural communication ability and business practice ability. In business English teaching, teachers should adopt practical teaching method and personalized teaching method to improve students' learning effect and motivation. Through targeted exploration and practice, the teaching methods and strategies of basic translation in business English teaching activities will be continuously improved, and the increasingly perfected teaching methods will provide better support for students' language application ability and career development. Therefore, business English teaching should attach importance to the teaching of basic translation. Teachers should provide rich business texts, guide students to learn vocabulary and grammar, and provide practical cases and opportunities for practice. Through these teaching methods and strategies, students' business English ability can be effectively improved, so that they can achieve better results in the field of international business. Through continuous practice and reflection, front-line teachers can continuously improve business English teaching and cultivate more internationally competitive talents.

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