

Translation Skills of Euphemisms from English to Chinese from the Perspective of Intercultural Communication

Ruichen Li, Jing DONG

School of Language and Culture Shenyang City University, Shenyang City, Liaoning Province, China

531443356@qq.com

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Abstract: Euphemism is not only an important concept in linguistics, but also a cultural phenomenon. From the perspective of cross-cultural communication, the English-Chinese translation of euphemism plays an important role that cannot be ignored. The translation between English and Chinese is itself a cross-cultural communication behavior. Nowadays, with the development of economic globalization, with the continuous deepening of cross-cultural communication, the importance of mutual translation of euphemisms between English and Chinese is becoming more and more obvious. The author explores and analyzes the differences between Chinese culture and Western culture and the classification of euphemism, and puts forward the English-Chinese translation skills of euphemism from the perspective of cross-cultural communication, hoping to help improve the level of euphemism English-Chinese translation.

1. Introduction

In the process of communication, the most basic form of communication and communication is language. Culture is accumulated by human society after a long period of development and progress, and has certain national characteristics. From the perspective of cross-cultural communication, the translation of euphemism between English and Chinese has the same place and different places in terms of expression and cultural connotation. In order to promote better communication between Chinese and Western cultures, it is necessary to strengthen the study of the translation of euphemisms between English and Chinese.

2. The Difference between Chinese Culture and Western Culture

In the history of China's feudal society, Confucianism ruled the people's thoughts at that time, paying attention to fathers, sons, and elders. In addition, "benevolent, righteousness, ritual, and faith" in Confucianism has always guided people's life, and is a rare classic philosophy^[1]. The emergence of collectivism is consistent with my country's historical development background and specific political system. Therefore, the general public is more recognized, and collectivism pays more attention to collective interests than individual interests.

Western countries are different. They more advocate human rights, advocate humanitarianism and individualism, and believe that individual interests are higher than collective interests. To promote humanism in Western countries, people pay more attention to the pursuit of personal value. Therefore, people generally admire individualism and heroism. In Western countries, people live in the world and pursue natural selection, and the survival of the fittest. This is also one of the obvious differences between Chinese culture and Western culture.

3. The Commonality of Euphemism from the Perspective of Intercultural Communication

Compared with Western countries, China's historical and cultural background and political system are quite different. This is also a major factor hindering the development of cross-cultural communication between the two, and it is also of great significance for the two to communicate and interact. However, euphemism is also the main bridge and means for cross-cultural communication in two countries with different social and cultural backgrounds. Euphemisms in Chinese culture are

similar in terms of concept generation, pragmatic functions, and semantic hot spots, and there are similarities in interpersonal communication.

From the perspective of cross-cultural communication, the common features of euphemism in Chinese culture and Western culture are mainly as follows: first, the function of avoiding birth, death, old age and death; second, the function of avoiding vulgarity in terms of sex, human organs, and physiological phenomena; third, Take into account the polite function of the two sides of the dialogue; fourth, the indirect function of concealing the truth; fifth, the use of medium words or testimonials instead of derogatory words. It is precisely because the euphemism in Chinese culture and the euphemism in Western countries have commonality in their generation, semantics and function, so the English-Chinese translation of euphemism can be realized. When translating euphemisms between English and Chinese, it is necessary to fully consider the different characteristics of ideology, historical and cultural background and social system, and translate through more forward methods and skills. Only in this way can it help China and Western countries in cultural aspects. Communicate to strengthen people's cross-cultural communication ability and awareness.

4. The English-Chinese Translation Skills of Euphemism from the Perspective of Intercultural Communication

4.1 Literal Translation Skills of Euphemism from the Perspective of Cross-Cultural Communication

Literal translation, as the name implies, directly translates the content of the original text sentence by sentence. On the basis of ensuring that the meaning of the original text does not change, the expression form of the original text should be retained as much as possible, especially the place and national color of the original text should be retained to the maximum extent^[2]. For example, the euphemistic expression of “death” in Chinese culture is “Upper West Heaven” and “to go to heaven” in Western countries, which shows that whether it is in Chinese culture or in Western culture, All express the “dead” euphemism as going to the Western Elysium or Paradise. In Chinese and Western cultures, the social associations of these euphemisms are common. Therefore, when translating euphemisms between English and Chinese, literal translation can be used. skill.

4.2 Free Translation Skills of Euphemism from the Perspective of Cross-Cultural Communication

Due to the influence and influence of different cultures, under the cross-cultural communication perspective, if the English-Chinese translation of euphemisms is blindly emphasized, the color of the original sentences will be emphasized, which may cause the readers to not correctly understand the meaning of the original text^[3]. At this time, it is necessary to use the method of free translation to translate the deep meaning of the original text. Free translation means that translators combine different cultural backgrounds during the specific translation to ensure that the translated content matches the meaning expressed in the original text to the utmost extent, and does not consider too much to retain the expression form of the original text. For example: when we are playing in the wild, we suddenly want to go to the bathroom, usually we will say “wait a minute, I will go to the convenience”, the English euphemism is “wait a minute, I want to pick a daisy”. As another example, “working girls” is translated as working women or working women. But putting this phrase in “An old white pimp named Tony Roland who was known to handle the best looking working girls in New York.” Combined with the meaning of the context, you need to translate “working girls” into “kilt sisters”.

4.3 Loan-Translation Skills of Euphemism from the Perspective of Cross-Cultural Communication

From the perspective of cross-cultural communication, two types of euphemism translation skills are borrowed translation. Loan translation is to directly translate the original content according to the morphological structure and word formation principle of foreign words. This translation technique is generally used in the translation of cultural words, trademarks, scientific English, etc. [4]. For example, the English translation of superstar is “superstar”, Superman is “superman”, supermarket is “supermarket” and so on. The Chinese green card is translated into English as: “green card” Cold War is “cold war” and so on. The use of the English-Chinese translation technique can solve the problem that there is no corresponding euphemism between the two languages in the language environment, which makes the translated sentences or articles more concise and reduces the difficulty of understanding. The borrowing technique is very popular in the translation of euphemism between English and Chinese.

4.4 The Professional Beautification Translation Skills of Euphemism from the Perspective of Cross-Cultural Communication

In Western countries, when expressing their profession, they are usually beautified to a certain extent. If they directly translate Chinese garden workers into “gardener”, it will not be readily accepted by garden workers in Western countries. Garden workers call it “landscape-architect (landscape architect)”. If the occupation of garbage workers is directly translated into “garbage collector” or “dustman” more or less harsh, Western countries call this occupation “sanitation engineer (sanitary engineer)”, “tree-surgeon In China, this occupation is called a branch pruning worker. For housewives who are not involved in work, do not directly translate to “housewife”, which can be translated into “household executive” or “house maker”, in order to beautify the professional position and express the euphemism of the occupation, and sometimes for this occupation. respect.

5. Conclusion

In summary, a kind of “lubricant” in the process of people's communication during euphemism, it plays an important role in cross-cultural communication, and the effect is even more indescribable. Therefore, in the context of intercultural communication, translators pay much attention to the question of which techniques and strategies are more appropriate for translation. In the translation of euphemisms between English and Chinese, translators must not only fully consider the differences between Chinese and Western countries in terms of historical background, political system, and value, but also need to consider euphemism as an important means of cross-cultural communication. , Commonality in function and function. In this way, the most appropriate English-Chinese translation skills are used to translate, so as to fully reflect the rhetorical meaning and pragmatic function of euphemism in cross-cultural communication, and accurately convey the cultural connotation of euphemism in combination with the current context, thus ensuring Intercultural communication can proceed more smoothly.

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