

On the Influence of Cultural Context on Bilingual Translation

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Abstract: Language is an Important Carrier of Human Culture, and Translation is an Important Carrier for People to Exchange Ideas of Different Cultural Backgrounds. in the Process of Translation, Cultural Context Has a Lot of Influence on It. This Paper Discusses the Importance of Cultural Context in English Chinese Translation from Three Aspects: Cultural Image, Thinking Mode and Cultural Convention.

1. Introduction

In Simple Terms, Translation is a Kind of Language Activity, Which is Used to Repeat the Ideas and Contents Expressed in One Language and Express Them Completely in Another Language. Language is the Shell of Thinking and the Only Carrier of Cultural Meaning. Therefore, in the Translation of Chinese and English, We Should Pay Attention to the Real Interpretation of the Two Cultural Connotations[1]. as Long as We Pay Attention to the Authenticity of Cultural Connotation, We Can Be Faithful to the Original. Translation Can Also Reflect the Practical Value of the Target Language. in the Process of Translation, the Emphasis on the Cultural Meaning of Language is Actually to Pay Attention to the Role and Influence of the Source Language and the Target Language in the Cultural Context of Translation. Cultural Context Refers to the Social and Cultural Background Related to Language Communication. That Can Be Divided into Two Parts. One is Cultural Custom, Which Refers to the Life Style of People in the Social Life Handed Down from Generation to Generation[2]. It's the Collective Habit of Language, Behavior and Psychology. Members Are Normative and Binding. the Second is Social Norms, Involving the Regulation of Social Voice Communication Activities. as Long as We Deal with the Influence of Cultural Context Related to Translation, We Can Get High Quality and High Standard Translation.

2. The Influence of Cultural Context on Translation

2.1 A Phenomenon of Cultural Gap Has Exerted Some Influence on the Translation of Chinese and English

In Fact, It Mainly Refers to the Transformation of Meanings between the Two Cultures. However, Due to the Cultural Differences between the East and the West, There Are Great Differences between the Two Languages and Cultures. Therefore, There Are Many Cultural Differences in Chinese English Translation[3]. the Cultural Sky Room of This Species is Mainly Chinese Culture, for Example, the Stems of Heaven and the Branches of the Ground, the Gossip of Yin and Yang, the Conditions of the Sun in China, Chinese Medical Terms, Martial Arts Qigong, Etc. in the Process of Translation, This Point of View is Fully Taken into Account, Appropriate Words and Sentences Are Selected, and the Meaning of Language is to Be Spoken in Sauce.

Table 1 Situation Questionnaire

	Know it very well	General understanding	Know Common Sense	Do not understand
Number	6	22	4	2
Percentage	17.7%	64.7%	11.6%	5.8%

Translation of Xiehouyu. Xiehouyu is a unique form of Chinese cultural language expression. That's what the Chinese do in the long-term practice of real life. It is short-lived, vivid and interesting. Many allegorical sayings are derived from the specific national religion[4]. Only the

first half of beauty's preference and conscious tendency can be used to make people understand its meaning, but in the process of translating it into English, it is often difficult to reflect its humorous meaning. In particular, it is more difficult to extend the original meaning of these languages to a certain sense. For example, if you don't know enough about Chinese culture, you don't know the real meaning of the rest of the language. If you really translate it into English, it will cause confusion to the readers.

Translation of martial arts and Qigong. As we all know, martial arts and Qigong are unique components of Chinese traditional culture. For westerners, they are relatively new cultural concepts. Therefore, there are some difficulties in English translation, especially in Qigong and Qigong. In the translation and understanding of “Yin and Yang”, there are no English words that can fully contain this meaning. Therefore, in the present translation, due to the use of Chinese Kung Fu “qigong” notation, it is marked as “Gongfu” for such reasons.

Traditional Chinese medicine terminology translation is an important part of Chinese traditional culture. It is different from western medicine in medicine and treatment[5]. That medical term also has their own meaning. Therefore, there are also great cultural differences in Chinese translation. For example, cold and heat in traditional Chinese medicine cannot be simply translated into “cold” and “hot”, but into “symptoms caused by febrile factors” and “- symptoms caused by cold factors such chill, slow pulse, etc.”.

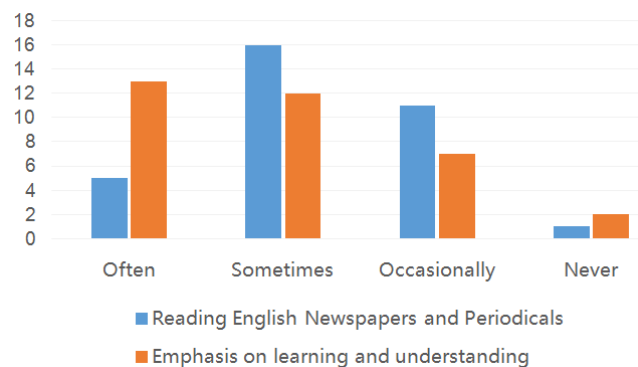


Fig.1 A Survey of Periodical Reading and Learning Understanding

2.2 The Conflict between the Meanings of Words in the Two Languages Has Caused Some Confusion in the Translation of Chinese and English

Chinese and English languages have different historical backgrounds and cultural meanings, which carry different cultural meanings and information to create the same vocabulary in both languages. The opposition here refers to the language from both languages[6]. The cultural information conveyed is different. As a result, according to the contradiction between the information sent to culture by the counterpart of the target language, that is, the surface meaning of the reference language is the same, but whether there is objection to the difference of the cultural meaning with deep taste alone. For example, the word “bourgeois liberalization” in Western European countries has the meaning of justice and contempt in Chinese[7]. Therefore, in the process of Chinese English translation, we must pay attention to the cultural information conveyed in the same language. Only in this way can we minimize the impact of cultural context on translation.

3. Countermeasures to Eliminate Ambiguity Caused by Cultural Context

According to the influence of different cultural context, different measures must be taken. Only “the right medicine” can achieve the right translation.

3.1 Be Faithful to the Original Text, Strengthen the Association of Conversational Semantics, and Avoid Misunderstandings Caused by Different Cultural Contexts

The differences between Chinese and Western cultures determine the proper use of language and

domestication in the process of translation between Chinese and English. Nationalization is the first supporter of the specific principle of adopting the source language culture while emphasizing that the target language should be the destination[8]. In order to achieve different styles and purposes, appropriate translation methods and means must be adopted. For example, in the 21st round of a dream of Red Mansions, Jia Lian said, “you don't need to be afraid of him. When I get up and smash this vinegar pot, he will recognize me!” in Chinese, “vinegar” is a synonym for jealousy, while in English, “vinegar” refers to bad temper and rough speech. In the above example, “vinegar jar” means jealousy of Wang Xifeng, so the literal translation of “vinegar” is really understood by Chinese readers, but English readers, in order to make it possible to cause misunderstanding, so translators of free translation, in “jealousy strong female dog”, it is easy for English Readers to understand the real meaning of performance.

3.2 Effective Strategies to Eliminate the Influence of Cultural Gap

Transliteration is a method that uses Chinese representation for translation. This method is mainly used in Chinese where no corresponding word can be found in English. It is a complete empty lattice phenomenon. For example, “Hutong” and “Hutong” related to “qigong”, “Kung Fu”, place names, Chinese names and Vocabulary Chinese medicine are translated into “Xiucai”[9]. The substitution method is mainly used for some idioms. Without changing the original meaning, the original language is replaced by a language with different conceptual meanings. For example, “spend like water” is translated into “spend like water”, and “spiritual civilization” is translated into “cultural and ethical progress”.

3.3 Annotation is an Effective Way for Two Languages to Have Opposite Meanings

Because of the difference of language, culture and cultural information, the cultural information they carry is different. The same word of different culture expresses different or opposite information. If we can't make necessary annotation for such language, the comparison and introduction of source and target, relevant cultural information and interpretation will inevitably lead to confusion and misunderstanding. It is easy to eliminate this ambiguity by annotating such words after the text.

The most important way to eliminate the influence of cultural context on translation is to strengthen the learning of language and culture related knowledge and expand the ability of related knowledge. The differences between Chinese and Western cultures are reflected in social habits, religious beliefs and national psychological characteristics. Therefore, Chinese and English translators should fully understand and study the knowledge of both cultures. Small differences in specific situations cannot be ignored. Using this method alone, the translation of “trust, the greatest can be ah” researchers focus on scientific research, clear division of labor, each performing its own duties.

4. Cultural Customs

Due to the influence of geography and climate factors, unique habits and habits have been formed around the world. In the process of development, a more comprehensive cultural system is gradually formed, which has a great impact on people's mutual communication. The differences between Chinese and Western cultural habits and social etiquette have an important influence on translation.

4.1 Say Hello

When people meet in the street, the Chinese usually say “have you eaten?”“Where are you going?” How are you? Or hi is usually used to translate into English. Because foreigners pay attention to this aspect of privacy, they usually don't directly ask others where are you going? And Chinese people use this way to express their concern for each other.

4.2 Compliment Others

When you talk with foreigners, they praise you for saying “you speak English very fluently.” the Chinese answer is generally “bad, please forgive me”, “I still need to practice” and so on. However, translation into English should not be my English is poor[10]. Instead, we should use Thank you directly to thank others for their praise. English emphasizes to express the meaning directly, without obscurity or modesty.

5. Conclusion

Many factors of cultural context affect the translation of English and Chinese. As a communication tool, language is closely related to culture. As a carrier of different cultures, translation is restricted by cultural context and has important signs in cultural image, thinking mode, cultural habits, historical background and geographical environment. In order to convey cultural information correctly in English Chinese translation, we need not only keen observation and strong and weak performance, but also deep understanding of cultural differences. On the premise of not affecting the original intention, we can achieve cultural communication and communication by correctly grasping the cultural context.

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