

# Construction of College English Translation Teaching Mode in the Era of Internet+

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**Abstract:** The standard of translation should follow the requirements of the two languages and cultures in the continuous practice, so as to achieve a high degree of similarity between different languages and cultures. To ensure that the translation can show the ideological content and spiritual resonance of the original. In the process of reading, readers can experience the cultural customs, phenomena and contents of different nationalities in their own cultural background to the greatest extent. Then it can achieve the role of translation as a link between the two cultures.

## 1. Introduction

At present, the development of China's cultural industry is in a deepening environment. Every country can import some British and American literary works to China. The promotion and popularization of British and American literary works can give Chinese residents more opportunities to appreciate foreign cultures and enhance the universality of the construction of spiritual civilization in China. However, there are some limitations in the translation of literary works. Influenced by the living environment, values, ideology, historical and cultural background and other factors, the translation content in literary works can not effectively express the meaning and thoughts in the original works, which will affect the audience's viewing experience and hinder the progress and sublimation of cross-cultural communication in China [1].

## 2. Key Points of College English Translation Teaching in the “Internet +” Era

### 2.1 Transliteration

The process or result of using one character symbol (such as a Latin alphabet) to represent the character symbol (such as a Chinese character) of another character system. In the case of great differences between the translated text and the translated language, translators cannot translate the language directly, and the transfer of semantic expression will be affected accordingly. Therefore, the use of transliteration can effectively ensure that the content of the article does not change [2].

### 2.2 Literal Translation

Literal translation refers to not only the basic content of the article, but also the deep meaning of the article, which can be considered in the translation between “God” and “form”. In the process of translating British and American heroic epics, it can not only protect the linguistic and cultural background of English and American, but also show the unique expression forms of English and American. It is one of the important forms of cultural communication in Britain and America to show the rhetorical devices and expressions of the original directly in front of the readers.

### 2.3 Free Translation

In the process of free translation of an article, it refers to the deep understanding and integration of the article rather than the expression of words in the content of the article, and the selection of words that can effectively demonstrate the meaning of the article for translation. The meaning of the sentence in the original text is not the only blueprint and reference of the sentence translation in the

translation, but the content of the article is raised to a certain level, and the meaning and spirit of the article are emphasized to ensure that the content of the translation can meet the deep meaning.

### 3. Differences in College English Translation in the Internet + Era

#### 3.1 The Difference of Literal Meaning and Connotation of Language and Translation Skills

The most basic function of language use is to express the author's meaning and thoughts, and to transmit the corresponding information [3]. The integration of some language and culture into literary works can enhance the expressiveness of literary works and give them a more approachable feeling. The integration of language and culture is also the basic demand of cultural development.

Table 1 Differences in College English Translation in the Internet + Era -- Farmers

peasant	
English	Chinese
The masses of peasants (commendation)	
A person of shallow knowledge, lack of cultural attainment, a countryman, or poor upbringing (derogatory)	The masses of peasants (commendation)

#### 3.2 Translation Skills and Cultural Discrimination in Daily Conversation

In our country, one of the greetings is “have you eaten?” This kind of language usage habit is likely to be thought by the other side in western countries, “can we eat together?” In western countries, some topics related to their privacy and life are basically difficult to reflect in daily life, and their living habits and travel plans belong to the category of “difficult to share”. For example, Chinese people often use “where to go” in their daily life As a form of greeting, the inquiry of “where are you going?” for westerners affects their privacy right and is a kind of behavior of prying into privacy. Some Westerners are likely to answer “it's none of your business!” in the face of such inquiry, it can be seen that different countries have certain differences in their living habits and ideas There are some taboos in expressing students [4]. In daily life, we should try to avoid asking about age, income, marriage and other issues with personal emotion and privacy.

Table 2 Differences in College English Translation in the Internet + Era -- Where to Go?

Where are you going	
English	Chinese
“It's none of your business!”It affects their right to privacy. It's a kind of privacy prying behavior. Some Westerners are likely to answer “it's none of your business” in the face of such inquiries	Normal communication

Due to the strong development speed of our own education, culture, politics, economy and other fields, there are people coming to China to study and work in various countries and industries, and there will be some problems when addressing. Although it will not affect the communication under the condition of labor, it will still produce certain inadaptability under the background of language habits.

In Chinese, people can use surname + position to address others, such as manager Liu, Doctor Zhang, etc. in western countries, they basically use the words “Mr.” “Miss” “Mrs.” “Ms.”.

Table 3 Differences in College English Translation in the Era of Internet +

English	Chinese
Mr.Miss.Mrs.Ms.	Last name + title Manager Liu, Doctor Zhang

### 4. Construction of College English Translation Teaching Mode in the Era of Internet +

#### 4.1 Strengthen the Professional Training of English Professional Knowledge and Skills

In the process of teaching, teachers should analyze the subject matter and form of materials in detail, analyze the structure of the article in detail, find out the key sentences that can divide the

chapters and paragraphs of the article, and lay the corresponding foundation for the overall analysis of the article. Many topics in the textbook have a certain sense of the times and are closely related to students' life reality, which can guide students to think independently and establish a unique structure of English. In the process of students' English learning, teachers should give students some time and space to think. Students can't get good thinking feedback and learning experience in Teachers' step-by-step teaching process. In the long run, students' English enthusiasm will be greatly affected. Teachers should realize that in English learning, memorizing words and sentences is not the ultimate goal [5]. Teachers should create a teaching environment for students to show their own ideas, combine their knowledge background, and create a real understanding of the knowledge points, and master the use of vocabulary and phrases. Teachers should help students to accumulate knowledge and guide them to build comprehensive English abilities of knowledge analysis, integration, extraction and memory.

#### **4.2 Multi Disciplinary Training Based on English Professional Knowledge**

For students with certain differences in English ability, we should pay attention to the individual differences of students, ensure that students at different stages can be promoted on their own basis in the process of learning, and gradually establish their self-confidence in learning English. The content of students' learning is limited to some extent. It is difficult for students to build their own thinking form with their own characteristics in the learning process. The status of students' protagonists in learning is affected, and it is difficult to effectively grasp the initiative right to speak in the classroom. In the process of learning, it is difficult for students to think effectively, to understand the knowledge deeply, to transform the knowledge imparted by teachers into students' personal ability effectively, and to meet the construction system of students' own ability effectively. In stratified teaching, teachers can gradually arouse students' interest in learning English, stimulate students' learning motivation, and teachers' teaching results will be improved to a certain extent. To a certain extent, this teaching method promotes the upgrading of teachers' teaching level and helps teachers to solve students' learning problems.

#### **4.3 Professional Training Oriented by Practical Characteristics of English Majors**

In the process of teaching, teachers should analyze the theme and form of reading materials in detail, analyze the structure of the article in detail, find out the key sentences that can divide the chapters and paragraphs of the article, and lay the corresponding foundation for the overall analysis of the article. Many topics in the textbook have a certain sense of the times and are closely related to students' life reality, which can guide students to think independently and establish a unique structure of English reading. In the process of learning English reading, teachers should give students a certain amount of time and space to think. It is difficult for students to get good thinking feedback and learning experience in Teachers' step-by-step teaching process. In the long run, students' enthusiasm for English reading will be greatly affected. Teachers should help students to accumulate knowledge and guide them to build comprehensive ability of knowledge analysis, integration, extraction and memory.

In the process of teaching, teachers should create a good learning environment, use vivid and lifelike situations to help students improve their interest in learning, and encourage students to communicate with the knowledge learned in class in the set situation, so as to achieve a good combination of theoretical knowledge and practical application. In addition, group cooperative learning is adopted in teaching, which increases the communication and interaction between students, establishes a happy and harmonious classroom atmosphere, and effectively improves the initiative of students in English learning.

### **5. Conclusion**

In the process of literature translation, it should be clear that there are certain differences between the language and cultural backgrounds of Chinese and English. In the process of translation, it should be clear about the forms and differences of language expression between

different cultural backgrounds, follow the true meaning and content of the article, strive to complete the spirit of the article, and achieve deep cultural communication and exchange. The translation and dissemination of literature can show the language, culture and spiritual world of ethnic minorities in the field of world literature, which is an important stage and opportunity for the continuous maturity and development of Chinese literary works.

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