

Research on Fuzzy Semantic Translation Methods in English Language and Literature Based on New Media

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Abstract: Language is a necessary tool for people to communicate, but there are some words or sentences in natural language that are vague. An in-depth study of fuzzy language in English-Chinese translation can help translators better understand the differences and characteristics between English and Chinese. In the process of translating literary works, the translator, as a bridge between the author and the reader, should not only understand the author's writing purpose by reading the original text, but also reach a consensus with the author in thought. For the translation of foreign literary works, if the translator can correctly deal with and use the fuzziness of language in the translation theory and practice, it can make the translation retain the literary color of the original to the greatest extent, and also make a qualitative leap in the quality of literary translation. The fuzzy semantics in English language and literature must be understood and grasped in the process of translation according to the way of difference. This paper discusses the translation of fuzzy semantics in English language and literature under the new media environment, and puts forward some reasonable suggestions.

1. Introduction

Language is an essential tool for communication. At the same time, language also expresses the way of thinking of the speaker. Fuzzy language will not affect the smoothness and expression of sentences in use and language communication, but will also increase the semantics that the expresser wants to show and enhance the expression effect [1]. For the translation of foreign literary works, if the translator can correctly handle and apply the ambiguity of language in translation theory and practice, the translation can retain the literary color of the original to the greatest extent and make a qualitative leap in the quality of literary translation [2]. Fuzziness is one of the most basic attributes of human natural language. This attribute of language also directly leads to fuzziness in literary translation. Many problems in English language and literature translation and publication cannot be eradicated in one day. People from all walks of life need to attach importance to these issues and make joint efforts to improve them. In the process of translating literary works, the translator, as a bridge between the author and the reader, must not only understand the author's writing purpose by reading the original text, reach an ideological consensus with the author, but also translate the text in the literary work. Communicate their own knowledge and understanding of the original text to students, so as to achieve cultural exchange in different language backgrounds [3].

As far as literary translation is concerned, if the translated works can achieve the effects of "reasonableness" and "passion", they will definitely be excellent translations. At present, the English language and literature works selected in literary works, due to differences in cultural environment, thinking mode, life experience, and expression habits, there are obvious gaps in the conversion between the two languages of English and Chinese [4]. English language and literature is translated English language and literature. Translation is the method of translating one language into another, although definitions of translation vary widely in different fields. But from a literary perspective, translation is the artistic creation of a language. When translating between English and Chinese, translators sometimes encounter ambiguous sentences that arise because of cultural differences between the two parties. This requires translators to understand the semantics of vague languages well and also requires accuracy [5]. The translation of English language and literary

works has had a great impact on translators, readers, and writers. In the context of new media, it has not only brought new vitality to Chinese literature, but also helped the rise of many Chinese writers [6]. If we want to achieve good results in the process of fuzzy semantic translation, we must consider the role of different influencing factors, otherwise it is easy to cause large deviations in the translation process.

2. Features of Fuzzy Language in English Language and Literature

Fuzzy language is a two-sided existence, its essence is distinct, but its surface is fuzzy. Differences between cultures result in differences in aesthetic tastes and ways of thinking, which are also reflected in literary works. Fuzzy language, as its name implies, is ambiguous in language expression. In natural language, grammar, semantics, phonetics and vocabulary all have linguistic fuzziness, which leads to inaccuracy in language expression [7]. The essence of translation is to express the same content in two different languages, but translation is not a simple mechanical conversion of languages. Therefore, on the basis of being faithful to the original English text, we should also pay attention to translating the translation that conforms to the Chinese expression habits. We should not violate the language habits of the Chinese target language. Otherwise, there will be some sentences that still present English characteristics under the cloak of Chinese. English language fuzziness is characterized by English fuzzy words and English fuzzy additional words. The charm of fuzzy language lies in its rich semantic connotation, skillful pragmatic ability and unique semantic analysis.

English language and literature needs to be completed in combination with the characteristics and requirements of English itself, which is quite opposite to Chinese. Therefore, in the process of understanding English language and literature, it is necessary to have in-depth grasp of sentences. For the sake of different communicative goals, the pragmatic ability, language expression ability and pragmatic value of vague language should not only ensure accuracy, but also require a certain degree of ambiguity. From the perspective of English language and literature, the existence of fuzzy semantics makes the translation of English language and literature very difficult and requires different guidance and analysis under different conditions [8]. The translation of English language and literature in ancient times was only scattered and intermittent. Really entering China with a strong force should bring shocking impact on Chinese society and literature after the opium war [9]. A major feature of fuzzy semantics is that its content and the manner of expression are diverse. It is necessary to combine the content of dialogue, context and interpersonal relationships in English language and literature to make a good change. Thousands of English language literature books are introduced every year in China, but because some publishers are blindly pursuing economic interests, the selection of literary translation publications is not balanced and long-term social benefits are not considered.

3. Translation Strategies of Fuzzy Semantics in English Language and Literature

Literary translation is to convey the artistic conception of the original work in another language, so that readers can get the same feeling of inspiration, moving and beauty when reading the translation. Fuzzy semantics in English language and literature is a special existence. Although there are some grammatical errors on the surface, it will not have a great impact on interpersonal communication or the application of some written languages. Although translators always try to be faithful to the original text, after all, translation is a transformation from one language to another, which will inevitably add some new factors [10]. Translation is a kind of re-creation. In the process of translation, the translator will involuntarily bring his own translation style into the translation, and thus there will be a translation with a different style from the original. Different styles are the translator's styles, which refer to the translator's personality in the process of translation, mainly in the aspects of language application, etc. Literature takes language as its carrier, and different translators have different language styles, and the styles of literary works displayed are also different. Therefore, the translated literary works are inevitably branded with the translator's

language style.

Taking the statistical results of the index parameters of literary translation level evaluation as the research object, data clustering and information fusion are carried out. as shown in Table 1 and Figure 1, the test results of the index are given.

Table 1 Evaluation Test Data

Evaluation cycle	1	2	3
Accuracy	82.34	87.51	91.23
Utilization	71.97	75.89	82.36

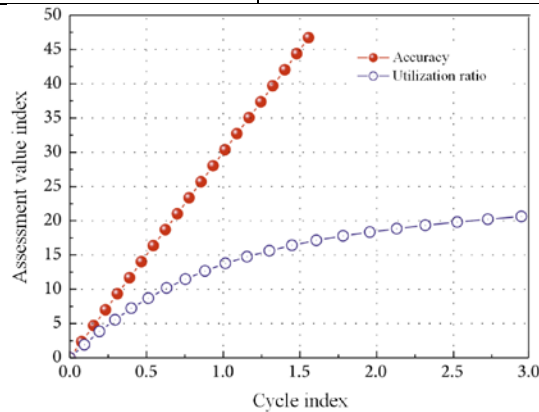


Fig.1 Evaluation Test Results

In the translation of English language and literature works, if only the superficial free translation of the language is carried out, the context is ignored. This will inevitably lead to loopholes in the translated works, unsmooth sentences and lack of fluency in reading. From an objective point of view, the translation of fuzzy semantics in English language and literature needs more efforts in associative translation [11]. Fuzzy language can help people to realize the desire and purpose of communication to a certain extent. Similarly, it also has its unique aesthetic function in the translation of literary works. Some expressions of common sayings in Chinese are relatively simple in the process of fuzzy semantic translation in English language and literature, but they actually produce better results [12]. The language form, expression and syntactic structure of the source language are mechanically transplanted into the target language. It will form a language mixture that does not conform to the expression habits of the target language. The content of fuzzy semantics in English language and literature is relatively rich, involving legal documents, or public security, or the translation of national content, should be completed in accordance with the most formal model.

4. Conclusion

In the current language research process, the translation of fuzzy semantics in English language and literature is a relatively important component, and good results can be achieved by using diversified methods and means. In order to break the current deadlock in English language and literature translation, translators must reform traditional concepts. For the translator, vagueness in translation is the best embodiment. To some extent, the literary language itself is a very unique fuzzy language art. The unique use of language fuzziness in literary works can give readers more extensive imagination space and picture sense, and make the lines full of artistic charm of language and words. Fuzzy language adds different colors to sentences, but it is a big challenge to translation. Literary translation should be based on the reality of society, from the reading needs and aesthetic habits of Chinese readers, to understand the cultural differences between China and the West. In order to improve the readability of the translated works of English language and literature, and to shorten the gap between the readers and the works, translation creation should be combined with different contexts.

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