

# Translation Methods of Business English in Cross-Cultural Context

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**Abstract:** *With the promotion of social and economic development, the process of economic globalization is gradually accelerated. As an important communication tool for business cooperation, language is an important bridge to ensure the development of transnational economy and trade. Therefore, it is very crucial to ensure the level of business English translation and promote international exchanges and cooperation. Under different cultural backgrounds, business English plays an irreplaceable role. On the basis of respecting eastern and Western cultural backgrounds, language habits and common sense of life, translators constantly improve their cultural literacy and translation ability, and perform English translation skilfully and accurately.*

**Keywords:** *Business English.English Translation; Cultural Background; Cross-Cultural Context; Language Features*

## 1. Introduction

Language is an important part of culture as well as an important communication tool. With the increasingly frequent exchanges between China and foreign countries, the importance of business English translation has become increasingly prominent. Under different cultural backgrounds, it is necessary to respect different cultural customs and grasp translation skills to ensure the rigor and accuracy of business English translation.

## 2. The influence of cross-cultural context on English translation

### 2.1 Cultural image dislocation

Due to different humanometrics and geographic environments, different national languages have their own characteristics, showing cultural diversity. In business cooperation, translators can translate in a different languages in business activities to ensure the smooth progress of business cooperation. In order to ensure the timeliness and accuracy of translation, reduce the impact of cultural differences, and the translation workers need to be translated into the real connotation of language communication, and improve the cultural and beautiful language translation. Under the influence of cultural differences, people often express their views and opinions on things according to their own understanding, and there will also be differences. As an important carrier of culture, language often conveys different meanings under the influence of cultural background in semantic expression. Therefore, in the translation of international business English, if the translator excessively pursues the equivalence of Chinese and English meanings, it is easy to produce cultural image dislocation.<sup>[1]</sup>

### 2.2 Cultural image loss

Influenced by different cultural backgrounds in the East and the West, most brands often adopt free translation in order to meet their own needs for practical meaning when conducting publicity and translation. Although this way of translation can retain the actual meaning of English, it will to some extent lead to the loss of distinctive national cultural images. For example, in the traditional consciousness of Chinese people, red is a symbol of happiness, and some businesses often use red-related words when making commodity signs and packaging. However, from the cultural perspective of the West, red represents danger and violence, so it is difficult to arouse the desire of westerners to buy goods with red symbols. Therefore, in order to expand the sales channels of the product, the red element trademark will be naturalized by free translation in English translation.

Although the original meaning of the trademark can be retained, it will also cause the loss of unique cultural images.

### **3. Business English translation methods in the cross-cultural context**

#### ***3.1 Respect the differences between Chinese and Western cultures***

Cross-cultural business English translation should be based on the understanding of the implied value of context in different cultural backgrounds, be familiar with different religious beliefs and thinking modes, and adapt to the differences between cultures while integrating various elements. Therefore, translators should pay attention to the differences between Chinese and Western cultures, respect the different thinking modes of the East and the west, and try to avoid mistakes in translation such as Chinglish. For example, the English equivalent of computer is computer, which cannot be translated as Electric brain. In addition, Chinese proverbs have obvious cultural characteristics and are often used for communication in business activities. In cross-cultural translation, full attention should be paid to the particularity of proverbs and accurate translation should be carried out on the basis of a correct understanding of their essential meaning, rather than trying to understand the literal meaning. For example, "East or west, home is best." In commercial advertisements, we should also pay attention to the differences between Chinese and Western cultures. For example, the slogan of Nongfu Spring pure Water is: "Nongfu Mountain Spring is a bit sweet". According to the literal translation, it can be translated as Nongfu Mountain Spring is a bit sweet. In this way, although the form and content of the original text are retained, the meaning of the original text is lost, and it is difficult to make people feel the characteristics of refreshing and refreshing. However, it is more appropriate to translate it as Seet Spring on the basis of fully considering the connotation of the text. It can be seen that different cultural backgrounds can show different aesthetic feelings in language expression. Business English translation should take cultural background as the premise and constantly improve the translation level. <sup>[2]</sup>

#### ***3.2 Use skills and translate accurately***

Business English is an important language medium for international business communication, which requires English translators to have a solid foundation of English, and have a deep understanding of English trade and financial terms. Only in this way can we ensure the smooth progress of cross-cultural communication and promote transnational trade cooperation. Business English translation needs to use the target language to accurately and smoothly express the source language information, so that the information recipient can fully understand the meaning of expressions. Business translation should be accurate, clear concept, especially the unit, and the accuracy of the number. For example, our offer is a firm offer and remains good until 10:30 a.m. 11, October, 2021, Beijing, can be translated as: Our firm offer is valid at 10:30 am, November 11, 2021 Beijing time, so that the time and type of the text can be clearly expressed. When long sentences are translated, translation skills can be used to achieve this, such as transforming parts of speech and converting nouns into verbs, such as: Change terms under your order No.70. Change the trade term in order No. 70. This conversion method not only does not change the original meaning of the text, but also can express the original intention more directly. <sup>[3]</sup>

### **4. Close to the translation context**

In cross-cultural business English translation, it is often encountered that a certain word corresponds to a variety of translation methods, which requires the translator to make a reasonable choice in the centralized semantics to make the meaning of the translation as close as possible to the connotation of the original text. This requires the translator to have a wealth of professional knowledge and be able to make a comprehensive analysis based on the specific context. Specifically, the ability to analyze according to context mainly consists of three parts. <sup>[4]</sup>First of all, it should be carried out according to the customs and national cultural background of the country where the language belongs, combined with the habit of language communication. Secondly, it should be carried out according to the characteristics of language communication in the specific field of business communication, and pay attention to the development connotation and core content of the business field. Third, closely combine the theme of specific business activities. In the process of translation, we should fully combine the linguistic and cultural background of translation to ensure the correctness of translation connotation and scientific translation. <sup>[5]</sup>

## 5. Enhance cultural knowledge

In cross-cultural business English translation, it is necessary to understand the cultural background and common sense behind the language. Due to the differences in social development environment and development history, there are obvious cultural differences between the East and the west, which directly affect the differences in grammar, pragmatics and words in business English translation. Business English translators need to accurately translate language materials to ensure language accessibility and cultural beauty while accurately conveying willingness. This requires translators to constantly improve their own cultural level, language knowledge and so on. In addition, language is constantly developing and evolving as society develops and progresses, For example, in the development and popularization of Internet, more and more web terms appear in the public view, as a business English translators should also follow the pace of The Times, in a timely manner to learn and enrich their knowledge structure, take an active part in cultural symposium, and language communication activities, enhance their own language and culture vision, To be able to make outstanding achievements in cross-cultural business English communication and ensure the quality of translation<sup>[6]</sup>.

## 6. Conclusion

In order to adapt to the needs of social and economic development, business English translation must take the international situation as the premise, fully respect the cultural background of different countries and regions, enhance cross-cultural awareness, increase language knowledge reserve, enhance professional quality, and ensure the efficiency and quality of transnational communication.

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