

Stylistic Characteristics and Translation Methods of Cross-Cultural Business English

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ABSTRACT. *As the most commonly used English in international economic and trade exchanges, Economic and Trade English has its unique linguistic norms and stylistic features. Economic and trade translation requires translators to have a strong sense of context and professionalism in economic and trade English. Its translation principles are stylistic suitability and lexical correspondence. Translators should use four-character structure, business formulas and sentence structure adjustment to guide translation practice. According to different types of texts, they should use unused terms accurately, so as to be faithful to the original text, express accurately and unify standard translation principles.*

KEYWORDS: *business English; Translation principles; Fitness Correspondence; Professional awareness*

1. Introduction

When engaged in economic and trade translation, the translator is required to use words accurately according to different types of texts, carefully select confusing words, and ensure that the structure of the translation is complete, logical and precise. When translating business English, the translator should have a strong sense of context and professional awareness of the translated text.

2. Stylistic Features

2.1 Text Type of Text

Business English texts cover a wide range of subjects, which are both stylistic and diverse. Fixed format: contract, L/C, draft, B/L, certificate of origin, inspection certificate, commercial invoice, shipping, customs declaration, etc. These texts are well worded and commonly used terms. Strong logic, meticulous structure, long sentences, difficult sentences, stylistic formatting and standard writing. Information transmission: enquiry letter, offer, counter offer, indent, fax, e-mail, etc. Most of these texts are euphemistic in tone, concise in language and simple in grammar. Persuasion-inducing type: sales letter, product ads, trade mark, instruction, claim

letter, etc. Its characteristics are: giving full play to the induction function of language, strictly forbidding wording, changeable rhetoric, and persuading readers[1].

2.2 Word Characteristics

(1) Trade Terms

In some texts, especially in format texts, the wording is rigorous and formal. In economic and trade contracts, trade terms are often used, synonyms or synonyms (sometimes antonyms) are overlapped to reflect or enhance the authority and seriousness of the text. According to the current General Principles for the Interpretation of International Trade Terms 2000. (INCOTERMS 2000), the most frequently used trade falls into the following four groups. Group E terminology: EXW: ExWorks factory delivery price, i.e. delivery at the place of commodity origin; FAS: port of shipment side delivery and FCA: delivery carrier, according to this group of terminology, the seller has to deliver the goods to the carrier designated by the buyer, and the freight from the place of delivery to the destination is borne by the buyer. Group C terminology (major freight paid): CIF: Cost, Insurance and Freight CIF, i.e. cost, insurance plus freight[2].

(2) Archaism

Ancient words are also often used in economic and trade style. The most frequently used and distinctive are compound words composed of where, there and in, by, with, after and so on. They are only used in contract and legal style. This kind of vocabulary is characterized by clarity and simplicity. Although the meaning of thereafter is the same as in that part and which follows, the former is concise, while the latter is cumbersome and lengthy. Common such archaic words are there in (in that; in that particular context; in that respect there; in that point, in that respect); there after (after that, thereafter); hereinafter (later in the same contract, below, generally with to be referred to as, referred to as, called, etc.). Use phrases together to avoid repetition, etc[3].

3. Translation Principles

3.1 Principle of Stylistic Fitness

The principle of stylistic suitability refers to the stylistic correspondence between the target language and the source language. When different styles are translated into another language, the reader will feel that the language used is in conformity with the original style. Business letters are translated into business letters, and Contract languages are read after translation.

(1) Marketing occurs when people decide to satisfy needs and wants through exchange.

Needs and wants cannot be translated into “desires and needs”. In economic and trade English, the author often tries to express his meaning accurately by overlapping various words. Here needs and wants can translate the various needs of adults without translating the meaning of desire. On the contrary, rigid translation makes the original meaning inaccurate.

(2) Business is a combination of all these activities: production, distribution and sale, through which profit or economic surplus will be created.

In this sentence, the word profit or economic surplus is also reduplicated. The latter is an explanation of the former, not two concepts. A combination of all these activities is translated as a combination of all activities, which does not conform to the norms of expression in economic and trade literature.

(3) All services in business—such as gift wrapping, delivery, and credit—have some amount of costs associated with them, and these costs must be covered by higher prices[4].

3.2 Principle of Terminological Correspondence

This principle is related to the first one. The first principle is from the overall perspective of the text, while this principle is from the perspective of the text's professional terms. The principle of terminological correspondence refers to the fact that terminology used in economic and trade style is still a corresponding term when translated into another language, i.e. jargon rather than ordinary language. In business English, there are commonly used expressions, that is, jargon, which is more authentic. For example, down payment is a term used in the financial industry, which means down payment or deposit. Open policy should be translated into reservation insurance. Meet each other half way. Such conventional expressions have been accumulated and studied by economic and trade translators for many years. This requires the translator to be aware of all kinds of styles, jargons and expressions. Otherwise, the reader will misunderstand or misread the meaning of the original text, and the purpose of communication will not be achieved. Translators are often misunderstood because they are not familiar with various stylistic terms[5].

4. Translation Skills

4.1 Positive and Reverse Translation

In order to reach an agreement in economic and trade exchanges and business negotiations, both sides will put forward some suggestions and views for finding solutions to the problem. If they refuse directly and categorically, the other party may think that they will lose interest in negotiation and even lead to the breakdown of bilateral trade relations. Therefore, we often use the flexible method to weaken the negative mood by using the positive and reverse translation or the negative words beyond, absence, lack, fail, deny and adverbs really, scarcely, unfortunately,

hardly and so on. Should you fail to effect shipment before next Monday, we will have to reject the late delivery. If you can't deliver the goods in time before next Monday, we have to reject the shipment. "Fail to effect shipment" is translated as "fail to effect shipment" and "have to reject" is translated as "have to reject" and the use of reverse translation makes the tone more euphemistic and effective[6].

4.2 Voice Translation

In business letters, active sentences are often used to express the positions and opinions of both sides of the transaction, and to make the sentence simple and clear. But sometimes it is more appropriate to use passive sentences, especially when expressing negative meanings, the passive voice is often used. This can avoid aggressive tone and arouse disgust, which is conducive to the establishment of trade relations between the two sides in a harmonious atmosphere.

(1) Active Sentences Translated into Chinese

According to the international market level, the price for this brand of product has been increased to \$2,000 per ton (Active sentences translated into Chinese, subject still translated into subject).

(2) Passive Sentences Translated into Chinese

Our price has been accepted by many other buyers. (Because of the change of Chinese verb-free, Chinese translation can only be expressed by certain lexical means, that is, adding some necessary words, such as "receive", "for", "give", "receive", "receive", "get")[7].

4.3 Translation of Attributive Clauses

Business English sentence structure is usually more complex, especially in tender documents and tender documents, contracts and other documents with legal attributes, the use of long sentences, compound sentences, juxtaposition compound sentences and so on. These sentences have more rigorous structure, more prominent details and more prominent legal effect. The use of attributive clauses is particularly common in complex sentences with complex structures and long sentences.

(1) Translating into Prepositional Attributive

Attributive clauses are closely related to antecedents and are converted into prepositional attributives when translated into Chinese. When business English attributive clauses are short and restrictive, English attributive clauses can be translated into ""structures, and English compound sentences can be translated into Chinese single sentences before being modified.

(2) To Translate into Juxtaposition

Most of the attributive clauses that comment on antecedents or provide new information on the basis of antecedents are juxtaposed with the main clause. The

method of deconstruction is often used to translate a clause into a juxtaposition sentence or another sentence.

(3) Translation into Predicate Structure

In business English translation, the antecedent and the determinant clause of the subject sentence are combined into an independent sentence, that is, the antecedent of the subject sentence is the subject of the translation and the attributive clause is the predicate of the translation. Thus, the sentence structure of the translated version is compact and the language is concise, reflecting the conciseness and concreteness of business discourse.

(4) Translation into Adverbial Clauses

In business English, some English attributive clauses have weak restrictive modifier meaning to the antecedent. Their form is attributive clause, but they have the function of adverbial clause and form a subject-adverbial relationship with the subject. Therefore, when translating this kind of attributive clause, we should carefully analyze the internal logical relationship between the attributive clause and the antecedent and the whole subject-subordinate clause, and translate it into the corresponding adverbial clause in Chinese to express the cause, purpose, condition, result, concession and so on[8].

When translating business English, translators should possess professional awareness and professional accomplishment of business English, have certain knowledge of Chinese and foreign languages and foreign languages, as well as one or more professional knowledge related to the translation content. In the process of translation, different translation techniques and principles should be applied according to different text types, so as to keep the same with the original text and convey the information to the readers precisely and accurately.

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