

# An Analysis of Cross-language and Cultural Issues in English Translation

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**Abstract:** *In the context of economic globalization, cultural exchanges between countries have become more frequent, in which language plays an important role. English is the common language and the main language for communication between countries. For countries that do not use English as their mother tongue, how to make full use of translation skills in English translation to improve the accuracy and depth of language conversion expression and fully display the national culture behind the language is worthy of in-depth discussion. This paper will analyze the transformation of cross-cultural perspective in English translation, and summarize different types of translation skills, aiming at promoting the fluency and accuracy of English translation.*

**Keywords:** *English translation; Cross-cultural perspective; Translation skills; Transformation*

## 1. Introduction

With the accelerated development of China's economy, it plays an important role in the development of global economic and cultural exchanges. As an important form of expression of national culture, language has been continuously inherited and developed in the course of historical evolution, which contains diverse cultural connotations. As a universal language in the world, English translation is an important bridge in the process of economic and cultural exchanges between countries. In order to improve the accuracy and efficiency of the conversion between languages in English translation, it is necessary to have a deep understanding of the regional culture between different countries, and realize the flexible conversion and application between languages through cross-cultural perspective conversion and translation skills so as to achieve the real purpose of English translation. Most Chinese people's philosophical thinking mode is materialistic in nature, while most Westerners' philosophical thinking mode is rationalism, so there are great differences in language and culture. If you want to improve the accuracy of translators in the process of translation, you should first ask translators to understand the cultural differences and the reflection of different ways of thinking in the language structure, so that readers or listeners can understand the meaning of translation, make the logical relationship of translation clearer, and make the work more efficient in the process of implementation.

## 2. The significance of English translation for cross-cultural communication between China and the West

In the process of daily survival and development, people need to rely on language for communication. Therefore, as the main medium of communication for the masses in their daily life and development, language can enhance the feelings between people and enhance the communication behavior of countries. Therefore, English translation can combine Chinese and Western cultures, not only display the cultural styles and characteristics of different regions, but also better promote the understanding of China and the West and other powerful countries to achieve the goal of win-win. In addition, English translation plays an important role in the governance and diplomacy of various countries. Translators can use English translation to refine the meaning of language expressions, so that listeners can clearly understand the meaning of English expressions, which is conducive to China's accurate reading of foreign policies of other countries. Therefore, if translators want to improve the effect when performing the work, they can first strengthen their understanding of Chinese and Western cultures, so that they can have a deeper analysis of the cultural differences between China and the West when performing the work, and can enhance the exploration in the translation process. In addition to improving and enriching the translation skills, they can also enhance the communication and exchange

between China and the West and other countries, which can make English translation more meaningful in the process of implementation.

### **3. Differences between English and Chinese**

There are many differences between English and Chinese, such as differences in life, ways of thinking, and cultural backgrounds. Taking the differences in life as an example, China and western countries are located in different geographical locations and have different historical development. Therefore, the daily life of people in western countries is different, so there will be differences in living habits. For example, people in western countries like animals very much and have deep feelings for animals in nature. They can treat animals in nature as family members and important friends. For example, "Birds of a feather flock together." This sentence is only a good description of animals for the western people, but for the Chinese people, it represents "clustering of things", which has a certain symbolic significance. Under the impact of culture, if translators can understand the differences between Chinese and Western cultures and the differences in life, then they can explore the profound meaning of the translation sentence, and translate it into precise Chinese meaning to improve the translation effect.

Taking the way of thinking as an example, in daily life and development, people's thinking is different from each other, and the thinking between countries is also different. Because of the influence of the growth environment, Westerners' thinking is more intuitive, so they will strengthen the integration of open thinking in language expression, so that the language style is also more open. However, China is more keen on image thinking and ideal thinking. The language expression type is relatively implicit and obscure, and likes to penetrate the potential meaning in the process of language expression. Therefore, the weakness of translators and the enhancement of translation ability also need to understand the differences in the way of thinking between the western people and the Chinese people, so as to ensure the smooth implementation of English translation documents. For example, Chinese recipes and western recipes, many of the names in western recipes can be understood by the public at a glance. By understanding the names of the dishes, people can clearly understand the dishes they eat, such as "Chocolate ice cream", "Strawberry yogurt", "Cream egg soup", and so on. The people who observe the names can understand the dishes at a glance. Many dish names in Chinese recipes are unique and have deep meanings. People can't understand the dishes they eat at a glance, such as "Spicy Chicken", "Mapo tofu", "Kung Pao chicken", etc. These dishes belong to dishes with connotation, which can reflect the association of Chinese people in the process of social life and development. When performing translation work, English translators should be able to strengthen their understanding of the differences in the way of thinking according to the actual situation, so that you can understand many language usages and make their way of thinking more reasonable.

Taking the differences in cultural backgrounds as an example, the differences between China's culture and western cultural backgrounds are very large, which are slowly formed through a long history of development. English translators can transform translation skills and cross-cultural communication perspectives when performing translation work, especially when translating political related content. It is necessary to strengthen dignity and exploration during translation, so as to understand the cultural connotation and background behind the language content, In addition, it can also enhance the effect of translation and enable the understanding personnel to understand accurate information in the first time. This not only allows translators to explore the cultural context in the process of translation, but also enables them to change the perspective of English translation and enhance their translation ability. With the help of translation, translators can lay the foundation for the integration of Chinese and Western cultures and pave the way for the common development and progress of both sides.

### **4. Translation skills from cross-cultural perspective in English translation**

#### ***4.1 Subject position conversion between people and things***

The expression of language is often affected by the social and historical development and language environment. Due to the differences between Chinese and Western cultures, there are great differences in the expression habits and ways of Chinese and Western languages. For example, in Chinese language expression, it is customary to take human expression as the center, and in daily language communication, it is often expressed in the position of human subject, while in western language

culture, it is customary to use object as the position of subject for language expression, So in the process of English translation, it is necessary to pay special attention to the conversion between subjects, and make reasonable adjustments to the sentence pattern and word order to improve the accuracy of the original meaning of the sentence<sup>[1]</sup>.

When performing translation work, translators can strengthen the conversion of subject positions between people and objects, which can not only enrich the skills of cross-cultural perspective conversion in English translation, but also enhance their own translation ability to ensure that the use of translated sentences is more accurate and the meaning expressed is clearer. For example, the cultural differences between China and the West have led to many differences in the expression habits and expressions of Chinese and Western languages. The characteristics of Chinese language expression is that it is expressed in the position of human subject in daily language communication, but the language content of Western countries is expressed in the position of object as the subject in the process of expression<sup>[2]</sup>. When translators translate English sentences, the subject position between people and things can be converted, and the sentence pattern and relevant word order can be adjusted reasonably. This will not change the meaning of the original sentence expression, but also make the sentence translation more accurate, obtain the subject position conversion skills, and improve the English translation ability.

#### ***4.2 Transformation of image in thinking mode***

The way of thinking of people will directly affect the way of expression of language, and there is a direct relationship between the way of thinking and the difference of human environment. Under the influence of cultural differences between China and the West, Chinese people tend to idealize and visualize their way of thinking. They often have implicit and obscure features in language expression, and they also use rich figurative and associative ways to express laterally. The western way of thinking is usually more direct and concise, and the language expression is characterized by openness. Therefore, in the process of English translation, traditional Chinese medicine highlights the transformation of image in the way of thinking, and selects the appropriate words and sentences to translate in combination with the differences in the way of thinking, which requires not only accurate expression of the original meaning, but also effective presentation of the hidden emotions in the original sentence<sup>[3]</sup>.

In addition to enhancing the ability of subject position conversion between people and objects, translators also need to enhance the ability of image conversion in the way of thinking, because the way of thinking of people will directly affect the way of language expression. Because of the great differences between Chinese and western cultures, the way of thinking of Chinese people is different from that of western people. When translating English content, translators should highlight the image transformation in the way of thinking and select appropriate sentences for translation based on the differences in the way of thinking. In this way, not only can the original meaning of sentences be accurately output, but also can accurately present the hidden emotional content in the sentences, showing the translator's high translation level.

#### ***4.3 Domestication translation techniques for cross-cultural perspective conversion***

Domestication translation technique is to express language translation in a way that makes readers more familiar and easy to understand under the background of cultural differences between China and the West. Through the change of the meaning of the original text and the expression habits of the target text, the conversion of parts of speech, and the conversion of sentence patterns, the domestication of the meaning of the original text is realized, so as to avoid the understanding obstacles caused by different cultural backgrounds, different ways of thinking, and different language habits of readers, so that readers can feel the connotation of different cultures from the translation<sup>[4]</sup>. First of all, due to the different language expression habits, the words and sentences in English sentences can not be translated directly, so the meaning of the original text can be accurately expressed through the methods of orthographic translation and orthographic translation. In the process of word class conversion and implementation in the language, due to the different parts of speech of different words, such as the conversion between verbs, nouns and prepositions, it is necessary to change the part of speech of verbs into nouns without changing the original meaning, which requires translators to accurately grasp the language usage habits of Chinese and Western cultures, and flexibly grasp and apply the part of speech conversion skills. Secondly, English translation is mainly about the translation of sentence patterns. In the translation skills of sentence pattern conversion, some special English sentence patterns increase the difficulty of translation, such as inverted sentences, imperative sentences and ellipsis sentences in

English sentence patterns. This requires translators to master the skill of sentence pattern conversion, which can not only make the original sentence structure complete translation, but also keep the context and meaning of the translated translation unchanged, It is also necessary to sublimate the understanding of the emotional thoughts in the original sentence pattern, and effectively understand the expression of moral. In addition, some sentences are too short and need to be fully explained by additional translation to express the meaning of the sentence clearly, while some sentences are too long and need to be reduced to simplify the expression and keep the meaning of the original sentence unchanged.

#### **4.4 Foreignization translation techniques of cross-cultural perspective transformation**

Foreignization translation technique is to translate from the perspective opposite to the original meaning, pursue the expression of the central idea of the original in the process of translation, and pay attention to retaining the linguistic and cultural color consistent with the original. It is also called semantic translation technique, which includes the conversion technique of positive and negative words and the conversion technique of contrary voice<sup>[5]</sup>. First of all, in the translation of positive and negative words, translators need to flexibly use the features of part of speech, not only need to conduct language conversion, but also need to ensure the fluency and integrity of the translation. Usually, negative expressions are used to accurately express the meaning of the original text. The conversion and application of positive and negative words can effectively preserve the language expression characteristics between different cultures, at the same time make the translation easier for readers to understand and accept, and improve the effect of English translation. Secondly, in the process of language expression, English is mainly expressed in the active voice, while Chinese is mostly expressed in the passive voice. In view of this situation, translators are required to pay attention to the conversion of voice in the process of translation, skillfully use the techniques of contrary language conversion, and translate the meaning of the original text more accurately and vividly to meet the language expression habits of readers.

#### **5. Conclusion**

English translation can not only transform the English language into a language that can be understood by the Chinese people, but also correctly carry out this work in China's political work, which can strengthen global cultural exchanges and economic development exchanges, and show the significance of English translation in the context of social development in the new era. Therefore, translators need to strengthen their learning in their daily work and enhance their ability to change the subject's expression habits and thinking patterns, which can not only enrich their pronunciation skills, but also enhance their translation ability and give full play to their translation influence in English translation.

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