

Analyzing Business English Translation Strategies in the Context of New Media from a Cross-cultural Pragmatics Perspective

Zhu Xinran, Zhang Jingwen*

Jinan University, Shenzhen, China

*Corresponding author

Abstract: *With the development of economic globalization, international trade and cooperation are becoming increasingly close. Business English translation, as the basis of international business activities, has shown an increasingly important role in international communication. In the context of new media, business English translation faces challenges. Based on the differences of cultures, the strategies and paths of business English translation can be explored from the perspective of cross-cultural pragmatics, and the translation skills should be fully used to understand the cultural differences and improve the quality and effectiveness of business English translation.*

Keywords: *Business English Translation; New media; Cross-cultural pragmatics*

1. Introduction

Language is the carrier of culture, and translation is an important part of human language activities. It is also an indispensable means for tribes, nations and countries using different languages to communicate and learn from each other. With the continuous promotion of globalization, economic and cultural exchanges and cooperation among countries all over the world are getting closer and closer, and the demand for business English translation talents is increasing. Therefore, it is crucial to improve business English translation ability and skills. In the context of new media, there are still dilemmas in the process of business English translation, such as inaccurate translation, lack of translation talents, large cultural differences and different thinking habits. Integrating cross-cultural pragmatics into business English translation is conducive to improving the quality of business English translation talents and enhancing the effectiveness of business English translation.

2. Overview of Intercultural Pragmatics and Business English Translation

2.1 Cross-cultural pragmatics

Cross-cultural pragmatics is an emerging discipline in language studies, which is based on the development of pragmatics theory. Intercultural pragmatics originates from the study of pragmatics, and as an important branch of the study of pragmatics, it mainly undertakes the theoretical support of the language use involved in dialogue, communication and exchange between different cultural backgrounds. Cross-cultural pragmatics can narrow the distance between people of different cultures and improve the efficiency of communication.

The study of intercultural pragmatics consists of three levels: intercultural pragmatic linguistics, intercultural social pragmatics, and interlinguistic pragmatics. At present, the research on cross-cultural pragmatics is mainly in the following aspects. First, the study of pragmatic concepts. This part mainly focuses on the basic concepts, and provides an overview and exploration of its basic knowledge involving the study of pragmatics. Second, the study of pragmatic environment. The study of the linguistic environment analyses the usage habits and grammar based on the country or culture where the language is spoken. Third, the study of the linguistic subject. This is the core of intercultural pragmatics. These three levels are the aspects of intercultural pragmatics research from the superficial to the deep, and each level is interconnected and progressive from the superficial to the deep[1].

2.2 Business English Translation

Business English, which belongs to a social functional variant of English, is a variant of English used by business subjects in international business activities for commercial purposes. It is also a branch of English for special purposes, and a specific application of English in the field of international business activities[2]. With the deepening of globalization and the increase of international cultural exchanges and trade activities, business English translation has emerged and taken of [3]. Business English translation is different from ordinary English translation in that it has high requirements for understanding cross-cultural contexts and backgrounds. It demands translators to do a good job of translation and communication to eliminate unnecessary misunderstandings, efficiently convey information, and promote international business trade and cooperation while understanding the differences in different cultural backgrounds. Regarding the principles that need to be followed in business English translation, Liu Fagong (2002) believes that they mainly include faithfulness, accuracy and unity[4]; Li Ming (2011) believes that the principles that need to be translated into business discourse are the principles of articulation and coherence[5]; Wei Li (2016) believes that business discourse should be the center, articulation and coherence should be the means, and cross-cultural communication should be the purpose[6]. Synthesizing the scholars' discussions on the principles of business English translation above, author summarizes them into the principles of articulation and coherence, accuracy and inerrancy, and intercultural communication. The principle of articulation and coherence is mainly at the level of discourse, which needs to pay attention to the articulation between paragraphs and reflect the unity of the discourse as a whole. The principle of accuracy is mainly from the perspective of vocabulary, syntax and grammar, emphasizing the accuracy of conveying the meaning of words. By grasping the background, target and main idea of the text, the business discourse is translated completely and accurately. The principle of intercultural communication is the ultimate goal of business English translation. Translators need to understand cultural differences and differences in language expressions, consider readers' acceptance styles and psychology, and strive to better facilitate communication in translation.

2.3 Characteristics of Business English Translation under Cross-cultural Pragmatics

1) *Language Specialization*: Business English translation is a common way of translation in international trade, which involves a wide range of contents and covers a large number of topics. Therefore, there are a large number of proper nouns, compound words and abbreviations in the translation texts, and they require the translator to master the basic contents and knowledge of international business trade and be familiar with the specialized terms. In addition, in business English translation, there are cases where the same words containing different meanings are used, which requires judgment and selection according to the actual context, background and professional knowledge.

2) *Standardization of Wording*: International trade involves the cooperation of multiple interests and is closely related to the economic benefits of enterprises, which means that deviations and mistakes cannot occur in international trade. Business English translation, as an important part of helping communication in international trade, requires a high degree of rigor and standardization. The translator needs to use international vocabulary and expressions to translate the text in a formal and clear way.

3) *Cultural Differences*: The business development of each country is influenced by the local culture and customs, and there is a great difference in language usage. In international trade, countries need to respect each other's differences. Therefore, it also requires business English translators to take the cultural characteristics of different countries in the translation process into consideration, adopt the correct language expression habits, and use more accurate vocabulary and sentence patterns.

4) *Transformation of thinking*: Due to the influence of cultural customs and language expression habits of different countries, translators need to transform their thinking and language expressions in time to make the translated texts more readable and more adaptable to local reading habits. At the same time, when there is a certain time limit for translation, business translators also need to carry out translation quickly and deliver information in time, which requires the translator's ability to transform thinking and deliver more information in a limited time to ensure the timeliness of translation.

3. Current Situation of Business English Translation in Context of New Media

3.1 Background of New Media

New media is relative to traditional media, and is a new media form developed after traditional media such as newspaper, radio and television. Using digital technology, network technology and mobile technology, new media provides information and entertainment services to users through channels such as the Internet, wireless communication networks and satellites, as well as terminals such as computers, cell phones and digital TV sets. On the one hand, the new media era has broadened the way for countries to obtain information and communicate with each other, providing a more convenient communication platform. The rapid development of new media also makes the translation and communication of business English more extensive, which helps countries to cooperate in multiple fields and levels in international exchange and trade. In the context of new media, the quality and effectiveness of business English translations have also improved significantly. New media technology provides an open space for people's knowledge exchange, and the recipients of business English translation are no longer passively in a receptive position; they have a greater initiative and right to speak, and can discuss and give opinions on the results of business English translation, thus promoting the improvement of business English translation quality. On the other hand, the large demand for business English translation has also prompted the new media field to continuously reform and innovate. The new media field is constantly strengthening technology development to meet the increasingly close international cooperation and communication.

3.2 The Dilemma of Business English Translation in the Context of new Media

1) Inaccurate Translation and Misunderstanding: In the new media era, with the rapid development of electronic devices and communication technology, the speed of information dissemination is accelerated. In international trade, documents involving business English translation are also more easily accepted and read through modern media technology. In translation, the difficulty for translators increases due to the complexity and instability of the environment. Faced with multiple meanings of words or many translated contents that need to be contextualized, translation inaccuracies are prone to occur, especially in the new media era where such phenomena occur more frequently. The information exchange in the new media era are held more online than face-to-face, so translators are more likely to have certain misunderstanding of the translated content. Under such circumstances, business English translation makes the information receiver have reading difficulties, which will have certain impact on international trade and cooperation.

2) Lack of Translation Talents: Due to the continuous development and improvement of new media technology, machine translation is used in most occasions in international trade to achieve fast and convenient purposes. However, at present, most machine translators adopt the direct translation method, that is, they simply translate the words and sentences according to the corresponding meanings, without combining business context and knowledge background to achieve accurate translation. The machine-translated text will cause greater difficulty and comprehension barriers, which is contrary to the principle of professionalism required for business English translation. To achieve correct and accurate translation, professional translators need to translate the texts meticulously in the current business context and background, taking into account the language expression habits and thinking styles of each region. At the present stage, we lack translators for business English. In the face of the increasing international cooperation, business English translation is particularly important. So there is an urgent need for translators to participate in business English translation work, helping translation to develop in a more precise and refined direction while enhancing the status and self-confidence of China in the field of international trade.

3) Different Cultural Customs Language Usage Habits: Influenced by geographic location, natural environment and nationalities, different cultural customs have been gradually formed in the slow accumulation of civilizations around the world. These cultural customs mainly include people's daily habits, religious beliefs, emotional attachment, institutional rituals, food culture, etc. These cultural customs have a profound impact on the language use and expression of local people. In daily communication, people in the same region share the same cognitive and cultural background of what they want to express, thus spontaneously producing certain expressions. However, the living customs of different countries and regions vary greatly, and these differences also largely affect the accuracy of business English translation[7]. If translators translate texts without understanding the local customs and linguistic features, translation ambiguities will occur, which in turn affects the translation quality.

Therefore, in the face of different cultures and language styles, translators encounter greater difficulties and obstacles in translating, and the accuracy and quality of translation are thus more challenging.

4) *Different Ways of Thinking and Writing Habits: Different cultural customs in the countries around the world also build different cultural environments, so people will form different understanding and cognition of the same thing and language, and produce different ways of thinking. For example, Chinese people often observe and infer things with human beings in mind, while the West take objects as the subject and tend to observe the natural objects. Therefore, when it comes to acting as a subject, Chinese get used to use people or other animate words as subjects, while English often use inanimate objects as subjects[2]. Such differences in ways of thinking require translators to carefully consider the structure and expression of sentences when translating, and try to make translations from different modes of thinking. In addition, the differences in thinking styles may also result in different conventions of writing. The style of the lines reflects the logical thinking in a certain culture, and if the logic and order of the lines are not taken into consideration when translating, it will increase the reading barrier for the receiver of the translation and fail to play the role and value of the translation. In the process of business English translation, translators need to try to be flexible in switching different modes of thinking to make the translation conform to the local language expression habits on the basis of understanding the cultural background and language expression habits, which is also a difficult point in the current business English translation work.*

4. Business English Translation Strategies from a Cross-cultural Pragmatics Perspective

4.1 Use Naturalization and Dissimilation Translation Techniques

In the process of translating business English, translators need to use various translation techniques skillfully. Among them, the two most important techniques are naturalization and dissimilation. The naturalization technique is to localize the source language, take the target language or the readers of the translation as the home, and adopt the expressions that the target readers are accustomed to in order to convey the content of the original. The goal of the naturalization method is to turn the translation into an authentic national language, allowing the original author to speak directly to the reader. The translation method of naturalization requires the translator to be proficient in translating the language, so that the translated text can better conform to the local language expression habits and be more easily understood and accepted. For example, the original English text is "Your explanation does not satisfy us", the translation method of naturalization needs to take into account the euphemism in Chinese, so it cannot be translated as "你们的解释不能让我们满意", which will look straightforward, and does not conform to Chinese expression habits. This sentence should be translated as "希望贵方能作进一步解释".

The technique of heterodox translation is to accommodate the foreign language characteristics in translation, absorb the foreign expressions. And it requires the translator to draw closer to the author and adopt the expressions corresponding to the source language used by the author, that is, to take the source language culture as the home. The alienation technique can ensure that the original author's meaning can be presented clearly and completely, while avoiding the phenomenon of ambiguous cultural substitution or content deletion [8]. For example, for the translation of some foreign words, the method of dissimilation can be used. "Black Friday" is translated as "黑色星期五" because the day after Thanksgiving Day (Thursday), which is the first day when Americans make a lot of purchases, businesses hope to make the most profit on this day, so it is called "Black Friday".

The translation techniques of naturalization and dissimilation are based on different cultural backgrounds, but the essential purpose of both is to improve the quality of the translation, facilitate the reader's reading and understanding, and promote communication in exchange. Therefore, in the process of business English translation, both translation methods need to be used in combination. Translators need to take cultural differences into account from the actual translated text, so that the translation can conform to the cultural environment of the source language and retain the author's original meaning, while also conforming to the local language expression habits and improving the readability of the text.

4.2 Use Direct and Literal Translation Techniques

There are two other important translation techniques, namely, direct translation and literal translation. Direct translation refers to the translation method or translation text that preserves both the content and the form of the original text. Direct translation can ensure the accuracy of translation and make the

translation method close to the expression habits of the original text. For example, "current liabilities" in business English is translated as "流动负债" and "direct selling" is translated as "直销". Literal translation, also known as free translation, is a translation method or translation text that does not maintain the form of the original text but only the content of the original text. The free translation is more liberal in the form of words. Based on the understanding of the meaning of the original text, translators can re-word the sentences to effectively convey the meaning of the original text. For example, "亚洲四小龙" cannot be translated as "Four Asian Dragons", because the meaning of dragons in Chinese and Western cultures is different. In Western culture, "dragon" represents an unlucky animal, and also means "shrew". Therefore, this translation will cause misunderstanding. As a result, we have to translate it as "Four Asian Tigers", the tiger in Western mythology represents a strong and tough animal. The tiger represents a strong animal in Western mythology, which is consistent with the meaning of the original text. In business English translation, like naturalization and dissimilation, direct translation and paraphrasing should be used in combination. Different translation methods are flexibly used for different contexts and sentence meanings to make the translation more readable and enhance the quality of the translation.

4.3 Cultivate of Business English Translation Talents

In view of the lack of business English translation talents in the context of new media, the government, colleges and enterprises need to pay attention to the cultivation of translation talents. For higher education institutions, they need to clarify teaching objectives and teaching contents to cultivate English translation majors into translation talents who are needed in national business cooperation and trade. Schools need to make the curriculum more professional and standardized, while focusing on cultivating students' cross-cultural thinking and communication skills. In addition to the curriculum learning in colleges and universities, colleges also need to pay attention to the application and practice of translation. They should provide students with translation practice platforms and opportunities, and allow students to gain experience in the event. For enterprises, in addition to cultivating the translation ability of their own employees, they also need to provide employment opportunities for excellent translation talents from colleges, and provide them with a platform to show their personal ability. The absorption of translation talents by enterprises can not only provide good employment prospects for translators, but also help enterprises expand international markets and improve efficiency in international trade. For the country, the government needs to support the cultivation of business English translation talents. They should pay attention to the construction of talent cultivation in colleges, and at the same time invest funds and time for cultivating translation talents.

4.4 From Comprehensive Understanding of Cultural Differences

The essence of foreign business translation is the integration, interchange and exchange of cultures[1]. Translators attach great importance to cross-cultural communication. They not only need to master our cultural customs and language expression habits, but also need to deeply understand other countries' culture and way of thinking, and comprehensively understand cultural differences. In the translation process, from the perspective of cross-cultural pragmatics, cultural differences are accommodated, while paying attention to details and carefully considering the translation content to ensure the reasonableness and readability of the translation. In addition, business English translation itself also provides a broad international platform for displaying your country's excellent culture, and we need to grasp the opportunity to establish cultural self-confidence and sing the slogan of a strong cultural nation[1].

5. Conclusion

Business English translation is not only the core of business English discipline, but also a means to promote the successful conduct of international trade[6]. In the face of various challenges of business English translation in the context of new media, cross-cultural pragmatics provides a novel perspective to break through the dilemma. We need to highlight cross-cultural communication, comprehensively understand cultural differences, and skillfully master translation skills, especially combining naturalization and dissimilation, direct translation and meaning translation. At the same time, we should also pay attention to the cultivation of translation talents to promote the development of business English translation. Applying cross-cultural pragmatics to business English translation can actively promote the exchange and dissemination of Chinese culture, enhance the discourse of international trade, and improve comprehensive strength and international influence on the basis of

ensuring translation quality.

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