

An Exploration on the Characteristics of MICE English and its Translation Strategies

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Abstract: With the fast development of China's economy, the international and domestic exhibition exchanges are increasing, and the position of MICE English is becoming more and more significant. However, there is an increasing shortage of applied and compound talents who are familiar with exhibition professional knowledge and have a solid foundation of English. In order to cultivate corresponding talents, colleges and universities have successively set up MICE majors. Based on this, starting from the characteristics of MICE English, this paper intends to explore the translation strategies of Exhibition English in order to bring some enlightenment to MICE English learners, practitioners and translators.

1. Introduction

As the world economic and trade integration develop rapidly, the use and communication of English are becoming more and more intensive. In this process, many English types with professional fields have been formed. Now the exhibition field has become a vital global economic industry. In recent years, the domestic exhibition industry has played an increasingly important role in national economic development, scientific and technological progress and cultural exchange, especially in information technology, talent exchange and economic prosperity, which also promotes the rapid development of MICE English. There are two main categories of MICE English, one is Conference English, the other is Exhibition English. MICE English includes project planning, on-site reception, exhibition services, business negotiation and complaint management. As an applied English for business and trade, MICE English not only has the basic stylistic rules, but also has a lexical feature of exhibition.

2. Characteristics of MICE English

2.1 Involving various industries

Countless international and domestic exhibitions are held every year, involving all walks of life, including heavy industry, light industry, chemical industry, textile, food, medicine, science and technology and many other fields. The specific work is also from booth introduction, exhibit transportation, booth reception, post exhibition contact to specific business negotiation, contract

signing and complaint handling. It also involves the contact of some business letters. As a common language in the world, MICE English plays a role of communication bridge between businesses. For example, in China, the China Export Commodities Fair (also referred to as Canton Fair) twice a year has a long history, outstanding reputation, clear positioning and strong comprehensiveness. There are different kinds of export commodities in Canton Fair. Domestic well-known enterprises also regard participation in the Canton Fair as the best place to appear at home and abroad and establish brands. The great demand of such a large market makes us see that MICE English covers a wide range of industries.

2.2 Emphasizing Proper Language and Etiquette

MICE activities are professional and technical business activities, which need to reflect the timeliness and politeness of communication. The reception of MICE English is also an important part of business negotiation, which needs to reflect the graceful and concise connotation and should be able to establish friendly first impression communication. In order to create a good MICE business environment and achieve the expected purposes of both sides of trade, the communication of MICE English should pay attention to etiquette and appropriate language. For example, making an introduction is a serious thing, and boasting is not appreciated. The etiquette of shaking hands is generally adopted when meeting for the first time. The handshaker should look at the other one with both eyes, smiles, greets and salutes. Except that people close to each other can hold their hands together for a long time, they usually hold it for few seconds. When talking with others, do not point the fingers at others. Staying too far or too close to each other, getting too excited, or having too many gestures will be considered inappropriate. In order to make the conversation go on, we can start a purely communicative conversation, such as the hobbies, weather and so forth, which is feasible in many countries. What is more, when we introduce everyone in MICE, it is necessary to provide some personal background information so as to help introduce the two sides to further talk in addition to introducing names.

2.3 Focusing on the Expression of Professional Vocabularies

The distinguished feature of MICE English is its strong professionalism. MICE English has its own unique industry language, which covers plenty of industries and fields. Taking exhibition as an example, there are lots of professional expressions such as organizer, co-organizer, host, venue, propaganda, move out, exhibit, etc. And also there are several terms for the booth type alone. For example, according to the exhibition arrangement type, the booth type can be categorized as standard booth and special booth, and can be divided into linear booth/line booth, corner booth, end-cap booth, peninsula booth, island booth, etc. based on the booth location. Besides, due to different functional classifications and expression habits, the same meaning can apply various English vocabularies to do the expression. For instance, there are diverse expression methods for the word “meeting” according to the type of meeting, such as convention, conference, seminar, forum, launch, panel, workshop, etc. In order to better master MICE English and its translation, MICE English learners, practitioners and translators should be familiar with the Chinese and English expressions and meanings of these specific proper nouns.

3. Translation Strategies for MICE English

At present, relevant researchers at home and abroad have conducted extensive researches on MICE English, which will better promote the development and application of MICE English. In addition, there is a strong practicality for MICE English, thus the analysis should rely on

international exchanges in the field of MICE business. In this regard, the following translation strategies are put forward in order to enhance the translation ability.

3.1 Grasping the Background Knowledge of MICE

MICE English is not only a matter of language, but also the cultivation of cultural awareness. To cultivate cultural awareness, the author believes that we should first learn the culture of British and American countries, including politics, economy, history, law, education system, religious customs and customs, and widely master the knowledge about western culture, general situation of UK and USA, enterprise management, law and so on. The second is to master the knowledge of MICE etiquette which is a general knowledge. Although the specific requirements of MICE etiquette are different in any country, the basic conventions are the same. By understanding this kind of cultural background knowledge, which will make us better deal with various situations in translation work.

3.2 Mastering Professional Knowledge and Language Communication Skills

As a MICE translator or interpreter, we should first have certain professional knowledge about the translated contents. As for this, we need to accumulate collect materials related to the MICE themes, and be familiar with professional terms so as to be proficient in the process of translation. Meanwhile, exhibition is a complex process involving many aspects. Both sides of the exhibition achieve the purpose of displaying products and promoting trade through active communication, questioning, discussion and so on. Hence, in the process of the English translation in MICE, the translator or interpreter should use correct expressions, accurately understand and apply professional terms, organize the words and sentences logically, actively adopt the prediction skills, and be flexible.

3.3 Applying different translation methods flexibly

It is essential for translators to integrate different translation methods such as literal translation, free translation, semantic translation, communicative translation, foreignization, domestication and so forth in the course of MICE English translation. As for literal translation, semantic translation and foreignization, they are close to and loyal to the original text; while free translation, communicative translation and domestication are closer to the target language or target language readers. MICE English translators can flexibly combine different translation methods according to different situations, occasions and contents rather than sticking to one translation method in order to ensure the accuracy and professionalism of MICE English translation.

3.4 Stressing on the Publicity Effects of MICE English translation

In the translation of MICE-related advertising language, translators should pay attention to its publicity effect and extended contents. The translation should be mainly reflected in two levels: on the one hand, it should be able to reflect the publicity value of the propaganda language; on the other hand, it should be able to show the specific effect of extension. In fact, the slogan is also an effective expansion medium for exhibition activities, which can make more people understand it. Therefore, in this process, it is necessary to stress on the characteristics of concise translation which are in line with the commercial marketing, avoiding that the translation contents are cumbersome. At the same time, the text translation of participating enterprises or institutions should be in accordance with the translation habits of domestic enterprises, especially in some fixed translation contents. For example, Chinese domestic enterprises are used to translating the company's honors

and awards into English, which is also the performance and specific promotion method for the enterprise power. However, when making a company profile, it is customary to talk about the year of company establishment first, then the number of employees, the academic qualifications and skills of these employees. In describing the enterprise assets, it is accustomed to stating the amount of registered capital first, and then mention the amount of total assets, which is not suitable for the English-speaking people's habits and cannot demonstrate the best publicity effect.

4. Conclusion

In the process of world economic globalization and integration, international business activities are becoming more and more complex, and English plays an increasingly significant role in international politics, economy, culture, science and technology. If China's MICE industry wants to move towards internationalization, it must pay attention to the cultivation of exhibition translation talents, and give full play to the bridge role of translation in foreign economic exchanges, expanding the market and enhancing the brand. English as a language for specific purpose, MICE English has unique language characteristics. When translating MICE English, we should fully consider the characteristics of vocabulary, sentence and text according to the applied translation theories, and adopt appropriate translation methods to restore information accurately and equivalently.

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