

A Cross-Cultural Awareness-Based Study of Chinese-English Translation Strategies

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Abstract: English translation of Chinese culture plays an important role in the Trans-cultural diffusion as one of the few forms of international communication of scenic spots. In English translation, we have fully explored the Chinese cultural images, characters and other symbols, and combined audio-visual symbols, the Chinese cultural scene has been effectively displayed, at the same time, it also spread the characteristics of Chinese culture and played a Trans-cultural diffusion role. Based on the semiotics perspective and the English translation of Chinese culture as a case study, this study makes a systematic study of the Trans-cultural diffusion of chinese-english translation and summarizes relevant experience, to provide reference for the Trans-cultural diffusion of chinese-english translation.

1. Introduction

In the process of telling Chinese stories well, English translation of Chinese culture can provide effective support for overseas people to understand Chinese culture and China through refining Chinese culture and condensing Chinese stories. English translation of Chinese culture, as a form of communication with unique artistic features, can fully display the content of communication in the process of Trans-cultural diffusion, and effectively achieve the goal of Trans-cultural diffusion, better display the image of Chinese characteristics. From the perspective of semiotics, the components of Chinese cultural English translation include audio symbols, value symbols and so on, which is also an important part to win the acceptance of the audience.[1]

2. Cross-cultural translation of Chinese culture from the perspective of semiotics

2.1 Plot symbols of Chinese cultural stories

From the perspective of traditional chinese-english translation, since it is oriented towards the intellectual community, as a result, the English translation of Chinese culture is based more on traditional stories, folklore and dramas than on life itself, this is the style line adopted in the translation of Chinese culture into Chinese culture into English. In the process of translating Chinese culture into English, the author insists on seeking creative ideas from life to ensure the originality of the story itself, and at the same time, to enable the international audience to connect with their own lives, it also forms a modern approach to the selection and production of C-E

translation, which provides a close translation genre for the international audience. In addition, in the process of English translation of Chinese culture, in order to ensure that it can meet the viewing needs of international audience groups, the scope of chinese-english translation of culture is constantly expanding in the selection of topics, such as from the Chinese cultural and social life with international values and significance of the perspective, from other countries to choose the perspective, which has gradually formed its own resources in practice, and maximize the synergy with the international audience.

2.2 Value symbols

For the translation of Chinese culture into English, the scope of its target audience is relatively wide, but how to define its own positioning in the multi-group, however, it is the premise and foundation for the realization of the goal of translating Chinese culture into English. As a result, many chinese-english translators have conducted extensive market research at the beginning of translating Chinese cultural texts to ensure that a core international audience is defined for different chinese-english translations, and through the early publicity and marketing, to mobilize the international audience's interest in watching, for the post-translation of Chinese culture and English Trans-cultural diffusion after the realization of the goal.

2.3 Cultural symbols

The international audience can often look at the English translation of Chinese culture and reflect on the theme behind Chinese culture, thus further enhancing their understanding of Chinese culture and forming a cognitive transformation from shallow to deep level, and then complete the system of Chinese culture cognition, and from the ideological, emotional and other aspects of the harvest. From the perspective of chinese-english translation of culture, the themes used are generally drawn from the original stories and ultimately come down to the theme of humanistic concern and cultural values, this not only maximizes the Trans-cultural diffusion of cultural discounts in Chinese culture, but also effectively attracts a wide variety of people, so that all international audience groups can be in the Chinese culture after watching the English translation of the growth of the ideological level.[2]

3. Strategies for Trans-cultural diffusion Chinese-English Translation

3.1 Translation of Chinese cultural texts from an international perspective

First of all, chinese-english translation of culture should use both internationalized and internationalized approaches to the expression of Trans-cultural diffusion ideas. On the basis of comprehensive use of multiple channels of communication, chinese-english translation of culture should fully combine its own expression with international expression, the Trans-cultural diffusion will be adapted to international audiences, thus reducing the difficulty of understanding the Trans-cultural diffusion of chinese-english translation.

Secondly, Chinese-english translation of culture should incorporate the concept of international Trans-cultural diffusion into its own strategy-making to form a Trans-cultural diffusion strategic framework that is internal to itself and external to localization. For the Trans-cultural diffusion strategy, localization is to conform to the local characteristics of other countries and the international market, so as to fully express their own Trans-cultural diffusion and Trans-cultural diffusion content. Therefore, in the process of formulating Trans-cultural diffusion strategies, Chinese-english translation should seek inspiration from Trans-cultural diffusion strategies and

Trans-cultural diffusion ideas. In the process of blending Chinese and foreign Trans-cultural diffusion ideas, develop Trans-cultural diffusion ideas that can adapt to the international Chinese cultural market and fully express themselves.

3.2 To improve the level of media presentation in Chinese-English translation

The lean technology embodied in C-E translation has gradually enhanced the aesthetic appreciation of the international audience. In order to fully display the characteristics of the scenic spots, Chinese culture not only makes full use of the existing media display of the English translation of the late Chinese culture, but also actively develops the corresponding software system, in order to ensure the special effects and details of the scenic display of the artistic effect. It can be said that the Chinese culture in the media display of this spirit, the value of technology and integration of Chinese culture and English translation of its own innovative exploration. With the continuous development of the chinese-english translation market, the international audience has higher requirements on the scene and vision of the chinese-english translation itself, it is required that the features of chinese-english translation should be displayed on the screen, and the three-dimensional virtual reality technology should be used to enhance the realistic and three-dimensional sense of the scene. Therefore, from the perspective of c-e translation, we should constantly improve the level of media display support, optimize the C-E translation of the picture, translation, and so on. As a translation of Chinese culture text, which shows the features and conveys the ideas through the pictures, we should strictly check every detail and link, and bring the function of media display into full play, in order to provide a more perfect visual experience for the international audience.

3.3 To convey the good values in the translation of Chinese culture into English

Chinese-english translation of culture should convey values of international significance and focus on improving the ability of Trans-cultural diffusion values to meet the needs of the audience. In terms of the Chinese cultural English translation values, compared with the values of the international local enterprises, the quality is often slightly higher, but because it can not fully grasp the needs of the audience, so that the Trans-cultural diffusion strategy can not play a good role in attracting the audience. How to show the high quality values to the international audience and how to satisfy the needs of the international audience through the utility and function of the values should be explored.

First of all, chinese-english translation of culture should fully research the international audience groups and accurately grasp their needs of values, on this basis, the needs of the audience to meet the point highlighted in the Trans-cultural diffusion strategy, win the audience's attention.

Secondly, English translation of Chinese culture should take into account the needs of the international audience, upgrade the values, and make selective changes to the values functions that the international audience needs less, focus on the needs of the audience as a guide, to build the advantage of values.

3.4 To blend the culture of our country with that of other countries

Chinese culture also has this obvious redeeming feature in its communication strategy, especially in its transnational communication, which maximizes the role of communication based on cultural integration. Therefore, chinese-english translation in the production process, to be able to actively integrate with other cultures.

First of all, in the process of Trans-cultural diffusion, the English translation of Chinese culture

has fully carried out research on the audience groups of other countries, and the needs of their chinese-english translation works have been accurately grasped, the audience needs to meet the point to highlight the communication strategy, to win the audience's attraction. The translation of Chinese culture into English should be carried out according to the needs of the international audience, and the translation of Chinese culture into English should be upgraded and replaced, to carry out selective changes, focus on the needs of the audience as a guide for the Chinese culture of English translation works to build advantages.

Secondly, in the process of translating Chinese culture into English, cultural discount has always been a key Trans-cultural diffusion. In the process of formulating communication strategies, English translation of Chinese culture plays down the factors of its own national culture meaning and retains its core and key parts, at the same time, the cultural factors of other countries should be integrated into the ideas of enterprises, the culture of enterprises and the culture of chinese-english translation works, especially into the communication ideas and communication strategies, so as to reduce the inadaptability of the international audience to the translation of Chinese culture into English and the translation of Chinese culture into English. For example, C-E translation seeks the endorsement of stars from other countries for C-E translation works, so as to make use of the advantages of stars for C-E translation works, looking for stars from other countries to endorse chinese-english translation works can quickly win the attention of international audience groups, thus promoting the implementation of their own communication strategies and improving the internal effects of communication strategies. Chinese cultural English translation has also adopted cooperation with similar enterprises in other countries to spread Chinese cultural English translation works in the form of localization, therefore, it can reduce the cultural discount of itself and the translation of Chinese culture into English. For the translation of Chinese culture into English, the localization of communication can not only give oneself a localized image, but also can play its own influence, and the audience's familiarity with chinese-english translation works can effectively make the communication strategy of chinese-english translation play its own role and effect.

4. Conclusion

In general, Chinese cultural translation should adopt the Trans-cultural diffusion of universalizing values and internationalizing creativity in the process of formulating and implementing Trans-cultural diffusion strategies, fully integrated into the Trans-cultural diffusion system, taking into account both general and special circumstances. In translating Chinese culture into English, the Trans-cultural diffusion should take into account both communication and localization, and try to fully integrate their Trans-cultural diffusion ideas with cultural and other factors, and the audience's demand-oriented, Chinese culture-english translation content production, which can also reduce the Trans-cultural diffusion products and Chinese culture-english translation itself cultural discount. English translation of Chinese culture is not only a trend in its development, but also an inevitable phenomenon. It can also serve as an international economic Trans-cultural diffusion, to promote the common development and growth of international economic and cultural factors, which are also in line with the current concept of a community of shared future for mankind, this is also the core of chinese-english translation in the process of Trans-cultural diffusion.

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