

The transformation of cross-cultural perspective and the embodiment of translation skills in English translation

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Abstract: Language is a necessary means of communication; the expression skills of language contain rich cultural connotations. In recent years, under the influence of the Internet, the integration and collision of Chinese and foreign cultures are gradually influenced by multi-cultures. In the original process of Chinese-English translation transformation, its influence also promotes the development of cross-cultural language. For English translation, the work of translation is not only the literal conversion of language words, but also the combination of English translation with cultural background. Therefore, in the process of English language conversion, we should pay attention to the cultural differences between the source culture and the target culture. In order to find a translation method more suitable for modern oral communication, it is necessary to study the characteristics of English speech and cross-cultural connotation. In the process of English translation, the task goal is to achieve the coordination between the source language and the target language. However, if we pay attention to coordination, it is difficult to translate in practice. Therefore, we need to deeply understand and constantly learn the differences between the cultural connotations and word connotations of different countries, and carry out language conversion in a more appropriate way.

Keywords: English translation; Cross-cultural perspective; Conversion; Translation skills.

1. The research background of cross-cultural perspective in English translation

Translation is a kind of human cross-cultural communication activity. Its connotation is very rich, and its essential characteristics are "sociality, culture, symbol transformation, creativity and history", which is our basic understanding of translation. Translation has always existed since ancient times. There are several definitions of translation. First, what is expressed in a language is expressed in another language; To transfer the meaning of one language to another without losing its charm; Translation is a kind of language activity; Translation is a kind of cultural activity; Translation is a kind of cultural communication; Translation is a way to realize language communication. It enables countries with different languages to communicate and communicate through translation.

English translation has always been one of the most demanding translation tasks. Therefore, understanding the language connotation and culture of different countries is an important link in English translation work. If we do not fully understand the part of speech features and cultural connotations of the target language, English translation may be inaccurate or cause certain misunderstanding of the meaning of words, which is easy to lead to misunderstandings in English translation. Therefore, how to improve the accuracy and connotation expression of English translation, we should pay attention to the relevant research from the cross-cultural perspective. Including the regionalization of the target language vocabulary, regional cultural connotation, and historical and cultural background. From a cross-cultural perspective, English translation is actually the integration of languages. In the process of English translation, translators need to fully understand the ways of language expression in

different cultural backgrounds, and complete English translation with appropriate translation skills and transformation methods. At present, China is in the initial stage of English translation studies from a cross-cultural perspective, and translators still need to accumulate experience in practice to achieve good language conversion.

In addition, the integration of cross-cultural backgrounds will also promote the development of English translation, the difference between languages lies in the influence of living environment and living habits, under this influence, they all have their own unique characteristics of expression. In order to make the target language more in line with the readers' vocabulary habits, it is necessary to change the ways of expression according to the cultural background in English translation, which requires examining the details and skills of English translation from a cross-cultural perspective. The expression forms of language are complex and diverse, and the different expressions of cultural backgrounds are also obvious. The transformation of cultural perspective is a process that requires the use of the target language to reconstruct the source language information and make the translation conform to the readers' language habits through the transformation of cultural perspective. The cross-cultural perspective conversion mainly includes word conversion and imaginary and real conversion. The first is word transfer, which is also the most important way to change the perspective of cultural switch. For example, Chinese and English can convey the same information from different perspectives, which can be achieved through positive and negative conversion. The second is the transformation from virtual to reality. English virtual writing needs actual situation as the basis of translation, or real writing needs virtual situation translation. In this way, we can minimize the translation errors caused by the relevant characteristics of the cross-cultural language background, it is necessary not only

to ensure the effect of translation, but also to ensure the details of cross-cultural perspective transformation in the process of English translation.

2. The diverse background of the region and the natural environment

Regional and natural environment difference is an important factor that regional culture influences language expression. Regional culture refers to the cultural tradition that has its own characteristics and plays a certain role in a specific region, mainly including local folk customs and traditional habits. Generally speaking, traditional culture has certain uniqueness and stability. People will form different cultures in different environments. The influence of regional culture on speech style cannot be ignored. Under the influence of regional culture, people will have different cognition of the same thing. For English and Chinese, their languages are also strongly ethnic. For example, the differences in geographical features caused some deviations in the English people's understanding of some ancient Chinese poems. At a deeper level, some things have rich denotative meanings in a specific language environment, but they cannot reflect their essential meanings in another language and culture. In the face of this situation, in the process of English translation, we need to pay attention to the characteristics of different nationalities and regional cultural differences, so as to choose the appropriate translation methods and ensure the accurate effect of English translation. The process of communication between people with different cultural backgrounds is intercultural communication. For example, the business consultation between international businessmen and foreign businessmen is cross-cultural communication, and the communication between international businessmen and foreign tourists and foreign academic groups is also cross-cultural communication.

Different nations have different historical backgrounds, customs, local customs and cultural traditions, so people engaged in international business must understand and master the most basic differences in national culture. With the continuous development of international communication, intercultural communication is not limited to ordinary diplomats, cultural and artistic envoys. When communicating with people from different cultures, everyone should overcome the obstacles of foreign cultures and achieve the final goal of communication. International business English translators should pay special attention to foreign cultural differences and try to make them disappear in the process of interpretation. At the same time, they should find accurate words in the target language to reproduce the foreign culture in the target language.

The social and historical backgrounds of different countries vary greatly. This difference has more obvious influence on language expression. From a historical point of view, the social and historical backgrounds of China and some countries are very different. Chinese people emphasize comprehensive thinking and overall harmony, so they form a flowing sentence structure. While western countries emphasize the analytical way of thinking, so the dendritic sentence structure is formed. This difference is more obvious in proverbs and idioms. Therefore, to accurately translate the source language, we need to have a correct understanding of the cultural background of the source language and the target language. As a translator, in order to make the translation

easier to be accepted by readers, we need to adopt the way of perspective change. In the process of translation, the original text should be adjusted according to the actual translation situation and the language expression habits of the mother tongue, so as to make it more in line with the requirements of translation. Due to the differences between Chinese and English in terms of expression and habit, as well as in word order, translators are required to deal with the corresponding details skillfully and adjust the order of words in Chinese and English in a timely manner when translating, which can not only ensure the more accurate expression of sentences, but also improve the fluency of sentences. Under normal circumstances, in translation, we must adjust the corresponding positions of attributive and adverbial to complete the translation work.

In the process of translating English sentences, the translation order should be adjusted according to the expression habits of Chinese. According to the corresponding principles, according to the context of the article, ensure the complete translation of the meaning of the article, and ensure the smooth translation of the sentence, so as to improve the quality and level of English translation. In the process of adjusting and converting the English word order, the translation should first be carried out according to the logical relationship of the sentence itself, and then relevant translation skills should be adopted to meet the requirements of English translation and ensure that the translation can meet the needs of readers.

3. Translation skills of cross-cultural perspective transformation in English translation

Language is a social phenomenon as well as a cultural phenomenon. It not only reflects the characteristics of culture to a certain extent, but also it is subject to the restriction and influence of cultural environment. Therefore, in the process of language translation, the translator must analyze and balance the cultural differences between the original text and the target text, so as to ensure the suitability and rationality of the final translated work. Culture influences language in many ways. The essence of translation is not only the conversion between languages, but also the communication and collision between cultures. The main purpose of translation is to increase the comprehensibility of the translation and reduce the communication obstacles caused by misunderstanding. Language translation is mainly the translation of pronunciation, vocabulary and grammar. Cross-cultural perspective shifts include both broad and narrow. The content of wide perspective conversion is more comprehensive, while narrow perspective conversion conveys the same meaning from different angles. In the process of English translation, domestication and foreignization strategies are mainly used, including virtual reality conversion, rhetoric conversion and part of speech conversion. In short, we need to take the comprehensibility and cultural fit of the translated language as the primary goal, and adapt the structure and content of the original sentence to a certain extent while ensuring the same information transmission angle. Through such processing skills, the translated works are more in line with the cultural basis and emotional needs of the readers, and enable the readers to feel the linguistic interest and cultural charm brought by "the same work" in the transformation of different language and cultural

expressions.

Domestication strategies and translation skills of cross-cultural perspective transformation. Domestication strategy refers to the transformation of cultural differences into cultural expressions familiar to the target language readers. It can also be said to convey the same information from the opposite perspective of the source language, so that readers can feel the interests of different cultures with similar results, and make the translation more in line with readers' language habits. In the process of English translation, we often encounter a great difference between the source culture and the target culture. Therefore, in order to make it easier for readers to understand the deeper meaning of the language, we need to adopt the way of domestication to change the language components and sentence patterns. In the process of cross-cultural translation, many factors need to be considered comprehensively. Therefore, for the situation that cannot be translated positively, we need to translate from negative, or the situation that cannot be translated negatively from positive. Some positive expressions adopt the negative translation method, and negative expressions adopt the positive translation method, so that the translation is more in line with the language habits of readers. In the process of part of speech translation, this kind of positive and negative translation method or inverse positive translation method is often used. In English translation, language conversion is carried out according to the language habits and collocation habits between English and Chinese, which is more consistent with the expression habits of the target language. In English translation, the translation of sentence patterns is the main part, but for some special English sentences, it is more difficult in the process of translation. For example, when we choose to omit the meaning of a sentence and inversion, we should make it more reasonable.

4. Conclusion

Translation is not only a language conversion, but also a cross-cultural communication. Compared with some western countries, our country does not occupy the advantage in today's international cultural competition. In recent years, although Chinese culture "going out" develops rapidly, but generally speaking, China has been faced with a deficit in the cultural exchanges between China and the West. In the process of translation from a cross-cultural perspective, we

should make full use of the flexibility of part of speech and adopt the positive and negative ways. The main advantage of this kind of translation is to solve the situation of irregular sentences in translation and improve the translation effect. As translators, we need to make language conversion according to the true meaning of the original text, and we also need to pay attention to the fluency of translation. In addition, due to language and cultural differences, negative expressions can be used to express the same meaning of the original text. Translation that accords with the communication characteristics of cultural background can effectively maintain the uniqueness between two different cultures, and the translation is easier to be accepted by users.

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