

# The Influence of Culture on Business English Translation

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**Abstract:** Business English Translation is a Interlingual conversion. It not only includes the conversion of linguistic signs, but also involves communication between the different commercial cultural. International Business English translation must pay special attention to cultural differences, must find a relevant point between foreign culture and national culture.

**Keywords:** Business English translation; Cultural differences; Mode Of thinking

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## 1. Introduction

For Business English, culture can not be ignored in the translation factors in different ethnic groups who have different historical backgrounds, customs, customs, cultural traditions, therefore, people engaged in international business must understand the translation of a foreign country and the national cultural differences and try to make these differences disappear in the interpretation process, while in the target language to find the exact words, so that different cultures in the target language in the reproduction.

## 2. The factors that lead to cultural differences

### 2.1 Images in Western culture effects the translation.

Cultural image is concentrated in the various ethnic groups. Such as in Chinese culture, “dragon” is highly respected, and the tortoise, phoenix, unicorn are recorded imperial symbols.while westerners think dragon is a symbol of evil, that the dragon is a cruel epidemic human animals, should be eliminated. It can be seen, dragon people in the English-speaking countries caused by association with the Chinese “Dragon” is completely different, so the translation must be very cautious.

### 2.2 Different ways of thinking have impact on translation.

We usually regard Chinese culture as the culture center, is a human culture, that is people-centered to observe, analyze, reasoning and thinking about ways of thinking. Western culture places this material is subject to nature-based. more emphasis on research and observation of the object, the Chinese people are accustomed to thinking of the body, describe or record the action or event occurred or the process of evolution, the observation or narrative point of view tend to fall on the issue of movement persons, and to the action as the issue of who the subject of the sentence, so the Chinese frequently used in the active voice, while Westerners are accustomed to thinking of the object of observation or narrative often to the point of view on the behavior of those who bear the result of the action or on , and as a subject of the sentence, so English is widely used in the passive voice, translation, should be based on semantic change or add a logical subject of the sentence, the sentence voice adjusted to meet the Chinese language of expression, such as: (they) married six years, no son, but his wife was a surprise to her husband gave birth to twins. Translated into English as: After six years of married childlessness, the father was suddenly presented by his wife with a pair of twins.

2.3 Ethnic groups of different religious beliefs have impact on the translation of English-speaking culture, appeared mainly in the Christian culture, “the Bible in the formation and development of Western civilization played an invaluable role.In our country with the corresponding effects of the profound Buddhist culture.In the two cultures, the habit of thinking, language forms, vocabulary, imagery and meaning, all have their own characteristics, so the translation should be with particular attention,

## 3. How to overcome cultural differences and strive for cultural information

Business English is a language translation of inter-conversion and it includes not only the conversion of linguistic signs, but also involves communication between different business cultures. Transmission of cultural information is entirely possible, mainly through the translator to understand his country culture and cultural information.

### 3.1 To explore the terms of the historical, social and historical context and culture to accurate grasp the cultural information.

Cultural translation is not only to consider the historical, social background, but also pay attention to which have the different, similar, same in different words, the translator to keep a clear mind, they must pay attention to the deep culture contains not only to understand the surface meaning of the language similarities and differences.

### **3.2 Not to “foreigners” wearing “long robe” authentic reflection of culture.**

In Mr. Lu Xun’s translation, with particular emphasis on attention to the exotic, which is the so-called Western style. Here, “Western style” is preserved in its original language inherent in the exotic culture, not to say to bring the unique Chinese English colors.

### **3.3 In the proper use of Chinese language idioms and norms is the best way to show as cultural information.**

The process of cultural translation practices can be said that the original language text and cultural content for in-depth analysis, obtaining justice, enlightenment of their God , and then use the target language text temper had expressed its process. target language not only to maintain the previously mentioned “traditional” and if necessary, with “local flavor” that the use of standard Chinese and the Chinese people accepted habits of expression, otherwise the same can not be achieved.

## **4. Conclusion**

In summary, to be translated accurately, we must consider three factors: different language domains of national cultural traditions, cultural content and cultural psychology. Each nation has its own unique culture. East and West have different philosophical, cultural traditions, therefore, cultural differences must exist. In addition, the reasons for the differences lies in the East and West national geography, history, customs and so different. It is these The existence of cultural differences can make the translation of cultural translation is restricted. conduct of international business must pay special attention to English translation of these differences must be in a foreign culture and their own culture to find a sensible point. If the relevant point is a blend of two cultures, that is the best .

## **References**

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