Original Research Article

Research on the Influence of Context Culture on the Translation of English and American Literature and Translation Strategies

Qianqing Zhang

Xi'an International Studies University Chang'an District, Xi'an City, Shaanxi Province 710128

Abstract: Any language cannot be separated from the cultural trend. Therefore, in the process of literary translation, context culture is an important reference factor. The world is vast, with diverse ethnic distribution, and different regions have different cultural characteristics. Its cultural environment directly affects the accuracy and authenticity of the final translated work. Therefore, when carrying out the translation of English and American literature, we must formulate corresponding translation strategies according to the different contexts and cultures. Taking semantic analysis and logical thinking as the reference direction, reduce the influence of context and culture on translation and improve the effectiveness of translation.

Keywords: British and American literature; Contextual culture; Influence; Difference; Translation strategy; Research

With the continuous advancement of global integration, many countries around the world have now achieved friendly exchanges, which has effectively promoted international integration and promoted the continuous progress of human civilization. Literary translation works provide a good communication foundation for friendly exchanges between various countries and different regions. When translating, translators must take context culture as a prerequisite, understand the differences of different cultures, emphasize optimizing the content of literary translation, and enhance the richness and transparency of literary translation works. In this article, the author combines personal learning gains for many years, mainly expounds the influence of context culture on the translation of English and American literature, and on this basis, proposes corresponding translation strategies.

1. The important influence of context and culture on the translation of English and American literature

1.1 Language structure

There are differences in the languages of various regions, and the foundation of the creation of British and American literary works is the English language. Compared with Chinese, English is a low-context language, and it is more direct when it comes to literary elaboration. Chinese has a history of thousands of years of development, and it pays more attention to connotation, which can fully cover the meaning of English sentences .[1] Because of the influence of language and literature, English vocabulary will not be disturbed by the content in the process of using it. When using the English language, it is necessary to use it reasonably according to different conditions, so that the richness of the English language can be guaranteed. Therefore, when translating English and American literature, translators must have a deep understanding of literary content, start with the language structure, and restore literary works as much as possible. Only in this way can we effectively reduce the impact of contextual culture and strive to improve the translation quality of English and American literature.

1.2 Semantic sentences

The information conveyed by the context has a direct impact on the depth of the content of the sentence. The origin of Anglo-American English is British English, which is full of strong British atmosphere [2]. Therefore, when using sentences and semantic structures, there are more in common with British English. But in the details, there are also differences in context and culture. For example, for the term plan, British English can be directly translated into program, while American English can be translated into program. It can be seen that, in terms of expression, American English is more concise than British English. It can be seen that although American English and British English have many similarities as a whole. However, the subtleties still need to be paid attention to. Only in this way can the influence of sentences and semantics in the context of culture on Rong's translation work be reduced.

1.3 Cultural beliefs

In any context and culture, there is an important factor of cultural belief, which causes different cultural differences in various regions. General English and American literary works are based on religious culture and carry out effective development. With the passage of time and the continuous development of industry, the dominance of religious culture has gradually decreased, and it has become an auxiliary material for literary creation. In recent years, among British and American literary works, religious culture has

gradually declined. However, in the process of translating work, translators should still pay attention to religious literature, respect religious culture, and take religious factors into consideration. Only in this way can it be more suitable for English and American literary works and ensure the originality of translation.

1.4 Linguistic thinking

The expression foundation of any language is linguistic thinking. There are certain differences in language thinking between American English and British English. The language thinking of American English pays attention to the portrayal of characters, and the description technique is more complicated[3]. British English is accustomed to simple processing. When carrying out translation activities, it is necessary to effectively distinguish the two different language thinking in order to improve the quality of translation.

2. Context culture's research on the translation strategy of English and American literature

2.1 Improve the level of counter-thinking practice

In the process of creating English and American literature, counter-thinking is one of the more common ways. It is more common in English literature. Therefore, to translate English and American literary works, it is necessary to combine the historical background, the characteristics of the times, and the author's experience, and make effective reference to grasp the important core of literary works. With the help of counterthinking, the cultural content hidden in literary works is deeply interpreted. Only in this way can we sort out the nuances of literary works one by one, and finally successfully interpret their literary content. Using reverse thinking, you can start from two directions. The first is to compare the semantics of unconventional translations and conventional translations based on the technique of comparing translation content with reference objects, so that differences can be found intuitively, thereby reducing the negative impact of contextual culture on translation; the second is It is based on different literary content, starting from the time axis, inferring the relationship between the characters, the storyline, etc., and finally finding the deep-seated content rich in literary works.

2.2 Lightweight processing of contextual culture

What is lightweight processing? In terms of the same category, it is to reduce the complexity and optimize the works of British and American literature. On the basis of maintaining the original structure and content of literary works, it appropriately incorporates the local characteristic language. In this way, it can effectively ensure the authenticity of literary works; secondly, it can take into account readers' reading needs, enhance language charm, and ensure the readability of literary works[4]. In the process of lightweight processing, the original interpretation must not be changed at will. For some words that are difficult to translate or improperly used, they can be effectively corrected, but the original meaning cannot be changed.

2.3 Constantly standardize translation standards

Currently, English and American literature translation standards can be divided into two types, one is foreignized translation, and the other is domesticated translation. Foreignization translation is a translation activity carried out according to the needs of readers; domestication translation is a translation activity carried out depending on the author's creative background. As far as the current situation of translation is concerned, British English is more complex in context and more suitable for domesticated translation; American English is more direct and more suitable for foreignized translation. Different literary works have different translation methods. On the basis of ensuring the authenticity of the translation of literary works, appropriate cultural features can also be incorporated to increase the readability of literary works. In addition, the important prerequisite for the translation of English and American literature is truthfulness and objectivity. Enhance the reference richness of English and American literary language translation, integrate various types of language expressions and techniques into the translation, strengthen the integration of language and environment, and ensure the authenticity of translation.

Concluding remarks

In the translation of English literature, context culture is a very important influencing factor, and different cultural characteristics directly affect the final quality of translation. Therefore, as a translator, you must respect the cultural differences in different regions and formulate corresponding translation strategies. Start from multiple angles and adopt reasonable translation methods to reduce the impact of cultural differences in context and ensure the final authenticity and accuracy of the translation. Only in this way can we effectively promote efficient communication between different regions and promote the progress of human civilization.

About the Author

Zhang Qianqing. Gender: Female. Date of birth: November 28, 1998. Native place: Xianyang City, Shaanxi Province. Setting: Xi'an. International Studies University. Location (province): Chang'an District, Xi'an City, Shaanxi Province. Post code: 710128. Degree: Bachelor of Arts in foreign languages (computer aided translation).

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