

A study on the Problems and Skills of Business English Translation

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Abstract: In the development of international economic activities, or the communication of different national culture, is relying on the powerful tool for English language, business English as an international language, plays a bridge role in international trade, along with our country market gradually into the international economy and society, the demand of business trade English translation and contradictions increasingly prominent. Business English is a combination of language, culture and economy. It is a common language for cross-cultural communication in the context of international business. Business English translation should follow certain principles, understand the characteristics of business English and pay attention to translation skills, which are very important for business English translation. However, there are many deficiencies and problems in current business English. In view of these problems, the corresponding measures are put forward.

Keywords: Language characteristics; Problems; Translation skills

1. Language features of Business English

As a part of special English, business English is widely used in various business occasions, and this goal is mainly applied to business activities. What makes business English unique is the combination of professionalism and purpose. Cover all kinds of business activities, to provide the most business needs of the standard English. The style of business English is not to express the beauty of art, but to emphasize clear logic and rationality, correct thinking and strict structure. Simple format, easy to understand, few too much modification, generally do not use metaphor, personification, exaggeration and other skills, in order to improve communication efficiency. In general, they do not use old business terms and formulas, but are expressed in plain modern English. Business English emphasizes politeness, which is a remarkable linguistic feature of business English. Chinese business language sometimes lacks politeness. Generally, only "please" is used as a polite expression, while Business English pays much attention to etiquette and politeness is everywhere.

1.1 Use a large number of professional precise words

The most prominent feature of business English vocabulary is the use of professional and accurate words, including many professional words with business significance, abbreviations and related words in business theory and business practice, and its language has strong professional characteristics.

1.2 The application of new business words

Due to the gradual emergence of new varieties, new technologies and new ideas, scientific and technological progress and economic development will inevitably be reflected in the basic unit words, so new business language vocabulary will continue to appear.

1.3 Complex language patterns with accurate and complete semantics

Business English is rigorous in language, complex in pattern and complete in meaning. Because it involves the interests of two or more parties. Therefore, the terms and contents of a commercial contract, treaty or document should be very accurate. In order to be unambiguous, business English needs to use appropriate words, and sometimes many phrases or clauses that can modify or limit the content, so sentences become more complex.

1.4 The common usage of imperative and passive sentences

Imperative and passive sentences often appear in the sentence structure of business English, aiming to make business English language concise, express objective and fair content, and accurately express relevant events.

2. Problems in business English translation

2.1 Polysemy leads to translation bias

English words usually have multiple meanings, and common English words often have special professional meaning in business English. Sometimes, due to the inability to fully grasp the meaning of business vocabulary, inaccurate expression mistakes are easy to occur in translation. For example, the word chair is often used in common English to mean a chair, but in business English it means chairman. Therefore, if the meaning of words is not fully understood in business English translation, translation mistakes are easy to occur. These are subtle differences, but they can easily lead to translation errors, so be careful.

2.2 Translation errors caused by lack of solid professional knowledge

The translation of professional vocabulary is the difficulty of business English translation, which involves a wide range and a large number. Business English often involves many other aspects of knowledge, such as logistics, accounting, finance, etc., in translation, lack of understanding of relevant professional knowledge will lead to translation mistakes. The clarity of the translation determines whether the business can be understood correctly. If you do not know relevant professional knowledge, it will affect the fluency and clarity of translation. Translation work for business English majors requires a good command of relevant professional knowledge, otherwise translation mistakes are easy to occur. In the process of business English translation, we often encounter words peculiar to English culture, which requires translators to have a good cultural foundation, try their best to select the corresponding words for translation, and fully express the cultural information contained in the words.

2.3 Translation barriers caused by different Chinese and Western cultural backgrounds

Chinese culture attaches great importance to image thinking, while English as the first language culture often attaches great importance to abstract thinking and logical analysis. The difference of thinking mode leads to the difference of Sentence structure between English and Chinese. Different cultural backgrounds are bound to cause obstacles in business English translation. When conducting business, countries must conduct business contacts according to their local cultural backgrounds to avoid differences, which is reflected in business English translation. For example, the word “com” is translated as “corn” in the US and “wheat” in the UK, so the meaning of a word can mean different things in different countries. Therefore, business English translation is easy to have a wrong understanding of the meaning of words. That is to say, what you say is different from what the other side says. Every nation has its own language expression habits and vocabulary system. Under the influence of Traditional Chinese culture, Chinese expressions tend to be implicit, often using some indirect words to express refusal or politeness. Vague words are often used in communication. English expression stresses directness, so vague Chinese expression will bring difficulties to business English translation.

3. Business English translation strategies and skills

3.1 Master certain professional business knowledge

Business English is not only professional, but also has the requirements of relevant industries, which is different from English translation in daily life. It is related to international trade activities in many related industries. At the same time, the use of business English is closely related to the relevant industry background. Therefore, in the process of translation, it is necessary to understand the professional knowledge of the relevant industry, understand the cultural customs, language characteristics and expressions of the relevant industry, so as to make the translation more accurate and rigorous. Due to the rapid development of economic globalization, the emergence of new words is inevitable. Therefore, translators should not only have a deep understanding of professional knowledge, but also know how to use relevant professional knowledge and how to use new words, so as to withstand the challenges of The Times.

3.2 Use business vocabulary accurately and professionally

The accurate translation of business English should be reflected in two aspects: first, the choice of professional vocabulary. Business English is characterized by professionalism and accuracy. Translators should not blindly pursue the artistic quality of translation in the process of translation, let alone deviate from the basic correctness. Secondly, choose the right business style. As business English often involves many fields, the style and format used in business English should not be exactly the same due to different business fields. Otherwise, business information may not be accurately conveyed. Business English translators must pay attention to differences between styles, even if the differences are minimal. In the process of translation, we should strictly abide by the principle of “according to the material”. Neither the rigor nor the artistry of translation should be overemphasized.

When dealing with business English words, it is necessary to have a deep understanding of the meaning of the word, add or subtract the translation appropriately, and then carry out accurate and comprehensive translation, so as to achieve accurate and unambiguous. Pay special attention to the translation of business terms. There are many terms in business English, so the terms used in translation should meet business needs and correctly use the meaning expressed by the terms. At the same time, in view of the different structures between English and Chinese, the mutual changes between English will inevitably increase or decrease the vocabulary, make it more accurate, meet the requirements of readers, and make it easier for people to understand, so in the process of translation, we should add and subtract some words, so that the translation will be more reasonable and accurate. Due to the differences in sentence structure and speaking habits between Chinese and English, the nature and expression of words are also different in business English translation. Therefore, in order to achieve the accuracy of the expression and rules of translation, it is necessary to transform the words and sentences in translation, which requires very flexible skills.

4. Finish

With the development of economic globalization and the deepening of international cooperation and exchange, business English plays an important role in international business and trade exchanges, cooperation and negotiation. Therefore, every business English translator must pay attention to the training of basic skills, fully combine the characteristics of business English, and accumulate relevant business English translation skills, so as to achieve ideal business English translation effect.

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