



The Role of Translation Major in the Promotion of Chinese Traditional Culture in College English Education

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Abstract: English translation is not only a textual expression, but also an in-depth exchange of two cultures. To improve the level of English translation, a deeper comprehension of traditional Chinese culture must be understood. Therefore, there is a very active role in enhancing traditional Chinese culture for translation majors in college English education. This article has successively expounded the teaching status and significance of the translation major in promoting traditional culture, and analyzed the effective ways for it with aiming to provide relevant educators with some useful suggestions.

Keywords: College English education; translation major; traditional culture; promotion and development

With the gradual advancement of the new curriculum reform, people have higher and higher requirements for teaching at all stages. In the college English translation professional education, the inheritance and development of Chinese traditional culture is emphasized, which is not only a kind of patriotism for students, education also meets the teaching needs of the English translation major itself. Based on English translation teaching experience for many years, it analyzes the current situation of translation majors in promoting traditional culture, and expounds the significance of traditional Chinese culture to English translation major, and proposes some teaching reform measures. The introduction of traditional culture into the classroom will help college English teachers to carry out historic education in the classroom, and help to have the foreign propaganda for Chinese traditional culture. At the same time, it can also provide some useful suggestions for English translation teachers in terms of students' integration and comparison of Chinese and foreign cultures.

1. The Present Situation of Carrying forward Traditional Culture in College English Teaching

The teaching goal of the English translation major is to improve the students' comprehensive English ability. It places great importance on students' cross-cultural communication awareness and has certain requirements for traditional Chinese cultural education. However, many colleges and universities nowadays carry forward traditional English translation teaching work. The importance of foreign culture has led to the failure to improve students' cross-cultural awareness and abilities. The specific problems are mainly as follows:

The primary problem pays too much attention to western culture(especially including British and American culture), neglects traditional Chinese culture and education. In the actual English translation teaching, the teachers have a lot of energy in the education and explanation of the British and American culture, while lacking the understanding of the basic situation of the students, and subconsciously thinking that the students have enough understanding of

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traditional Chinese culture. The lack in teaching the further explanation of traditional culture makes students seriously misunderstand the culture education.

The second problem refers it is very difficult for the students to explain the traditional culture in English. The college English translation major is not limited to English-Chinese translation, but Chinese-English translation is also required in order to nationalize Chinese culture. However, in traditional teaching, teachers basically put the teaching focus on English-Chinese translation, and did not pay much attention to the translation and expression of Chinese culture, which is difficult to meet the needs of current social education.

Another problem is that the students' translation ability is slightly rigid and lacks the corresponding cultural connotation. The source of translation ability will be the in-depth communication between the two cultures. In the translation process, it is not a mechanical conversion word by word, but the second creation based on the expression and connotation of the words and sentences in different cultures. The translation works need to be injected into the spiritual core of the corresponding culture, and this is the missing part in the current English translation professional teaching.

2. The Importance of Carrying Forward Chinese Traditional Culture to the Teaching of English Translation Major

The integration of Chinese traditional culture education in the teaching of English translation has very important practical significance: firstly, it can deepen contemporary college students' understanding and understanding of traditional culture, enhance students' patriotism and national pride, and further clarify the learning objectives of the translation are improved. Secondly, it can cultivate high-quality cross-cultural communication talents. Nowadays, with the continuous improvement of China's comprehensive national strength, China's discourse power in the fields of world economy, culture, etc. has become more and more important. Educating students on traditional Chinese culture can enhance students' recognition of Chinese and Western cultures, and further satisfy the need of cultural communication. Finally, it can effectively improve students' English translation ability. Education in traditional Chinese culture is an important opportunity for students to gain in-depth understanding of China's history, humanities, and customs. Through learning Chinese traditional culture, students can more accurately grasp the essence of China's culture, and can be more accurate in the process of English translation and effectively improve students' English translation level.

3. Effective Ways to Promote the Translation Profession to Traditional Chinese Culture

With the development of the process of globalization and Chinese economy, China needs to let the world understand Chinese culture, Chinese language and Chinese thinking. This requires a large number of translators to pay attention to the cultural barriers in the translation of diplomatic language, the cultural misreading in the translation of traditional Chinese medicine, and the cultural connotation in the translation of Chinese poetry. In English translation teaching, translation teachers need to explain the similarities and differences between Chinese and Western cultures, and how to convey the connotation accurately. Effective ways to promote the translation profession to traditional Chinese culture.

3.1 Adding Traditional Chinese Cultural Content to Teaching Materials

A considerable part of the translation professional textbooks used at this stage are from the United Kingdom and the United States, and they have not been professionally adapted according to the actual local teaching situation. The content compiled in the textbooks rarely involves Chinese traditional culture. This is an expression of neglect. Therefore, universities and teachers should actively carry out textbook reforms, promote the textbook localization, incorporate more traditional Chinese cultural content into textbooks, so that students can have a deep understanding of traditional Chinese culture in a subtle way, and enhance students' cross-cultural communication skills.

3.2 Implementing the Relevant Teaching Practice Activities

In addition to written expression ability, translation ability also needs to cultivate students' practical communication ability. This exercise is neglected in traditional teaching, and it is also a weakness in students' ability. In actual teaching, teachers can actively carry out relevant teaching practice activities, and add traditional Chinese cultural content to the

activities, so as to enhance students' traditional cultural English expression ability. Take translation teaching in Henan University of Chinese Medicine as an example. Traditional Chinese medicine(TCM) translation is inseparable from the study of Chinese traditional culture. Yin Yang theory, five elements theory and four character language features of TCM are the key points and an important standard of TCM translation. Before translating Chinese medicine texts, a lot of medical knowledge must be learned in advance. Under the new epidemic situation this year, graduates majoring in translation of Henan University of Chinese Medicine have translated the export instructions of masks and the instructions of traditional Chinese medicine for many pharmaceutical companies based on their professional knowledge.

3.3 Improving Teachers' Professional Cultural Competence

The level of teachers' professional cultural literacy not only affects the learning effect of students, but also affects the integration and penetration of traditional culture in actual teaching. First of all, teachers should continue to improve their self-cultivation to meet the rapid development of teaching requirements. Secondly, universities should conduct regular professional training in teaching and introduce professionals to encourage teachers to maintain a good professional level. Finally, the teacher's teaching evaluation system should be improved, and the Chinese traditional culture education teaching situation should be incorporated into the teaching evaluation, so as to urge teachers to effectively carry out the education.

4. Conclusion

In the teaching process of college English translation majors, it should pay attention to the integration and penetration of traditional Chinese culture, to encourage students to understand traditional Chinese culture in depth, to eliminate barriers between cultures, and to promote teachers' professional cultural competence from the reform of teaching materials and teaching methods. In order to improve students' comprehensive English ability, it will cultivate more professional translators with cross-cultural communication for the society.

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