

Discussion and Analyses of Business Translation Strategies from Chinese to English

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Abstract

Business translation is totally different from literary translation. The biggest feature of business translation is formal. But it is far from enough that only the formalness is noticed. Business translators should have a series of theoretical knowledge of business translation. The importance of the business translation cannot be emphasized too much. Having known about the necessity of studying the strategies and skills of business translation, then translators should work on it. This paper will lead readers to find out the characteristics, the proper strategies and skills, the problems that should be paid attention to of business translation from Chinese to English, and it is the discussion and analyses of business translation from Chinese to English.

Keywords

Business translation strategies, Chinese to English, business translation's characteristics.

1. Introduction

With the development of economic globalization, there are more and more transnational enterprises. Business translation is more and more important in every country that is willing to be open in the business industry. Business is a major economic part of a country and has been paid attention to by the government and the people of the country. To China, business is an significant part. With the arrival of the era of economic globalization and China's accession to WTO officially and became a member of WTO, business English translation has more and more important status and role in our economic life. [1] But how could the country cooperate with other countries without translators? Then business translators are expected to help to the cooperation between two countries.

Everyone has his opinions about business translation. Some believe that business English translation is too difficult. No matter from the aspects of words, sentences or language expression, Business English has strong professional characteristics while more strict requirement of accuracy. [2] Some advocate that the teleology should be required in the process of business translation. The major three rules of Skopos theory serve as the orientation and direction for the business English translation. [3] To be honest, business translation is a tough work, especially the Chinese-to-English business translation. That's the reason that translators should learn about the characteristics, strategies and skills of business translation which is from Chinese to English.

2. Characteristics of Business Translation from Chinese to English

First, business English is required to be accurate and concise. The business English translation demands high accuracy and reliability. [2] Compared to Chinese, English tends to emphasize the importance of being accurate. Although the same English word tends to have many different meanings at the same time. But it is more complicated to work out in literary translation than business translation. There are many collocations and sentence models in business translation from Chinese to English, which help to translate business Chinese into English more

appropriately. For example, we prefer the sentence that we have begun to export our devices rather than the sentence that we have begun to export our devices to foreign countries. This example shows the conciseness of business English.

Second, business English and business Chinese are both formal and correct. Therefore, the problem of diction is necessary for translators to think about. Formal rather than casual words and sentences should be used in business translation. For example, we choose the sentence that the results are not believed to be correct rather than the sentence that I don't believe that the results are correct. The former one is more formal than the latter one. One of the reasons is that the latter sentence uses the first person's viewpoint.

Third, business English and business Chinese are both courteous. Nobody is willing to cooperate with a person who is impolite. Therefore, being courteous is the first thing that translators should keep in mind. For example, we prefer to say that this idea is unacceptable rather than saying that it is a stupid idea. In the process of building up a good business relationship, respecting each other is most fundamental. A qualified business translator will never make such mistakes.

Fourth, business English and business Chinese are both clear. Being clear means that ambiguity should be avoided. For example, I used to read about it from a related book, could a translator understand when he/she writes this sentence that we have a biweekly water delivery service. There is the problem of ambiguity in this sentence. This sentence can be understood as that the water is delivered once every two weeks or it is delivered twice a week. Therefore, business translators must abide by the rule of clarity.

3. Strategies and Skills of Business Translation from English to Chinese

First, business translators are expected to be tolerant. Business translators should have the awareness of learning about other culture and communicating with others. This society needs business English translators to communicate with each other, to have cross-cultural communication awareness, to grasp the characteristics of business translation, to avoid contradictions and conflicts caused by cultural differences. [4] Therefore, being tolerant is a key factor of business translators. It is important not only in business translation but also in other kinds of translation, such as literary translation, advertisement translation and subtitle translation of films. In the process of business translation from English to Chinese, business translators are required to know about English culture, English history and English traditions, to communicate with English, to know about the best communicating way for both English and Chinese.

Second, business translators are encouraged to study and improve themselves with the help of technological tools. Driven by the Internet era, the reform and innovation of foreign language education is bound to combine with network information technology. [5] Accordingly, the cultivation of foreign language talents, especially talents in business English translation, is promoted by network information technology. [5] Nowadays, many problems can be solved with the help of technological tools. For example, it is more and more convenient for us to communicate with our families and friends with the help of smartphones and computers. And the Internet is a good tool for us to search for the solutions to many questions that make us dazzled. Thus, business translators are expected to utilize the tools that are useful for translation.

Third, business translators are required to be experienced and confident. As an old saying goes, practice makes perfect. It is far from enough for business translators to just learn the skills of business translation from Chinese to English. The result of learning is to utilize. Therefore, whatever translators are learning, they should learn to practice and they should practice as much as they can. If the business translator is confident, then the readers of the letter will also

feel the confidence of the writer from reading it. But where do confidence come from? An experienced business translator tends to be more confident than a new business translator who barely has the experience of business translation. And that's why the importance of practicing cannot be emphasized too much.

Fourth, business translators are expected to be strong not only in physical aspect but also in mental aspect. Some may ask that why business translators need to be strong in both physical and mental aspects. Because business translation can be a tough work for translators. Some translators may get sick if they are required to be sitting in front of computers and to be working for several days. It is obvious that business translators need to be healthy in physical aspect. Business translators are also expected to be calm, confident and brave. Because they serve for the enterprise and their translation is in behalf of the whole enterprise. So they must have a good mental state. Do not be easy to be stressed out, nervous, thrilled and unnatural.

4. Conclusion

Being a good business translator from Chinese to English is a challenging job. It can be tough and impossible for a person to be a qualified Chinese-to-English business translator if he/she has not learned the characteristics, strategies and skills of the translation from Chinese to English. Translators should keep those in mind and use those in practical translation. Because learning serves for practicing.

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