

# Exploring the Current Situation and Strategies of Chinese Black Tea Translation from A Cross-cultural Perspective

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## Abstract

Tea culture is one of the conveying cultures in my country, and its language contains unique national character and ideological values. There are many kinds of black tea in my country in which foreign friends have a strong interest. However, in the process of understanding this, foreign friends are often confused about the cultural background of Chinese black tea and the professional terms used in product translation, which is not conducive to the promotion of my country's black tea culture and products. From a cross-cultural perspective, starting from the vacancies of word meanings and the complexity of cultural backgrounds in the translation process, this paper finds out the problems existing in the English translation of black tea in my country and proposes relevant strategies.

## Keywords

Cross-cultural perspective; Chinese black tea; Translation strategies.

## 1. The Relationship Between Language, Culture and Translation From A Cross-cultural Perspective

### 1.1. The relationship between language and culture

Language is a way of cultural expression. Language records the development of culture and conveys the connotation of value. Human beings use language as a tool to solidify their understanding of different phenomena in language, and culture is the value connotation behind language. The relationship between language and culture is the foundation of translation. Through the language system of a nation, we can see the social features and psychology of the nation behind it. Through the communication of different groups of people, culture penetrates into the society and makes continuous progress. From a macro perspective, language and culture are a whole, interdependent and influencing each other. From a micro perspective, language is an important part of culture. The ideological connotations behind different languages represent different races. Language is a common spiritual wealth of the whole nation created by human beings in the process of evolution. If there is a lack of language transmission, the cultural heritage of this group will gradually disappear.

### 1.2. The relationship between language and culture and translation

There is a close relationship between language and culture. Translation, as a bridge between different languages, enables cultures of different races to achieve barrier-free communication. Translation does not express the language at the word-for-word level and express it in a straightforward way, but when translating, it can realize great communication by reorganizing the language after grasping the cultural value behind the language. From a cross-cultural perspective, when translating, translators should first have an in-depth understanding of the

ideology and culture behind the language, so that they can break through barriers, achieve effective communication, and ultimately achieve the purpose of translation during language conversion.

## **2. Cultural Development of Chinese Black Tea**

### **2.1. The domestic development of Chinese black tea**

Black tea originates from China, and its earliest appearance can be traced back to the Ming Dynasty. At that time, the black tea in the Wuyi Mountain area was also called Zhengshan Souchong. It has a history of more than 400 years. The production of black tea requires multi-process refining. Lapsang Souchong is the most classic variety of black tea. Processing black tea requires the withering, rolling and repeated fermentation of fresh leaves to form black tea. The name black tea comes from the dark red color of the tea soup when it is brewed. Black tea is a fermented tea with a very fragrant and mellow taste, which is very popular at home and abroad. At present, black tea accounts for more than half of the total export of tea in my country, and the scope of export is also very wide, reaching more than 60 countries. Black tea tastes very good, and is rich in nutritional value. Medicine believes that black tea can strengthen the heart, and even have a certain anti-cancer effect. In addition, black tea is also effective in lowering blood sugar and blood pressure. People all over the world love black tea, especially the British, whose afternoon tea is mainly black tea.

There are many types of black tea in China, each of which has different effects and characteristics. There are mainly three types of black tea: Souchong black tea, Gongfu black tea and broken black tea. (Tao Mengyu, 2014) Gongfu black tea is further divided into Qimen black tea, Tanyang Gongfu, Zhenghe Gongfu and Dianhong Gongfu. Qimen black tea is the most precious variety of traditional Gongfu black tea in my country, and it has a long history and has won unanimous praise at home and abroad. Qimen Gongfu tea has a compact shape, a very strong aroma, good color and luster. Has a slight orchid scent. The characteristics of Qimen Gongfu tea are closely related to its growth environment. The Qimen area has fertile soil, large temperature difference between morning and evening, cloudy and foggy, and short sunshine. These growth environments are very favorable for the growth of tea trees. This is the reason why Qimen black tea has a unique taste. . The origin of Dianhong Gongfu is mainly in Yunnan. The three major Gongfu teas of Minhong are all from Fujian, and are mainly divided into three varieties: Tanyang, Bailin and Zhenghe, but all kinds of large black teas have their own characteristics, and each has its own favorite crowd. They are all top grades in Gongfu black tea. , The aroma is strong, the taste is mellow, and the advantages and effects are very significant. It is a famous type of black tea. These types and characteristics of black tea have absorbed the environmental advantages of the tea producing area. Different environments create black teas with different tastes, color and nutrition. There are also differences in value. Black tea is gradually loved by people and has a unique charm. All kinds of black tea have their own consumer groups. Black tea has gradually become a favorite drink of people, and has a very unique black tea culture.

### **2.2. The international development of Chinese black tea**

My country's tea culture has been widely spread through the Silk Road hundreds of years ago. My country's tea culture is the source of Japanese tea culture and has a long history. Under the background of economic globalization, with the continuous vigorous development of international trade, my country's tea culture has moved towards a broader platform and has entered the international stage. Closely combined, they converged into the now unique British tea culture. Today, tea culture has become an important part of cultural exchanges between my country and various countries, and has had a significant impact on the way of thinking, customs,

and spiritual connotations of various countries. Black tea is a fermented tea with a very sweet and mellow taste. It is widely loved by people all over the world. Currently, black tea accounts for more than half of the total export of Chinese tea in my country, and the export countries are widely distributed, reaching more than 60 countries and regions. Not only has a good taste, but also is very beneficial to human health. It is a green healthy drink, and has the effects of anti-inflammatory and sterilizing, clearing heat and detoxifying, and relieving fatigue. It also has anti-cancer effects in medicine, which can help strengthen the heart and bring A good appetite can effectively prevent diseases, and it also has a very significant effect on lowering blood sugar and blood pressure, which is very beneficial to human health. And many people like the taste and efficacy of black tea very much. Many people all over the world love black tea, especially the British. The British afternoon tea is mainly black tea. Black tea originates from China and goes to the world. big influence. The influence of tea culture in the world is extremely far-reaching. It has already crossed the race and entered the world, occupying this irreplaceable position in the exchange and integration of world cultures. (Yang Jing, 2016) The British tea culture is the most representative among Western countries, and the rest of the Chinese tea cultures are both integrated and different. These tea cultures complement each other and jointly create a glorious history of black tea culture.

### **3. Problems Existing in English Translation of Chinese Black Tea From a cross-cultural Perspective**

#### **3.1. Vocabulary vacancies**

At present, the biggest barrier to the external dissemination of tea culture is translation. Translation is directly related to the correct value connotation of tea culture and whether tea culture can be spread smoothly in the international market. As one of Chinese folk culture, tea culture has its own distinctive national cultural characteristics, and foreigners cannot directly understand the cultural characteristics behind tea culture, nor can they experience the value connotation of tea culture. When translating, due to the cultural characteristics of tea culture and the lack of professional translation vocabulary, it is difficult for translators to find the corresponding vocabulary and perform accurate translation instead of the lack of corresponding professional vocabulary. Distinctive cultural characteristics and national characteristics are conveyed, resulting in the spread of tea culture not reaching the expected effect.

#### **3.2. Complex Cultural background information**

To some extent, translation also restricts the exchange, fusion and interaction of the two cultures. The reason for this is that different countries have different cultural backgrounds. When these cultural backgrounds come together, they have differences. The expressions in different languages all reflect different cultural characteristics, which puts forward a higher level of translation for translation. requirements, but also increased the difficulty of translation. Translators must not only have professional knowledge, but also have a strong knowledge reserve. In an environment where cultural backgrounds are greatly integrated, they can demystify the complexities and simplify them, grasp the most core cultural characteristics, and accurately translate them in another language. And the cultural originality contained in the language cannot be destroyed.

### **4. Strategies for optimizing the English Translation of Chinese Black Tea**

Black tea culture is an indispensable and precious cultural heritage in China. It belongs not only to China, but also to the world. Because of the existence of tea culture that the world has a more comprehensive and profound understanding of China. With tea culture as a medium, Western

countries also appreciate it. to the unique charm of Chinese culture. (Zeng Min, 2017) Based on the analysis of the origin and connotation of Chinese tea culture, this article briefly discusses the translation of "tea" culture in Western countries, aiming to better inherit and carry forward Chinese traditional culture, and promote the world and the world. Chinese nation ties and cultural exchanges.

Only by optimizing the Chinese-English level of folk culture words can we solve the problems existing in the translation of folk tea culture from a cross-cultural perspective. From multiple levels, we can improve the professional level of Chinese-English translation, so that tea culture can break through language restrictions and carry out cooperation with other countries. Cultural exchanges and cultural interactions expand the scope of development of Chinese folk tea culture. According to the English translation of Chinese tea, an important rule can be concluded. The English translation of black tea mainly exists in the following forms.

#### **4.1. Pursue literal translation from the linguistic level**

Literal translation is an important translation method, which can roughly convey the meaning of the original text and reflect the style of the original text. When carrying out civil culture translation, translators can first translate the content of the original text directly, closely follow the expression form of the original text, and unify the original text and form. According to statistics, about 70% of the sentences in an original text need to be translated by literal translation, and the original text is roughly translated on the basis of polishing, and there is a relationship between the two texts. The literal translation method can show the distinctive names of people and places, and express their meanings accurately. This is especially true for tea culture. Tea culture has a large number of professional names with national cultural characteristics, and the literal translation method can accurately express the meaning of tea culture. Such as: 茶文化—Tea culture, 铁观音—Tie Guanyin, 红茶—Dark tea, 绿茶—Green tea, this translation method can quickly express the general meaning of the original text and lay the foundation for subsequent overall optimization.

To translate into English according to the literal meaning, the translator can directly translate the words with the literal meaning, which will be interesting and convenient for people to remember, but these English translations should be avoided being granted and used properly, and cannot be simply translated just for translation. There are certain limitations in choosing literal translation when translating, because English and Chinese are two completely different language systems, and special attention should be paid to the translation of some sentence patterns. For example: All the answers are not right. The Chinese translation is: 答案并不是全对的, not: 所有答案都不对. The translation of this sentence is distinguished from the Chinese way of thinking. In the Chinese logical thinking system, the negation of this sentence means the overall negation. However, in the logical thinking system of English, the negation of this sentence is the negation of the individual. Then, when the translator translates this sentence, the literal translation method cannot be used, and the literal translation will cause mistranslation. Also, when translating longer sentences, there are generally more logical relationships in long sentences. The method of literal translation is difficult to accurately express the principle sequence of sentences, and needs to be comprehensively dealt with. For errors in rhetorical sentence patterns, a combination of literal translation and free translation can be used.

#### **4.2. Balance domestication and foreignization from the language level**

Naturalization means that the translators localize the language, the target audience is the final destination, and the content of the original text is conveyed by the expression method that the information receiver is accustomed to. Information recipients are able to engage in conversational conversations that help recipients better understand what the publisher is

delivering. Alienation means that when translating, the translators focus on the language characteristics of foreign cultures, fully absorb their expressions, carry out corresponding homologous expressions, and transmit the translation content. The purpose of foreignization translation is to preserve and reflect distinctive cultural elements and language styles. In the context of cross-culturalism, domestication and alienation are integrated and developed and complement each other. When translating the tea culture in our folk culture, we can use it according to the national culture and language characteristics of tea culture and the language characteristics of the recipient. The translation method combining domestication and foreignization achieves the specific and dynamic unity of the translation content. Directly using the English translation of the corresponding English words is the most appropriate method. There are corresponding English words directly in the English translation, which can accurately convey the meaning of the black tea product itself. However, the English translation method usually has great limitations. The number of tea products that are unique to my country but have corresponding words is very small. Most of them need to be translated using the first two methods. However, this kind of English translation method should be given priority to achieve better translation effect, so that foreign friends can have a better understanding of black tea culture. In-depth understanding, and have a strong interest, and then better promote and develop black tea culture.

Such as: 中国是文明古国，礼仪之邦，很重礼节。但凡来了客人，沏茶、敬茶的礼仪是必不可缺的。当有客来访，可征求意见，选用最合适客人口味的茶叶和最佳茶具待客。 English translation can be domesticated, alienated and complementary: China is a county with a time-honored civilization and a land of ceremony and decorum. Whenever guest visit, it is necessary to make and serve tea to them. Before serving tea, you may ask them for their preferences as to what kind of tea they fancy and serve them the tea in the most appropriate teacups.

### **4.3. Conveying the beauty of language from the aesthetic level From the aesthetic level**

The essence of translation is to transform one language into another, to transform a relatively pattern of expression into a relatively familiar expression. From a cross-cultural perspective, translation is of great significance to the development of Chinese black tea culture. It is not only an important information channel to promote the internationalization of Chinese tea culture, but also an important way for Chinese culture to be accurately recognized by other countries. In order to achieve the same appearance and spirit in the translation process, it is important for the translator not to ignore the original form, but to take the original structural form as the general structure of the translation, which includes the copying of the original form and the translation based on the original form. Formal additional effects are reserved, and translation creation is carried out on this basis.

In the process of translation, it is necessary to proceed from the perspective of translation aesthetics, not only to convey the formal beauty of the original language, that is, the aesthetic elements contained in the original text, but also to convey the unique charm of the original text, that is, the non-presentational elements of the original text. . Therefore, to a certain extent, translation is also an aesthetic, which requires translators to rely on strong knowledge reserves, excellent professional skills and a high level of aesthetics. Only by being able to be similar to the original text in overall form and spirit, can such a translation allow readers to understand the translated content smoothly and feel the unique charm of the original text.

At the same time, the translator cannot ignore the value of the meaning of the original text when creating translation. The translation needs to take the content value as the main body of translation. The original text form and the original text aesthetics are the sub-subjects of translation. Aesthetics polishing, while paying attention to the accuracy and structural grasp of the translated content, form a result that is well-defined and easy to understand without losing

the beauty of the translation, and finally achieves the translation effect of "similar shape and spirit, clear and clean".

## 5. Conclusion

It can be seen that although Chinese black tea culture is profound, there are great obstacles in English translation, but there are not no solutions. First of all, English translators must have a good understanding of black tea and related products, and can actively learn about black tea. Professional terminology, so as to be more accurate, the English translation team must first express the literal meaning clearly, and secondly consider optimizing the English translation language, and add interesting and vivid words or phrases to avoid blunt communication. Promoting foreign friends to have great interest in black tea culture. To ensure that the English translation is simpler, in the translation of black tea products, we must follow this rule, translate according to the corresponding rules, combine a variety of translation methods, seek the best translation method, and accurately translate the origin and type of black tea products. , to facilitate my country's foreign sales activities and the promotion of black tea products.

All in all, the fundamental reason for the barriers faced by the translation of Chinese folk tea culture is the difference in cultural background and language system. From the perspective of culture, let Chinese folk tea culture break through this barrier and get a vigorous development of internationalization. First of all, translators need to understand the development of Chinese folk tea culture and be able to correctly grasp the relationship between language and culture and translation. Secondly, translators should optimize the level of Chinese-English translation of folk cultural words, and comprehensively grasp translation skills from the aspects of language, culture and aesthetics. Finally, translators must increase their own cultural knowledge, improve their professional level, and ensure the completeness, accuracy and objectivity of the translated content, in order to obtain practical results and promote the international development of tea culture.

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