



Research Paper

Research on English Translation Based on the Perspective of Traditional Tea Culture

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ABSTRACT: Tea culture is the excellent traditional culture of the Chinese nation, not only is it the treasure of Chinese culture, but also occupies a really important position in the history of world culture. Tea is one of the three major beverages in the world, along with the spread and promotion of tea drinking culture, tea culture has become a cultural carrier of China's foreign exchanges, and English translation of tea studies has become more important. This paper mainly analyzes the characteristics and principal strategies of English translation based on the perspective of traditional tea culture, and then puts forward the application strategies of English translation in foreign tea culture communication in view of the main problems existing in the current English translation of tea culture.

KEYWORDS: Tea Culture, English Translation, Application Strategies

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I. INTRODUCTION

In the Chinese view, tea unites the essence of all things. When the times were in the agrarian civilization, tea was endowed with a variety of cultural significance, and gradually formed a tea culture with national and regional characteristics. The invisible culture brewed the rich heritage of tea, allowing the spirituality of tea to penetrate into various fields. In the context of economic globalization, global countries are more closely which prompts Chinese tea culture going global and extremely accelerates the pace of cultural exchange and dissemination. Based on the perspective of traditional tea culture, improving the English translation of tea has played an important role in promoting and facilitating the integration between Chinese and Western tea cultures. The study of English translation under the perspective of traditional tea culture is not only conducive to the mutual exchange and wide popularization between Chinese and Western tea cultures, but also conducive to improving the level of English translation of Chinese tea. In the process of promoting the construction of the soft power of national tea culture, the importance and role of English translation cannot be ignored either.

As one of the important traditional cultures in China, tea culture has been continuously integrated with Confucianism, Taoism and other ideological cultures in its development, and also continuously absorbed the essence of folk tea culture to enrich its connotation. Until today, Chinese people still have a unique love for tea drinking, however, despite their love for tea drinking, they seldom think about the connotation of tea culture, and the extent to which other countries understand the connotation of Chinese tea culture is also evident. Therefore, it is necessary to apply accurate translation of tea culture through English that can enable other countries to perceive the connotation of Chinese tea culture more comprehensively, make clear the different forms of expression of different connotations of tea culture, and deepen other countries' understanding of traditional tea culture. In addition, in the dissemination of tea culture to different countries, it also integrates more tea culture of other countries, which constantly complements and nourishes the connotation of tea culture. In order to promote the integration of tea culture today, English translation is an essential tool. English translation will express different forms of tea culture comprehensively, and tea culture experts will also have a better understanding of other countries' tea culture through English translation, and on the basis of in-depth analysis of different tea cultures, make predictions on the development direction of the world's tea culture,

combine with people's popular reaction, innovate and reform the local culture, so as to deepen the integration and development of tea culture in different regions and improve the status of tea culture in the world culture .

Translation is a kind of information conversion and dissemination behavior, which is guided by certain language rules to transform one language information into another language information. Generally speaking, translation involves language, text, graphics and symbols. However, the translation we generally refer to mainly includes language and text. English translation is the most widely used language translation in daily life, after all, English is the world's most common language, and mostly cultural export to the outside world must first be translated in the form of English, otherwise it is difficult to step out of the country into the international market. For example, when Chinese literary works compete for the Nobel Prize, they must first be translated into English for the judges to read and discuss, otherwise they will most likely die if they compete directly in Chinese. Mo Yan's "Frog" won the Nobel Prize not only because of the excellence of his work, but also because of the English translation of his work. The original and authentic English translation made the cultural thoughts and historical feelings in Frog perceived by the jury, and the value and significance of his work became more and more distinct. Therefore, English translation is the main window for our Chinese culture to communicate with the outside world, and it has a self-evident role in promoting the dissemination and promotion of our traditional culture [1].

English translation is a kind of language translation, which is a tool of language conversion. In the long history, the system of English translation strategies has become more and more progressed, and has shown its unique cultural characteristics. English is a medium of information expression and a linguistic carrier of culture. However, English translation, as one of the English language systems, must have the characteristics of grammatical standardization and strict structure. After all, English translation is the link of different material and cultural exchanges, and it has been branded with strict norms since the beginning of its production, especially the English translation of literary works need strictly follow the rules of grammar, analyze the structure of sentences, skillfully use the sentence expression habits of English, and refine the expression of different language words, so as to ensure the authenticity of the original text. Next, the purpose of English translation is to alter one language text into another well-known language text, and its fundamental goal is to make people in different linguistic environments understand the meaning of the original text. Therefore, English translation must be concise and clear, and avoid using long and obscure sentences in the translation process. In addition, English translation generally involves all aspects of life, which is not only limited to culture and life, but also involves economic, scientific and technological and artistic fields, so English translation in different fields must show high quality and professionalism.

The principles of translation can be summarized by Yan Fu's "letter", "elegance" and "reach", and this standard has become the most basic criterion of English translation. The so-called "letter" refers to the fact that English translation must be based on faithfulness to the original text, striving for authenticity and accuracy, and keeping the English translation consistent with the content of the original text, i.e. the so-called information equivalence. Moreover, in the process of professional English translation, the translators must strictly follow the meaning of the original text to translate carefully, express the relevant concepts in specialized words, and not arbitrarily misinterpret the original text. And "elegance" means that the translators should be strong on using words to express the different meanings of the original text for the sake of increasing the charm of the translated text and artistic influence. "Reach" is one of the most basic requirements of English translation, which mainly refers to translating the original text in an easy-to-understand form, avoiding the confusion of the text and structure, to the effect that readers can master the meaning of the original text through simple words. At the same time, English translation should be conducted by standardization and unification, which signifies the standardization of words as well as the semantic expressions should be more standardized. More importantly, in the translation of specific words, the translators should keep the unity of their original concepts and not abstract the translation with ambiguous words.

Therefore, when translating English, translators should uphold the principle of professional translation, take each English translation work seriously, and correctly use professional terms, abbreviations and professional neologisms.

II. PROBLEMS

For one thing, tea culture is a branch of culture rooted in Chinese civilization for thousands of years, and is a culture has been refined and developed by the Chinese people in their long life, which contains many living and localized elements, while the current English translation of tea culture occurs some fatal mistakes. For the purpose of promoting tea culture, many books, publications, impurities, newspapers and TV programs that introduce tea culture to western countries in English containing a lot of specialized vocabulary, and a large number of translations are direct translations of tea culture, which are difficult for foreigners to understand, and they cannot understand the significance of tea culture to Chinese people's life, nor can they experience the real "tea ceremony". This is unfavorable to the transmission and development of tea culture in the world.

For another, the English translation of tea culture is more focused on one or several application directions, firstly, in the trade, in order to realize the global sales of tea, there are more translations related to the introduction of tea products, performance and characteristics, and lacks of the translation in the history, cultural origin, development and humanities of tea culture, which is more in some foreign academic research on Chinese culture. The situation leads to a relatively single application side of the English translation of tea culture, and it is still stiff for tea culture to really go global [2-3].

III. APPLICATION STRATEGIES

In an overall environment of globalization, as far as the current situation is concerned, economic competition is no longer the main competition among countries in the world, and the importance of cultural competition among countries is gradually increasing. As one of the excellent traditional Chinese cultures, promoting the foreign exchange of tea culture can not only show China's cultural strength, but also improve the influence of traditional culture. In the background of the development of information technology and in the process of the development of tea culture to the outside world, the English translation system of tea culture must be improved, with a scientific and reasonable system to improve the English translation effect, to ensure the quality of English translation, at the same time, deepen the understanding of Chinese tea culture in other countries. In order to make an improvement in enhancing the translation system, it is essential to achieve the principle of respecting the cultural connotation when translating tea culture into English to avert the situation of misinterpreting the connotation of specific tea culture due to inaccurate translation, and in the translation process, to try to retain the local characteristics of English translation, to bring other countries closer to tea culture and improve the sense of affinity and deepen understanding. Apart from this, the specific needs of traditional tea culture for foreign exchange should be strictly observed, the translation system should be standardized, and the efficiency of English translation should be improved.

English translation is an important way for different countries to spread and exchange cultures and is a bridge to promote exchanges between different regions. English translation itself shoulders the responsibility of cultural exchange and development. Before translating different cultural knowledge, relevant translators should study the development history and specific connotation of both cultures in advance to embolden their understanding of the cultural characteristics of each region, so as to facilitate the development and conduct of translation work. Therefore, in English translation, we should strengthen the integration of different regional cultures, take the specific cultural connotation as the entry point for cultural exchange, and conduct in-depth research and elaboration on different cultures. Tea culture translation workers should do so, understand the excellent Chinese tea culture as the key premise, according to the differences between Chinese and Western language expressions translate tea culture, the content to be translated for in-depth investigation and analysis, so that people in the countries where tea culture is imported can understand the connotation of tea culture according to the language expressions of their own country, which is propitious for Chinese tea culture to shine in other countries, and better show the profoundness traditional Chinese culture [4].

Moreover, in the specific translation process of tea culture, due to the differences of English habits in different countries, people in different regions will have different understanding of the same translation, which requires the translation workers to apply flexible and scientific translation means in the translation under the habits of using English in different regions. First of all, it is necessary to combine the differences of different countries' cultures, and make reasonable and comprehensive translation of tea culture on the basis of respecting the original connotation of tea culture. For example: the color, shape and drinking style of tea in each region will be different due to cultural and regional differences, in order to translate Chinese tea culture more intuitively and vividly, the translator needs to use the translation method of "direct translation and commentary" based on the original content to carry out the translation work, on the basis of retaining the original connotation of the idea, so that the input area can deepen the feeling of Chinese tea culture idea and charm. Secondly, in the translation, the translation of tea culture can be carried out by using the translation methods of naturalization and dissimilation. The English translation of tea culture needs to be carried out across the two cultures, and the translators shouldn't simply dissimulate the Chinese tea culture or single naturalization to carry out direct or meaningful translation, but should combine these two ways to better translate the tea culture content.

Chinese tea culture has a long history of development, and in the process of development of tea culture, China has formed a unique ideological connotation, which can provide guidance and help in the process of English translation of tea culture for foreign exchange. The relevant translation workers should deepen the communication of tea culture to foreign countries on the basis of understanding the connotation of Chinese tea culture ideas. In addition, when translating tea culture into English, the expression of the spiritual connotation of tea culture should be strengthened in order to deepen the understanding of tea culture by people in other regions. To sum up, in English translation, the specific ideological connotation of tea culture should be taken as the basis to increase the speed of spreading tea culture to the outside world.

On the other hand, in the process of English translation of tea culture, we should take the translation material as the premise and respect the meaning and connotation expressed by the material to effectuate the translation work, and the tea culture translation should be more so. Chinese tea culture contains a rich connotation of ideas and spirit, translators in the translation, if not in accordance with the translation materials to accomplish translation work, will lead to a certain extent misinterpret the tea culture to express the ideological content, so that the dissemination of tea culture is affected badly. Therefore, in the translation work, the relevant translation workers should have a certain knowledge of the translation materials, based on the translation materials to improve the accuracy, rationality and effectiveness of the translation. In addition, when carrying out translation work, the translators should also spread the thinking of tea culture, based on the ideology and values of different audiences, improve their own translation level and deepen the world influence of tea culture.

Finally, using English language to translate tea culture requires translators to combine the rules of English and Chinese language to translate tea culture efficiently. The following is a specific example of the translation process. Take black tea as an example: the English expression of black tea is "Black tea", not "Red tea", mainly because the color of black tea was black when it was introduced to foreign countries, which caused this difference, this translation method is in line with the history of the development of foreign and has a positive effect on the dissemination of tea culture. Take Longjing as an example: the English expression of Longjing is "Longjing", this translation has a good preservation of the characteristics of traditional Chinese tea, and conforms to the rules and expression habits of the English language, which has a positive promotion effect on the spread of tea culture [5].

In conclusion, English translation plays an important role in promoting the dissemination of China's splendid tea culture. In order to introduce the history of tea culture development, cultural contexts and specific tea-making methods to the world more vividly, imaginatively and accurately, it is unavoidable to strengthen the artistry and correctness of English translation, improve other countries' understanding of tea culture knowledge, reflect the charm of traditional Chinese tea culture, and expand the international influence of tea culture according to specific English translation principles and techniques.

IV. CONCLUSION

In the process of mutual transformation of human sensory perception, the spiritual essence and profound meaning of tea culture are clearly reflected in the process of English translation. Based on the theme of tea culture, a strong atmosphere of tea culture is created so that English translation can both reflect the Chinese cultural feelings and fit the contextual semantics of Western English translation, thus impressing the readers' hearts. Therefore, the English translation of tea studies from the perspective of tea culture should abide by the principle of seeking truth from facts and flexibly use translation strategies such as phonetic translation, meaning translation and convention. At the same time, the business ability of English translators of tea studies should be improved in order that they have a certain understanding of tea studies knowledge and reduce the translation error rate to guarantee the correctness of English translation of tea studies.

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