The Influence of Cultural Differences between China and the West on the Translation of English and American Literary Works

Shu Yu
College of Technology and Art Jingdezhen Ceramic Institute 333001
cielshuyu@163.com

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Abstract: Cultural differences must be reflected in language, which brings difficulties and obstacles to the translation process, especially for the translation of literary works with rich cultural connotations. The purpose of this paper is to explore the influence of cultural differences between China and the West on the translation of English and American literary works. First of all, we should realize the importance of English and American literary translation, and fully understand cultural differences from three aspects: cultural inclusion, cultural exclusion and cultural lack. Secondly, we should analyze the impact of cultural differences on English and American literary translation. This paper analyzes the language of Tess's translation by selecting the Er Hua words, appellation words and dialect slang as the representative variation components. The experimental results show that Zhang Guruo's translation has obvious regional characteristics in appellation words. The number of Er Hua words in Sun Zhili's translation is 70:19 and the number of Fang Yan slang is 65:10. Compared with the dialectal features of the original, Zhang's translation tends to be dialectalized, and the translator is subject to the specific social and cultural context in which he lives.

1. Introduction

English, as an important language medium for communication among countries in the world, is of far-reaching significance for cultural exchanges among countries. The differences between Chinese and Western cultures have an important influence on the translation of English and American literature. Because between China and the west, cultural connotation, values, ways of thinking, religious beliefs and other differences determine the differences between Chinese and Western cultures. Because of these differences, the translation of British and American literature should be considered from various perspectives. From the process of comparing the differences between Chinese and Western cultures, this paper discusses the cultural characteristics and customs in English-American translation, so as to improve the translation quality of British and American Literature in the process of further learning western culture, which is of great practical significance to promote the international cultural exchange and development.

With the development of international economic exchanges, advertising has penetrated into all areas of our lives. As a new cultural form, TV advertising has become an important part of our daily life. Noor Naga aims to analyze the different cultural cultures of China and the United States through the comparison of Chinese advertising creativity, the creativity and value orientation, thinking mode and cultural transmission of TV advertising. They will examine cultural differences from these perspectives, better understand cultural diversity and promote international cooperation[1]. Food plays an important and indispensable role in our life. It is not only an indispensable thing in our daily life, but also a manifestation of cultural characteristics. Karel Kleisner starts from the differences between Chinese and Western food cultures, revealing one aspect of cultural diversity. To explore the differences of food culture is helpful for people to have a better understanding of each culture and for the successful communication and development of the two cultures [2]. Mastering the differences between Chinese and Western cultures is very important for cross-cultural communication and avoiding communication errors. Said Shafa sums up and
discussed the differences in geographical environment, values and moral standards, social relations, customs and culture, and social etiquette [3].

This paper makes an in-depth analysis and Research on the methods of dealing with cultural differences in the Chinese version of Chen Liangting's co translation. Based on the study of the methods of dealing with the cultural differences in Chen's translation, this paper analyzes the factors that influence the translation methods from two aspects: the purpose of translation and the orientation of the target language readers. The second part compares Tess (Zhang Guluo 1936; Sun Zhili 1996 / 2013) of the d'Urbervilles and analyzes the features of language variation in the translation.

2. Proposed Method

2.1 The Importance of Translation of English and American Literature

English is one of the most important lingua franca in the world. It plays an important role in international cooperation and promotes the development of the world. English and American literary translation is an important form of cultural exchange, which is very important for cultural exchange between countries [4]. On the one hand, the international trade is more and more frequent, which promotes the exchange and development of Chinese and Western culture. English and American literary translation is an important form of cultural integration, which to some extent affects the development of international trade. On the other hand, when translating English and American literary works, it will help our country to deepen our understanding and mastery of western culture [5-6]. In addition, it is conducive to the introduction of new culture to promote the formation and integration of China's cultural system, promote the rapid and effective development of China's culture, so as to make up for the deficiencies in China's cultural field and promote the healthy development of China's culture. The basic reason of English literature translation is that it can promote the development of Chinese culture and the good cooperation and communication between Chinese and Western culture. Translation of British and American literature can not only actively introduce foreign cultures to you, but also expand the development of Chinese culture [7-8]. It can also provide more channels for cultural exchanges between China and the West and promote the development of world cultural exchanges [9]. In a word, translation of British and American literature can promote the establishment of a more comprehensive cultural system in China and provide a new way for cultural sharing in the world [10].

2.2 Cultural Differences

(1) Cultural inclusion
Cultural inclusion refers to the following three situations of cultural connotation carried by different languages: 1) cultural connotation is less in national cultural environment than in foreign cultural environment. 2) The cultural connotation of national cultural environment is greater than that of foreign cultural environment. 3) The cultural connotation in the national cultural environment is sometimes not as large as in the external cultural environment [11].

(2) Culture repels each other
Cultural exclusion is a phenomenon in which the deep meaning of language expression is different or even contradictory due to the different historical and cultural background, ecological environment, social customs and ways of thinking of different nationalities [12].

(3) Lack of culture
There are some unique cultural contents in the cultures of all ethnic groups. For other ethnic groups, this constitutes a cultural gap and a lack of culture. "The language derived from feelings and experiences in life will be constrained and influenced by culture, and different languages will be different due to different cultures. Some semantics exist in one language but not in another.

2.3 The Influence of Cultural Differences on The Translation of English and American Literature
(1) Differences in cultural connotations and values between China and the West

On the one hand, because different countries live in different environments, the differences in the environment will have an impact on all aspects of people, so there will be some differences in people's cognitive ability and thinking mode. At the same time, people's way of expression will also be affected, and there will be differences in the form of expression. These differences affect the translation content of British and American Literature in many times. On the other hand, the differences in values between China and the West will have a lot of influence. Since ancient times, our country has been based on the values of collective interests, sometimes there will be the phenomenon of sacrificing individual interests in the face of collective interests. Western countries prefer to pursue individualism and liberalism, which is often a self-centered concept of life. From this point of view, the differences between Chinese and Western cultures and values will have a certain impact on the translation of British and American literature.

(2) There are some differences between Chinese and Western ways of thinking

From the perspective of thinking mode, there are some differences between Chinese and Western thinking modes, mainly including thinking habits and language structure. From these two aspects, Chinese sentence structure mainly focuses on sentence form and verb structure, presenting progressive bamboo structure, which can be seen from the structure to promote a harmonious way of existence. In general, the structure of Western sentences contains three important parts: subject, predicate and object. It shows a tree structure pattern, reflecting the pursuit of liberalism and personal interests. Therefore, the differences between Chinese and Western ways of thinking are important factors that affect the translation of English and American literature. This requires us to study and understand the differences between Chinese and Western thinking in order to improve the efficiency and quality of translation.

(3) The difference of religious belief between China and the West

Religious belief is an important part of a country's culture. Religious belief has a strong role in promoting the development of a country's culture, and has a profound impact on the prosperity and development of culture. In Chinese and Western literary works, there is always the shadow of religious belief. There are great differences in religious beliefs between China and the West. Many Chinese believe in Buddhism and Taoism, while Westerners believe in Christianity and Catholicism. Therefore, there are many differences in the use of religious beliefs between China and the West. For example, words like monk and nun appear in English, and words like church leader, private and nun appear in English. In a word, when translating English and American literature, we should fully understand and master the religious belief and culture between China and the west, analyze the differences between them, so as to translate them more accurately.

3. Experiments

3.1 Selection of British and American Literary Works

Gone with wind has a distinct historical background, reflecting the social life of that era and reflecting the unique American culture. It is impossible to fully appreciate the interest and charm of this masterpiece without understanding the American culture in it. The treatment of the American culture which is different from the Chinese culture in the Chinese version directly affects the cultural communication and the target language readers' appreciation of this masterpiece. Hardy's Tess of the d' Urbervilles is very flexible in its application of dialects, and there are often plots from the middle and the bottom that infiltrate each other in his works. Therefore, it is necessary to study how to deal with the cultural differences between the two versions.

3.2 Research Object

The research object of this paper is the translation of "gone with the wind" by Chen Liangting and others. Chen's version is the complete version of gone with wind. Its timely launch caters to people's enthusiasm, so that readers can appreciate the whole picture of the book and understand American culture. The culture of that period of American history reflected in the original works was
still strange to the general readers of our country at that time, especially the lack of cultural differences in historical culture, religious culture and so on. In the process of dealing with cultural differences, how to solve the contradiction between the communication of the source culture and the acceptance of the target readers is what this paper focuses on.

In addition, we choose Tess of the d'Urbervilles of Hardy and Tess of the d'Urbervilles (Zhang Gulu 1936; Sun Zhili 1996 / 2013) of the d'Urbervilles and their Chinese versions for comparison, and quantitatively analyze their performance characteristics in the Chinese version according to the language variation characteristics of the original.

4. Discussion

4.1 Treatment of Social and Cultural Differences

In the long process of social and historical development, different ethnic groups have formed their own different customs, life styles, historical backgrounds, social life and behavior patterns, which constitute the social and cultural differences of different ethnic groups. In cultural exchange, social and cultural differences easily lead to misunderstanding or incomprehension among people of different cultural backgrounds. In literary translation, the lack of understanding of the social and cultural background of the two languages may lead to translation errors and failure. For example, in the third natural paragraph of the first chapter of gone with wind, two twin brothers and Scarlett are chatting on their side of her, the twin lost easily in their chairs, cruising at the sunlight through tall Mint gassed glasses as they were stretched and talked on the chair, squinting at the sunlight coming in from the bright long window, it's funny to say that the meaning of "talk mint garned glasses" and "bright long window" is quite different. In fact, there was no window on the porch, and according to the local custom of hospitality at that time, the high foot glass was always used to serve the guests' drinks. On both sides of her, the twins sat leisurely in their chairs, laughing and squinting at the sun through the tall glass decorated with mint. On the one hand, due to the fact that the word glasses in English can refer to both glass windows and glasses, Chen Yi did not make an accurate judgment on polysemy; on the other hand, it is also the main reason for the lack of a detailed understanding of the social and cultural background implied here. As Nida put it, "familiarity with two cultures is even more important for a truly successful translation than mastery of two languages, because words only have meaning in the cultural context in which they work." It can be seen that the accurate understanding of social and cultural differences in literary translation is related to whether the original text can be truthfully displayed to the target readers. The following is an analysis of the treatment of social and cultural differences in Chen's Translation.

<table>
<thead>
<tr>
<th>Literal translation</th>
<th>Original: England never bets on the under-dog</th>
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<td></td>
<td>Chen translation: Britain will never bet on dogs who lose</td>
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<tr>
<th>Free translation</th>
<th>Original: Mammy emerged from the hall, a huge old woman with the small, shrewd eyes of an elephant</th>
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<tbody>
<tr>
<td></td>
<td>Chen translated: Black mother came out of the hall. She is a tall lady with a pair of clever little eyes like the eyes of an elephant.</td>
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</table>

The word "the top dog" comes from the dog fight in the West. The winning dog is called the top dog, while the losing dog is called the top dog. Chen's translation here adopts the method of literal translation of its original meaning, which is realized by the readers of the target language, and retains the metaphor in the original work.

"Mammy" here means (formally) in the southern United States a black nursemind or nanny in charge of white children. The existence of "mammy" is a social phenomenon under the system of manor slave owners in the south of the United States. The Chinese translation of this word should conform to her status and image in her works. In gone with wind, Mary is a loyal, conscientious and respected old nanny of the O'Hara family. Chen's translation of "black mother" is in place. Just as we call our familiar neighbor "fat aunt", the name "black mother" reflects the identity of her black
nanny, and there is also a kind of intimacy and love in it.

4.2 Cultural Influence on Language Variation

There are great differences in the forms of English and Chinese dialects, so it is difficult for us to show them in a comparative way. After the language variation in Tess's original text enters Chinese, the form of variation in English cannot be retained in Chinese. The translator can only express the variation in the original text by means of compensation, so the expression of dialect in the Chinese translation text has great flexibility. In this paper, we choose the children's words, appellations and dialects as the representative variation components to analyze the language of Tess's translation, but in fact, the variation characteristics of the translation are not only shown in these three aspects as shown in Figure 1.

![Figure 1. Comparison of language variation features of Tess's Chinese version](image)

Compared with Sun Zhili's translation, the number of Erhua words is 70:19 and the number of dialect slang words is 65:10. Compared with the dialectal features of the original text, Zhang's translation tends to be dialectalized.

Conclusions

In literary translation, translators should pay attention to cultural differences, make clear the influence of cultural differences on literary translation, enhance cultural awareness and find out effective translation methods to deal with cultural differences. The purpose of this paper is to find out how the translator can cross the gap between the source culture and the target culture and achieve effective cultural exchange through the study of the Chinese version of the famous English literary works. This paper analyzes and studies the treatment of cultural differences between gone with wind's Chinese version of Chen Liangting and Tess of the d'Urbervilles (Zhang Guluo 1936; Sun Zhili 1996 / 2013).

References


