

Translation of Culture-loaded Words from the Perspective of Cross - Cultural Communication

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Abstract: Culture-loaded words are words, phrases and idioms peculiar to a certain culture, which reflect the accumulated vocabulary of a certain nation in the course of history and are different from that of other nations. Chinese culture-loaded words carry the excellent traditional culture of the Chinese nation and reflect the historical and cultural tradition of the Chinese nation, including production and living habits, literature and art, and so on. The inherent characteristics of the Chinese nation can be handed down from generation to generation because of the cultural load of words. Culture-loaded words embody the unique national colors of the Chinese nation. This requires translators to properly understand the meaning of culture-loaded words in the source language and understand the cultural beliefs, cultural traditions, aesthetics and values of the country in which they are translated, so as to truly achieve cultural exchanges between different countries.

1. Introduction

Cross-cultural communication refers to the cultural exchange activities or communication processes carried out by people with different cultural backgrounds. Culture is the sum of what people say, think, do and feel. When we communicate with others, our cultural background will affect our behavior or reaction. Living in the same cultural background, we will communicate more smoothly, because the characteristics of culture affect everyone in the environment all the time, and all aspects of social communication are closely connected with culture[1]. However, when people with different cultural backgrounds communicate, due to the differences in values, national characters and ways of thinking, there are certain obstacles in the understanding of language, vocabulary and sentences, so the communication process cannot be smoothly carried out. Translation is the bridge of communication and communication. With the rapid development of nationalization, the national demand for translation is increasing day by day. Translation plays an irreplaceable role in the ideological and cultural transmission, value export and cultural exchange of different nations. As an important part of a country's culture, culture-loaded words carry the history

and heritage of a country and play a very important role in cross-cultural communication[2]. Therefore, the study of the translation of culture-loaded words in cross-cultural communication is of great significance to the communication between people with different cultural backgrounds[3]. This paper analyzes the definition and classification of culture-loaded words, the reasons for the different generation of culture-loaded words in different countries, the translation strategies and translation skills applied in culture-loaded words, and fully analyzes the relationship between culture-loaded words and cross-cultural communication and translation.

2. Definition and Classification of Culture-Loaded Words

2.1. Definition of Culture-Loaded Words

Culture-loaded words refer to the continuous evolution and inheritance and renewal of culture in a specific cultural background due to the historical development process of a specific country, which embodies the wisdom and connotation of its people. In this process of development, there will be different language habits, customs, activities, ways of thinking and values from other countries, which contain rich cultural factors and are unique, reflecting the cultural personality of different countries and nations and highlighting national characteristics. The culture-loaded words of a country are the concentrated embodiment of the cultural characteristics of its own nation. When people with different cultural backgrounds communicate with each other, these differences will also lead to cognitive gaps, vocabulary gaps, and different cultural attributes and expressions of idioms, so that they cannot find corresponding cultural words in their own languages during communication. Culture-loaded words contain quite a lot of cultural information, and their national culture will also be reflected in the culture-loaded words, so the culture-loaded words have considerable regional and national characteristics. Culture-loaded words play an important role in cross-cultural communication. They refer to the areas where two cultures do not overlap in cross-cultural communication. It is precisely because of the differences, obstacles in understanding and cultural conflicts that communication has its own cultural attributes. The study of Chinese culture-loaded words will highlight China's profound national culture, carry specific national cultural information, reflect profound national culture, and have great significance for foreign exchanges and cultural communication.

2.2. Classification of Culture-Loaded Words

In China, many scholars have classified culture-loaded words, and different scholars have their own classification methods for culture-loaded words.

First, Deng Yanchang and Liu Runqing[4] divide culture-loaded words into the following categories according to source language and target language: First, differentiated loaded words can be divided into words that have the same meaning on the surface, but have different connotations due to cultural differences. For example, "dragon" represents authority and nobility in Chinese. It has been the symbol of the Chinese nation for more than five thousand years and is the symbol of the Chinese nation. The Chinese people are proud of being "descendants of the dragon". Other Asian countries and peoples have also been influenced by Sino-Dragon culture. In English, the connotation of "dragon" is evil and bad things. Second, due to the different historical development, the formation of language habits and the unique local idioms and idioms are also different, so it is difficult to find the corresponding words in the target language, such as "baguwen", "feng shui" and so on. Only the words corresponding to the surface meaning can be found, but the specific connotation and development meaning can not be explained. Third, although the words in the target language can correspond to the words in the source language, their additional meanings may be

different. Fourth, the corresponding words of a language can be found in the target language, but only overlapping parts can be found, and it is impossible to find completely overlapping words.

Secondly, according to all aspects of human life, Wang Rongpei divides culture-loaded words into color words, food words, political words, animal and plant words, social words, human words, legend allusions words and other words.

Thirdly, after summarizing and improving Nida's classification of culture-loaded words, Newmark proposed that culture-loaded words could be divided into four categories: material culture loaded words, social culture loaded words, ecological culture loaded words and language culture loaded words[5]. Among them, the material culture category includes all the production items and production tools of people up to now, such as "sticking Spring Festival couplets" and "hanging lanterns" and other clothing, food, housing and transportation. About social and cultural categories, such as the Qing Dynasty, Tang Dynasty, Yuan Dynasty, prime minister, cool officials and other political systems, social customs, leisure and entertainment. The ecological culture category mainly includes the geographical environment, geographical location and climatic conditions of the country, such as "Dongting Lake", "Poyang Lake", "Mount Tai" and "Huashan Mountain". The language and culture category mainly includes national colloquial sayings, buzzwords, hot words of The Times, proverbs, etc., for example, "Two heads are better than one", "there is heaven above and Suzhou and Hangzhou below", which are relatively typical.

Because the words themselves have the characteristics of nationality, and not specific enough, simple and so on, many scholars can not distinguish which kind of words should be classified into which is more appropriate, so the development of culture-loaded words has been greatly hindered. However, in the process of translation, the translator usually needs to grasp the meaning of culture-loaded words as much as possible and choose the most appropriate meaning interpretation of culture-loaded words in the context. In this way, the communication obstacles brought by culture-loaded words can be avoided as much as possible, and the culture in the source language can be transferred to the target language as much as possible.

3. Reasons for the Difference between Chinese and English Culture-Loaded Words

In the development process of every country and nation, it will be affected by different aspects such as politics and military. Through the evolution of history, its language has imprinted its own national mark. Because of the great differences between English and Chinese cultures, there is a big gap between the culture-loaded words in the two languages. It is mainly reflected in the following aspects:

Table1. Reasons for the difference between Chinese and English culture-loaded words

Geographical environment and climatic conditions	Affected by the geographical environment, the east wind is generally relatively warm, symbolizing good luck. So the Chinese people welcome the eastern style.
	In Britain, the east wind is cold, while the west wind is warm, so people are full of longing for the west wind.
World outlook and ideology between China and foreign countries	The Chinese younger generation should respect and obey the elders, and emphasize the family consciousness.
	The West emphasizes individualism, believes in departmentalism, and takes the individual as the center.
Social and historical background	In The course of China's historical development, many political systems and educational systems were formed.
	The West was influenced by ancient Greek and Roman culture.

3.1. Differences in Geographical Environment and Climatic Conditions

The United Kingdom is located between latitude 50 degrees north and latitude 60 degrees north, longitude 8 degrees west and longitude 3 degrees east, on the eastern coast of the Atlantic Ocean in Western Europe, bordering Ireland to the west, facing France across the English Channel to the south, facing the Netherlands, Belgium, Germany, Denmark and Norway across the North Sea to the east, and facing Iceland across the Norwegian Sea to the north. China is located in the east of Asia, the west coast of the Pacific Ocean, the east of China is the ocean, the west is the mountains, therefore, affected by the geographical environment, the east wind is generally relatively warm, symbolizing good luck. So the Chinese people welcome the eastern style. In Britain, the east wind is cold, while the west wind is warm, so people are full of longing for the west wind. In Ode to the West Wind, the English poet Shelley always sings about the west wind as a symbol of revolutionary power. "If winter comes, can spring be far behind?" It is predicted that the spring of revolution is coming, bringing new hope to the people who are suffering from difficulties. The west wind in China has the opposite meaning, Ma Zhiyuan wrote in "Sunny Sand Autumn Thoughts" : "Over old trees wreathed with rotten vines fly evening crows; Under a small bridge near a cottage a stream flows; On ancient road in the west wind a lean horse goes. Westward declines the sun; Far, far from home is the heartbroken one." The west wind symbolizes desolation[7].

3.2. Differences in World Outlook and Ideology between China and Foreign Countries

Worldview refers to people's position on when to look at and analyze things. It is people's reaction to the judgment of things, it is people's basic views and perceptions of the world. The world view is realistic. People's world view is constantly updated, improved and optimized. The basic problem of worldview is the relationship between consciousness and matter, thinking and existence. As a framework, the world view influences human perception and experience, as well as many aspects of society: intellectual, political, economic, religious, cultural, scientific, moral. China emphasizes collectivism, there is an old saying in China called "filial piety is the first thing", the younger generation should respect and obey the elders, and emphasize the family consciousness. The West emphasizes individualism, believes in departmentalism, and takes the individual as the center. This kind of departmentalism affects all aspects of life and emphasizes that children live and struggle independently from their parents. "Ideology" meaning idealism or science of ideas, derived from the Greek "idea", meaning thought or concept, and "logos", meaning theory or reason refers to an ideological system that systematically and consciously reflects the socio-economic form and political system, and is the embodiment of the fundamental interests of a particular class or social group. The East and the West, both feudal societies, have the same farming civilization, have the same "autocratic" imperial power and royal power, and also have the same ideology reflecting the color of "farming and autocracy" - Confucianism in the East, and Christianity in the West.

3.3. Differences in Social and Historical Background

The formation of cultural differences between China and the West experienced two important periods: First, in 221 BC, the powerful state of Qin finally unified the land of China through the Shang Yang Reform, and China's feudal autocratic system lasted for more than two thousand years began. This unification not only laid the foundation for the formation of a unified Chinese culture, but also marked the beginning of the Chinese nation. At this time, the Western countries (mainly referring to the European countries here) were only countries based on slavery. Since then, the self-sufficient feudal natural economy has dominated China. With the development of agricultural economy, both civilians and aristocrats hoped to have a relatively peaceful production environment

to maintain the development of agricultural economy. Therefore, Confucianism, which advocated "not attacking, but preserving the ability", became the ruling ideology of China. Therefore, there is more "harmony" and less "contention" in Chinese culture. In western countries, with the development of manor economy, nomadic economy develops rapidly, and the expansion of nomadic economy is more and more prominent.

In The course of China's historical development, many political systems and educational systems were formed, such as the Eunuch system and the eight-part essay, a kind of stereotyped writings in ancient China, while the West was influenced by ancient Greek and Roman culture. Due to the different history and culture, the language of its country has also been affected.

4. Translation Strategies and Skills of Culture-Loaded Words

In the process of translation, the interpretation of culture-loaded words can be explained by different translation strategies and skills, such as transliteration, domestication, foreignization, literal translation, free translation, word addition, conversion, etc., the purpose of which is to let the target language readers have a better understanding of the cultural phenomena of the source language and promote cultural communication between different countries. In the process of translation, translators need to choose between the two languages according to the difference in word habits, history and culture, and adopt appropriate translation strategies and translation skills.

4.1. Literal Translation

Literal translation, in accordance with the national standards of the target language, preserves the content and style of the original text by preserving the appearance (expression) of the original text. The translator is required to be faithful to the original text, and pay attention to the conformity with the original text in the translation process, but it is not a mechanical translation. At the same time, it is also required to follow the local color of the original language to express, and the content of its expression can not be tampered with at will[8]. However, literal translation is by no means a complete word-word correspondence, which will cause the information and content conveyed by the source language to be unclear. Therefore, literal translation requires the translator not only to explain the meaning of the original text clearly, but also not to convert the ideas of the original text at will, which is a huge test for the translator's translation ability. For translators, "translation" is also "easy", the purpose is to make the translation easy to understand and easy for readers to understand. In the process of translation, literal translation is more in line with this standard.

4.2. Free Translation

When translators are limited by the social and cultural differences of the target language, they use the same or similar expressions in the target language to replace the content and form relations in the original text that cannot be retained due to the differences between the two languages. Using the method of "dynamic equivalence", we strive to achieve that although we lose the appearance of the original work, we still do not lose the content of the original work, and adapt to the style of the original work from different contexts. This method of translation is called free translation. Free translation is used to translate a large number of English and Chinese idioms, allusions and proverbs to avoid being too complicated and difficult to understand. Foreigners like to use a lot of one-liners, only free translation can accurately and completely express. Free translation is used to translate some special words in order to avoid mistakes and make the translation more smooth[9]. When translating culture-loaded words, the meaning and text type of the original text should be retained as much as possible, and if it is not possible to achieve the same, then the meaning of the source

language should be translated as much as possible. John can be relied on. He eats no fish and plays the game., John can be relied on. He eats no fish and plays the game., John can be relied on. He eats no fish and plays the game. Although "eats no fish" and "plays the game" originally meant "not eating fish" and "playing the game", their original translation would confuse the target language readers. the English words "eats no fish" and "plays the game" have another culturally relevant meaning. Therefore, the translation strategy of free translation should be adopted in translation, so that the target readers can understand the original meaning as much as possible.

4.3. Transliteration

Due to the different methods of naming names such as personal names and place names in different countries, even if each word can find its corresponding meaning in the target language, due to different habits, it cannot be translated in the same format as the original text and find the corresponding words in the target language[6]. Therefore, for these, we adopt the transliteration translation method, which not only allows the culture of the source language to be imported into the target language, but also makes the source language people feel friendly.

4.4. Translation and Annotation Method

Because different countries have different national characteristics and customs, a word or idiom in the culture-loaded words can not correspond to a word in the target language, so you can add some notes when translating, such as in the CET-4 and CET-6 "Legend man is the god Nuwa pinched with Yellow River mud." Among them, Nu Wa because of the color of Chinese mythology, is a character in the Chinese mythology story, foreigners who do not understand her identity may not know much, then, you can take the method of translation and note, behind Nu Wa noted that Nu Wa is an immortal in ancient China, has done many great things. In this way, the target language readers will be more clear and clear.

5. Conclusion

By analyzing the definition and classification of culture-loaded words, the reasons for the different generation of culture-loaded words in different countries, and the translation strategies and skills applied in culture-loaded words, this paper finds that culture-loaded words play an important role in cross-cultural communication, and translation serves as an intermediary for the transmission of culture-loaded words between different countries and nationalities, and a bridge between different languages. It is the conversion between the two language symbols, but also the conversion and communication between the two cultures, and its role can not be underestimated. In cross-cultural communication, it is very important to master the historical background, customs, customs and social culture of the source language. Of course, translators also need to constantly improve their ability to master the culture of the target language and polish their translation skills so that the cross-cultural communication between two languages and two countries can be carried out smoothly. These are key factors in understanding culture-loaded words. Culture-loaded words serve for cross-cultural communication and communication between people from different countries, reflecting the unique culture of a particular country. In the current environment with the expanding trend of globalization, cross-cultural communication enables the two countries to exchange civilizations, open the eyes of the two peoples, learn more about foreign cultures, and spread their own cultures[10]. Only by taking advantage of the "Belt and Road" initiative can we continuously improve our cultural communication and get along well with other countries can we continuously improve our international status. Promote the publicity of traditional Chinese culture.

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Conflict of Interest

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