

Business English Translation Strategies under the Background of Cross-Border E-Commerce

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Abstract: With the development of the world's Internet technology, economic exchanges and interactions among countries have become more frequent. And cross-border e-commerce plays a significant role in international trade in the world. Contributing to the fast development of economic globalization, English has become the business language worldwide, making business English translation increasingly essential. For Chinese translators in business English, whose native language is not English, mastering business English translation strategies has become a crucial aspect for their international business efforts. This article aims to discuss translation skills of business English under the background of cross-border e-commerce, and analyze their applications and challenges in cross-border e-commerce activities. Firstly, this paper makes a clear discussion on the business English translation skills under the background of cross-border e-commerce, including the present issues in the business English translation, the necessary principles of business English translation, the basic characteristics of business English translation, as well as the application of the business English translation and the essential requirements for business English translators. Then through research and analysis, this article aims to offer practical guidance and recommendations for individuals involved in cross-border e-commerce and business English translation work, fostering development and collaboration in the field of cross-border e-commerce.

Keywords: Business English; Cross-Border E-Commerce; Translation Strategy

1. Introduction

With the fast development of economic globalization, English has become the widely used business language in the whole world, and

there has growing demands on business English in recent years to deal with international transactions. There have various views on the definition of business English. Business English is both the result of social economic development and the English language itself. Business English is different from normal English language, as can be seen from striking features of structure and vocabulary. Business English is a combination between the specific content and the general content. E-business English, which is a kind of ESP (English for Specific Purpose) within the framework of business and IT, has its own features of vocabulary, syntax, and style [4]. When conducting international trades, various aspects require language support, but the need for translators being proficient in business English translation skills is put a particular emphasis on. In terms of business English translation skills under the background of cross-border e-commerce, some studies have achieved certain results. Zou Rong and Jiang Leilei asserted that accurate understanding and expression of business information, familiarity with professional terminology, and flexible use of language style conversion are the keys to improving the quality of business English translation [8]. Lin Jie and Wu Ronglan asserted that business English translators should understand the distinctions among various cultures in different business environments, combine the characteristics of business English and translate accurately [6]. Of course, proper translation techniques have been discussed by some scholars and should be properly employed in the process of business English translation. However, currently, there is no in-depth study of the combination of business English translation and modern technology, and the application of technical tools in the process of business English translation. This paper discusses the impact of the artificial intelligence on the translation of business English in international trades in order to promote the success of cross-border

transactions.

2. Business English Translation In Cross-Border E-Commerce

In fact, business English is not easy to define, and it is traditionally limited in linguistic terms. If you want to really understand business English, you have to put it under the background of English for Specific Purposes (ESP), because it has many important components in common with the various fields of work covered by ESP. ESP can usually be divided into two parts, one is English for Academic Purposes (EAP) and the other is English for Occupational Purposes (EOP), and business English is a branch of EOP. In the end, business English is a working language, which reflects communicative competence in workplace.

2.1 Principles of Business English Translation

Liu Fagong proposed in the article "Exploring into the Principles of Chinese-English Business Translation" that the main principles of business English translation should be "Faithfulness, Exactness, and Consistence". The importance of business English translation is different from that of literary English translation, which also determines that it has its own set of translation principles. Although business English was born from general English, as a communication tool, its language characteristics are very special. As a business English translator, the principle of fidelity should be put first, and the translated content should be closely in the original text. However, to stick to the original text is not to stick to the sentence grammar. The key is to maintain the layer of information to be conveyed under the text, so that the translation can achieve information equivalence. Secondly, word accuracy is another thing that needs more thought. Abbreviations and specialized terminology are piled up in business English, and translators have to convey the essential meaning of these terms.

Finally, "Consistence" or unity is also a core principle of business English translation. Translators must have the ability to distinguish what role each sentence plays in specific business contexts, and then use it appropriately. Therefore, it is important to maintain the consistency of business texts, terms and concepts in translation. Don't change the words in the text at will, so as not to change the specific style and specialized terminology, so as to make the

translation materials more unified.

2.2 Problems in Business English Translation

In fact, business English is made up of business and English. Of course, the focus is on business practices, but you have to improve your English proficiency first. That is to say, translators engaged in international trade must grasp the fundamental English skills in order to carry out business activities effectively and ultimately ensure the smooth operation of business.

Although business English translation is developing rapidly and has a deeper and deeper impact in the process of international trade, problems in translation are still quite common at present. Many businessmen's English is not at the level of fluent communication with partners in various countries, and these communications and the translation of documents are particularly important. There have been too many problems, misunderstandings and even messed up cases in international business. The root cause is that the translation is inaccurate or even mistranslated.

2.2.1 Lacking Accuracy in Business Terms Translation

In addition to the daily meaning that people are used to, business terms also have specific meanings in business environments. When they are used too much, people simply call it business terms. There are a lot of acronyms and specialized terminology in the vocabulary of business English, which is very eye-catching. One of the big problems encountered at present is how to accurately turn these terms and spread their core concepts effectively. Because if they are turned wrong, the communication between relative parties on cross-border e-commerce platforms will be hindered.

2.2.2 Inappropriate Interpretation of Culture-loaded Words

China's robust domestic economic market is characterized by a wide array of product styles. Achieving a favorable position for Chinese products in the international market necessitates the creation of precise English names by translators. When Chinese products are exported to international markets, providing an accurate and suitable translation for the brand name becomes a crucial step to be best sellers. Many products from China have distinct elements of Chinese culture that are hard to understand, which poses a challenge that some products face rejection in overseas markets primarily due to inappropriate translations to make consumers

under the impression that the goods is not good. This highlights the importance of accurate and culturally sensitive translations in promoting products from China to international markets.

2.2.3 Lacking the Support of Cross-cultural Background

Business English translation is not a mechanical language conversion. It is more appropriate to say that it is an organic recreation. In the cross-border e-commerce market, the cultural differences between countries are fundamental and will not disappear. These differences are particularly obvious in product selection and online marketing, which requires skilled business English translators to actively use them with solid cross-cultural awareness. An excellent translator with cross-cultural awareness can adjust the messaging to meet the expectations and values of the U.S. market, so that the product can be effectively promoted and accepted by the market.

3. Business English Translation Strategies

The requirements of cross-border trading platforms for translation accuracy and efficiency have been on the rise, forcing business English translators to hone their skills and actively adapt to the evolution of technology and globalization. By adopting some targeted strategies and the introduction of innovative tools, translators can improve translation quality and streamline the process, thus providing tangible help for the growth and success of cross-border e-commerce business.

3.1 Addition

3.1.1 Addition of the Subject

This strategy is commonly used in translation from Chinese to English. While Chinese sentences without subjects may be grammatically correct, English sentences must have a subject to ensure completeness and grammatical accuracy.

3.1.2 Addition of the Object

In English texts, writers often aim to eliminate previously mentioned parts to minimize repetition. In contrast, Chinese sentences tend to repeat certain elements more frequently to ensure clarity, due to the relatively flexible syntax rules.

3.1.3 Addition of the Connecting Words

The frequency of present participle phrases in business English is quite high. In this way, when translating into Chinese, you usually have to add

some words to avoid ambiguity in the Chinese version.

3.2 Omission

Omission in translation refers to the intentional deletion of certain words from the source text that may not be necessary to retain in the translated version, or the removal of words from the source text that are thought as superfluous in the translated version. This technique allows for the omission of words without compromising equivalence in meaning and style. Omission in translation can be broadly classified into two categories. The first one is the omission in terms of rhetoric. The second one is the omission in terms of syntax. The following discusses the omission strategy from these two aspects.

3.3 Inversion

There are inherent differences in the word order of the two languages, and sometimes they have to be adjusted. In English business documents, attributive, adverbials and various modifiers can be seen everywhere, and they often appear in the form of long clauses or complicated phrases. In Chinese, these components should generally be placed next to the headwords they modify. There are many skills to translate such sentences, and inversion is one of the most useful.

3.3.1 Inversion of Modifiers

Modification is a key grammatical means to enhance descriptions and expand sentences. Inside noun phrases, modifiers can be divided into premodifiers and postmodifiers. There is a more obvious trend in the evolution of Modern English, that is, more and more premodifiers are used. However, in formal business English documents, nouns are often followed by long and complex postmodifiers, which is also an obvious feature of the pursuit of accurate expression in written business English. The reason why I tend to use postmodifiers is that compared with single words piled up in front of nouns, phrases or clauses can explain the meaning of the modified noun more clearly. The habit of Chinese is usually to put the modifier before the key word. The clever use of inversion techniques can make the translation more coherent and fluent.

3.3.2 Inversion of Adverbials

Adverbial phrases act as clause components in sentences, which can generally be divided into three categories: adjuncts, disjuncts and conjuncts. Strictly speaking, only the first

category, that is, adjuncts, which are usually regarded as one of the five elements of clauses, can be accurately called "adverbials". Business English documents, however, must clearly explain the conditions, time, place or way in which an act can be implemented, so adverbials denoting time, place, condition, concession and manner are indispensable.

3.3.3 Full and Partial Inversion

The first one is the sentence introduced by "it". In business English documents, native English speakers are often used to using the anticipatory "it" to form subject clauses. Specifically, it is to put an anticipatory "it" at the beginning of the sentence, and the real subject clause is moved back. When a nominal clause acts as a subject or object in a sentence, it often needs this formal leading position. When translating such sentences, you can use the strategy of inversion to move the subject clause back to the beginning of the sentence, so that the translation will be clearer and the connection will be more natural.

The second is the sentence introduced by "should". In business English, if a sentence begins with "should", there will usually be a partial inversion. In this case, the translator should restore the partially inverted word order to the normal order in the target language.

3.4 Conversion

Conversion of parts of speech is a very common translation technique, which is especially used in translation of business English. The reason why it is inseparable from it is that there are many differences between the two languages in terms of syntax and expression habits. Theoretically, this skill can be used flexibly. In practice, it mainly focuses on the mutual conversion between nouns and verbs, prepositions and verbs, adjectives and nouns or adverbs.

English prefers static expression, and often uses more nouns in sentences; Chinese tends to be dynamic, often using a string of verbs. The characteristic contrast between the two languages is quite clear. Affected by this difference, many dynamic nouns in business English texts are generally processed into corresponding verbs when translated into Chinese. In the process of translating from English to Chinese, adjectives sometimes need to be converted into Chinese nouns, verbs or adverbs. How to translate them depends on the context.

4. Inspirations and Suggestions

4.1 Word Meaning Determination

The continuous evolution of the Internet has given rise to a large number of new words, which has had a significant impact on the use of business English. In business negotiations, a major problem encountered by translators is how to understand the subtle meaning of the words and then translate them accurately, so that the negotiation can go smoothly. For example, the expression "account" has several meanings. In business English, it is often translated as "account" or "customer", and in ordinary English, it can also refer to "calculation". Therefore, as a business English translator, you must have enough language background in your mind to express the meaning in combination with the context exactly.

4.2 Word Meaning Extension

The extension of word meaning is a common method in English translation, especially in business English. If you can only translate word by word, the translation often can't be read and can't make the original intention clear. It's easy to cause misunderstandings in business dealings, and it may interfere with cooperation. With the help of the meaning of the word, the translator can rationalize the context and internal logic of the original text, and the meaning of the word can be extended outward, and the meaning will be complete.

4.3 Artificial Intelligence Assistance

The adaptive learning system will first figure out the specific needs and difficulties of each user, and then recommend the personalized learning experience accordingly. The recommended materials will also be tailored to the actual level and needs of the user. In this way, business people can master the necessary English skills faster, and they can also speak fluently and accurately in real business occasions. Real-time translation tools rely on deep learning technology to produce instant translations in meetings and negotiations, reducing dependence on manual translators, not only improving the efficiency of cross-cultural communication, but also avoiding misunderstandings to a certain extent.

Semantic search engines can make it more effortless for business translators to find relevant information and data. Unlike the traditional

keyword search that jumps up a bunch of unrelated web pages as soon as you search, semantic search engines will analyze the user's intentions in combination with specific contexts, and the search results given will naturally be more appropriate and useful. Together, these technologies have indeed increased the efficiency of English interaction in the real business environment.

4.4 Consideration of Cross-cultural Backgrounds

In the era of economic globalization, business English is the foundation for international communication, and cross-border business activities are becoming more and more common. Because of this, the significance of business English in facilitating global interactions is growing exponentially. But the problem is that the scope and translation standards of business English are defined with the subjective nature, and cultural factors will naturally affect the translation. Cultural context is crucial in translation, which affects people's understanding and interpretation of the text. Translators who focus on business English should understand Chinese and Western cultures and split the differences between the two.

5. Conclusion

Generally speaking, the cross-border e-commerce market is still growing steadily. As a key communication tool and an important pusher in cross-border trade, Business English does influence today's global business operations. However, there is a big difference in the ability of domestic enterprises to use business English. Many enterprises have to use translation machines to complete content conversion, which often causes misunderstandings and makes it difficult for buyers to accurately understand product information. The problem is that machine translations lack the flexible processing ability of human translations after all.

There is a certain relationship between the growth of cross-border e-commerce and the business English proficiency of translators. If we want to improve the quality of business English translation in cross-border e-commerce, we must finally rely on improving the proficiency and

expertise of business English translators. Against the background of global economic integration, effective business English communication has become quite crucial to international trade, cooperation and negotiations. However, relying on manual translation or direct communication by business personnel, such as traditional interaction methods, problems such as low communication efficiency, understanding deviation and even cultural barriers will occur from time to time. In response to these difficulties, the rise of artificial intelligence technology provides a new way to improve the effectiveness of business English interaction, thus further compressing those mistakes that are difficult to completely avoid. The goal of this direction is to make real-time business English translation more accurate. Because of this, many cross-border e-commerce platforms are using the "machine-assisted" translation approach in order to reduce translation errors more effectively.

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