

Cultural Communication and Cross-Cultural Communication in Script Translation

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Abstract: As a kind of cross-cultural communication, translation is the information exchange between two different cultures. In cross-cultural translation, the translator should try to match the translated language and the translated language culture. The translator should not only pay attention to the meaning of the original text, but also pay attention to the cultural connotation of the target language, and achieve the organic combination of the two. To achieve this purpose, translators must take the source language as the starting point, and comprehensively restore the vocabulary, the sentence pattern, the structure, the emotion, and the way of thinking of the source language. When translating the original text, the cultural information contained in the source language should be integrated with the translation according to the characteristics of the translated language environment and the audience. From the perspective of the translation of the drama script, this paper discusses cultural exchange and cross-cultural exchange, hoping to be helpful to the peers.

Keywords: Script translation; Cultural communication; Cross-cultural communication

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1. Introduction

In language communication, cultural translation is an effective way of communication. The translation of drama text is a cross-cultural exchange activity. As a cultural communicator, the translator should not only correctly convey the cultural information in the text, but also strive to keep consistent with the original text in language, form, and content. When translating the text, the corresponding translation strategy should be adopted for the specific text content. In the translation of the narrative, the strategy of "Italian translation" should be adopted. To give the target reader a deeper understanding of the original text and to achieve a stronger aesthetic effect, the translator should apply it to the translation of literary works. In the process of translation, attention should be paid to the influence of readers on their cultural background, the audience's psychology, and other factors. Therefore, in the cross-cultural exchange, the spiritual essence of the original text should be emphasized to realize the cross-cultural exchange.

2. Cultural communication in script translation

2.1. Cultural background

The translator should fully understand the cultural background of the text when translating the text to achieve the purpose of matching it with the original text. In the process of translating the text, the cultural background of the source language should be fully considered ^[1]. For example, the English translation of *Thunderstorm* should be carried out in combination with its time and social background. If the *Dream of the Red Chamber* is translated into English, it will involve the contents of feudalism and other aspects, so that readers cannot understand the deep meaning. Hence, translating it into modern language makes it easier to understand the meaning and can be better promoted.

There are many changed dynasties in Chinese history because each dynasty has a different political system and ideology. Therefore, in the process of translating the script, there must be certain differences between the political system and ideological culture of each period, to ensure the accuracy of the translation.

2.2. Cultural image

The translation of drama plays should not only take into account the meaning of the original text but also the cultural connotation of the target language, which requires the translator to extract the cultural image contained from the Chinese language source and apply it to the translation. When translation, attention should be paid to the connection between the source language and the target language to ensure a smooth transition between translation. To achieve the best translation effect, it is necessary to extract the corresponding cultural image from the source language as much as possible. For example, when translating Hamlet, the theme of life and death must be restored in the original text. In the translation of the original text, the themes of survival and destruction should be restored, and at the same time, cultural image should be integrated into the translation, so that readers can better understand the cultural implication of Hamlet.

2.3. Cultural differences

Due to the differences in region, language, culture, and other factors, people in different countries and regions also have great differences in their values and ways of thinking. For example, in ancient China, etiquette was very valued, so in cross-cultural communication, this etiquette must be strictly observed. To better convey these cultures, the ancient Chinese literati recorded them in the form of poetry and song. When writing poems and songs, their characters and pictures have certain cultural characteristics. Therefore, in translating poetry and songs, we the Chinese and Western culture should be integrated organically to make it better transmitted to the readers. The cultural differences should be emphasized in the process of translating the text.

3. Cross-cultural communication in script translation

3.1. Value concept

In the process of translation, culture is also a kind of value orientation. Therefore, in the process of English-Chinese translation, the differences between English and Chinese should be fully considered to achieve the purpose of cross-cultural communication. In the process of translation, the characteristics of the target language should be combined with the characteristics of the target language audience to convey the cultural information conveyed to the target language readers. In *Red Sorghum* translated by Zhang, it takes “September 18” as the main line to convey to readers the positive attitude towards Japan after “September 18.” In the process of translation, the translators closely focus on the “September 18”, an important historical event, for a comprehensive and profound interpretation. This is mainly because of the spiritual trauma brought to the

Chinese people by the Japanese aggression. To better understand this, translators added a series of things after September 18th in the translation process. From this point, it can be seen that the cultural background of the destination language should be valued when translation.

The translation of Hamlet by Lovecraft focuses on the Chinese people. So, the translation of the characters in the novel should be linked with the Chinese people, and at the same time explain some practical problems faced by the Chinese people. Hamlet does not understand his father and questions his birth; Hamlet questions his fate and responsibility, confused about his future and destiny. These problems reflect the problems encountered by the Chinese people in the face of their development, and they are also a microcosm of the difficulties that the Chinese people face in their real lives.

3.2. Social customs

When translating a drama, the cultural differences between the source language and the destination language should be fully considered, and different languages under different cultural backgrounds should be processed differently according to different cultural backgrounds. Due to the great differences in cultural customs, the translator should consider the living habits and thinking patterns of the people ^[2]. For example, in some religious places, people have a strong fear of death and often deal with extreme and violent ways, while in other areas, they pay more attention to communication between people. In some religious places, people put the gods more than first in life. However, in some non-religious places, people focus more on interpersonal communication. At this time, the translator should take into account the local ethnic cultural customs, religious beliefs, and other factors, to make the translated text more suitable for the reading habits of the local people.

3.3. Emotions

In the process of drama translation, the translator must pay great attention to the emotions contained in the text. As reflected in Chinese culture, people tend to express their emotional states with words such as joy, anger, sorrow” and so on. Western culture tends to use more direct emotional words such as love and hate. These words not only describe deep feelings but also reflect people’s understanding of emotional depth in different cultural backgrounds.

In addition, there are cultural differences between each nation and region, which also cannot be ignored in the translation process. Due to the differences in social structure, historical traditions, and geographical environment, people may have completely different understandings and reactions to the same situation or things. Therefore, when translating the drama, the translator needs to have a deep understanding of the target language and culture, and accurately grasp and convey the emotional and cultural connotation of the original work, so that readers can experience the deep meaning behind the story. Only when the translated language is faithful to the cultural characteristics of the original text, can cross-cultural communication become smoother, and mutual understanding and respect between different cultures can be promoted.

4. Suggestions on cultural communication and cross-cultural communication in script translation

4.1. In-depth understanding of the cultural background of the source language and target languages

When conducting the script translation, the translator needs to consider the socio-cultural background and customs of different regions, to correctly handle the cultural differences between the source and target languages. In the English-Chinese translation, due to the differences in Chinese and Western cultural

backgrounds, it is difficult for the translation readers to understand some cultural information in the source language^[3]. For example, the word “eating” can have different meanings from “eating” and “eating noodles” in Chinese. The word “sitting” also has many meanings in English, such as sitting down, doing a thing, sleeping, and so on, while in Chinese, it means sitting in a place, a thing, or a bed. The differences between Chinese and Western cultural backgrounds also make different languages have different ways of expressing the same vocabulary or phrase. For example, the word “kidding” means joking around in English, but in Chinese it means warning others not to do something. For another example, “closet” in English means “room”, while “room” in Chinese refers to the general bedroom or study, which cannot be equivalent to “closet” in English. Therefore, if the translator does not understand this point when translating the script, it will cause misunderstanding and mistranslation.

4.2. Identify cultural differences and find suitable translation strategies

Drama is a literary art that reflects and creates life. The role and plot settings in the opera are mostly made up according to the writer’s conception. Therefore, in translation, it is necessary to correctly understand the cultural differences in the original text and adopt appropriate translation countermeasures in different contexts. Only in this way can the cultural implication of the original text be accurately conveyed to the target slogan audience. If translators cannot correctly understand and grasp the cultural differences contained in the original work, there will be a huge difference between the original text and the original text in content and form, and even misunderstanding, which will affect the audience’s correct interpretation of the ideological connotation of the original work^[4]. For example, a classic line from Shakespeare’s famous play Macbeth, “Just kid be hard.” To translate the sentence into Chinese, there are many problems: “just” means must, while “kid” means child. In English, the word “hard” does not mean much. If it is translated as the Chinese word “fear”, the audience will consider it as a psychological implication. This is very different from the cultural traditions, values, and customs of China and the West. Therefore, the translator should adopt appropriate translation strategies in a specific context. In addition, the cultural backgrounds of English and Chinese are also very different, so both English and Chinese languages contain a lot of cultural information. Therefore, in the practice of translation, the conflict between cultural differences and the source language culture should be fully considered to solve this problem. Only in this way can the translation accurately and properly express the cultural connotation and artistic characteristics of the source language. At the same time, it also helps the translation language readers to understand and appreciate the cultural and aesthetic meaning contained in it.

4.3. Be very open and respectful

In text translation, translators must treat the translation of the text with an open and respectful attitude. In the process of translation, if the cultural information of the original text is simply translated into words, it will not only weaken the vitality of the original text but also affect the readers’ interpretation of the original text. Therefore, this paper proposes a new translation method, which is “alienation.” When translating the script, translators should take the acceptance habits and cultural background of the target slogan audience into account, and express as much as possible the cultural information in the original works that has strong artistic appeal and can make the audience have emotional resonance, to achieve the purpose of cross-cultural communication.

4.4. Strengthen cross-cultural exchanges and practice

In intercultural communication, cultural translation is an essential method. In the process of translation, the translator should have more communication and exchange with the author of the original text and the translation reader^[5].

First, the translator needs to dig deep into the stylistic characteristics and creative intention of the original writer in the text. In the vast ocean of Chinese literature, writers often use realistic and romantic techniques to create vivid and profound characters, describe social features, and construct grand historical or war scenes. These themes contain rich cultural connotations and emotional expression. Therefore, when translating such works, the translator must carefully analyze the language style, narrative structure, and the deep intention of the original text, to ensure that the translation is faithful to the original work and easy to understand and accepted by the target readers. In the process of translation, the translator is not only the transmitter of the text but also the bridge of the culture. The translator should actively give full play to their subjective initiative, and use the language skills and the depth of the original understanding to convey the charm of the original work to the readers of the target language.

Second, the translator should fully consider the cultural background of the target audience and its acceptance of the works in the translation work. Different cultural backgrounds and linguistic environments will affect how readers interpret literary works, and even affect the degree of their emotional resonance with them. Therefore, clear translation is a complex and fine art, which requires the translator not only to have a profound literary foundation but also to have a keen cultural awareness and superb language skills, to make cross-cultural literary works achieve the best translation effect. When translating literary works, the translator should not only understand the surface of the text, but also go deep into the cultural level, grasp the essence of cultural differences, and find the language and style most suitable for the target culture to express the artistic conception and deep meaning of the original text. In addition, due to the significant differences in grammatical structure and vocabulary usage habits between different languages, translators should also pay attention to these subtle differences and try to avoid misunderstanding and rigidity caused by literal translation, to ensure that the translation not only conforms to the original meaning of the original text, but also makes the target readers feel friendly and easy to understand and appreciate.

Third, translators should strengthen the communication and exchange with the original authors and the translation readers. When translators have a deep understanding of the different opinions and interpretations of the original writer and the readers of the translation, they should take the initiative to not only maintain close contact with the original author but also organize regular discussions and exchange meetings. In this way, both sides can effectively promote the in-depth understanding of the translated content, and ensure that the translation can accurately reflect the spirit and style of the original text. In addition, it is also a process of mutual learning and common progress, which helps to improve the professional ability of the translators, and at the same time makes the translators closer to the ideological world of the original author. Through such communication, a win-win effect can be achieved, which not only protects the rights and interests of the original author, but also enriches the connotation of the translation, and finally realizes the dissemination and development of culture.

4.5. Pay attention to detail and context

When translating the script, the translator should pay attention to details and context, and emphasize the meaning of the original text. In the translation of the script, the translator should not only understand the language form, content structure, and cultural connotation of the original text but also try to explore the details in the work and the conflicts between the characters and integrate them into the translation, so that the translation readers can also understand these details

The translation of script is a creative activity, that needs to express the cultural implication contained in the original work through language based on creation and can achieve harmony and unity in the theme, style, and thought. In the translation process of film and television works, translators should pay attention to the organic

integration of letters, elegance, and other aspects, to achieve the best effect. In the cross-cultural communication of dramatic texts, attention should be paid to seeking common ground while reserving differences, and it should be appropriately adjusted and supplemented on the premise of respecting the original work. As long as the quality of the translation is ensured, cultural communication can be realized.

Disclosure statement

The author declares no conflict of interest.

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