

An Exploration of English Translation Skills and Strategies from a Cross-cultural Perspective: A Case Study of Chinese Wine Culture Translation

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Abstract: With the increasing export volume of Chinese liquor, the influence of Chinese liquor culture in the world is also increasing. Chinese liquor enterprises are gradually going to the international market. The importance of Chinese liquor culture translation to foreign countries is becoming more and more prominent, which promotes the cultural exchanges between China and the West. Chinese wine culture is an important part of the excellent traditional culture of the Chinese nation, showing the Chinese nation's craftsmanship, excellence, advocating nature, love life, hard work, and good character, which plays an important role in the spread of Chinese culture. Based on a cross-cultural perspective, this paper analyzes the principles of English translation, analyzes the current situation of Chinese wine culture in English translation, and puts forward some strategies to adopt domestication translation, improve the logic of translation, make abstract things concrete, and highlight the aesthetic value of Chinese wine culture, to comprehensively improve the translation quality of Chinese wine culture in English translation and further promote the transmission of Chinese wine culture.

Keywords: Cross-culture; Chinese wine culture; English translation; Principles of translation; Translation skills

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1. Introduction

Chinese wine culture includes elements such as wine-making technology, drinking customs, and the cultural symbol of wine, which contains a unique aesthetic value and has gradually become a new carrier to publicize Chinese culture. To better publicize Chinese wine culture, translators should do a good job in the English translation of Chinese wine culture, apply cross-cultural pragmatics to the English translation of Chinese wine culture publicity texts, skillfully translate liquor brewing technology, liquor enterprise culture, and related ancient poetry, and help western consumers better understand Chinese wine culture. At the same time, in the process of translating Chinese wine culture into English, translators should respect cultural differences and avoid blunt

literal translation but should combine English thinking to translate, grasp the accuracy and aesthetic value of Chinese wine culture translation, and carry out creative translation of wine culture terms to further improve the quality of Chinese wine culture translation.

2. Principles of English translation of Chinese wine culture from a cross-cultural perspective

2.1. Respect for cultural differences

From a cross-cultural perspective, the English translation of Chinese wine culture should adhere to the principle of respecting cultural differences, conduct a comprehensive analysis of the translation, clarify the linguistic, cultural, and aesthetic differences between Chinese and English, focus on the analysis of the differences in word structure, language organization, sentence pattern expression, and other aspects, adjust the translation word order, and grasp the vocabulary and grammar used. This is to improve the accuracy of the English translation of Chinese wine culture ^[1]. For example, translators can heighten the artisan soul, by taking the artisan spirit as the key point in translating Moutai's enterprise culture "Maintain the artisan ingenuity, heighten the artisan soul" to heighten the artisan spirit by taking advantage of "maintain" and "heighten" in English, to help western consumers accurately understand the complex process of Moutai brewing and improve their translation level.

2.2. Close to the audience's cultural way of thinking

In the process of translation of Chinese wine culture into English, it is necessary to analyze the thinking mode of Western audiences, clarify the differences and characteristics of Chinese and Western cultures and languages, examine the translation from the perspective of Western audiences, grasp the logical relationship between different cultures and languages, and make translation based on national conditions, regional culture, and economic differences, to ensure the accuracy of the translation and improve the quality of Chinese wine culture into English. Thus, this can allow a better dissemination of wine culture. At the same time, in the process of translating Chinese wine culture into English, translators should refine the elements of the target text, flexibly use inverted sentences, emphasis sentences, and other special sentence patterns according to the expressions of Western languages, avoid blunt literal translation, adjust the sentence patterns and word order of the target text, make the English translation more in line with the expression habits of Western countries, and help Western audiences understand Chinese wine culture ^[2].

2.3. Spiraling meaning increases

In the process of English translation of Chinese wine culture from a cross-cultural perspective, it is necessary to respect the differences in history, culture, and ideology, respect the thinking modes and language expression characteristics of different countries, consider the scientific nature and artistic nature of translation, spread the excellent traditional Chinese culture through English translation of wine culture, promote the cultural and economic exchanges between different countries, and give full play to the value of English translation ^[3]. In addition, in the process of translating Chinese wine culture, translators can start with the winemaking process and wine culture in literary works, and introduce in detail the brewing process, taste, and beautiful emotions of Chinese liquor, which can not only help Western consumers understand Chinese liquor, but also help them understand Chinese culture through liquor, and improve the translation level of Chinese wine culture.

2.4. Faithfulness of the translated text to the original

In the process of translating Chinese wine culture, translators should be faithful to the original text, fully respect the author of the original text, make clear the core ideas and emotions of the original text, coordinate the relationship between the translated text and the original text, so that western audiences can have a more objective, correct and comprehensive understanding of Chinese wine culture to build a bridge and promote cultural exchanges between China and the West ^[4]. From a cross-cultural perspective, to ensure the readability and acceptability of the translation, translators should not only ensure the easy-to-understand language, but also ensure precise wording, and use concise English sentence patterns and accurate words to translate Chinese wine culture, to better spread Chinese wine culture and promote Chinese culture.

3. Current situation of English translation of Chinese wine culture from a cross-cultural perspective

3.1. Transliteration mainly uses Chinese pinyin directly

At present, the direct use of Hanyu Pinyin is a common problem in the English translation of Chinese wine culture. Due to the lack of understanding of Hanyu Pinyin in Western countries, it is difficult to understand the true meaning behind Hanyu Pinyin, which affects the understanding of the translation by Western audiences and makes it difficult to feel the charm of Chinese wine culture. For example, the English translation name of “Huadiao Jiu” is “Hua Diao Jiu.” Using Hanyu Pinyin instead of English translation can hardly highlight the taste and characteristics of Huadiao Jiu, which affects Western consumers’ understanding of Huadiao Jiu. This translation mode cannot reflect the connotation of Chinese wine culture, nor can it highlight the different types, tastes, smells, and brewing work of Chinese liquor, which is one of the problems that translators have to overcome ^[5].

3.2. Direct translation leads to irrelevance

Many translators prefer direct translation when translating translations about wine culture. There is a big difference between the English translation and the Chinese translation, which leads to the problem that the translation and the original text are irrelevant. For example, when translators translate baijiu as “soft taste”, they often translate it as “The taste is soft”, mainly to express the soft taste of baijiu, which is far from the Chinese expression, affecting the Western audience’s understanding of the taste of Chinese baijiu ^[6]. To solve this problem, translators should grasp the relationship between Chinese expression and English translation in the subsequent translation, and adopt a way that is more suitable for Western audiences.

3.3. Translators have a shallow understanding of Western culture

When translating Chinese wine culture-related translations, some translators ignore the combination of Western culture and prefer to translate word by word and sentence by sentence, using Chinese thinking to translate, which affects the accuracy of the translation. In the process of translating baijiu names, translators simply translate them word by word, such as directly translating bamboo leaf green wine, in which bamboo leaf means bamboo leaf, while wine means wine. The two contradict each other, which makes Western audiences confused. This affects the effect of the baijiu name translation ^[7].

4. English translation skills and strategies of Chinese liquor culture from a cross-cultural perspective

4.1. English translation skills of Chinese wine culture from a cross-cultural perspective

4.1.1. Skillfully use the domestication translation method

When translating Chinese wine culture from a cross-cultural perspective, translators should make clear the purpose of the translation, conduct a comprehensive analysis of the translation, identify the wine culture elements contained in the translation, and translate with accurate words and grammar in line with English expression habits as much as possible. First of all, the translator should identify the target audience of Chinese wine culture translation, complete the translation with short and easy-to-understand language, help the Western audience to understand the types, taste, and brand culture of Chinese liquor, highlight the theme of English translation, and better disseminate Chinese wine culture^[8]. For example, when translating the Moutai advertisement slogan “China Moutai fragrance wafts around the world”, translators can translate it as “China Moutai, A Toast to the World.” The translation of “A Toast to” is more accurate, and toast is translated as “toast and cheers” to express the good wishes of Moutai to the people of the world, highlight the positioning and cultural connotation of Moutai, and introduce Moutai’s outstanding flavor and long aftertaste. Simple English translation of advertisement words can help Western audiences have a comprehensive understanding of Moutai, and further expand Moutai’s international popularity^[9]. Secondly, in the process of translation, translators should respect the cultural differences between English and Chinese, ensure the accuracy and emotional expression of the translation, and help Western audiences to have a thorough and comprehensive understanding of Chinese wine culture^[10]. For example, translators should conduct a comprehensive analysis of the original Chinese text, extract key information, select words and phrases related to the key information, respect the language expression habits of Western audiences and customs of different countries, reorganize the structure of the original text, and skillfully use various rhetorical devices and sentence patterns to make the translated text related to Chinese wine culture more in line with the language habits of the target audience to improve the quality of English translation of Chinese wine culture^[11].

4.1.2. Improve the logic of English translation

There are differences between English and Chinese in language habits, expressions, and cultural backgrounds, which not only affect the sentence structure but also the translation structure of Chinese wine culture. Therefore, in the process of translating Chinese wine culture, translators should respect cultural differences, integrate cross-cultural pragmatic theories into English translation, pay attention to the logic of the target text, refer to English news reports and literary works, pay attention to translation analysis and logical thinking, and highlight the central idea of the target text by using topic sentences. It can then be divided into several points to explain the classification, brewing process, taste, and wine culture of Chinese wine, and make reasonable use of connectives to make the translated logic clearer and promote the connection between the translated sentences, to improve the translation level^[12]. At the same time, when translating materials related to Chinese liquor culture, translators should clarify the main theme, central idea, and cultural elements of the original text, extract the main viewpoints of the original author, clarify the translation hierarchy, adopt a progressive structure with distinct priorities for translation, and make clever use of pronouns to avoid repeated information in the translation. This can make the English translation of Chinese liquor culture more concise and clear^[13]. For example, when translators translate the Tuopai enterprise culture concept of Chinese liquor enterprises, they can put “people-oriented, scientific development, safety and harmony, realistic quality, perfection for people, and beauty for life” as the central

idea of translation, highlighting the values of Tuopai Group people-oriented and the pursuit of liquor quality, combined with the characteristics of Western audience thinking, translation ethics, thus translating as “people-oriented, scientific development, safety and harmony, truth-seeking quality, seeking perfection for people and seeking beauty through life”^[14].

4.2. English translation strategies of Chinese wine culture from a cross-cultural perspective

4.2.1. Make abstract things concrete

Chinese wine culture has distinct Chinese characteristics, which not only reflects the winemaking process and taste but also reflects the corporate culture. Therefore, in the process of translation, translators should base on a cross-cultural perspective, make adjectives, allusions, and ancient poems in the Chinese translation concrete, and transform abstract into concrete, to help Western audiences better understand Chinese wine culture. First, in the process of translation, translators should not only ensure the independence of Chinese wine culture, but also ensure the openness of English translation, organically combine Chinese wine culture with world wine culture and Western culture, reflect the integration characteristics of different cultures, ensure the accuracy of English translation, and realize the cultural communication between China and the West and carry forward the excellent traditional Chinese culture with the help of English translation of Chinese wine culture^[15]. For example, when translating books related to liquor culture, translators should first analyze the Chinese content, understand the context and central idea of the original text, and make clear the elements such as rhetoric devices, unique Chinese historical allusions, historical figures or ancient poetry contained therein, and translate them with short and precise language to make the translation easier to be accepted and understood by Western audiences to improve the English translation level of Chinese liquor culture. Second, from a cross-cultural perspective, translators should skillfully use rhetorical devices to reflect the implicit and elegant characteristics of Chinese in the English translation, so that Western audiences can understand China and Chinese culture through the translation of Chinese wine culture^[16]. In the process of translation, the translator should make the abstract words concrete. In short, translators should adhere to the unique expression of Chinese in the process of translating Chinese wine culture, and use English thinking to re-translate more abstract Chinese adjectives, to make the translation of wine culture more smooth and cultural^[17].

4.2.2. Skillfully translate the image beauty of wine

From a cross-cultural perspective, when translating literary works about wine culture, translators should highlight the aesthetic value of literary works and use concise sentence patterns to translate literary works to reflect the concise beauty of Chinese. Wine culture is an enduring theme in Chinese ancient poetry, which can not only express an optimistic and open-minded attitude toward life, the memory, and blessing for relatives and friends but also express the wish for a better life, providing quality materials for the dissemination of Chinese wine culture. For example, in Tang Dynasty poet Wang Wei’s “Sending Yuan Er to Anxi”, he borrowed the phrase “urge you to make a cup of wine and leave Yang Pass for no reason” to express the feeling of farewell and wish to Yuan Er, a friend who is about to go to the border. Chinese translator Xu Yuanchong cleverly translated the image of “wine” in this poem, thinking that “wine” represents the poet drinking a cup of wine again, and translated it as “I invite you to drink a cup of wine again; West of the Sunny Pass no more friends will be seen.” This translation not only portrays wine as a symbol of sincere friendship but also expresses the poet’s longing to say goodbye to his friends and his good wishes for his friends in the future^[18]. In the process of translating Chinese wine culture, translators

should pay attention to the image of wine in the original text, especially the elements such as ancient poetry and historical allusions, and draw on the principle of “three beauties” in English translation, that is, grasp the “sound, form and meaning” of the English translation, and respond according to the English expression and sentence structure, to help English readers understand and accept the English translation. The wine culture and image in the original Chinese text should be preserved to the maximum extent, to realize the aesthetic representation and cultural transmission of literary translation^[19].

5. Conclusion

In short, from a cross-cultural perspective, Chinese wine culture has gradually spread all over the world and won the favor of many foreign friends, attracting more foreigners to learn Chinese, understand Chinese wine culture, explore Chinese culture, and promote the spread and development of Chinese culture. Translators should practice a sense of mission and responsibility, take Chinese wine culture as the carrier, skillfully translate Chinese wine cultures-related news, ancient poetry, etc., and actively publicize Chinese liquor enterprise culture, brewing process, and cultural value, to further promote the spread of Chinese wine culture. At the same time, in the process of translating Chinese wine culture materials, translators should skillfully use domestication translation, improve the logic of English translation, materialize abstract things and subtly translate the image beauty of wine, constantly improve the quality of English translation of Chinese wine culture, so that Chinese wine culture can be introduced to the world.

Disclosure statement

The author declares no conflict of interest.

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