Using Big Data Technology to Assist in Analyzing the Influence of Cultural Context on the Translation of English and American Literature

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Abstract. With the change and development of the times and the deepening of economic globalization, people in various countries and regions have also established closer communication and exchange. It is undeniable that literature plays an important and irreplaceable role in the process of cultural exchange in various regions. With the close communication between China and the west, the translation of British and American literature is playing an increasingly important role. Therefore, it can be called a bridge of cultural communication between China and the West. In the process of translating English and American literature, context culture has a great influence on the content or form of its translation. Based on the above reasons, it is necessary to analyze the author, translator and reader of the original works in the process of translating British and American literature, the different contextual cultures of the three, and how this will affect the translation of literature, so that more translators can translate more high-quality articles, and lay a good foundation for the cultural exchange between China and the West. Based on this, this article uses big data technology to help analyze the influence of cultural background on the translation of English and American literature.

Keywords: Context Culture, British and American Literature, Translation, Influence, Big Data Technology

1. The relationship between English and American literary translation and context culture

Language is an important form of expression of culture. We can even say that its essence is a culture. But in the process of language formation, it will be influenced by various environments and cultural factors, that is, the influence of culture on context. Based on this, in the process of translating British and American literature, the influence of cultural context should be fully analyzed and considered in order to achieve the purpose of accurate translation. The following is the specific expression of the
relationship between the two\textsuperscript{[1]}.

1.1. Definition of relevant concepts

First of all, the most basic thing is to define the concept of context culture. The so-called context culture is different from the concept of "culture". It includes mainly the following aspects as shown in figure 1 below. This is mainly because language plays a very broad role, including different fields, different classes and even different ideologies\textsuperscript{[2]}. Some scholars put forward the view that language and its corresponding culture determine what we can or should say, so we can regard it as a higher class ideology. In addition, some scholars believe that in the process of language learning, the most important thing is to select words and make sentences, such as the origin of the more familiar "deliberative" words\textsuperscript{[3]}. However, the realization of this step still needs to master the ability of cultural context and cultural foundation, the translator needs to understand the local language characteristics, carefully consider the different intentions of each word, and avoid the translation of words that fail to reach the intended purpose.

![Figure 1. Aspects of context culture concept.](image-url)

1.2. The influence of context culture on the translation of English and American Literature

Secondly, we can further explore the relationship between the two. The process of translation is not simply a mechanical process of transforming one language into another. A good translation can not be separated from a profound interpretation of the context of the text. In other words, in order to achieve good translation results, it is necessary to understand the cultural context of different countries and regions. Moreover, this work should not be limited to books, but should enter into the real life of local people, and communicate with them more intuitively, so as to realize the in-depth understanding of the local cultural context. Based on the important and irreplaceable role of cultural context in the process of English and American literature translation, we must associate literature translation with various cultural factors. A good literary translation should not only highly restore the original content, but also fully display the local cultural characteristics, that is, reflect the cultural context of a region. In a word, cultural context plays a very important role in literary translation, so it is an essential work to be an excellent translator and to improve his ability of recognizing and applying different cultural contexts\textsuperscript{[4]}.

1.3. The influence of English context on Literary Translation

We often say that there is a certain reason for this saying to be put anywhere. Native English speakers mainly live in coastal areas, so their cultural context is quite different from that of people who live in
the inland all the year round. For example, native English speakers have long been influenced by scientific and rational cultural atmosphere, so they are very keen to use passive sentences in the process of "speaking" and "writing". For example, influenced by religious culture, they have a very high respect for God, so they often use the word "God" in the process of language expression. In addition, in English literature, we can also see the influence of religious culture, for example, stories related to the Bible often appear, or proverbs developed from some stories. In a word, the influence of Western religious culture on literary works not only has a large scope, but also has a certain depth. Therefore, in order to achieve the accurate translation of British and American literary works, it is necessary to have a profound interpretation of their religious culture and the Bible and other works, and to have a deep understanding of the social background and living environment in which they live, so as to accurately express the author's thoughts.

To sum up, cultural context plays an important role in the translation of British and American literature. It guides the translator how to translate or how not to translate. It also puts forward higher requirements for the translator's translation, that is, as a qualified translator, he must constantly improve his ability to identify and apply different cultural contexts, so as to achieve better translation results[5].

2. Contextual culture of the original author and translator

The influence on the translation of British and American literature is different for each nation. The national values and cultural psychology formed gradually under the influence of history and culture determine the author's different language and behavior patterns. Although the common Politeness Expressions are universal, they are different in the way of realization and judgment in English and Chinese. The isolation mechanism and the self-sufficient agricultural economic model of the semi-colonial and semi-feudal society in traditional China have created different cultural mentality, and the individual value is based on the existence of groups and embodied by them. People in different regions are influenced by local culture and have different personal growth experiences, so they have different ways to express the same thing. It is reflected in the process of literary creation and translation that the original author and translator will use different forms and techniques of expression to make literary works "brand[6]. Its specific performance is as follows in figure 2 below.

![Figure 2. Contextual culture of the original author and translator.](image)

2.1. The influence of the cultural context of the original writers of English and American literature on Translation
First of all, the works of British and American writers can reflect their growing environment. We take Robert pence, a famous British poet, as an example. He lived in the countryside when he was young, so the rural culture had a great influence on his literary creation. He praised the industrious and simple farmers, the beautiful rural scenery, the free and comfortable life, and the simple and beautiful love. Through this example, we can see that in the process of translating British and American literature, we should first understand the background of the times and the life experience of the author, so that the style of translation can match the emotion that the author wants to convey, and more accurately express the content and emotion that the author wants to express, so that we can call it "one" Excellent translation works.

2.2. The influence of cultural context on translation of English and American literary works

When translating English and American literature, the translator must stand on the position of the author of the original work, understand the content and thoughts and feelings of the original work more deeply through his living environment and growing experience, so as to accurately express the author's ideas and convey accurate and effective text information for the public. In addition, translators should get rid of the shackles of their own inherent thinking as much as possible, and go deep into the author's creative mood and creative environment as much as possible, so as to show the author's ideas perfectly to the public without personal feelings, so as to achieve more accurate and smooth translation of literary works and optimize the content of text translation.

3. The influence of readers' contextual culture on the translation of English and American literary works

The basic purpose of translating different literary works is to make more readers understand different cultures and obtain more spiritual wealth. It can be said that the target of translation is the vast number of readers, so the influence of readers' cultural context on literary translation must be considered in the process of translation, so that the translated literary works have a higher degree of agreement with the needs of readers.

In the process of translation, the optimization of translation skills and the mastery of cultural characteristics are the preconditions for translation. As for translators, due to their own cultural differences, translation ambiguity will occur, and lack of cultural literacy will directly lead to the deviation and error of the translated text. When polysemous words are used in an inadequate context, it is easy to be misunderstood. In the translation of American English, how to choose vocabulary accurately and how to use it has become a problem that has to be explored in depth. To determine the meaning of the target language is greatly influenced and restricted by the context. Taking common words for example, they are flexible in meaning, uncertain in meaning, and will be given a new meaning in different contexts.

4. Conclusion

This paper uses big data technology to assist in analyzing the influence of cultural background on the translation of English and American literature, and draws the following conclusions: The translation of English and American literature should not be a simple literal translation, but a complex expression of language and emotion. Today's society demands more and more translators. They need not only to
master the basic rules and skills of translation skillfully, but also to have profound knowledge and profound cultural background, and to build the "bridge" of cultural communication between China and the West with a high sense of mission through hard practice and active innovation. Based on this, in the process of translating literary works, translators should not only fully consider the era background and growth experience of the original author, so as to adopt appropriate techniques and methods to translate British and American literary works, but also fully consider the audience of literary works, so that translation can be more in line with the needs of readers. The author believes that if a translator achieves the unity of the original author, the reader and his own context and culture, he or she will be able to translate works that satisfy the readers and realize his or her own value.

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