Using Big Data Technology to Assist in Analyzing the Language Differences between English and Chinese Cultures and Translation Capabilities

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Abstract. Driven by increasing trend of globalization and more frequent international exchanges, students in universities and colleges should distinguish the differences between Chinese and Western cultures to solve the problems and avoid mistakes in translating. Influenced by different cultures, there also exist differences between the cultural connotation of English and Chinese, directly having effects on the language expression. With the development of the times, big data technology is particularly important in terms of language differences and translation between English and Chinese cultures. Therefore, it is necessary for translators to adopt relevant optimization strategies to carry out the smooth English-Chinese translating work. Based on the linguistic differences between these two cultures, relevant suggestions will be put forward for English-Chinese translating work to improve the accuracy.

Keywords: Big Data Technology, Difference, Translation Ability

1. Introduction
For different cultural environments in China and the West, there are often specific differences in language expression, which will directly impact on translation work. Therefore, English and Chinese workers should fully understand the differences between English and Chinese language expressions and pay attention to the translation work to reduce errors. Secondly, translators can ensure that the translated works are universally recognized by the society only when they start translating from the national culture, and thus can improve their translating ability. Furthermore, the translating should be made with flexibility and the language structure should be adjusted according to the specific cultural background to ensure the integrity of language translation. The differences between Chinese and Western cultures are numerous and complicated. Therefore, for translators, it is necessary to start from the mastery of culture in order to better improve their translating ability.

2. Translation differences in language differences between English and Chinese
The differences between Chinese and Western cultures have made many semantic deviations in many translators’ working. The scope of culture is very broad, including the differences between Chinese and Western food culture, folk customs, etc. Therefore, in the process, translators should clarify the differences and carry out flexible situation transformation to improve the accuracy of language
translation. In addition, the differences between English and Chinese are also reflected in the use of vocabulary and the expression of sentence patterns, for which translators should compare the translation according to the existing differences to optimize the translation quality level and improve the social recognition of translated works.

3. Improving strategies for translation ability in language differences between English and Chinese
The difference between Chinese and English leads to great differences in the expression process of the language. Therefore, to grasp the key points during translating is needed to improve the accuracy of the language. There are two aspects in the optimization strategy on translating ability, and one is to improve the English comprehension ability and the other is to promote the Chinese expression. The discussion of these two aspects are as follows.

![Figure 1. Translation process](image)

In terms of the English comprehension, translators should improve the flexibility during translating, and guess the meaning of uncommon words through a large amount of sentence information to ensure the smooth translating work. At the same time, we must also take the different meanings represented by the same words in the language and culture into account to better apply words to the understanding of English sentences and Chinese expression. Secondly, in the structure of English sentences, it is necessary to understand its general meaning with flexibility, and to decompose the use of rhetoric and complex sentences to improve the accuracy of translation. In addition, translators need to make implicit judgments based on specific situations and figure characters to optimize the translation.

For example, when translating the English sentence "Inappropriate shoes are still inappropriate on the most beautiful feet", it is necessary not only to understand the literal meaning, but also to judge the deeper meaning of the language in combination with the specific situation, so as to improve the translator's understanding of English language. And then the meaning of sarcasm in the language can be better expressed, and the overall quality of translation can be improved.

As another example goes, when translating the sentence “He who does not know what is going on will never be handsome”, the translator may make it “A man cannot be handsome is he doesn’t know how to get along with others” if he fails to fully understand the deep meaning. The true intention of the author is misunderstood.

In fostering the Chinese language ability, the meaning in English should be translated into Chinese words that are easy to understand, and the social cognition to the translation works can also be enhanced. In the development of Chinese expression ability, the first premise is to familiarize English
remote words. [4] For example, when translating the sentence “One's success depends not only on perseverance, but also on opportunity and courage”, the unknown words should be understood and at the same time, the gradual expression should also be shown. Secondly, translators must pay attention to the rationality of the translation structure and the English semantics can be expressed more reasonably with reasonable Chinese decoration. For example, when translating the sentence “In study, if you don't take steps to keep improving, you will fall behind others. Like rowing, not to advance is to retreat”, the Chinese idioms can be used to carry out a simple translation "Learning is like rowing upstream, not to advance is to drop back", to improve the accuracy of language expression, as well as the fully expressed beauty. [6] Moreover, in the accuracy control of language expression, some translators often affect the accuracy of language expression due to their highly frequent language output. Common mistakes mainly appear in the misreading or mis-sounding of English words and the semantic expression may be deviated. For example, when translating the sentence “It speaks volumes about his will and her ways”, it is easy to refer to the translation of the English sentence “Where there is a will, there is a way”, and to make it the same Chinese translating result. As a result, the quality of translation is affected, as well as the improvement of the translator's level.

4. Conclusion
In summary, only possessing full knowledge of the cultural structure of English and Chinese language with differences from the two cultures, translators can improve the flexibility of language translating as well as their own ability. During the translating, translators should adjust the language translation structure in the light of the specific cultural background, and the accuracy of language translation can be better obtained. Use big data technology to solve problems related to the differences between English and Chinese cultures and languages, so as to increase cultural knowledge and optimize transmission structure.

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