Factors Affecting Overall Positive Translation Quality And Its Association With The Cultural Sensitivity Of The Language: An In-Depth Study On The Minimization Of Differences In English & Chinese

Jiang Cui[1*], Velvizhi Murugesan[2]

1*Research Scholar Lincoln University College Malaysia
2Lincoln University College Malaysia
Email: jiangcui@lincoln.edu.my

ARTICLE INFO	ABSTRACT
	The ability to convey meaning across different languages and cultural contexts is why translation is so important for promoting effective intercultural communication. Problems in efficient communication between people of different nationalities and language backgrounds may have serious consequences for all parties involved. Everyday life and international communication are profoundly affected by the process of translation. The results of this study should be of interest to those who have a stake in this field. For those who aren't well-versed in translation, this research does double duty: enlightens and entertains. Educators and groups working to improve the training of professional translators may find this material useful. Improving translators' understanding of their responsibility to provide correct translations and developing plans to more effectively meet this obligation going forward are the primary goals of the effort. **Keywords:** *Intercultural communication, Professional translators, Minimising Differences.*

1. INTRODUCTION:

The researcher chose "Chinese to English translations: identifying issues and offering solutions" because to the link between technology communication and translation. Old translation programs in China are giving birth to new technological communication programs, although Chinese colleges don't provide full degrees in technology communication (Hall, 2018). Few universities offer a computer-aided translation & technical communication degree like Peking University (PKU). A dual degree program in cultural studies and technological communication is being developed in collaboration with PKU and the University of Twente. Technical communication and translation go together, suggest (Gao, Yu, and Jong, 2018). Localization commonly includes user interface translation while China's IT industry was young.

Technical communication & translation must now be considered one process for Chinese companies seeking worldwide development. Technical writers from China are being hired by IGT, IBM, EMC, and Symantec. (Minacori and Veisblat, 2018) find that translators & technical communicators need different skills in the US. In Europe, where both the field and academic programs for technical translation are still in their early stages, many students begin their careers in translation. This research was illuminating Chinese-to-English translation and give a solution for current translation practises (De Costa, & Li, 2019).

2. BACKGROUND OF THE STUDY:

A clumsy translation from Chinese to English, "Chinglish" has its roots in Chinese philosophy. Chinglish is an undesirable side effect of being born into a language where the concepts are different from those in English and Chinese. Disregard for ethnic variety contributes to Chinglish. According to (Guo, 2012), the most prevalent Chinglish error is mistranslating subject-verb pairs. Chinese and English grammatical conventions differ,

causing this error. When a translator knows the source & destination languages' cultures and languages, chinglish is reduced or eliminated.

Failure to provide cultural background might cause misconceptions. According to (Li, 2018) and (Sun, 2019), understanding cultural differences may improve communication. Literal translations without cultural context risk alienating or offending the target culture. Translation errors are attributed to translators' ignorance of Chinese and American cultures. Expert translators who understand both languages' cultures may assist connect speakers. They were understanding cultural differences and know not to interpret combustible language literally. Machine translation (MT) has many potential benefits, but it is crucial to be aware of the risks associated with using it without human intervention and its limitations. Machine Translation (MT) are topical and can express a text's primary notion even with chaotic grammar, according to (Aiken et al., 2017) and (Seljan et al., 2018). MT has a translatability gap for untranslatable words.

Overtrusting MT might lead to a mistake. Cultural references and idioms challenge MT technology. Given these problems, adding human translators with MT post-editing abilities is recommended. High-quality translation services need skilled expertise. (Sofer, 2018) and (Gouadec, 2019) argue that a good translator must have significant topic knowledge, adaptability, and a strong ethical code. An interpreter should follow these five steps to provide a high-quality translation: translation, confirmation, revision, proofreading, & updating (Biel, 2018). "A good translator has subject-matter expertise and professional honesty. The Chinese school system may benefit from better professional translation training if it properly educates future translators.

3. THE PURPOSE OF THE RESEARCH:

This thesis aimed to (1) compile an extensive list of typical issues in translating to Chinese to English, (2) account for the intended language's culture, (3) study the current translation industry, (4) investigate machine translation tool limits, and (5) measure translation quality. Translation from Mandarin to English Ineffective translation hinders cross-cultural communication. Intercultural interaction should be important to technical communication programs (Choi et al., 2018). The researcher used qualitative and quantitative methodologies to better grasp the issues.

4. LITERATURE REVIEW:

Corpus linguistics has been employed in tourist translation research, and translation academics have worked on geotourism and geoparks. (Han and Wang, 2014) provide a corpus linguistics research case to demonstrate its use. They argue that subtitling English curse words into Chinese is difficult due to culture. They used The Family, an Australian reality TV show, to create an English-to-Chinese corpus. The scientists observed that certain subtitling translation procedures don't capture the real sound of Chinese and that English curse words are hard to maintain (Alduais et al., 2022). Thus, they use a "reverse engineering" translation methodology (focusing on intended impact rather than content) to analyze them and discover that it improves Chinese subtitle authenticity. The translator may keep the intended meaning of the profanity in the translated version by using the 'literal' or 'category shift' subtitles. Studies may build a unique corpus, and conventional translation methods aren't always accurate (Alduais et al., 2022).

(Li, 2018) investigates the translation a menu from a restaurant for non-native speakers using a corpus-based technique, breaking down the translation by category (ingredients, cooking processes, and culturally distinctive names) due to the complexity and relevance of translation methods to tourism. The author examines the translation to a comparable corpus and concludes that the lack of consistency and superiority compared to Chinese is due to the simplicity of the translation processes (Wickham, 2021). Improve your translation skills with Li's help and multimodal translation based on Roman Jakobson's tripartite theory. Translation, according to Jakobson, falls into one of three types: literal translation, borrowing, or the use of symbols or nonverbal cues. This author draws the conclusion that visual representations of culinary art, together with nonverbal cues like Pinyin (the Chinese Phonetic Alphabet), are the most effective means of conveying cultural background, cooking techniques, and ingredients to non-Chinese speakers (Li, 2018).

5. RESEARCH QUESTION OF THE STUDY:

1. Does anybody know how to categorise the most common mistakes made while translating between Chinese and English?
2. When translating from Chinese to English, how does taking cultural context into account affect the correctness of the translation?
3. What is the usage of MT tools in the translation process?
4. How long have translators been in the field?
5. How can researchers improve the precision of Chinese to English translations?

6. RESEARCH METHODOLOGY:

The goals of this study were to increase knowledge of the consequences of Chinglish, clarify the nature of Chinese-to-English mistranslations, and bring attention to the ethical obligation of translators to provide accurate documentation. For a more accurate English translation, the author of this article returned to the initial study topics and expanded upon the literature review.

For this thesis, the authors used both quantitative and qualitative methods. A qualitative investigation was conducted by interviewing language instructors and professional translators. Cultural sensitivity conceptions were also established by the researcher via the use of semiotic analysis. Our quantitative technique included surveys and a sort of experiment with college students in China. Researchers supplemented quantitative surveys with interviews to get more in-depth information by asking more questions. Some translating best practices were revealed by the interview approach. There was support for combining human and machine translation (MT) methods in the results of the quasi-experiment. Problems with translation, cultural sensitivity, machine translation (MT), & the translation business were highlighted in the surveys. Eleven interview questions and nineteen survey questions were systematically grouped into four main sections for the study.
1.Issues in the examination of translation.
2.Evaluation of translation accuracy.
3.MT tools.
4.The field of translation.

Researchers double-checked that all questions were straightforward and simple to grasp before beginning the survey and interviews. The researchers kindly requested that everyone who responded answer the questionnaire and interview questions truthfully, using what they know and have experienced to the greatest of their ability.

• Research Design:
Beijing, Shanghai, Guangzhou, & Zhaoqing were the Chinese cities whose schools took part in the study. The poll was administered in six distinct locations, and it included students from four different schools. Tables 1 and 2 provide information on the interviewees' and survey takers' demographics. Notable professors and translators from many Chinese universities were in attendance, including Sun Yat-sen, Guangdong College of Management & Technology, Tsinghua, China College of Mining & Technology, & Zhaoqing University.

Graduate students from Guangzhou, China's Southern Medical University participated in the study. At the very top of the Chinese university rankings is Southern Medical University. In addition to a high level of competence, students often have a great desire to acquire a new language. Additionally, English majors have been successful in many other fields, such as translating medical papers, having essays published in Chinese publications with translation rights internationally, and winning national English-speaking competitions. Students from all around the globe are welcome at this university. Students at China's prestigious Shanghai International Studies University (SISU) were also polled. The World Association of Conference Interpreters has awarded SISU's Graduate Institute of Interpretation & Translation (GIIT) the "excellent" certification.

Table 1: Planned Interview Participant Groups

Interview	Number
Professors from Guangdong College of Business and Technology	2
Professors from Zhaoqing University	6
Professional Translators	2
Professors from Tsinghua University	2
Professors from China University of Mining and Technology	3
Professors from Sun Yat-sen University	5
Total	20

Table 2: Planned Survey Participant Groups

| Survey	Number
Zhaoqing University Junior English Teaching Major	42
Zhaoqing University Sophomore English Teaching Major	45
Zhaoqing University Sophomore English Foreign Trade Major	40
Zhaoqing University Sophomore Translation Major	39
Zhaoqing University Sophomore English Major	30
Guangdong College of Business and Technology	100
Southern Medical University	25
Shanghai International Studies University	40
Total	361

More than 300 undergraduates from Guangzhou, Beijing, Shanghai, and Zhaoqing who are fluent Mandarin Chinese were surveyed for the quantitative study. The pupils have spent a considerable amount of time in school studying English and come from a variety of educational backgrounds. Their diverse backgrounds and perspectives on Chinese college campuses led to their selection. Their main interests lie in learning about Chinese to English translation and talking about the company overall. Another option is to rapidly collect a bigger data set that is more indicative of the whole population.

• **Data Analysis:**
The study was deemed a quasi-experiment since participants were chosen voluntarily rather than randomly drawn from the public. As an extra stipulation, participants had to be proficient in English, limiting the researchers' ability to recruit from a wider range of native Chinese speakers. The auditor counted the number of errors produced by humans and computers in the sample. The examiner had already provided the correct answers for the test of proficiency in translating from Chinese to English. In the examination of Chinese-to-English translation, the error frequency was determined for every sentence.

Scientists compared human and machine translators' abilities to decipher Chinese text and express it in English using an Analysis of Variance (ANOVA). Researchers utilized two-sample t-tests to find out whether the human & generic machine groups had significantly different translation error rates. Researchers also used similar tests to look for notable differences among different groups of translators. To examine the correlation between demographic variables including age, education level, and social group and translation error rate, a generalized linear regression analysis was run. Researchers next calculated the gender gap in translation mistakes after adjusting for these variables.

• **Framework:**
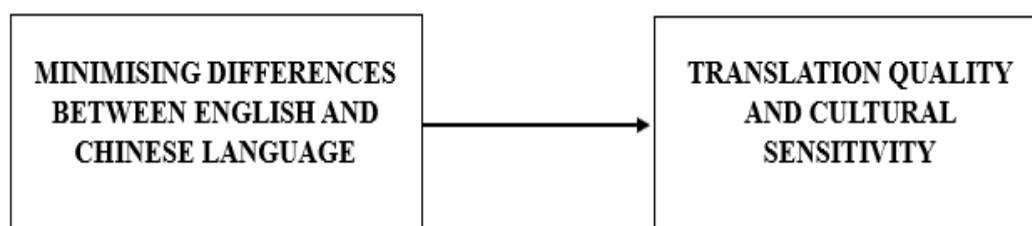
7. **RESULTS:**

• **Pilot Study:**
Pilot study quasi-experiments produced hypotheses and survey procedures. Human translators surpass robots in accuracy and social context awareness, early data show. The study's author collected a team of skilled translators who use machine translation (MT) or 10 open-source MT applications to develop a Chinese-to-English exam. Translated test phrases included 10 Chinese and 15 English. With the help of two expert translators, many prestigious Chinese universities—including Tsinghua, Sun Yat-sen, Zhaoqing, Guangdong, and China University of Mining and Technologies—joined forces. Interviews were held in Beijing, Guangzhou, and Zhaoqing from December 10–28, 2015. After meeting several respondents at Montana Tech over her summer 2015 volunteer work, the researcher focused her study on them. Other researchers know were questioned. Every survey respondent was enthusiastic about the initiative and willing to share their ideas. Eighteen of the twenty interviews were with academics from schools and institutions varied in size, renown,

specialization, and location. Famous Beijing institutions include Tsinghua and the China University of Technology & Mining. Renowned southern Chinese institutions include Sun Yat-sen University, Zhaoqing University, and Guangdong Technology & Business. In terms of science and technology, Tsinghua is the best Chinese institution. Ranking fourteenth is Sun Yat-sen University. Ages varied from 25 to 66. Ten men and thirteen women were questioned. The 18 participants' Chinese-to-English translation skills for scientific publications and conferences varied. Translation and cross-cultural communication are five department leaders' specialties. These teachers teach English, geography, & renewable energy. Two Chinese-to-English translators were interviewed. Some of the schools in Guangdong that took part in the poll were Shanghai International Affairs University, Southern Medical School, Guangdong College of Business & Technologies, and Guangdong College of Business & Technologies. These schools teach a range of disciplines in English for at least twelve years. Each person speaks English fluently. The study included students from medical practice, biology, orthopaedic surgery, teaching Chinese, company, bilingualism, instructing English as a foreign language, translating, English education, global economics or commerce, medical practice, medical technology, teaching Chinese, tourism, and biomedical engineering.

- **Interview Coding:**

First, the interview transcripts & researcher's notes were verified. The researcher meticulously translated all Chinese-to-English interview transcripts. The researcher provided the interviewees a copy of the interview transcript and asked for input on any portions that needed additional explanation. The researcher entered all interview details into an Excel spreadsheet. This contained the overall number of questions, participant replies, and relevant keywords. The researcher coded responses by language and thinking. The researcher classified code terms properly. The researcher then divided the code into five groups. The basic machine translation elements are "other," "translation process," "culture," or "language." Language code includes topic matter, idioms, grammar, vocabulary, and both languages. Cultural norms shape thinking. MT data contains the interviewee's MT tool usage, including when and which. The interpreting code lists the interviewee's project methods. Researchers assign interviewees to the third code if their answers don't fit within the first four. In a different group, one respondent said that knowing the political climate helped them choose a translation. One coder noted their restricted vocabulary made translation challenging. Researchers employed secret "word meaning" coding to reach this result. More often, this is called language and vocabulary.

Figure 1: Interview Coding Illustration
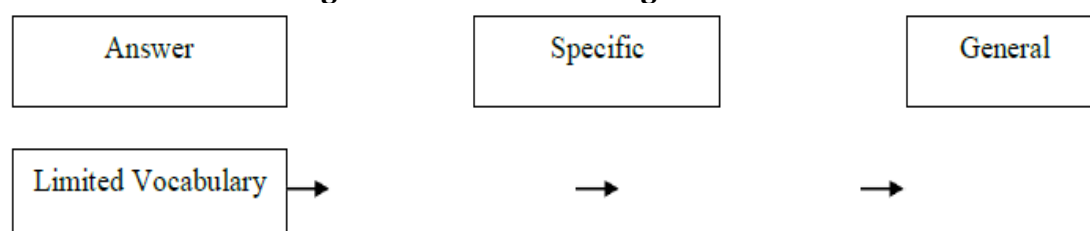
Because they include the replies of the respondents, these overarching categories formed the basis of the selection. Following coding, the researcher examined each respondent's replies for commonalities in order to spot trends in the qualitative data.
A set of interview questions was developed for each of the above listed groups.

- **Survey Data Collection:**

Researchers looked at the important studies using a two-sample t-test. People who took the poll were divided into two groups according to how serious they were in becoming professional translators: results 1–6 very improbable, results 7–9 possible. The results show that students with aspirations of becoming translators are significantly more worried about getting their translations right (x =8.4, SD=1.25, n=283) than students without such aspirations (x =7.7, SD=0.85, n=45), with a statistically significant difference ($F_{(1, 328)}$ = -73.0, $p < 0.000$).
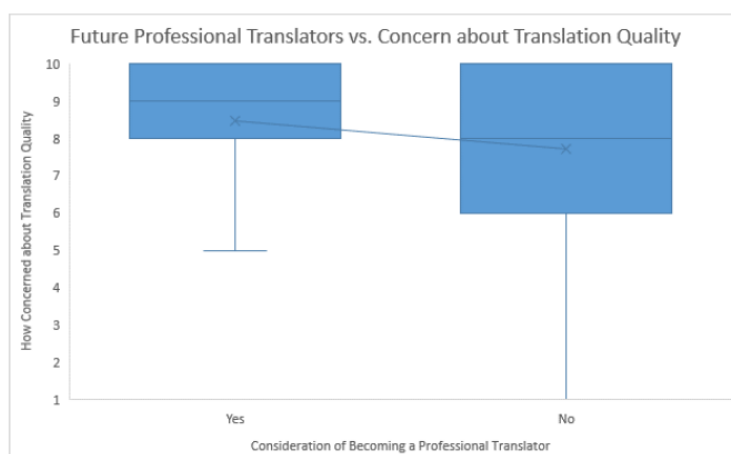
Figure 2: Future Professional Translators vs. Concern about Translation Quality

The results of the poll showed how consumers felt about the caliber of professional machine translators compared to free internet translators. With a sample size of 184 and a confidence level of 56.2%, the findings demonstrate that commercial automated translations are not considered more effective than free ones.
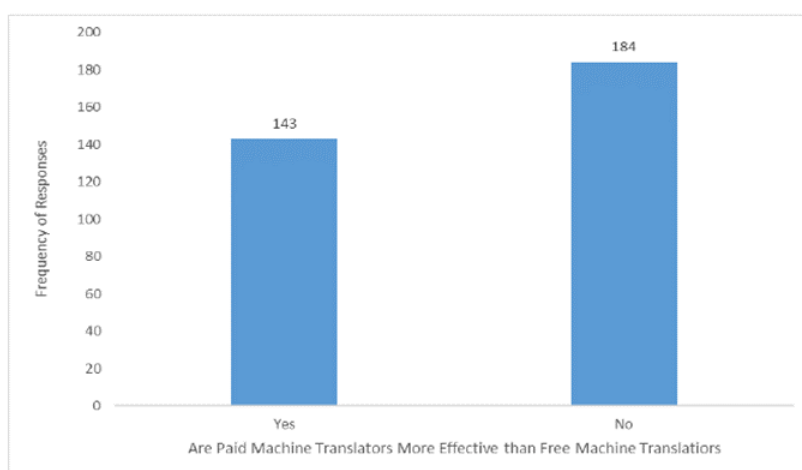
Figure 3: Perceptions of Participants Regarding the Efficacy of Paid Machine Translators vs Free Machine Translators

The extent to which individuals were prepared to pay for a more advanced tool in the hopes that it would enhance the quality of translation. From the 241 respondents polled, Figure 4 reveals that 73.7% are opposed to funding a machine translator.
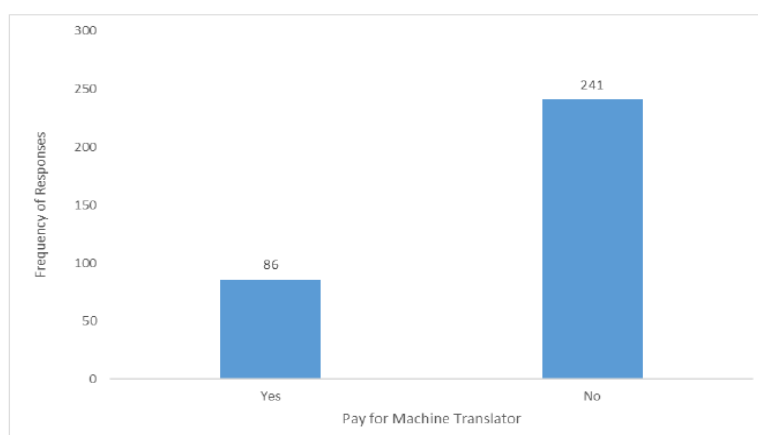
Figure 4: Participants' Choices of Paying for a Machine Translator

To better understand the translation industry and the opinions of Chinese professors and students, researchers conducted surveys and in-depth interviews. Better translation methods and culturally sensitive training, in their view, would be beneficial to the translation profession. Even if membership rates are modest, a lot of people who fill out surveys and interviews use free MT applications to translate strange words and phrases. Everyone agrees that only professionals should translate important articles. Among students in both the interview and survey groups, the number of daily MT users rose dramatically.

8. DISCUSSION:

The "Chinese to English the translation: recognising issues & proposing remedies" research sought to improve Chinese-to-English translations. This chapter evaluates research and interview and survey results. This dissertation portion must contextualize the results within the study aims and literature review. Results support premise and questions. To back up the claim, this chapter employs semiotic analysis of social norms in Chinese-to-English translation. To close a knowledge gap in the literature on Chinese-to-English translation, semiotic analysis was used. This method helped generate, comprehend, and evaluate research results. This setting includes semiotic analysis; therefore, a short review of semiotics & translation is appropriate. Semiotics defines translation as reading a book in a particular language and writing down its meaning in another. Semiotic slips occur in Chinese-to-English translation. In order to decipher and re-encode the original text for the intended audience, interpreters use Charles Sanders Peirce's interpretive triangle—the signedified, signifier, and object. A signifier is a phrase or word that evokes an idea, while an object is its subject.

9. CONCLUSIONS:

This research addressed Chinese-to-English translation. Cross-cultural & technical writing are correctly translated by this study. Professional translators and cultural involvement could gain from this discussion. American educational institutions desire more Chinese students. Translation and communication challenges may impact students' social, educational, and cultural lives. This research helps interpreters & Chinese college candidates. This study is essential for Chinese-to-English translators. Participants learned from the researcher's translation & literature analysis. Scholars, professionals, or college students claim Chinglish impairs Chinese-to-English translations. Cultural sensitivity, syntax, and vocabulary shaped Chinglish. Culturally unique Chinese education developed Chinglish. English culture and language are ignored in Chinese classrooms. China values standardized testing above classroom instruction. China restricts pupils' academic pursuits and university entrance exam results. A lack of motivation to challenge authority figures or a concentration on memorization may inhibit some Chinese pupils from thinking critically. Culture shock may come from Western schooling and English-speaking lives.
Second, idiomatic translation requires reader cultural knowledge. Translation must account for cultural differences like Chinese and English idioms. In translating from Chinese, consider English convention and cultural connotation. Translators must consider both cultures' beliefs while delivering potentially different concepts. Cultural norms and terminology must be examined.

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