



"Reducing Disparities Between English And Chinese: A Comprehensive Examination Of The Elements Promoting Overall Positive Translation Quality And Their Relation To Cultural Sensitivity In Language"

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Abstract

The process of translation is of the highest relevance for the development of effective intercultural communication because it facilitates the transfer of meaning across a broad variety of cultural settings and languages. This is why translation is so important. Consequently, the process of translation is an undertaking that is of exceptional significance. The incapacity of persons who come from various cultural and linguistic backgrounds to engage with one another in an effective manner may have significant ramifications for all those who are involved who are involved in the situation. In addition to having a significant influence on the communication that takes place across international boundaries, the process of translating has a significant impact on a range of aspects of day-to-day operations. As a result of the findings of the study, those who have a personal interest in the subject matter that is being examined ought to find the findings to be intriguing. The findings of this study provide a second function, in addition to the information that they teach and the amusement that they provide to persons who are not proficient in translating. Educators and organisations that are seeking to enhance professional translation training get this material with the intention of providing them with knowledge that may be beneficial in the future. In addition to drawing attention to the obligation that translators have to give correct translations, the primary objectives of the endeavour are to create methods that will help translators to carry out this work with greater success in the past, as well as in the future.

Keywords: professional translators, minimising differences, cultural sensitivity, english-chinese translation.

1. Introduction

The researcher made the decision to focus on "chinese to english translations: identifying issues and offering solutions" owing to the fact that translation is inextricably tied to the act of communicating through technology. In spite of the fact that chinese colleges do not provide a bachelor's degree program that is explicitly focused on technical communication, new programs that are based on classical translation are gradually becoming available (xie 2024). In the realm of computer-aided translation and technical communication, there are just a few of educational establishments that provide a degree program of exceptional quality. Peking university (pku) is one of these schools. Both pku and the university of twenty are now working on the development of a brand new dual degree program. By participating in this program, students will have the opportunity to earn degrees in both cultural studies and technical communication at the same time. A link that is mutually beneficial exists between the process of language translation and the process of technical writing. A popular method of localisation that was utilised during the early phases of china's information technology sector was the translation of user interfaces. Chinese businesses who are interested in expanding their operations internationally are increasingly viewing technical translation and communication as interdependent activities (qiufen et al., 2025). A number of companies, including as igt, ibm, emc, and symantec, are now looking for chinese technical writers to fill open positions in their organisations. The skill sets required for technical communicators and translators in the united



states are distinct. A significant number of students begin their professional lives in the field of translation in Europe, where the field of technical translation is still in its infancy both as a business and as an academic study. In addition to offering a remedy to the translation practices that are already in place, the findings of this research provide light on the procedures that are involved in translating from Chinese to English (de Costa & Li, 2019).

2. Background of the study

The phrase "Chinglish" is a crude English translation of a Chinese concept with Chinese philosophical underpinnings. The potential for developing Chinglish is an unwanted outcome of being born into a language that has distinct concepts than Chinese and English. Chinglish is a result of a lack of respect and understanding for different ethnic groups. Subject-verb pairings are among the most common Chinglish errors (Lee, 2023). The grammatical differences between Chinese and English are the root cause of the misunderstanding. The translator's proficiency with the target and source languages, as well as their respective cultures, will determine how successfully they can minimise or eradicate Chinglish. Misunderstandings might arise if cultural background information is lacking. Understanding cultural differences can help researchers have more productive talks. Literal translations that omit cultural context run the risk of offending or alienating people from the target culture. According to one view, the translators' lack of knowledge with both Chinese and American culture is to blame for the bad translations. It may be considerably easier to link speakers if there were professional translators available who were culturally aware and proficient in both languages. They were shrewd enough to recognise cultural differences and not fall for harsh allegations. Machine translation (MT) has a lot of promise, but users should be aware of its limitations and possible hazards before depending on it blindly. When it comes to terms that just cannot be translated, MT is lacking. A mistake might result from placing too much trust on MT. Idioms and cultural references are challenging for MT technology to handle. To solve these issues, it is advised to incorporate human translators with post-editing experience in machine translation. To deliver excellent translation services, expertise is required. Subject matter competence, methodological adaptability, and moral integrity are characteristics of an effective translation (Aslan & Thompson, 2021). Translation, confirmation, revision, proofreading, and updating are the five steps an interpreter should do. This will guarantee accurate translation. A trustworthy and skilled translator will be well-versed in the language they are translating into. Long-term gains for China's translation industry would result from improved professional translation training offered by the nation's educational system (Fox et al., 2019).

3. Purpose of the study

The study team focused on the following topics: what makes a translation successful and how cultural awareness influences the final product. Language accuracy, fluency, and coherence are indicators of a successful translation that many people seek out. The vast range of human speech patterns is also not taken into consideration. With a focus on socio-cultural references, politeness strategies, and language adaptation, this study highlighted cultural sensitivity as a crucial element influencing the efficacy of translation. This study employed a quantitative methodology to examine the impact of cultural sensitivity on translation quality measures, particularly the degree to which it mitigates variations in meaning, tone, and communication effect. In order to demonstrate that cultural sensitivity results in better translations, this study aimed to clarify the implications of this finding for translator training, industry quality standards, and the creation of more trustworthy methods for evaluating translations in practical contexts.



4. Literature review

Translation experts have investigated geotourism and geoparks, and they have also utilised corpus linguistics to investigate tourist translation. Both of these topics have been investigated by translation experts. Give an example of how it may be utilised in a research environment using corpus linguistics. They say that it is difficult to translate offensive terms from english to chinese owing to the cultural differences that exist between the two languages. A corpus of english-to-chinese translations was constructed with the help of the family, a reality television show from australia. The researchers found that certain subtitling translation processes do not correctly reflect the actual sound of chinese, and that it is difficult to retain english profanity (alduais et al., 2022). Therefore, they investigate whether or not they are able to enhance the authenticity of the chinese subtitles by employing a translation approach known as "reverse engineering," which places an emphasis on the intended effect rather than the substance. Through the utilisation of "literal" or "category shift" subtitles, the translator is able to preserve the original intent of the profanity in the translated version. Traditional techniques of translation have their drawbacks, and research has the potential to establish a corpus that is one of a kind (alduais et al., 2022). Because translation processes are complicated and applicable to the tourist sector, the translation is separated by category, including ingredients, cooking methods, and culturally specific names. This is done in order to ensure that the translation is accurate. After comparing the translation to a corpus that is comparable, the author comes to the conclusion that the translation's inconsistency and inferiority to chinese are due to the translation's high level of simplicity (wickham, 2021). Wickham outlines three distinct forms of translation: literal translation, borrowing, and symbolic translation. Symbolic translation is the most common type. This author asserts that the most efficient way to communicate cultural background, cooking skills, and ingredients to individuals who are not fluent in chinese is to use visual representations of culinary art in conjunction with nonverbal clues such as pinyin.

5. Research question

- How does minimizing discrepancies between english and chinese influence the correlation with cultural sensitivity in language?

6. Research methodology

- **Research design**

The quantitative data was analysed using spss version 25. The odds ratio and 95% confidence interval were employed to ascertain the direction and intensity of the statistical relationship. The researchers established a statistical significance threshold of $p < 0.05$. Descriptive analysis was implemented to recognise the most noteworthy attributes of the data. Quantitative methods are frequently employed to evaluate data obtained from surveys, polls, and questionnaires, as well as data that have been modified by computer programs for statistical analysis.

- **Sampling**

A questionnaire preliminary test was administered to 20 chinese consumers. The final sample of 500 consumers was then employed to conduct the study. A total of 735 consumers were selected through random sampling and were subsequently surveyed. 235 questionnaires that were not completed were eliminated by the researcher for the study.

- **Data and measurement:**

The primary instrument employed in the investigation to accumulate data was a questionnaire survey. The survey was divided into two sections: (a) generic demographic data and (b) responses to a five-point likert scale that analysed the factors of online and offline channels.



The secondary data was collected from a diverse array of sources, with an emphasis on online databases.

- **Statistical software:** ms-excel and spss 25 were used for the statistical analysis.
- **Statistical tools:** in an effort to comprehend the fundamental character of the data, descriptive analysis was implemented. To analyse the data, the researcher must employ anova.

7. Conceptual framework



8. Result

• Factor analysis

The verification of latent components in observable data is a frequent application of factor analysis (fa). Ratings are frequently generated using regression coefficients in cases where visual or diagnostic indicators are not immediately apparent. The effectiveness of fa is contingent upon the use of models. It is the objective of modelling to detect errors, intrusions, and unambiguous linkages. A technique for assessing datasets produced by numerous regression investigations is the kaiser-meyer-olkin (kmo) test. The representativeness of the model and sample variables is verified by them. There is data duplication, as indicated by the figures. It is easier to understand the data when the proportions are lower. For kmo, the output is a number between 0 and 1. The sample size should be adequate if the kmo value is between 0.8 and 1. The permissible limits, as per kaiser, are as follows: following are the criteria that kaiser established for acceptance:

A dismal 0.050 to 0.059, which is below the typical range of 0.60 to 0.69.

The middle grades are typically between 0.70 and 0.79.

A quality point value that falls within the range of 0.80 to 0.89.

They are astounded by the 0.90 to 1.00 range.

Table 1: table 1: bartlett's test and kmo

kmo and bartlett's testing

a metric for sampling adequacy, kaiser-meyer-olkin.930

the results of bartlett's sphericity test are as follows: approximately chi-squared

Df=190

Sig.=.000

This illustrates the validity of assertions that were made merely for the purpose of sampling. Bartlett's test of sphericity was implemented by researchers to confirm the relevance of the correlation matrices. Kaiser-meyer-olkin deems the sample to be satisfactory when the result



is 0.930. As per bartlett's sphericity test, the p-value is 0.00. The correlation matrix is not an identity matrix, as indicated by an affirmative bartlett's sphericity test result.

Table 1: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.930
Bartlett's Test of Sphericity	Approx. Chi-Square	3252.968
	df	190
	Sig.	.000

This confirms the validity of claims on the execution of a sample. The significance of the correlation matrices was assessed by the researchers using bartlett's test of sphericity. When the value is 0.930, the kaiser-meyer-olkin measure considers the sample to be adequate. Bartlett's sphericity test yielded a p-value of 0.00. The correlation matrix is not the same as an identity matrix, according to the statistically significant results of bartlett's sphericity test.

○ **Test for hypothesis**

■ **Indipendent variable: positive translation quality**

Positive translation quality is the ability of the translated document to accurately convey the meaning, tone, and purpose of the source language while also ensuring that the target language is natural and fluent. It encompasses the translation's capacity to be literally accurate, as well as lexically accurate, syntactically plain, pragmatically equal, and stylistically consistent. In addition to being grammatically accurate, effective translations must also be culturally appropriate, adhere to the norms of communication for the intended audience, and employ appropriate idioms. A successful translation in the context of english and chinese is one that accurately conveys the original meaning and sounds natural to native speakers, while also effectively managing the differences in structure, vocabulary, and culture. In order to ensure that all individuals comprehend, accept, and communicate effectively with one another, it is necessary to strike a balance between being precise with language and being cognisant of other cultures (ismail, 2022).

■ **Mediating variable: minimising discrepancies between english and chinese**

"minimising discrepancies between english and chinese in translation" refers to ensuring that the distinctions between the two languages do not result in an excessive number of ambiguities, errors, or modifications to the meaning, tone, or cultural expression. The manner in which grammar, syntax, and rhetoric operate in chinese and english is markedly distinct. These discrepancies may result in complications. People must employ methods that maintain the semantic accuracy, usefulness, and cultural compatibility of the information without altering its original meaning in order to effectively minimise. This entails the utilisation of idiomatic adaptation techniques, the selection of parallels that are logical in the context of the culture,



and the modification of the organisation of phrases. Professional practice facilitates comparability by employing translators who are well-versed in other cultures, possess the ability to evaluate their work, and utilise multilingual glossaries or corpora. The primary objective is to produce translations that are accurate to the original text and are comprehensible, natural, and palatable in the language that the intended audience intends to use (zhang & wang, 2024).

■ **Dependent variable: correlation with cultural sensitivity in language**

The measurable link between the translation's cultural awareness and its effectiveness is the correlation with cultural sensitivity in language. In this instance, cultural sensitivity entails the recognition and adjustment to cultural norms, idioms, politeness practices, and sociocultural references that influence the comprehension of meaning in the target language. The correlation becomes apparent when native audiences consistently perceive translations with enhanced cultural adaptation as more accurate, straightforward, and acceptable. This relation is crucial when translating between english and chinese due to their significant cultural and linguistic differences. Statistical analyses demonstrate that it is advantageous to be cognisant of various cultures in order to determine the feasibility of a translation. This is due to the fact that it reinforces practical equivalence and reduces disparities. The association asserts that the ability to adjust to various cultures is a critical component of achieving high-quality translations, and that mere language accuracy is insufficient (hua & hong, 2022).

➤ **Relationship between minimising discrepancies between english and chinese and correlation with cultural sensitivity in language**

To communicate effectively across cultures, it is important to understand the link between being culturally sensitive in language and reducing differences between english and chinese. There are a lot of differences between english and chinese in terms of grammar, syntax, idiomatic expressions, and cultural context. This often leads to mistakes or misunderstandings. Translators and communicators can improve the accuracy, fluency, and relevance of their work by reducing these language and cultural differences. In addition to making technical linguistic changes, it is important to know about the cultural values that are built into language in order to reduce differences. For instance, direct translations may miss implicit meanings that depend a lot on the context in chinese, while english often stresses clear meaning. At this point, being culturally sensitive is very important. Recognising the cultural significance of certain words, metaphors, or forms of address can help close gaps and keep meaning from getting lost. In addition to being linguistically accurate, a culturally sensitive approach guarantees that the message is respectful and appropriate within the cultural context of the intended audience. Because of this, the processes of reducing differences and maintaining cultural sensitivity work together because sensitivity helps you find the differences and make the changes that need to be made. This makes it easier for people from different cultures to talk to each other, share information, and understand each other better (lou & noels, 2019).

The researcher formulated the following hypothesis derived from the above discussion: to investigate the relationship between minimising discrepancies between english and chinese and its correlation with cultural sensitivity in language.

- ***“ h_{01} : there is no significant relationship between minimising discrepancies between english and chinese and correlation with cultural sensitivity in language.”***
- ***“ h_1 : there is a significant relationship between minimising discrepancies between english and chinese and correlation with cultural sensitivity in language.”***

Table 2: H₁ ANOVA Test

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39588.620	190	5369.257	990.820	.000
Within Groups	492.770	309	5.419		
Total	40081.390	499			

The investigation's conclusion is significant. The value of f, 990.820, is close to significance when the p-value is .000, which is less than the .05 alpha criterion. "*h₁: there is a significant relationship between minimising discrepancies between english and chinese and correlation with cultural sensitivity in language*" is thus accepted, and the null hypothesis is rejected.

Discussion

The study project "chinese to english the translation: recognising issues and proposing remedies" was done to make translations from chinese to english better. This chapter gives an overview of the research, interviews, and surveys' results. In this part of the dissertation, the results need to be put in the context of the study's goals and the literature review. The queries and the premise are corroborated by the findings. This chapter employs a semiotic analysis of social norms in chinese to english translation to substantiate the claim. Semiotic analysis was employed to address a knowledge deficiency in the current literature about translation from chinese to english. This approach made it easier to get, understand, and assess the results of the investigation. Since semiotic analysis is an element of this setting, it seems sense to give a short introduction of semiotics and translation. Semiotics defines translation as the act of reading a book in one language and then writing down what it means in another language. When translating from chinese to english, there may be semiotic errors. Interpreters utilise charles sanders peirce's interpretive triangle, including the signified, signifier, and object, to decode and re-encode the original text for the intended audience. A signifier is a word or phrase that makes you think of something, and the thing that the signifier is about is an object.

Conclusions

This study focused on translating from chinese to english. This study offers a precise translation of both cross-cultural and technical writing. This discourse might be helpful for both professional translators and others who work in cultural fields. Schools in the united states want to register more chinese pupils. Issues with translation and communication can impact students' social, academic, and cultural lives. This research is useful for both interpreters and chinese college candidates. Anyone who translates from chinese to english really needs to read this research. The participants learnt from the researcher's translation and interpretation of the literature. Academics, professionals, and college students all say that chinglish makes it harder to translate from chinese to english. Cultural sensitivity, syntax, and vocabulary all had a role in the growth of chinglish. Chinglish came up because of chinese schools, which are different from schools in other cultures. Chinese schools do not teach the language and culture of english. The chinese government cares more about standardised tests than about what happens in the classroom. In china, pupils' academic pursuits and university admission exam outcomes are limited. Some chinese students may not be able to think critically because they are too focused on memorising things or because they don't want to question people in power. Culture shock can happen when you have a western education and live in a place where english is the



main language. Second, idiomatic translation requires the reader to know the culture. When translating, you need to think about cultural differences, including the idioms used in Chinese and English. When translating from Chinese to English, it's vital to think about both the rules of English and the cultural meanings. Translators must consider the beliefs of both cultures while delivering potentially divergent concepts. It is vital to look at cultural norms and language.

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