A COMPLETE ANALYSIS OF THE FACTORS AFFECTING OVERALL POSITIVE TRANSLATION QUALITY AND ITS RELATION TO CULTURAL SENSITIVITY IN LANGUAGE: MINIMISING DISCREPANCIES BETWEEN ENGLISH AND CHINESE.

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ABSTRACT

The process of translation is of utmost significance for the development of good intercultural communication because it enables the transmission of meaning across a wide range of cultural contexts and languages. The translation process is therefore an extremely important endeavour. The inability of individuals who come from different linguistic and cultural backgrounds to interact with one another in an efficient manner may have severe repercussions for all those who are involved. The act of translating has a tremendous impact on a variety of areas of each day's life as well as on the communication that takes place across international borders. The findings of the study ought to be appealing to individuals who have a personal interest in the subject matter that is being investigated. In addition to imparting knowledge and offering entertainment to individuals who are not adept in translating, the findings of this study serve a second purpose. The purpose of this information is to provide prospectively useful information to educators and organisations that are working to improve professional translation training. In addition to bringing attention to the responsibility that translators have to deliver accurate translations, the key goals of the endeavour are to develop ways that will enable translators to fulfil this task with greater success in the future.

Keywords: Professional translators, Minimising Differences, cultural sensitivity, English-Chinese translation.

INTRODUCTION

The researcher chose to concentrate on "Chinese to English translations: identifying issues and offering solutions" due to the fact that translation is intricately linked to technology communication. Despite the lack of a bachelor's degree program specifically in technical communication at Chinese universities, new programs based on classical translation are springing up (Xie 2024). A high-quality degree program in computer-aided translation and technical communication is only offered at a select few institutions; Peking University (PKU) is among them. A new dual degree program is being developed by PKU and the University of Twenty. This program will let students to receive degrees in cultural studies and technological communication simultaneously. There is a mutually beneficial relationship between language

translation and technical writing. Translation of user interfaces was a common localisation tactic throughout the early stages of China's IT sector.

Technical translation and communication are increasingly seen as interdependent processes for Chinese companies looking to go globally (Qiufen et al., 2025). Researchers are now seeking Chinese technical writers for a number of firms, including IGT, IBM, EMC, and Symantec. American translators and technical communicators need unique skill sets. In Europe, where technical translation is still in its early phases as a business and as an academic discipline, many students start their careers in translation. In addition to providing a solution to the present translation practices, the results of this research clarified the steps involved in translating from Chinese to English (De Costa C Li, 2019).

BACKGROUND OF THE STUDY

"Chinglish" is a clumsy English rendering of a Chinese term with philosophical roots in China. An undesirable consequence of being born into a language with different ideas than English and Chinese is the possibility of developing Chinglish. A lack of awareness of and respect for other ethnic groups gives rise to chinglish. Most Chinglish mistakes include mistranslations of subject-verb combinations (Lee, 2023). The miscommunication stems from the fact that English and Chinese grammar are fundamentally different. The ability to reduce or eliminate chinglish depends on the translator's expertise with the target and source languages as well as their cultures. In the absence of cultural background knowledge, misunderstandings may occur. By being aware of cultural differences, researchers can all work to have better conversations. It is possible to offend or alienate members of the target culture by literal translations that fail to include cultural context.

One theory puts the blame for the poor translations on the translators' unfamiliarity with both American and Chinese society. Having expert translators on hand who are fluent in both languages and culturally sensitive could make connecting speakers much simpler. Respecting cultural differences, they were wise enough to know better than to believe vehement accusations. There is a lot of potential in machine translation (MT), but before relying on it without investigation, users should be aware of its limits and potential risks. One area where MT falls short is with terms that just cannot be translated. Trusting MT too much could lead to a mistake. It is difficult for MT technology to handle cultural allusions and idioms. It is recommended to include human translators with expertise in machine translation post-editing to address these concerns. Expertise is necessary to provide top-notch translation services. The qualities of a successful translator are subject matter expertise, methodological flexibility, and moral integrity (Aslan C Thompson, 2021).

Here are five procedures that an interpreter should follow: translation, confirmation, revision, proofreading, and updating. This will ensure that the translation is correct. An honest and proficient translator will have extensive knowledge of the target language. It would benefit

China's translation sector in the long run if the country's educational system provided better professional translation training (Fox et al., 2019).

PURPOSE OF THE RESEARCH

What constitutes a successful translation and how cultural awareness affects the end result were the goals of the English-Chinese translation research team. Many people look for signs of a successful translation, such as linguistic correctness, fluency, and coherence. Not to mention that they don't account for the wide variety of human speech patterns. With an emphasis on language adaptation, politeness tactics, and socio-cultural references, this research emphasised cultural sensitivity as a critical factor impacting translation effectiveness.

This research used a quantitative approach to look at how cultural sensitivity affects translation quality metrics, especially how much it helps with meaning, tone, and communication effect differences. The purpose of this study was to show that cultural sensitivity leads to better translations and to explain what this means for translator training, quality standards in the field, and the development of more reliable ways to assess translations in real-world settings.

LITERATURE REVIEW

Researchers in the field of translation have looked at geotourism and geoparks, and they have also employed corpus linguistics to study tourist translation. Provide an example of its use in a corpus linguistics research setting. They argue that translating obscene words from English to Chinese is difficult due to cultural differences. The Family, an Australian reality TV show, was used to build an English-to-Chinese corpus.

According to Alduais et al. (2022), the researchers discovered that some subtitling translation procedures do not faithfully portray the authentic sound of Chinese, and that English profanity is hard to maintain. So, they see whether they can improve the authenticity of the Chinese subtitles by using a "reverse engineering" translation technique, which prioritises desired effect above substance. The translator is able to maintain the original intent of the profanity in the translated version by using "literal" or "category shift" subtitles. Traditional methods of translation have their limitations, and research can provide a unique corpus (Alduais et al., 2022).

The translation is segmented by category, including ingredients, cooking methods, and culturally distinctive names, because translation techniques are complex and applicable to the tourism industry. The author concludes that the translation's inconsistency and inferiority to Chinese are caused by its simplicity after comparing it to a comparable corpus (Wickham, 2021). Symbolic translation, borrowing, and literal translation are the three types of translation that Wickham identifies. This author claims that visual representations of culinary art along with nonverbal cues like as Pinyin are the most effective means of conveying cultural background, cooking techniques, and ingredients to those who do not know Chinese.

RESEARCH QUESTIONS

How does positive translation quality influence the minimisation of discrepancies between English and Chinese in translation?

RESEARCH METHODOLOGY

Research Design

The quantitative data was analysed using SPSS version 25. Using the odds ratio and 95% CI, researchers were able to assess the strength and direction of the statistical link. The researchers set a threshold of $p < 0.05$ as a criterion for statistical significance. A descriptive analysis was carried out to extract the most important aspects of the data. It is common practice to use quantitative approaches when evaluating data collected by questionnaires, surveys, and polls, as well as data processed by statistical software.

Sampling

The questionnaire was pilot tested with 20 Chinese customers. A subsequent sample of 500 clients was used to carry out the investigation. There were 735 consumers who were selected at random and sent questionnaires. The researcher culled 235 unfilled surveys from the sample.

Data and Measurement

The research relied heavily on questionnaire surveys as its primary data collection tool. Part A of the survey asked for basic demographic information, while Part B asked respondents to rate various aspects of the online and offline channels using a 5-point Likert scale. For this supplementary data set, researchers scoured the web and other online resources, especially databases.
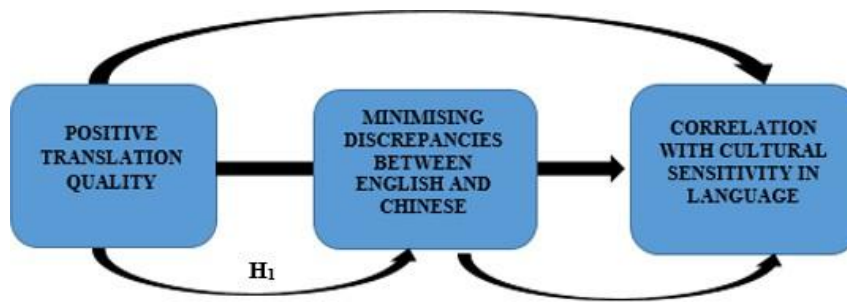
Statistical Software

To conduct the statistical analysis, SPSS 25 and MS-Excel were used.

Statistical Tools

The fundamental character of the data was understood by means of descriptive analysis. The researcher is obligated to utilise ANOVA for data analysis.

CONCEPTUAL FRAMEWORK

RESULT

Factor Analysis: A typical use of factor analysis (FA) is to confirm if visible data contains latent components. It is common practice to utilise regression coefficients to derive ratings in the absence of obvious visual or diagnostic cues. To succeed in FA, models are essential. The point of doing any kind of modelling is to find mistakes, breaches, and obvious connections. The Kaiser-Meyer-Olkin (KMO) Test is a way to assess datasets composed of several regression analyses. Both the model and the sample variables are confirmed to be representative by them. There is data duplication, as seen in the figures. Lessening the proportions makes the data easier to understand. The result of running KMO is a number between zero and one. If the KMO value is between 0.8 and 1, then the sample size should be enough. These are the permissible boundaries, as stated by Kaiser: Kaiser set the following criteria for approval:

A dismal 0.050 to 0.059, much below the average range of 0.60 to 0.69 usually, middle grades range from 0.70 to 0.79.

With a quality point score ranging from 0.80 to 0.89. Incredibly, it may vary from 0.90 to 1.00. In order to determine if a sample is sufficiently representative, a 0.990 Kaiser-Meyer-Olkin the results of Bartlett's sphericity test are as follows: about the chi-squared test

df=190

sig.=.000

All statements made for the sake of sampling are true, as this reveals. It was ensured that the correlation matrices were meaningful by researchers using Bartlett's Test of Sphericity. Kaiser-Meyer-Olkin states that a sample is enough if the result is 0.990. A p-value of 0.00 was obtained by means of Bartlett's sphericity test. Positive results from Bartlett's sphericity tests indicate that the correlation matrix is not an identity matrix.

Table1. Bartlett's and KMO Test.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.990
Bartlett's Test of Sphericity	Approx. Chi-Square	3252.968
	df	190
	Sig.	.000

This verifies that the assertions made about the execution of the sample are correct. In order to determine if the correlation matrices were statistically significant, the researchers used Bartlett's Test of Sphericity. The Kaiser-Meyer-Olkin measure indicates that the sample is sufficient when the value is 0.990. With a p-value of 0.00, Bartlett's sphericity test was satisfied. According to the statistically significant findings of Bartlett's sphericity test, the correlation matrix is not identical to an identity matrix.

Test   for   hypothesis

INDIPENDENT VARIABLE

Positive Translation Quality: If the translated text passes muster in terms of meaning, tone, and purpose, and the target language sounds natural and fluent, then researchers may say that the translation is of high quality. Factors that contribute to a literal translation include its lexical accuracy, syntax clarity, pragmatic equality, and stylistic consistency. Along from being grammatically accurate, successful translations also need to be culturally suitable, utilise idioms appropriately, and adhere to the communication conventions of the target audience. A competent translation from Chinese to English takes into account cultural variations, word choice, and organisational conventions; as a result, the translated material should flow easily from one language to another and properly reflect the original intent. Finding a middle ground between being culturally sensitive and using correct terminology is essential for fostering understanding, acceptance, and effective communication (Ismail, 2022).

MEDIATING VARIABLE

Minimising Discrepancies Between English and Chinese: The term "minimising discrepancies between English and Chinese in translation" refers to the process of checking that the linguistic variations between the two languages do not lead to significant shifts in meaning, tone, or cultural expression. In terms of syntax, rhetoric, and grammar, English and Chinese couldn't be more different. Because of these distinctions, problems may arise. In order to minimise successfully, individuals must use strategies that do not alter the original meaning of the information while still making it helpful, according to cultural standards, and keeping it semantically valid. To do this, one must use idiomatic adaption techniques, choose culturally

appropriate analogies, and alter the construction of expressions. By using multilingual glossaries or corpora, employing translators with training, extensive cultural knowledge, quality assurance tools, and other resources, professional practice helps bring things closer together. Translations should be faithful to the source material while still sounding nice, natural, and easily understandable in the target language (Zhang C Wang, 2024).

DEPENDENT VARIABLE

Correlation with Cultural Sensitivity in Language: An indicator of a translation's cultural awareness is its correlation with cultural sensitivity in language, which measures the translation's efficacy. Because of the influence of sociocultural references, idioms, politeness practices, and cultural norms on the target language's interpretation of meaning, it is important to be culturally sensitive while communicating in this context. This association becomes apparent when native audiences regularly view translated works with improved cultural adaptation as having higher levels of accuracy, clarity, and acceptability. This connection is crucial for translating between English and Chinese due to the significant cultural and linguistic differences between the two languages. Statistical analyses have shown that cultural awareness is a reliable indicator of a translation's success rate. The reason for this is because it enhances practical equivalency and reduces disparities. According to the organisation, accuracy in language alone isn't enough to provide high-quality translations; cultural adaptability is also crucial (Hua C Hong, 2022).

Relationship Between Positive Translation Quality and Minimising Discrepancies Between English and Chinese: The quality of translation is related to how well English and Chinese are understood because everyone wants to improve accuracy, fluency, and communication efficiency. A good translation must keep the style and meaning of the original text while also translating it correctly into the language it is meant to be in. There are a lot of things that set Chinese and English apart from each other. Some of these things are the order of words, idioms, and rules that are useful. Translation systems need to find a balance between being literally correct and being flexible in order to make the two sides more alike. If people can get rid of inconsistencies, people can improve the translation and make it more like what the audience wanted to read. On the other hand, making smart choices about language and culture to get around these kinds of differences is an important part of good translation. It is very important to understand differences well in order to do a good job of translating because the two are connected.

The researcher formulated the following hypothesis derived from the above discussion: to investigate the correlation between high translation quality and the reduction of inconsistencies between English and Chinese.

"H_{01}: There is no significant relationship between positive translation quality and minimising discrepancies between English and Chinese."

"H₁: There is a significant relationship between positive translation quality and minimising discrepancies between English and Chinese."

Table 2. H1 ANOVA Test.

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39588.620	187	5286.916	937.895	.000
Within Groups	492.770	312	5.637		
Total	40081.390	499			

The outcome of this investigation is noteworthy. With a p-value of.000 (less than the.05 alpha level), the value of F, 937.895, approaches significance. This indicates that the null hypothesis is rejected and the *"H₁: There is a significant relationship between positive translation quality and minimising discrepancies between English and Chinese."* is accepted.

DISCUSSION

The research project "Chinese to English the translation: Recognising Issues and Proposing Remedies" was carried out in order to improve translations from Chinese to English. This chapter presents a summary of the study, survey, and interview results. The findings in this dissertation part must be interpreted in light of the goals of the research and the literature review. The findings support the hypotheses and the queries. This chapter uses the semiotic analysis of social norms in the translation from Chinese to English to bolster its claims. To close a knowledge gap in the corpus of literature already available on Chinese-English translation, semiotic analysis was used. This approach made it simpler to produce, understand, and assess the research's findings. It is appropriate to give a brief overview of semiotics and translation because semiotic analysis is a component of this setting. Semiotics defines translation as the act of reading a text written in one language and then translating its meaning into another. Semiotic slips might happen while translating from Chinese to English. To decode and re-encode the original text for the target audience, interpreters use the interpretive triangle—the sign edified, signifier, and object—developed by Charles Sanders Peirce. A phrase or word known as a signifier may elicit a thought, and the object is the signifier's subject.

CONCLUSION

This research focused on translating from Chinese to English. Both technical and cross-cultural writing are accurately translated in this research. Professional translators and those engaged in cultural activities may find this discussion useful. More Chinese students are being recruited by American educational institutions. Students' social, academic, and cultural lives may be impacted by communication and translation issues. This study may help Chinese college candidates and interpreters. This research is a must-read for anybody translating from Chinese to English. The researcher's translation and interpretation of the material provided the

participants with new information. Scholars, professionals, and college students claim that Chinglish makes it difficult to translate from Chinese to English. The evolution of Chinglish was impacted by vocabulary, syntax, and cultural sensitivity. Chinglish originated as a result of Chinese education, which is culturally different. English language and culture are not taught in Chinese schools. Standardised testing is given more weight by the Chinese government than traditional classroom instruction. In China, there are limitations on students' academic endeavours and university admission test scores. Because they are too preoccupied with memorisation or because they are unwilling to question those in positions of power, some Chinese students may not be able to think critically. Culture shock may result from living in an English-speaking environment and receiving a Western education. Second, idiomatic translation requires cultural knowledge from the reader. Cultural differences, such as the idioms used in Chinese and English, must be considered throughout the translation process. It is crucial to consider both the cultural meanings and English norms while translating from Chinese. Translators must consider both cultures' beliefs while communicating potentially disparate concepts. It is essential to examine terminology and cultural norms.

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