

A Study on the Correlation between English Translation and Rural E-commerce under the Background of Cross-border E-commerce

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Abstract: In the rural areas of China, the use of e-commerce to develop rural undertakings has become a brand-new exploration model. In its e-commerce development, cross-border transactions are increasing day by day, and the problem of English communication barriers is becoming more and more prominent. Therefore, in order to promote the development of cross-border e-commerce in rural areas, it is necessary to strengthen cross-border transactions, break down language barriers and implement English translation. Based on the SWOT analysis of the current situation of cross-border e-commerce in rural areas and the "dynamic equivalence translation theory", this paper considers the demand relationship of English translation in the development of e-commerce in rural areas, and finds that talents and capital are the main factors that affect the translation ability. Only by truly strengthening human resources and capital investment can we promote the development of English translation and expand the space for cross-border e-commerce in rural areas.

Keywords: Rural e-commerce, English translation. Cross-border e-commerce. E-commerce, SWOT analysis.

1. Introduction

In the current development of agricultural villages, one of the most important contents is to build agricultural modernization, develop agricultural economy, promote rural construction, cultivate modern agricultural circulation mode, implement agricultural online education and construct advanced circulation network project. Rural e-commerce has become the top priority of rural development, especially the combination with cross-border e-commerce is the basic trend of e-commerce development in the future. English is currently the most widely used language in the world and an important language tool in the implementation of cross-border e-commerce. In the current international trade, English translation is mainly to achieve the unity and accuracy between English content and Chinese content, so that both parties can achieve efficient communication and promote contract formulation when using English for trade. In this way, certain requirements are put forward for the professional quality of English translators. Therefore, it is extremely necessary to study and analyze the correlation between English translation and rural e-commerce so as to enable rural e-commerce to realize efficient development under the drive of cross-border e-commerce.

2. Development of E-commerce English Translation in China

E-commerce is a form of commercial activities arising from the development of the information age. It has developed strongly since its birth and has become a top priority in supporting social and economic development. As a special English form, Business English has been developed with the development of e-commerce, which focuses on the field of e-commerce. At present, the mainstream cross-border e-commerce models in the world include B2B, B2C and C2C, which have resulted in large cross-border e-commerce platforms like Amazon and AliExpress, but the merchants and

consumers they settle in need of special translation software for communication. E-commerce English, as a kind of special English, involves a large number of professional words. Therefore, problems such as inaccurate translation, untimely communication and large investment in translation will inevitably occur in actual transactions. Especially for cross-border e-commerce in domestic rural areas, their overall English translation is still at a low level due to the restrictions of talents, capital and other factors, and the overall problem is very prominent.

2.1. Basic Language Issues

At present, the use of English interface of domestic cross-border e-commerce platforms is very perfect, but there are still some problems in the application of vocabulary and grammar. For example, some merchants often use inaccurate vocabulary when they use English to introduce products, enterprises, logistics and payment methods. They rely too much on dictionaries and online translation. For example, Dunhuang.com and Express.com will provide specialized translation software services to merchants. However, this machine translation model often has vocabulary application errors, such as spelling errors, confusion of third-person singular and plural, verb phrase collocation problems, etc. Although these platforms also have manual translation services, they are often limited by factors such as delivery time and translation background, resulting in inaccurate translation of some words.

2.2. Cultural Differences

The cultural differences between the East and the West make English and Chinese have great differences in communication methods. For example, in the aspect of information transmission, the West pays attention to the short-term orientation, goes straight to the theme, and wants to make a decision quickly; The East, on the other hand, pays attention to the long-term orientation, expressing tactfully and carefully. Therefore, this cultural difference makes it difficult

for domestic cross-border e-commerce providers to give prominence to the key information and describe it in a lengthy way, which is not in line with the psychological characteristics of foreign consumers and is not conducive to the promotion.

3. Basic Features and Translation Standards of English Vocabulary Under Cross-border E-commerce

3.1. Cross-Border E-commerce English Vocabulary Features

(1) professional

The English vocabulary in cross-border e-commerce is mainly written formal vocabulary, which focuses on the unity and specialization of the meaning of words, and does not use metaphor and exaggeration in sentence patterns. For example, professional terms such as product release, order processing, payment transactions, after-sales service, etc. need to be applied at all stages of trade. At the same time, some products with special features must also use more professional terms, such as 3C, clothing, agricultural products, etc. When introducing targeted products according to different customer needs, the translator should also ensure the accuracy and standardization of translation. For example, "general quality" is "commonquality" and "standardquality" is "standard quality".

(2) high accuracy

The principle of accuracy should also be followed when translating vocabulary. For example, in describing products and payment transactions, data expression is often required and accuracy must be guaranteed. At the same time, attention should also be paid to the strictness of wording in terms of transaction terms and after-sales service commitments, as these links are all documents of a contractual nature and are closely related to the basic interests of both parties.

(3) strong particularity

First, abbreviations. The common ones are "SKU", which means "inventory unit", "FOB" means "FOB price", "CIF" means "cost, insurance and freight", etc. Second, foreign words. That is, words derived from French, Greek or Latin, such as "advaloremduy" means "ad valorem tax", "nullandvoid" means "invalid", "forcemajeure" means "force majeure", etc. The third is the ancient words. It is mainly used in the English contract text, taking "here", "there" and "where" as the root, plus several prepositions, such as "herewith" means "accompanying this letter/contract", "hereunder" means "below", "here under" means "basis", etc.

3.2. English Translation Standards for Cross-border E-commerce

(1) Faithfulness

Faithfulness means that in the process of lexical translation, not only the content of the original text should be paid attention to, but also the style and connotation of the original text should be taken into account. For example, the popular word "Same-DayDelivery" means "distribution and delivery" in English and cannot be translated to mean "same-day delivery". At the same time "delivery" means "delivery out of office" and cannot be translated into "Delivered" for "goods delivered".

(2) Unity

Unity refers to the fact that the unity between lexical

concepts and names should be ensured in translation and cannot be changed casually. For example, in the website of AliExpress, one of the most prominent problems is the shoe size dispute. At present, there are four types of shoe sizes that are most commonly used in the world. U.S., U.K., Europe and international standard shoe sizes. Due to inaccurate translation of sizes by some merchants, users make wrong purchases, which not only affects the image of cross-border e-commerce but also affects the user experience. Therefore, in order to ensure the operating efficiency and bring good shopping experience to users, we must pay attention to the unity of vocabulary translation.

(3) Coherence

In the process of cross-border e-commerce development, there are many professional English terms, and these professional terms are often highly logical. Therefore, it is necessary to maintain basic consistency in translation so as to make English expressions more consistent with grammatical requirements and express them more clearly.

4. The Relationship Between English Translation and Cross-border E-commerce in Rural Areas

4.1. English Translation Is the Key to Promote the Development of Cross-border E-commerce in Rural Areas

(1) It is beneficial for rural cross-border e-commerce to break the language barrier

At present, most rural e-commerce providers use third-party trading platforms such as Taobao, JD.COM, Tmall, Pinduoduo and Tik Tok to conduct transactions. With the rapid development of cross-border e-commerce, many of these platforms have begun to provide specialized language services to sellers. For example, Dunhuang Net, a well-known domestic cross-border e-commerce export platform, has reached a strategic cooperation relationship with Youdao and launched special translation software, which enables sellers to choose between machine translation mode and manual translation mode according to their own needs, thus achieving an accurate description of local characteristic agricultural products. In addition, some other cross-border e-commerce platforms have set up special English translation sections, enabling cross-border e-commerce products in rural areas to be successfully marketed, breaking the language barrier and solving various problems in communication between buyers and sellers [1].

(2) It is beneficial to rural cross-border e-commerce providers to improve their self-image

At present, the target countries of agricultural exports are mainly concentrated in developed countries, and they are all very concerned about the reputation of the sellers. Therefore, many rural e-commerce agricultural products need to be certified by the quarantine department before they can be put on the shelves for sale, and the quality is explained in English. Among these, the accurate description in English will effectively enhance the store image of cross-border e-commerce and cater to the psychological needs of foreign consumers. At the same time, many agricultural products have strong regional characteristics. They are only sold locally. After being translated into cross-border e-commerce English, they can further enhance the global publicity of the products, realize the comprehensive display of the product

growth environment, form brand benefits, and thus promote the sales volume.

(3) It is beneficial to rural cross-border e-commerce to reduce transaction costs

Based on the current cross-border e-commerce translation services, rural e-commerce can obtain some feedback information provided by overseas consumers in a timely manner in the online transaction process, so as to reduce the obstacles generated in the process of language communication, reduce the occurrence of various consumption disputes, avoid the cost of reimbursement and other expenses, and ensure their own benefits [2]. At the same time, it can timely adjust the product supply according to the consumer's opinion and consumption trend, realize accurate marketing and reduce transaction costs.

4.2. Rural Cross-border e-commerce Is A Key Area to Promote the Development of English Translation

(1) The development of rural cross-border e-commerce requires English translation to improve accuracy

Based on the theory of functional equivalence, English translation originates from the comparison of two relationships, one is the target language and the other is the target language. Under the development of cross-border e-commerce in rural areas, English translation must effectively maintain its relationship, and all translated words must be accurate. For example, when translating a certain agricultural product, many regions will plant it, but a certain region will maintain its best quality due to better climatic conditions, thus forming a brand effect. When translating it in international trade, specific geographical indications should be highlighted so as to promote the increase in search volume of the e-commerce product and further increase the selling intensity.

(2) The development of cross-border e-commerce in rural areas requires flexibility in English translation

With the rapid development of e-commerce, English vocabulary is also increasing. Many new words have compound features. They cannot be directly translated as ordinary English vocabulary, but should be translated in a more flexible and efficient way [3]. Taking the word "greenhouse" as an example, it cannot be directly translated into "green house". instead, it should be translated into "greenhouse" based on the specific meaning and comprehensive root causes to ensure that the meaning of the word can be accurately conveyed. Agricultural products themselves are different in price and quality due to different growth environment and planting methods, so only by maintaining flexibility in translation can the interests and needs of both parties in the transaction be satisfied [4].

(3) The development of rural cross-border e-commerce needs to enhance the professionalism of translators

With the rapid development of cross-border e-commerce, the demand for e-commerce application translation talents is increasing, and the requirements for their professional quality are also higher and higher. The same is true for cross-border e-commerce in rural areas. Only by ensuring that the stores have professional translators and are at the same time familiar with online English communication, English online store management, search engine optimization and overseas user demand analysis, can the stores be promoted and seen by more consumers [5]. In order to cultivate a large number of such talents, they can work together with colleges and universities to reach a cooperative relationship, in which the

schools provide the e-commerce with compound translation talents, and the e-commerce provides the schools with opportunities and platforms to launch practical teaching activities, so as to enhance the professionalism of the translators.

5. Correlation Analysis between English Translation and Rural Cross-border E-commerce

5.1. Using SWOT to Analyze the Development of Rural Cross-border E-commerce

SWOT analysis is to list out the internal strengths and weaknesses, external opportunities and threats that are closely related to the research object, arrange them in a matrix, match all kinds of factors for in-depth analysis based on systematic analysis, and finally get relevant conclusions. Applying it to the analysis of rural cross-border e-commerce development can bring good theoretical support to the deconstruction of the development environment. Based on the SWOT analysis, the current rural cross-border e-commerce can be directly divided into four blocks.

(1) advantages and opportunities

Under the comprehensive promotion and penetration of e-commerce, the development opportunities of rural e-commerce are gradually increasing. At the same time, with the deepening of globalization, international trade is increasingly frequent, which brings many opportunities to rural cross-border e-commerce, and is conducive to promoting the rapid development of rural e-commerce.

(2) Weaknesses and opportunities

Judging from the current development of cross-border e-commerce in rural areas on various platforms, online translators are generally used for communication, but machine translation is not flexible. Misalignment of translated content often occurs, resulting in misreading by customers. Especially when long-term contracts are required, professional business English analysis and translation must be implemented to ensure self-interest. Once the translated content is not accurate enough, it will cause risk problems [6]. From the perspective of opportunity, the development level of domestic business English is relatively high at present. After decades of English translation practice, a perfect business English system has basically been formed, which can help cross-border e-commerce in rural areas to make up for defects, improve translation ability and promote foreign transactions.

(3) Advantages and threats

Judging from the development advantages of cross-border e-commerce in rural areas, the national industrial policy as a whole is inclined to it, which can enable all merchants to obtain good financial support at the early stage of development and realize good foreign exchange. However, from the perspective of development disadvantage, production in rural areas is generally inefficient and fragmented, while the western developed countries have a very high level of integration of their agricultural industry, which is more competitive in the international market and more favored by more consumers [7].

(4) Weaknesses and threats

In the current development of cross-border e-commerce in rural areas, there is a general lack of professional talents. This is mainly due to the fact that rural e-commerce providers need a large number of professionals who are truly rooted in the

countryside, and they also need to have good information technology capabilities, which is difficult to cultivate. In addition, cross-border e-commerce transactions will involve cross-border currency settlement, bilingual contract formulation, cross-border logistics and other issues, so the risks to be borne are even greater [8]. However, rural e-commerce providers generally do not have strong anti-risk capabilities and are unable to withstand various risks arising from cross-border transactions.

5.2. Using Dynamic Equivalence Theory to Analyze the Correlation between English Translation and Rural E-commerce

In translation studies, Nida's "Dynamic Equivalence Translation Theory" explains the essence of translation, that is, in the process of translation, one should not excessively pursue the rigid correspondence on the surface of the text, but should make the two languages achieve functional equivalence, and the expression should be natural without leaving traces, so as to transform the meaning in the cultural background of the source language into the meaning in the cultural background of the target language. In this theory, four basic principles of equivalence must be met between the target language and the target language receptor: (1) lexical equivalence; (2) syntactic equivalence; (3) Chapter equivalence; (4) stylistic equivalence [9]. For electronic commerce, in actual transactions, not only semantic equivalence but also stylistic equivalence should be ensured. Therefore, all business terms must be accurate and cannot be translated literally. For example, in many business situations, the meaning of most words is different from everyday life. For example, the literal translation of "marketer" is "businessman", but in cross-border e-commerce it is "distributor", a franchisee who acts as an agent for products in other countries. Judging from the overall development situation, domestic e-commerce has a deep foundation in English and rich practical experience, which is conducive to the development of English translation of cross-border e-commerce in rural areas. To truly realize this theory, we must have good talents to support it. Specific measures should be taken from two aspects: first, strengthen internal personnel training and management, and tap the potential of existing staff. Judging from the educational level of domestic rural cross-border e-commerce practitioners, most of them are college graduates or above, and have good English reading and writing skills. As long as such personnel are given regular in-depth training, they can be sure to master all the English knowledge required by cross-border electronic commerce. Second, strengthen capital investment. With sufficient capital investment, not only can the business scale of merchants be increased, but also the degree of intensive development can be achieved. At the same time, it is also conducive to improving the level of business English translation. Based on the above analysis, the main objective of strengthening English translation is to help cross-border electronic commerce in rural areas to achieve efficient development. In order to achieve quantitative analysis, the four quantitative indicators are personnel training, capital investment, English translation and cross-border e-commerce in rural areas. The overall functional relationship is that capital investment and personnel training promote the development of English translation, and the development of English translation drives the development of rural cross-border electronic commerce [10].

6. Based on Cross-border e-commerce in Rural e-commerce English Translation Development Strategy

In order to realize the dynamic equivalence of rural cross-border e-commerce English translation, we must start from these points: First, strengthen the capital investment of enterprises to improve the technological level of merchants, and then use more advanced and effective ways to communicate in the transaction process; The second is to strengthen personnel training, which can be started from within the enterprise or from the business English system to lay a foundation for better business communication. The third is to grasp the core of translation, i.e. focus on improving English translation ability, strengthening translators' ability to understand local cultural knowledge and mastering English translation skills.

6.1. Strengthen Personnel Training

The implementation of personnel training can bring about an increase in personnel for the promotion of the development of rural e-commerce English translation. In any industry, talents are the inexhaustible motive force to ensure sustainable development. At present, the rural e-commerce population is scarce, the number of talents willing to stay in the countryside is small, and the talents with good e-commerce operation level are even less. When developing rural cross-border electronic commerce, the local government should offer sufficient preferential conditions to attract more excellent English translation and e-commerce operators to join. Merchants themselves also need to strengthen personnel training, provide more salaries and benefits that can match their abilities, and strengthen the cohesion of the enterprise while motivating personnel to continue learning. In rural cross-border e-commerce English, most of the contents related to agricultural economy are professional terms. Translators must be familiar with and grasp the development trends and hot spots in this field in a timely manner. Therefore, they should pay attention to professionalization and professional qualification certification when selecting talents.

6.2. Promoting Capital Investment

At present, the development of rural cross-border electronic commerce in China is relatively fast, but the overall infrastructure construction level is lagging behind, which makes it difficult for such e-commerce enterprises to attract a large amount of capital investment, and the capital demand gap is large. Local policies should give various loan tax policies to help them solve the problem of funding gap, so as to effectively make up for the lack of translation ability. In addition, the relevant departments can take the lead in integrating the scattered merchants with their own businesses, apply the industrial park model, form a group production system, share English translation talents with each other, and improve their translation ability while reducing costs.

6.3. Grasp the Core of Translation

In cross-border transactions, imprecise English translation will cause business communication problems, generate transaction disputes, and affect efficiency and increase risks in contract formulation. Only by improving the translation level can we control the cross-border transaction costs and realize risk control and promote the sustainable development of cross-border e-commerce in rural areas.

(1) combined with the context, clear the true meaning of words

At present, a large number of new words have appeared in e-commerce English, some of which even have various meanings. Therefore, in the actual translation process, it is necessary to focus on grasping the meaning of the words themselves to avoid mistakes. The real meaning of words can be analyzed according to the context. If "honor" means "delivery", but in the banking system it means "payment", once its meaning is confused, it may give rise to commercial disputes. In addition, there are certain differences between some business English words and public English words, such as "reference" means "reference" and "reference", but in business English it also means "credit certificate". In the actual translation process, in addition to combining the context and the meaning of the vocabulary itself, attention should also be paid to the cultural background in order to translate the correct language expression.

(2) reasonable extension to improve the accuracy of translation

In order to ensure the accuracy of translation, the e-commerce English translation process should also be extended and expanded appropriately under the premise of keeping the meaning unchanged. For example, vocabulary can be abstracted appropriately, and a figure that can express a certain kind of things can be selected for specific translation. Or the lexical meaning itself is relatively abstract, can be appropriately concretized, so that the meaning of the sentence itself can be accurately expressed.

7. Conclusion

At this stage, cross-border e-commerce has become an important pillar of rural economic development, shouldering an important historical mission to promote agricultural development. Therefore, cross-border e-commerce in rural areas is bound to have very strong growth potential in the future. As a special English form, e-commerce English, with good translation, can help rural cross-border e-commerce providers overcome language barriers and strengthen friendly communication with customers, thus expanding development space, reducing transaction costs and obtaining economic benefits. From this point of view, enhancing English translation ability by strengthening personnel training and increasing capital investment has become an important breakthrough in the development of cross-border e-commerce

in rural areas in China.

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