

Study of Chinese-English-Thai Translation Strategies for Tea Culture in a Cross-Cultural Context

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Abstract: The purpose of this paper is to explore the Chinese-English-Thai trilingual translation strategies for tea culture in a cross-cultural context. By analyzing the differences between Chinese, Western and Thai tea cultures, and combining them with actual cases of language translation, the paper proposes effective translation methods and techniques in order to promote the international dissemination and understanding of tea culture. As an important part of traditional Chinese culture, the translation of tea culture involves not only the conversion of language level, but also the transmission of cultural connotation. Therefore, this paper will discuss in depth the historical background of tea culture, cultural differences in translation, translation strategies and specific cases.

Keywords: Cross-Cultural; Tea Culture; Linguistic; Translate Strategy.

1. Introduction

Tea culture is not only a simple embodiment of tea drinking behaviour, but also a profound cultural phenomenon and social activity. There are significant differences between Chinese, English and Thai tea cultures, which are not only reflected in tea drinking customs and rituals, but also deeply imprinted in their respective language expressions. In this paper, we will explore the differences in the use of tea culture between China, Britain and Thailand from a linguistic point of view, with a view to revealing the diversity and richness of tea culture.

2. Influences on Chinese Tea Culture

2.1. Influence of Religious Culture

Chinese tea culture is deeply influenced by Confucianism, Buddhism and Taoism. According to Liu Ying and Liu Yan (2024), translators need to have a full grasp of the knowledge of tea, tea culture, and the different cultures of the target language in order to solve a series of problems arising from tea translation. Words related to these three cultures often appear in the language of the tea ceremony, such as 'the middle way' and 'Zen'. For example, when describing the quality of tea, words such as 'fragrant and elegant' and 'long flavour' are often used, which not only describe the physical properties of tea, but also contain deep cultural connotations and philosophical ideas.

2.2. Classical Literature

Classical Chinese literature has a profound influence on tea culture, and the language of tea ceremony often quotes poems and allusions, which makes the language of tea ceremony more beautiful and rich in cultural connotations. In the Book of Songs, although the word 'tea' is not used directly, there are poems related to tea, such as 'Who says that tea is bitter, and its sweetness is like a capsule' in the Book of Songs - Gufeng, where 'tian' is the generic character for tea. For tea. These verses reflect the basic knowledge and feelings of people about tea in the pre-Qin period. The Tea Classic written by Lu Yu, the Sage of Tea, is the first monograph on

tea in the world, which elaborates on various aspects of tea planting, picking, production, tasting, etc., and has had a far-reaching impact on tea culture in the later generations. In terms of the study of tea culture in literary works, Zhao Kexue (2018) reflects on the existing translations of tea culture and finds the different translations of the term 'Siamese tea' in the two translations of Dream of Red Mansions, arguing, 'It's The translation 'It's tribute tea from the Laos Kingdom', meaning that it is produced in the Laos Kingdom, is not in line with the original meaning of Dream of Red Mansions and therefore misleads readers. Therefore, the history of 'Siamese tea' needs to be investigated.

3. The Characteristics of Tea Culture Words in English

3.1. Professionalism and Formality

Tea culture in English is characterized by strong professionalism and formality. In the tea industry, English often uses professional terms and formal language style to ensure the accuracy and professionalism of the information. For example, words such as 'aroma', 'taste' and 'appearance' are very common in describing the quality of tea. On the other hand, these words are also used in everyday life to describe the quality of tea. On the other hand, these words are also widely used and popularized in everyday life. For example, 'tea break' has become a common term for rest and communication between work in many countries and regions, and 'tea time' is often used to describe afternoon tea or tea time before dinner.

3.2. Visualization and Sensibility

The words used in English tea culture also focus on figurative and sensual expressions. The taste, aroma and other characteristics of tea are often described by specific words, such as 'grassy', 'fruity' and 'flower', etc. These words are often used to describe the tea culture. These words make it easier for consumers to understand and feel the taste and smell of tea. The term 'sweet aftertaste' is used to describe the sweet aftertaste of a tea broth that leaves a lingering aftertaste in the mouth. These terms not only enrich the sensory experience of

tea culture in English expressions, but also enhance readers' emotional resonance with tea culture.

4. Characteristics of Thai Tea Culture Words

4.1. Regionality and Ethnicity

Thai tea culture diction is deeply influenced by the regional culture and national customs of Thailand. Thai tea culture is rich and colorful, and each place has its own unique tea-drinking customs and ceremonies. Therefore, in Thai tea culture vocabulary, words reflecting local characteristics and cultural background often appear.

4.2. Intuitiveness and Emotionality

Thai tea culture vocabulary also focuses on intuitive and emotional expressions. Vivid metaphors are often used in Thai vocabulary to describe the appearance, aroma and taste of tea, such as 'as fresh as a mountain spring' (เหมือนน้ำฝนเขาที่สดชื่น), 'as soft as a summer breeze' (เหมือนน้ำฝนเขาที่สดชื่น), 'as soft as a summer breeze' (เหมือนลมฤดูร้อนที่นุ่มนวล), etc. These descriptions not only convey the physical properties of tea, but also trigger associations and feelings. In addition, there are also intuitive feelings such as 'refreshing' (การเชื่อมโยงการทำงานของเซลล์ประสาทในสมองแต่ละส่วน).

4.3. Emphasis on Social Functions

Thai tea culture also has certain social functions such as socialising, rituals and ceremonies. Therefore, in the Thai tea culture vocabulary, words related to these social functions often appear, such as 'toasting tea' (เสนอชา), 'tea ceremony' (ฤกษ์ชา) and so on, which not only reflect the social attributes of tea culture, but also emphasize the tea culture. These terms not only reflect the social attributes of tea culture, but also emphasize the importance of tea culture in Thai society.

5. Analysis of the Causes of the Difference in Words Used in Chinese, English and Thai Tea Culture

5.1. Differences in Cultural Background

China, Britain and Thailand have different cultural backgrounds and historical traditions, and these differences have a direct impact on the development of their respective tea cultures and word characteristics. Chinese culture is deeply influenced by Confucianism, Buddhism and Taoism, focusing on harmony, mediocrity and connotation; Western culture pays more attention to rationality, science and efficiency; while Thai culture has strong regional and national characteristics. When expressing tea culture, Chinese language focuses on the conveyance of mood and emotion. For example, the expression 'a cup of fragrant tea fills the room with fragrance' not only depicts the overflowing aroma of tea, but also conveys the delightful mood when tasting tea. The English language pays more attention to practicality and directness. When describing tea-drinking activities, the British language is more inclined to use simple and clear expressions. For example, a sentence like 'Let's have some tea and cakes' directly expresses the intention of inviting others to have tea and cakes together. In Thai, which focuses more on national identity, Pu-erh tea (ชาหูเอ๋อริ) is known as 'the

life of Pu-erh', and although this expression reflects more of a special understanding of Pu-erh tea and its cultural significance, it is also commonly used to shorten Pu-erh tea to ชาหู in everyday life. ชาหู is also commonly used in everyday life to refer to Pu'er tea.

5.2. Influence of Social Customs

There are also differences in social customs and tea drinking habits between China, Britain and Thailand. These differences are not only reflected in the tea-drinking methods and ceremonies, but also profoundly affect the formation and development of tea culture words. For example, the Chinese tea ceremony culture pays attention to details and etiquette; afternoon tea in Britain has become a way of socialising; while the Thai tea culture is closely linked to local national customs and religious beliefs. The Chinese have a long history of drinking tea, and tea drinking has become an important part of daily life. From the first cup of tea in the morning to sipping tea at leisure, tea is not only a thirst quencher, but also a spiritual support. Different regions have their own unique tea drinking customs, such as Guangdong's Morning Tea, Fujian's Kung Fu Tea, etc. These customs not only enriched the content of tea culture, but also promoted cultural exchanges between regions.

Afternoon tea culture in Britain originated in the 17th century, and was initially a fashionable drink for the upper class, and then gradually popularised among the common people. Afternoon tea time is regarded as the most leisurely and elegant moment of the day, when people will put down their work and enjoy exquisite snacks and tea. This custom not only reflects the British pursuit of quality life, but also promotes social and interpersonal interaction. Afternoon tea has become an ideal choice for family gatherings and meeting friends.

Thailand is located in the tropics and has a hot climate, so iced tea has become an important part of Thai tea culture. Thai people like to add ice to their tea or even drink it frozen to cool down from the heat. Iced tea is very popular in Thailand, and you can find various flavours of iced tea for tasting in both street stalls and upmarket teahouses.

In the northern part of Thailand, bordering Yunnan Province in China, people have the custom of eating pickled tea. Pickled tea is made from fresh, unprocessed leaves through a special process, and can be consumed either as a tea or as a dish. This pickled tea culture reflects the unique dietary habits and cultural traditions of the northern region of Thailand, as well as the Thai people's diverse and innovative use of tea.

6. Selection of Translation Strategies

6.1. Methods of Translation into English

Direct translation method, for some sentences or phrases with clear literal meaning and simple structure, the direct translation method can directly convey the meaning of the original text, maintain the form and structure of the original text, and make the translation easy to understand. Intentional translation, when there is a significant difference between the original expression or cultural background and English, the Italian translation method can flexibly adjust the translation to make it more in line with the English expression habits and cultural background, so as to avoid the misunderstanding or rigidity that may be caused by the direct translation. Borrowing translation method, for words or expressions

unique to Chinese, if there is no direct counterpart in English, they can be translated by borrowing similar or analogous words in English in order to convey the meaning of the original text. This method helps to enrich the English vocabulary and promote cultural exchange. Associative method, when dealing with words or sentences that are abstract or have multiple meanings, the associative method can be used to find the most appropriate English expression by associating related concepts, situations or cultural backgrounds to more accurately convey the meaning and emotion of the original text.

6.2. Methods of Translation into Thai

Contextual analysis method, the vocabulary and expressions in Thai are often deeply influenced by the context. Therefore, during the translation process, the context of the original text needs to be carefully analysed, including the context, cultural background and communicative purpose, in order to choose the most appropriate Thai expression. Word Order Adjustment Method, there are differences in word order between Chinese and Thai, for example, Chinese determiners are usually placed before nouns, while they may be placed after nouns in Thai. Therefore, in the translation process, the word order needs to be adjusted according to the grammatical rules of Thai to ensure the accuracy and fluency of the translation. Combining Italian translation with direct translation, for some words or sentences with clear literal meanings but different cultural backgrounds, the direct translation method can be used to maintain the form of the original text; while for those contents that need to convey deeper meanings or cultural backgrounds, the Italian translation method needs to be used to deal with them flexibly. Combining the two can preserve the characteristics of the original text while ensuring the accuracy and readability of the translation. Cultural Adaptation Adjustment, due to the different cultural backgrounds to which Chinese and Thai belong, some expressions or metaphors that are common in Chinese may not be applicable in Thai. Therefore, in the process of translation, it is necessary to make adaptive adjustments according to the cultural background and expression habits of the Thai language to ensure that the translated text can be understood and accepted by Thai readers.

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