

Application of the Interpretive Theory of Translation to Business Interpretation

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Abstract

The Interpretative Theory of Translation (ITT) was first developed on the basis of empirical practice and observation of interpreting. Its core idea is that the interpreter understands the source language and grasps the intention conveyed by the source language, then breaks away from the external form of the source language and expresses the speaker's intention in idiomatic target language. Business interpretation is characterized by being purposeful, extemporaneous, time-limited, and comprehensive. In view of these features, business interpreter should observe the principles of faithfulness and efficiency. The main purpose of interpretation, according to ITT, is to transfer the information and explain the true intention of the speaker. This paper, on the basis of real example analysis, puts forward two coping strategies—simplification strategy and adaptation strategy, under the guidance of ITT. Simplification means to simplify the content expressed by the speaker without changing the speaker's real intention, whereas adaptation strategy totally forgets the original structure and tries to express the speaker's intention. Compared with the simplification strategy, the adaptation strategy is more flexible, but the main purpose of both is to express the true intention of the speakers and promote business activities.

Keywords: Business interpretation, The Interpretive Theory of Translation, Coping strategies

1. Introduction

With the continuous reform of China's market economic system, China has paid more and more attention to foreign trade transaction. Since the initiative of the "One Belt, One Road" proposed by President Xi, China's economy has developed rapidly, the country's trade has expanded, and its relations with other countries have become closer. Business interpretation is a communicative activity focusing on the field of business and trade. The quality of business interpretation has been a decisive factor in ensuring the smooth progress of business transactions. However, business interpretation has never been an easy task due to the differences between Chinese and foreign languages and cultures.

Di and Ao (2013) observed that business interpretation is a communicative activity which is the process of mutual understanding, communicating and developing the international exchanges and cooperation in all aspects of business under business circumstances. Business interpretation contributes a lot to the success of business cooperation. Most of the previous studies focused on the criterion of faithfulness, interpretation strategies, and the training of interpreters, yet few have given enough attention to the coping strategies to deal with the difficulties of business interpretation, which remains a more important issue to resolve.

The Interpretive Theory of Translation (ITT) is a concept from the field of Translation Studies, which divides the process of translation into three stages: comprehension, deverbalization, and reformulation. First developed on the basis of empirical practice and observation of interpreting, ITT finds its ready application to business interpretation. The present study will, on the basis of case studies, make a further research into the coping strategies for business interpretation under the guidance of the Interpretive Theory of Translation so as to ensure the smoothness as well as to improve the quality of business interpretation. Thus, it has certain practical value.

2. Literature Review

The relationship between China and the world is getting closer and international trade is also increasing. Various business activities are generated and in this process of interaction, interpreters have played a role in enhancing exchange and understanding between China and foreign countries. Therefore, it's important to do some studies to improve the quality of business interpretation.

2.1 *Brief Introduction to ITT*

Interpretive Theory of Translation (ITT), the concept from the field of Translation Studies, began to form in the middle of the 20th century. Since the 1960s, many researches have been made to explore the process of interpretation. Jean Herbert who was a professional interpreter was the earliest researcher observing it. He divided interpretation into three steps: comprehension, transformation and expression. But his research did not involve the mental process of interpretation (Zhang, 2011). Then Jullius Wirl studied the psychological process of translation and he indicated that it is essential to separate the original text's meaning from the form of the language in the translation process and this separation was called "meaning out of the original language shell" which is the earliest hypopaper of "deverbalization" (ibid.).

Then Seleskovitch (1978) put forward the Interpretive Theory of Translation.

ITT divides the process of translation into three stages: comprehension, deverbalization, and reformulation. Comprehension means that the interpreter quickly forgets linguistic symbols after hearing the source language and stores the meaning which is a non-verbal symbolic form. Deverbalization plays the vital role between both comprehension and reformulation but it is more difficult to observe. It means in the process of interpreting, the interpreter breaks away from the external form of the source language and extracts the overall information conveyed by the source language (Gao & Zhu, 2013). Reformulation is the process of expressing the meaning in the target language (Zhang, 2011). ITT focuses on the equivalence of meaning. The essential proposition of ITT is that after the interpreter hearing the original language, the sense remains in the brain and the symbols of the language fall into oblivion, but he can express the original meaning in the target language.

2.2 Previous Studies on Business Interpretation

2.2.1 Criteria of Business Interpretation

Faithfulness is the primary criterion for translation. Xiang (2006) further broke it down to integrity, correctness, and appropriateness for business interpretation. Similarly, You and Wang (2017) put forward four criteria for business interpretation: correctness, conciseness, concreteness, and clarity. They contend that the essential of business interpretation is faithfulness.

As a kind of interpretation, business interpretation has the common features of interpretation, e.g., being accurate, fluent and prompt. The interpreter needs to respond and begin to interpret within seconds. Promptness is a very important criterion for business interpretation (Cai & Fang, 2003).

2.2.2 Business Interpretation Strategies

There are many complicated sentences, formal expressions in business interpretation. With the influence of complex and changeable situations, the strategy of flexible translation, or translation variation, can be adopted sometimes (Fan, 2014). Feng (2016) held that under the guidance of ITT, the strategies of omission, reorganization and free translation can effectively solve the difficulty in the process of interpretation and improve the quality of interpretation.

2.2.3 Competence of Business Interpreters

Business interpretation aims at promoting cooperation between two parties. It is important to cultivate interpreter's ability. Actually, the three steps of ITT indicated the demand for interpretation ability. It is useful to analyze the competence elements of interpreters based on the triangular model of ITT. Interpreters must possess sufficient expertise, or extra-linguistic knowledge, in the practice of business interpretation. ITT agrees that cognitive capacity is important for interpreters and only with enough cognitive information can they understand the speaker correctly. Therefore, to be a good interpreter, he should have enough necessary extra-linguistic knowledge to achieve deverbalization. Feng (2016) found that business interpreters need to have a large amount of extra-linguistic knowledge to ensure the quality of

business interpretation.

It is clear that business interpretation is a cross-linguistic and cross-cultural communicative activity. Besides language skills, interpreters should also have pragmatic competence and cross-cultural communication awareness (Chen, 2008). In business interpretation, it is important to understand the target culture's ways of thinking and communicating and to observe social rules. With the mastery of pragmatics, language errors will be reduced, which will greatly improve the quality of interpretation and facilitate successful interpretation.

2.3 Evaluation

As an important communicative activity, business interpretation has been analyzed from multiple perspectives. The previous studies have probed into the criteria and strategies of business interpretation and have also revealed the competence business interpreters should maintain. However, the complexity of business circumstances and professionalism of business interpretation requires further research into the coping strategies that business interpreters can adopt to handle the difficulties that may pop up any time in the real situation. Hopefully, the present study can bring new inspiration to the deepening of the application of ITT in business interpretation and facilitate the interpretation practice in China.

3. Application of Interpretive Theory of Translation to Business Interpretation

3.1 Features of Business Interpretation

As a cross-linguistic and cross-cultural communicative activity, interpretation has many features. As a branch of interpretation, business interpretation has similar features to other types of interpretation. In addition, it also has its own characteristics shown as follows.

3.1.1 Being Purposeful and Extemporaneous

In business activities, participants focus on achieving deals and maximizing profits, so interpreters must have a clear position in the process of interpretation. It can be seen that the purpose of business interpretation to achieve maximum profit is strong. In business negotiations, the emotions of the client will change, even out of control, leading to conflicts between the two parties. At this time, the interpreter needs to correctly judge the true intention of the speaker according to the actual situation on the spot, and give accurate interpretation. At this time, the interpreter plays the role of a regulator, reducing misunderstandings between the two parties and making the negotiation smooth. At the negotiating table, the interpreter is unprepared to face the changes in the speaker's mood, which shows that business interpreting is extemporaneous.

3.1.2 Being Time-Limited

Business interpretation is a bilingual exchange of information which is strictly limited by time and occasion. For both sides of business activities, time is money and efficiency is paramount, so interpreters need to interpret quickly in a limited time. Although part of interpretation can be predicted according to the topic of activity, there are many specific content which cannot be foreseen. It's limited for the interpreter to prepare for the

information and the interpreter will face all kinds of unexpected situation, which causes tremendous pressure. And during the course of interpretation, interpreters need to receive and understand the content of speech in a very short time and at the end of the speech, the interpreter must finish the analysis of content and start interpreting. Likewise, time-limitedness means it's hard for interpreters to give the best interpretation for a lack of time. Therefore, as Yue and Wang (2015) concluded, it's necessary for interpreters to adopt high-frequency vocabulary and simple and flexible sentence structure to express complex meaning.

3.1.3 Being Comprehensive

It's obvious that business interpretation involves much knowledge in commerce. Commercial activities include business correspondence, business negotiation, signing business contract and so on. Business interpreters have to acquaint themselves with vast commercial knowledge. Without it, it's impossible for interpreters to accomplish the mission smoothly and accurately. Therefore, being equipped with professional commercial knowledge is essential to a successful business interpretation which is the cornerstone of a triumphant business activity.

In the process of business interpreting, it is inevitable that interpreters will encounter various problems. In view of the particularity of the interpreting environment and methods, it is difficult for interpreters to ask others for advice and few interpreters have a partner during the interpreting, therefore, most interpreters must be capable of handling things independently and they have to solve problems alone. In order to deal with different business interpreting occasions and different business interpreting tasks, the interpreter must be a "walking encyclopedia" and they have to use their skills—observation skill, listening skill, writing skill and writing skill comprehensively. Meanwhile, because the clients are from all walks of life with different educational and cultural background, interpreters are required not only to be proficient in the two languages involved in the interpreting activities, but also to have extensive knowledge of abundant cultural connotation and a deep insight into it.

3.2 *Principles of Business Interpretation*

3.2.1 Faithfulness

The principle of faithfulness includes two aspects. One aspect is the fidelity of the interpretation to the original text and the other is to the original style. In business interpreting activities, original text contains topics, purpose, vocabulary, numbers, acronyms and so on. Original style involves the speaker's tone, speaker's cultural level, attitude, figures of speech and so on. In addition, because of the feature of business interpretation—being purposeful, the interpretation needs to be faithful to the purpose.

During the business interpreting process, the interpreter needs to interpret the original text and original style accurately to the other party. In business interpretation, the words used in interpretation need to be precise, the syntax needs to be rigorous, and the norms are stated. There are many ambiguous words in English vocabulary, and it is necessary to determine the meaning of vocabulary according to the context. In terms of vocabulary, fixed usage and

fixed collocation of specialized vocabulary and terminology are common in business interpreting. A wide vocabulary has both the most basic meaning in business interpreting and the special meaning in terminology. For example, when “effect” is used as a verb, it usually means “to cause to occur”, but when it is combined with “shipment” to form “effect shipment”, it should be interpreted as “装船”. Therefore, it is necessary to judge the meaning of words according to specific occasions and according to the specific combination of words in the sentence.

The characteristics of business interpreting indicate that the interpretation needs to be faithful to the purpose. Di and Ao (2013) proposed that there is only one purpose in business interpretation: to achieve cross-cultural communication success. Therefore, in the process of business interpreting, the interpreter needs to judge the attitude and intention in the speaker’s expression according to the real situation, and finally the information that the speaker wants to express is smoothly expressed to the other party.

Example 1: 不要再浪费时间了，我们只能给这个价，要不这个生意我们就不做了 (Di & Ao, 2013: 119)。

Interpretation 1: Don’t waste more time. This is the only offer we can give, otherwise, there will be no deal (Di & Ao, 2013: 119).

Interpretation 2: We would say that it was unwise of you not to accept this favorable offer (ibid.).

In the absence of context, the attitude of the original text cannot be accurately determined. Therefore, in the process of business interpreting, the interpreter needs to analyze the true meaning of the speaker according to the actual situation, and accurately understand the implied meaning of the speaker. Proper analysis of the additional information about the message that the original user wants to convey affects the principle of fidelity. If the other party is not sincere, and the speaker cannot see the possibility of cooperation, Interpretation 1 can accurately express the speaker’s resolute attitude and running out of patience, and convey the message that the speaker doesn’t want to continue this business. Interpretation 1 is faithful to the literal meaning and the real intention of the speaker. However, when the atmosphere on the scene is relatively relaxed and the character of the speaker is relatively straightforward, Interpretation 2 is more suitable which leaves the room for negotiation, since his real intention is to reach an agreement as soon as possible to improve the efficiency.

It can be seen that in the event of a situation where the scene is out of control, the interpretation provided by the interpreter will affect the atmosphere of business interpreting, and different interpretations will achieve different purposes. It can also be seen that interpreters need to analyze the situation and have excellent resilience and strong anti-stress ability to cope with various situations.

Compared with other interpretation, business interpretation concerns lots of abbreviations and figures which play important roles in trading. With the inaccuracy of interpretation, the firm or the country will face significant economic losses and even the interpreter’s future in this field will be ruined. Therefore, being faithful or accurate to the original information is of

utmost importance in business interpretation. However, faithfulness is not the mechanical imitation. Interpreters must interpret the original text and the original style into the target language, but they should not stick to the form of the original language. Interpreter's function is to remove obstacles to communication between both sides in a business activity, so they need to convert the original language into the target language in a way that is consistent with speech patterns and intonation of the target language country. Therefore, when the speaker has his own country's unique logic of thinking or idiomatic expressions, it's necessary to adopt a flexible interpretation to convey the speaker's true intention.

3.2.2 Efficiency

In a conversation, speakers have a common purpose to convey their ideas rapidly, especially in business communication. Because of language barriers, both parties have to communicate with each other through the medium of the interpreter. This will extend the time of communication to a certain extent and the efficiency will definitely slow down a lot. Speakers hope that interpreters can be fast and efficient without taking too much time. Yue and Wang (2015) observed that the value of interpretation is its effectiveness and efficiency as a communication tool. Thus, efficiency plays a very important role in business activities. Efficiency includes three aspects: fluency, the pace of speech, and note-taking.

Fluency means that the interpreter needs to be articulate, fluent and smooth, and has no pet phrase. He can clearly, smoothly and logically convey the source language information to the target language audience during the interpreting process. In the process of other types of interpretation, there are several pet phrases that make no difference, but for a business occasion, they will leave a very unprofessional impression on the partner. The interpreter should speak clearly, and between the sentences, there should be proper pause. And also, the interpreter should pay attention to the division of the meaning group in the sentence. When interpreters perform interpreting tasks, they will encounter customers with illogical thinking or unconventional thinking whose degree of education, cultural background and thinking habits are different. Chinese cultures and Western cultures are dramatically different. If interpreters are not able to interpret in a way that is consistent with the habits of the target language, it is likely to distort the true meaning of the source language. In the process of interpreting, the interpreter needs to reconstruct the content of the speech to make it conform to the thinking mode of the client, so that the client can understand the meaning expressed by the other party.

The pace of speech means that during the interpretation process, the interpreter's voice should be properly adjusted with the appropriate speed. Under normal circumstances, the translator's speaking speed is kept at 150-170 English words per minute and 260-270 Chinese characters per minute. If the pace of speech is too fast, there will be two situations. First, the customer can't grasp the content spoken by the interpreter, and may even be unable to hear the content of the interpreter clearly. Second, the information will be omitted, or the interpreter may forget to interpret some important content. In business interpreting, omission can easily lead to misunderstandings of customers, so that the expected effect of business exchange cannot be achieved. A disagreement can result in serious loss of profits for the

enterprise or the country, which may even lead to legal proceedings. Interpreters should facilitate communication in the process of interpreting to prevent misunderstandings caused by the omission of information.

In the process of interpreting, interpreters need to understand, remember and interpret the words spoken by the client in a short period of time, and memory is very important in this process. In interpreting, the interpreter basically uses short-term memory to store the source information. In the process of memorizing, which is a highly-strung state, the memory function of the person will be affected to some extent, and the memorized information is likely to be missed. If there are no notes, just with short-term memory, the interpreter cannot complete the interpretation efficiently. Short-term memory and notes are therefore two methods that must be employed during the interpretation process. To take effective interpreting notes requires a certain amount of training. But excessive notes will interfere with the brain's analysis of information. Therefore, the function of notes is not to record all the content, but to extract the core meaning, record acronyms and symbols so as to improve efficiency.

The unique features of interpretation require that interpreters follow the principle of efficiency. Actually, efficiency is the embodiment of the value of interpreting.

3.3 Coping Strategies for Business Interpretation

In business activities, the main task of the interpreter is to interpret the speech of the negotiating parties so that business activities can proceed smoothly. Business activities are often linked to economic interests. When negotiations are deadlocked, if the interpreter has misunderstandings about the non-literal meaning or interpret word for word, then the business activities may be suspended, and the impact will be direct economic loss. Therefore, in this case, the interpreter should know how to use the art of language, and pay attention to the usage of expression and tone on the basis of accurate expression of the viewpoint of both sides, so as to ease the atmosphere of the talk. Although the principle of business interpretation is "faithfulness", the ultimate goal of business activities is to reach an agreement on related transactions or projects. At this time, the appropriate handling by the interpreters is often helpful for the negotiation of the deadlock. In order to do this, interpreters must have a wealth of experience and basic conventional strategies, but also need to be proficient in certain on-site coping strategies.

To cope with difficult business situations, the interpreter may adjust the structure or content of the source language appropriately on the basis of grasping the original meaning and the intention of the speaker, so that the interpretation can be more in line with the principles of interpretation and conform to the occasions. As a result, the interpretation task can be completed efficiently. The Interpretative Theory of Translation concerns transmission of the meaning. Interpretation is not a one-way decoding from the source language to the target language, but a dynamic process of re-understanding and re-expressing the central source language. At this time, the interpreter should use the theoretical guidance of the ITT, grasp the non-literal concept, and make the expression more suitable for the atmosphere and scene of negotiation. The following are two coping strategies that can be adopted by interpreters

under the guidance of the Interpretative Theory of Translation (ITT).

3.3.1 Simplification

The location of business activities and the nature of the work make business interpreting pressed for time. In the process of business interpreting, the interpreter must understand the source information, reorganize the source information and express the complicated meaning in a short time. The interpreter may not keep up with the course. Therefore, without missing the main source information content and twisting the customer's intention, the interpreter needs to break away from the external form of the source language, simplify the source language information, make the interpretation concise and smooth so as to score the expected achievement. However, the source information cannot be omitted too much for fear that interpretation does not fully express the customer's intention. Therefore, under the guidance of ITT, the interpreter grasps the meaning that the speaker really wants to express based on the understanding of the original text and expresses the true intention of the speaker in another language to achieve faithfulness and efficiency.

Example 2: 我国出口的纺织品目前远销非洲、亚洲、拉丁美洲、大洋洲、美加地区和欧洲的100多个国家 (Yue & Wang, 2015: 14)。

Interpretation: Made-in-China textile are sold to over 100 countries and regions around the world (ibid.).

According to the feature of being purposeful in business interpretation, the interpreter should figure out the real intention of speakers at first. In the example, the list of the places serves to show that China's textiles are sold around the world and the purpose of the expression is to prove that there is a big market for products, which means that there are a lot of hidden customer groups, so there is no need to worry about the selling. Therefore, “非洲、亚洲、拉丁美洲、大洋洲、美加地区和欧洲的100多个国家” can be simplified to “over 100 countries and regions around the world”. On the basis of ITT, interpretation is the translation of the meaning that the speaker wants to express, rather than literal interpretation or word-for-word interpretation. Time-limitedness of business interpretation requires the interpreter to use simplification strategy in the course of business interpretation. Understanding the original intention and breaking away from the external form of the source language, the interpreter should simplify the meaning and give the plain interpretation for the listener to understand the important information. During the business interpreting, the interpreter gives timely feedback, keeps his time to a minimum and achieves the goal of communicating. The interpretation should achieve faithfulness and efficiency. If the interpreter is not able to focus on the most useful information in the shortest time by breaking away from the external form of the source language, the interpretation will break the principle of efficiency.

Example 3: 我们应该进一步简化手续, 及时地、积极地采取措施, 从国外引进急需的设备和科技, 并认真组织科学技术人员做好消化和推广工作 (Yue & Wang, 2015: 14)。

Interpretation: We should simplify procedures and import urgently needed equipment and technology, which we may incorporate (ibid.).

In the original language, the speaker's intention is to convey his positive and cooperative attitude. In Chinese, modifiers are used more often, such as “进一步”, “及时地”, “积极地”, “采取措施”, “认真”, “做好.....工作”, which can play a role in indicating the attitude of the speaker. But in this situation, these words and phrases have no specific meanings here, all of which are exaggerated rhetorical structures. Interpreting these modifiers into English, for example, adding “further” in front of “simplify” and interpreting every modifier will not achieve the same effect, but will be counterproductive and cumbersome. According to the characteristics of business interpreting, interpretation needs to be concise and to express the positive attitude of the speaker. The interpretation of meaning requires interpreting to be loyal to the speaker's intentions. Therefore, in this example, according to ITT, after understanding the true intention of the speaker, the interpreter can adopt simplification strategy to achieve faithfulness and efficiency.

In the above situation, according to the features of business interpretation, the interpreter should understand the original intention and the true meaning of the speaker, break away from the external form of the source language and adopt simplification strategy to finish business interpretation so as to achieve faithfulness.

3.3.2 Adaptation

Different languages have different vocabulary, sentence structures and expressions. The adaptation strategy is mainly to deal with the difficulties caused by cultural differences which lead to the different expressions between the source language and the target language. Interpreters can eliminate communication barriers between the two parties, play a coordinating role in communication, and complete their mission. When receiving the information of the source language, the interpreter needs to eliminate the difference between the source language and the target language. The core idea of ITT is to break away from the external form of the source language and use the target language to express the intended meaning instead of literal meaning. ITT emphasizes the interpretation of meaning. In business interpretation, interpreters must break away from the external form of the source language to eliminate the impact of cultural differences. Therefore, compared with simplification strategy, adaptation strategy is more flexible which forgets the original language symbols and expression habits, and aims to express the true intention of the speaker.

As discussed above, there may be many emergencies during business interpretation, which requires the interpreter to be quick-minded and choose adaptation strategy to cope with different situations.

Example 4: 在当今世界，每个企业都面临严峻的竞争，树立自己的品牌一定要有“王婆卖瓜，自卖自夸”的精神 (Fan & Zhang, 2013: 129)。

Interpretation: In today's world, every company needs to face severe competitions, so the spirit of “Every potter praises his own pot” is really needed in establishing its own brands in the market (ibid.).

Obviously, in this sentence, “王婆卖瓜，自卖自夸” is an idiom, and it is the point and difficulty in this interpretation. Because of cultural differences, foreigners do not know who

is “王婆”, and they do not have the same expression in their language. Under the guidance of ITT, the interpreter needs to break away from the external form of the source language and try to express the speaker’s intention. According to the purpose of business interpreting, the interpreter plays the role of a regulator, reducing misunderstandings between the two parties. Therefore, the interpreter should use the adaptation strategy and he needs to understand the meaning of this idiom here at first: to praise their products, and then find the corresponding expression of the target language, to achieve the faithfulness and efficiency of interpretation.

For example, at a business meeting between Chinese and foreign parties, the interpreter found that the Chinese peasant entrepreneurs were more casual and sometimes did not strictly comply with the requirements in packaging and transportation. One farmer entrepreneur said, “管他呢，你说你的，我做我的，过得去就行了。” The foreign party looked at the interpreter and the interpreter immediately said “They say they will try their best to keep to the accepted norms.” The foreign representative was happy and said “Good, let’s call it a deal.” The interpreter then turned around and said to the Chinese representative: “遵守就是成功。” (Yue & Wang, 2015 : 19-20)

In this business activity, the purpose of both Chinese and foreign parties is to strike a deal. In business interpretation, the interpreter plays the role of a communication bridge, and focuses on the common interests of both parties, not the interests of one single party. In this business activity, according to the peasant entrepreneur’s language and his behavior, his character can be seen: free and sloppy, free-spirited, lack of self-discipline, lack of system and lack of responsibility. The interpreter’s cognitive complement plays an indispensable role in the interpretation process. The entrepreneur’s language did not indicate that he would do his best to follow the rules. However, the interpreter knows that the ultimate goal of peasant entrepreneurs and foreign entrepreneurs is to reach a deal. Therefore, under the guidance of ITT, with his own cognition complement, the interpreter comprehensively and accurately grasped the deepest and final intentions of peasant entrepreneurs, and adopted adaptation strategy to help the two parties strike a deal. In face of this situation, interpreters need to have the flexibility to act as a bridge between two cultures and to look forward to cooperation between two parties. In this process, based on ITT, the interpreter makes full use of their cognitive supplement by comprehensively and accurately grasping the intent of speaker.

Although it seems to violate the principle of faithfulness, the achieved effect is mutually beneficial. The interpreters also play their own unique role without changing the original intention and purpose. On the other hand, this is also a kind of “faithfulness”—to be loyal to the common interests of both sides of the communication and achieve a win-win situation. From the perspective of the interpreter’s role, interpreters need to be more flexible and need to be sensitive enough to cultural differences.

Business interpretation usually goes on in a tense atmosphere, therefore, as a communicator and coordinator of cross-cultural communication, interpreters need to properly adjust their tone, ease the tension of negotiation, and adopt different coping strategies flexibly to avoid the conflicts that may occur between the two sides and facilitate cooperation between the two sides so that they can help realize the expected effect of the negotiation and reach an

agreement.

4. Conclusion

The place and the nature of business activities determine that business interpretation is limited in time, and the function of business activities indicates that business interpreting is purposeful and aims at maximizing profits. This paper summarizes two coping strategies under the guidance of the Interpretive Theory of Translation (ITT), simplification strategy and adaptation strategy. According to the characteristic of business interpreting—being purposeful, after the interpreter grasps the meaning of the source language and the intention of the speaker, he can use adaptation strategy to appropriately adjust the structure or content of the source language so that the target language can comply with the principle of faithfulness in business interpretation. Because of business interpretation's time-limitedness, when the interpreter catches the main message, he can use simplification strategy to simplify the information without changing the original meaning of speakers so that the interpretation task can be completed efficiently in line with the principle of efficiency in business interpretation.

Business interpretation involves much knowledge in commerce which includes business correspondence, business negotiation, signing business contract and so on, and the collection of examples in this paper is not enough, so the coverage of the paper is not wide enough. In addition, because of the feature of business interpreting—being extemporaneous, it is difficult to contain all kinds of situations. Considering the wide range of business interpretation, future studies should subdivide business interpretation into different kinds, and collect ample examples to analyze specific coping strategies for different classifications of business interpretation.

To some extent, coping strategies are measures taken to handle the difficulties that may pop up any time in the real situation. When the interpreter is trapped in difficulties, he uses different coping strategies to obtain the best business interpreting effect at the time. According to the above analysis, the coping strategy is a supplement to the conventional strategy and interpreters cannot be completely dependent on the coping strategy. In other words, interpreters should still pay attention to the improvement of their own interpreting ability and the accumulation of relevant knowledge. Interpreters should do more preparatory work, and try their best to finish an interpretation task. At the end of the interpretation, the interpreter also needs to review the business interpreting process, check what problems they have in the process of business interpreting, and strive to make the next business interpreting more successful.

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