

# A Study on the Application of Chinese Medicine and Tea Business' English Translation Based on Schema Theory

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**Abstract.** Schema theory is a linguistic theory that emphasizes the role of knowledge structures in people's understanding and production of language. In the field of international trade of tea and herbal medicine of China, the quality of business English translation is crucial to the communication and cooperation between the trading parties. Due to language and cultural differences, there are often problems of comprehension bias and inaccurate information in business English translation. The use of schema theory can help better understand and deal with the differences between the source language and the target language, so as to improve the accuracy and adaptability of translation. This paper analyzes the characteristics of business English translation mainly targeting Chinese herbal medicine and tea, studies the role of schema theory in business English translation, and shows the application of schema theory in business English translation of Chinese herbal medicine and tea through specific cases, and this study has certain guiding significance for the practice of business English translation related to tea and Chinese herbal medicine in China.

**Keywords:** tea, herbal medicine, schema theory, business English, translation, cultural communication

## 1. Introduction

International trade has a significant impact on global economic development. In this process, English communication has become the main language of communication, but for most countries, there are language and cultural differences in trade, which lead to understanding bias, and people put forward stricter requirements for accuracy and professionalism. Let's take Chinese tea and herbal products as a case in point. Since some products are characterized by Chinese culture, they need to be accurately translated from the acquisition of raw materials to the processing of the products, and from the efficacy of the products to their usage. In order to ensure accurate communication and effective business cooperation, professional business English translators are needed to cope with the special needs in the field of herbal medicine and tea trade. Business English translation is an important link in reaching cooperation, and the quality of translation has a direct impact on the effectiveness of the transaction.

Schema theory originated in cognitive psychology and emphasizes the influence of prior knowledge on information processing. It has been widely used in psychology, linguistics as well as translation. In the field of business English translation, especially in the English translation practice of Chinese herbs and tea, the theory helps translators to better understand and accurately convey Chinese terminology and cultural meanings. [1] This paper exploratively studies the application of business English translation in the field of Chinese herbs and tea based on schema theory to help translators better understand the specialized knowledge involved in international trade of Chinese herbs and tea and accurately translate the related English expressions, so as to provide reference and inspiration for improving the quality and efficiency of business English translation.

## 2. Characteristics of Herbal Medicine and Tea in Business English Translation for Global Trade

### 2.1. Characteristics of international trade in herbs and tea

With the accelerating process of globalization, China's trade in Chinese herbal medicine and tea has been increasing year by year at a rapid rate, and trade methods are being innovated, with more and more frequent transactions on cross-border e-commerce platforms.

In 2018-2022, China's export volume of traditional Chinese medicine products showed an overall growth trend. In 2022, China's export volume of traditional Chinese medicine reached 1.47 billion tons, of which, traditional Chinese medicine is the main export product, with an export volume of 1.35 billion tons. From the point of view of export volume, from 2018 to 2022, China's export trade volume of traditional Chinese medicine is similar to the change of export volume with an overall upward trend. In 2018, the export scale of traditional Chinese medicine has exceeded 7 billion yuan; in 2022, China's traditional Chinese medicine export scale reaches a new high for the first time to break through 9 billion yuan, amounting to 9.119 billion yuan, which is an increase of about 2 billion yuan compared with that of 2018.

As a tea-producing country, China's tea trade has always maintained the situation that exports are greater than imports, and since 2015, China's tea exports have shown a sustained growth in the development of the situation, according to statistics, in 2021, the country's tea exports amounted to 369,400 tons, an increase of 5.9%; the export value of 2.299 billion U.S. dollars, an increase of 12.8%, See Figure 1. The rise of new tracks such as new tea drinks, new bags, herbal teas, blended flavor teas, etc., and Online and offline Consumption boom, tea production, total output value, domestic sales, domestic sales, export volume, export value and many other economic indicators to achieve a historic breakthrough. [2]



**Figure 1.** Overview of tea import and export trade in Chinese Mainland

However, there are many problems in the international trade of Chinese herbal medicine and tea, and the most important problem is that the difference between Chinese and Western cultures forms a natural barrier for cultural exchange and dissemination. Business English translation plays a crucial role in the path from herbal medicine export to tea trade.

## 2.2. Characteristics of Business English Translation of Chinese Herbal Medicine and Tea

### 2.2.1. Lexical Characteristics of Chinese Medicine and Tea Business English Translation

Despite several studies focusing on the application of translation theory in specific fields, there is still a lack of systematic research to integrate schema theory with the practical operation of business English translation. The trade of Chinese medicine and tea involves a number of fields such as agriculture, food processing, and international markets, and therefore involves a lot of specialized terminology. For example, the process of brewing Tieguanyin (a kind of tea) has three steps in China called "oolong diving into the sea", "high mountains and waterfall", and "spring breeze on the face". Those who know the art of tea know that these three phrases are artistic expressions for the three steps of "putting the tea leaves into the cup, lifting the pot to fill it with water, and scraping off the top layer of the tea with the lid". In the English environment, the direct translation obviously cannot express the feelings brought by the tea ceremony.

In addition, in international trade, terms such as "import and export", "trade barriers", "tariffs", "quality standards", etc. appear frequently, and the accurate use of these terms is a prerequisite for effective communication.

In the use of country-specific vocabulary, since different countries have different regulations and standards for agricultural trade, the special vocabulary of each country appears accordingly in Business English. For example, the words commonly used in the trade of Chinese products include "export tax rebate" and "import quota"; the words commonly used in the trade of agricultural products in the United States include "agricultural subsidies" and "tariff barriers", "tariff barriers" and so on. When doing necessary business English translation, we need to understand and use these country-specific vocabularies accurately to ensure the accurate transmission of information.

In business English, in order to make the expression more accurate and rigorous, some specific expressions are often used, and there is a diversity of common expressions. For example, passive voice can be used to express the meaning of "being imported", "being exported" and so on, and some adjectives and adverbs can be used to modify and emphasize specific

information. Such modes of expression can increase the flexibility of language and the accuracy of expression, and improve the effectiveness of message delivery.

Combined with the simplicity of the language and the use of neologisms, etc., Chinese herbs and tea have more jargon-based vocabulary in business English translation, and these words are often highly industry-specific and require a certain degree of specialized knowledge on the part of the translators.

China's tea culture has an over one thousand years' historical precipitation. At present, there are mainly six categories: white tea, black tea, green tea, yellow tea, black tea, and green tea. The complexity of the tea varieties make the tea name complex and varied, which also led to the confusion of the foreign trade tea translation, for example, Tie Guan Yin Tea has many translations, such as "Iron Guanyin", "Tie Guan Yin Tea", "Iron Buddha" and other translations, these translations are to refer to a product, but after translation, it turns into a variety of products. This situation is not conducive to the translation of tea, "Tie Guan Yin Tea", "Iron Buddha" and other translations are in fact referring to a certain product, but confusingly people may think them as a variety of products, which does no good to the establishment of the brand of Tie Guan Yin tea and causes confusion among consumers.

Herbal medicine and tea with Chinese culture in foreign trade is both a business activity and a cross-cultural communication activity, "Translation is to realize cross-cultural communication through the method of symbol conversion and meaning regeneration". Due to the differences in trade environments and industry standards in different countries and regions, translators often encounter difficulties in understanding and expressing specialized terminology when translating business English. When translating business English, it is necessary to master these features and apply them accurately in the actual translation work to ensure the accurate transmission of information and effective communication.

#### *2.2.2. Contextual Characteristics of Business English Translation of Chinese Herbal Medicine and Tea*

Specialization and internationalization. In the field of international trade, it involves the cultivation, production, processing and sales of various categories of Chinese herbal medicine and tea, which requires the mastery of corresponding specialized terminology and knowledge. It also involves communication and cooperation between different countries and regions at the same time, so the application of business English should take into account the cross-cultural factors.

Diversity and Variety. There are many varieties of herbal medicine and tea, each with its own unique characteristics and requirements. The herbal medicine and tea market is also affected by many factors, such as season, climate, market demand, etc., so the application of business English needs to be flexible to adapt to various situations and changes.

Information exchange and cooperativeness. International trade requires the exchange of information and cooperation between parties, involving the writing and communication of orders, contracts, quotations and other documents. The application of business English requires accurate expression and comprehension of a wide range of business information and the ability to work effectively with others.

Cultural differences in the trade of Chinese herbal medicine and tea in different countries and regions are inevitable, and these cultural differences are not only embodied in language expressions, but also in business etiquette, customs, beliefs and other aspects. When translating business English, translators need to fully understand and take into account the language and behavioral differences in different cultural contexts to ensure that the translated content is accurate and in line with cultural habits.

Business English translation work often needs to be completed within a limited time and the translation workload is usually large, which requires translators to have strong resilience and efficient working ability. Under the circumstances of time constraints and heavy workload, translators may face problems such as excessive pressure, fatigue and lack of concentration, leading to a decline in translation quality. In translation application, these characteristics need to be accurately grasped to ensure the accuracy and effectiveness of translation.

The existing problems mainly focus on the following aspects: firstly, there is insufficient in-depth knowledge of Chinese medicine and tea culture in translation practice; secondly, the existing research is not close enough to the combination of schema theory and specific business contexts; finally, the translation strategies and methods for different end-users still need to be optimized. Therefore, it is of great theoretical and practical significance to explore how to fully apply schema theory in business English translation, especially in the specialized fields of Chinese medicine and tea. [3]

### **3. Business English Translation Based on Schema Theory**

#### **3.1. Schema Theory**

The concept of schema theory was first proposed as a model of cognition by the British psychologist Bartlett in 1932 and was further developed in the 1970s by cognitive psychologists such as Minsky. The central idea is that human knowledge is stored in a structured framework called schemas, which are built from our past experiences and knowledge and can help predict and understand new information. This means that knowledge is not passively stored and retrieved, but actively constructed and reconstructed. When exposed to new information, the human brain understands and remembers this information according to the

schemas we already have, if the new information matches with the constructed schemas, it can be easily understood and remembered, on the contrary, if the new information doesn't match with the schemas, we need to adjust our schemas to adapt to this new information.

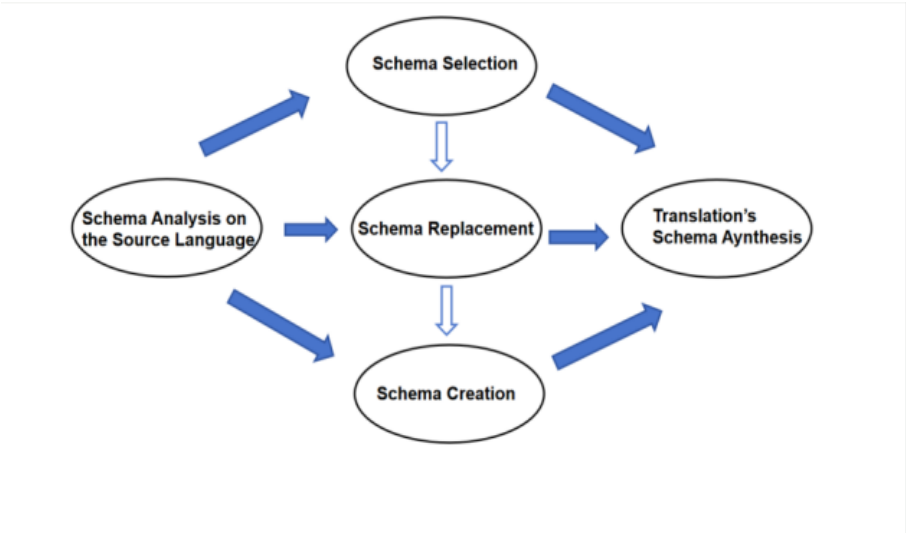


Figure 2. Schema Theory

3.2. The Role of Schema Theory in Business English Translation

The study of applying schema theory to translation began in the 1980s, and Bell was one of the first scholars to apply schema theory to translation studies, arguing that translators' schemas can influence their understanding of the source language text and the generation of translations. [4] Since then schema theory has been widely used in the field of language research as a cognitive linguistic theory. Schema theory can help to better understand and explain linguistic phenomena by revealing the implicit patterns and structures in a language. Translators can understand the source language according to their schemas, thus understanding the source language more accurately and efficiently. Schema theory can guide translators' translation strategy selection and translation generation. Translators can select translation strategies and generate translation content according to their schemas, thus improving the accuracy and naturalness of translation. Schema theory can also be used to evaluate the quality of translations, comprehensively evaluating the quality of translations from the point of view of different types of schemas, providing specific feedback and suggestions, and thus helping translators to improve the quality of their translations. According to the different characteristics, schemas can be divided into cultural schemas, situational schemas, stylistic schemas, content schemas, and linguistic schemas.

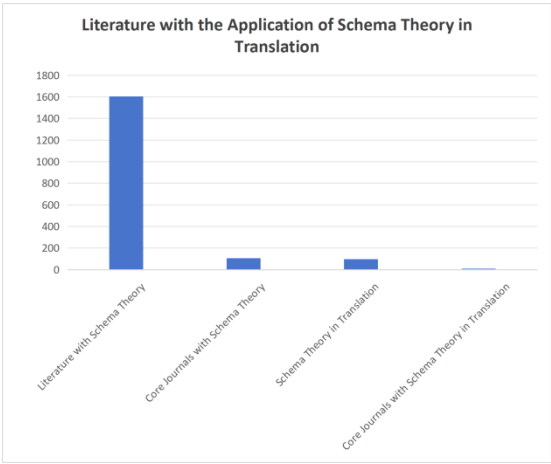


Figure 3. Literature with the Application of Schema Theory in Translation

Cultural schema is the understanding and cognition of social behavioral norms, values, beliefs and customs in a specific cultural context. Language transmission is not only its content itself, but often transmits also the customs, thoughts and feelings of the country and nation where the content provider is located. Differences in cultural connotations and ways of thinking will affect the quality of translation, and the cultural schema can help to understand the cultural elements in the translation, if the translator does not have a certain understanding of the culture of the two languages and the business etiquette, that is, he or she does not have the relevant cultural schema in his or her mind, the translated content is also easy to be misunderstood. translated content is also easy to be misunderstood.

Contextual schema is an understanding of the way speech is used in a particular situation or environment. Contextual schema can help predict and understand the communicative events and linguistic behaviors that may occur in a particular situation, and the translator's understanding of the specific context in which the source language text is situated constitutes the contextual schema, for example, for the translation of court records, the translator needs to understand the procedures, roles and communication styles of the courtroom in order to translate accurately. Contextual schema also evaluates whether the translation accurately reflects the context in which the source text is located, whether it effectively conveys this contextual information to the target language reader, and whether it conforms to the linguistic conventions and norms of the target language.

Stylistic schema is the understanding and cognition of a specific language structure and organization, such as reports, proposals, contracts, meetings, etc. in business English, and each style has its specific structure and language style. Understanding the stylistic schema can help the translator to better understand the source text and better organize the translated text so as to make the form match with the source text and to maintain the consistency of the style, and the key point of the translation is to be faithful, not only to the content and meaning of the original text, but also to the writing style. meaning of the original text, but also the writing style.

Content schema is the knowledge of the world, including the understanding of human behavior, society, historical events and scientific theories, etc. When exposed to new information, it usually tries to match it with the known information, which helps to understand the information, and this is the role of content schema. For business English translation is to build up a memory of knowledge of each content with linguistic knowledge, background knowledge, reasoning and interaction beyond the translated content. Business English translation involves a number of specific fields, each of which has its own industry terminology and customary expressions, and translators need to have the content schema of the corresponding fields in order to accurately understand and translate these terms and expressions.

Linguistic schema is the basis for understanding and producing language, which refers to the understanding and knowledge of vocabulary, grammar, speech, etc. of a particular language. Business English translation involves the expression of many technical terms, commonly used sentence patterns in the industry, and grammatical structures, and if the translators lack these linguistic schemas, they are bound to encounter difficulties in the comprehension and expression of the original text, and it also often depends on the strength of the translator's knowledge of the source language or the target language schema, whether he/she chooses the direct translation strategy of straight translation or lexical meaning or the indirect translation strategy of Italian translation or naturalized translation. As to whether to choose the direct translation strategy of direct translation or lexical meaning, or the indirect translation strategy of paraphrase or naturalized translation, it often depends on the strength of the translator's schema of the source language or target language.

In Business English translation, there is a close logical relationship between cultural schema, contextual schema, stylistic schema, content schema and linguistic schema, which influence each other and together determine the quality and effect of translation.

Cultural schema and contextual schema: culture determines the behavioral norms and communication styles in a particular cultural context, and these norms and styles are usually embodied in a particular context, and cultural schema and contextual schema interact with each other and jointly affect the context and semantics of translation.

Contextual and stylistic schema: In a given context, the form and organization of language used often has a fixed pattern, which is the stylistic schema, and an understanding of contextual schema helps in understanding and applying stylistic schema, and vice versa.

Stylistic and linguistic schema: Stylistic schema is an understanding of the forms and organizational structures of language, while the concrete realization of these forms and structures requires linguistic schema, i.e., an understanding of the elements of language (e.g., vocabulary, grammar, etc.).

Content schema and the other four schemas: content schema is knowledge and understanding of the world that affects our ability to comprehend texts, which in turn affects our application of cultural, contextual, stylistic, and linguistic schemas.

Therefore, these five schemas form an organic whole in business English translation, and translators need to understand and utilize them comprehensively in order to produce high-quality translations.

## 4. Business Translation Application of Herbal Medicine and Tea Based on Schema Theory

### 4.1. Application of Cultural Schemas in Business Translation of Herbal Medicine and Tea

Cultural schema in business English translation of Chinese herbal medicine and tea is mainly reflected in the understanding and processing of the source and target language cultures:

Cultural schemas are very important when translating culturally integrated elements of herbal and tea terminology. Schemas associated with cultural practices, beliefs and symbolism need to be carefully considered in order to maintain the cultural integrity of the translated text. For example, the symbolism associated with certain teas in Chinese culture, such as "dragon well tea" representing high status, may require additional contextual information when translated into English to fully convey their cultural weight.

Many concepts in TCM terminology, such as "qi", "yin and yang", and "five elements", originate from China's unique Taoist philosophy and historical tradition. When translating these terms, the translator needs to add philosophical dialectical thinking so as to construct a set of cultural schemas that can be adapted to the target language readers. Through this process, the translator is able to accurately capture the imagery and concepts in the source language and translate them more specifically into culturally cognitive expressions in the target language. The concepts represented by TCM terminology sometimes have no direct counterparts in the Western medical field. In this case, the translation activity is not only a conversion of language, but also a conversion of conceptual framework. The translator needs to creatively adapt or construct a new conceptual schema on the basis of understanding the concepts in the source language, so as to make it conform to the thinking habits and cognitive habits of the target language culture. Translators are required to compare the medical systems of the source language and the target language, identify the differences, and make creative terminological conceptual mapping on this basis.

For example, when translating the name of a Chinese medicine such as "Gui Zhi Fu Ling Wan", due to the lack of such a specific theoretical system of Chinese medicine in the target culture, the translator needs to construct a new schema or provide additional explanations in the target language in order to activate or build up the target readers' initial cognition of the effects of this medicine and the scenarios of its use.

As can be seen from the above application cases, the application of cultural schema can help translators better understand and deal with the differences between the source and target language cultures, thus improving the accuracy and quality of translation.

### 4.2. Application of Contextual Schema in Business Translation of Chinese Herbal Medicine and Tea

The application of contextual schema in the process of translating herbal medicine and tea into business English is mainly in terms of understanding the business context and specific text types:

In terms of product types, there are many different products. Different products have different planting methods, harvesting time, storage methods, etc., and the translator needs to translate accurately according to these product characteristics. For example, in China, there is "Mingqian tea", which means that the picking season of tea is before the Qingming Festival, so when translated into English, it can be described by "The preceding green tea".

Trading habits, which may vary from country to country and from region to region in the trade of products, may affect the use of words and expressions in business English. For example, the expression "on the basis of FOB" may be very common in the trade of agricultural products in some countries and regions, while it may be less used in other countries and regions. Translators need to translate these expressions accurately based on contextual information.

In terms of trading rules, there are many specific trading rules in product trading, such as "spot trading", "futures trading", "forward trading", etc., and the translator needs to have a deep understanding of these trading rules in order to translate accurately. Translators need to have a deep understanding of these trading rules in order to translate accurately.

In terms of laws and regulations, product trade may involve some specific laws and regulations, which may affect the way of expression in business English. For example, the expression "in compliance with local laws and regulations" needs to be translated taking into account the laws and regulations of the target language.

Give some examples of applying contextual schema to the translation of specific sentences:

Example 1: "This contract is drawn up for the purchase of 20 tons of berries." In this example, the source text is a contract, so it needs to be translated using formal and precise language, as well as following the format and specifications of a business contract. In this example, the source text is a contract, so it needs to be translated using formal and precise language, as well as following the format and specifications for business contracts.

Example 2: "We are pleased to introduce our new organic tea, which is grown in the high mountains and handpicked." In this example, the source text is a product promotion. In this example, the source text is a product promotion, so it needs to be translated using a sales pitch language style to attract the reader's attention.

Example 3: "The sales report shows a significant increase in the demand for our corn." In this example, the source text is a sales report, so you need to use objective and clear language when translating to accurately express data and facts.

Through the above cases, the application of contextual schema in the process of business English translation related to Chinese herbal medicine and tea is mainly reflected in the understanding of the business environment and specific text types, as well as the accurate conveyance of contextual information in the translation process. [5]

#### 4.3. The Application of Stylistic Schemas in Business Translation of Chinese Medicine and Tea

The application of stylistic schema in business English translation of agricultural trade is mainly reflected in the grasp of specific stylistic features to ensure that the translation result conforms to both stylistic structure and linguistic style:

Content-wise, the understanding and use of TCM terminology is often dependent on specific stylistic contexts. For example, when translating TCM prescriptions, accurately conveying drug names and efficacy needs to be determined based on the contextual schema of clinical application. The translator must consider the use of the terms in a particular medical category, as well as the domain knowledge that these terms may correspond to in the target language, and achieve the effect of accurately conveying the information by reconstructing a contextual schema suitable for readers of the target language.

Logical structure, business English usually has a strict logical structure, such as introduction, body, and conclusion, etc. For example, an agricultural trade report may consist of background introduction, market analysis, forecast, etc. When translating, it is necessary to retain this logical structure so that readers can understand.

On polite phrases, polite phrases are often used in business English to maintain professionalism and respect, such as "We would appreciate your prompt attention to this matter", and you need to choose the appropriate one when translating. In translation, you need to choose the appropriate polite words.

Formal language, business English usually uses formal and professional language, such as the use of passive voice, terminology, etc., such as the common sentence in the English contract "The contract is hereby entered into by and between the Seller and the Buyer..." (The Seller and the Buyer hereby enter into a contract...), which needs to be maintained in this formal and professional language style when translating. The contract is hereby entered into by and between the Seller and the Buyer..." (The Seller and the Buyer hereby enter into the contract...), which needs to be kept in a formal and professional language style in translation.

Give some examples of applying stylistic schemas to the translation of specific sentences:

Example 1: "We hereby issue this Letter of Credit to cover the payment for 1000 bushels of wheat." In this example, the source text is a letter of credit, which is a formal, rigorous style in business English. In this example, the source text is a letter of credit, which is a formal and rigorous style of business English, and you need to maintain this style and use formal and rigorous language when translating.

Example 2: "The buyer and the seller agree to settle any disputes through arbitration." This is a clause in a business contract, the language is concise and clear without too many modifiers, which is also a feature of the business English style. This is also a feature of the business English style, and it is necessary to keep this feature of the style when translating, so that the translation is concise and clear.

Example 3: "Our new berries variety combines the sweetness of Honey crisp with the tartness of Granny Smith." This is a product introduction with vivid and figurative language designed to attract consumers, and this vivid and figurative language feature needs to be retained in the translation to attract the target language readers.

Through the above cases, it can be seen that the application of stylistic schema in the process of business English translation in the international trade of Chinese herbs and tea is mainly reflected in the understanding and translation of business English styles, so as to improve the accuracy and adaptability of translation.

#### 4.4. Application of Content Schema in Business Translation of Chinese Medicine and Tea

Content schema in business English translation of agricultural trade is mainly reflected in the ability to understand and deal with the relationship between specific content and context:

For example, understanding the properties and uses of specific herbs or teas in traditional Chinese culture can help to find appropriate equivalents for terms or phrases in English, which may require additional explanation in order for the target audience to thoroughly grasp the meaning. China's "Xinyang Mao Jian", "Liu'an Gua Pian", and "Junshan Silver Needle" are all green teas, but the intrinsic qualities of the tealeaves are so different that a direct translation of the terms would not be able to remind people of tea, while a simple translation of the terms as green tea would not make them think of tea. If simply translated into green tea, it is impossible to differentiate the tea name, so it is necessary to supplement the description of the various attributes of tea in the product description.

In the trade of Chinese herbal medicine, it can be summarized that people often come to similar or compatible conclusions in the process of understanding the field of natural science. For example, in the understanding of human organs and their physiological functions, daily health care, etc., Chinese and Western medicine have many similarities and similarities. When translating Chinese medicine culture, we can take advantage of this similarity in medicine and, based on the principle of practicability, borrow the terminology inherent in Western medicine or Western common language to translate the corresponding

concepts of Chinese medicine, which can promote the harmonious development of Chinese and Western medicine. In Chinese medicine, the main effect of a soup prepared with a number of medicines, such as lily of the valley, dihuang, dang gui, maitong, and beimu, is to nourish yin and moisten the lungs, and to dissolve phlegm and stop coughing. The translation "Lily Decoction for strengthening lung" not only contains the formula of the main medicine, but also summarizes the main functions of the medicine, which is easier for foreign audiences to accept.

Give some examples of the application of stylistic schemas for the translation of specific trade exchange sentences:

Example 1: "The payment for the goods shall be made by Letter of Credit." Translated as "The payment for the goods shall be made by Letter of Credit." In this example, "Letter of Credit" is a common form of payment in business, and the translator needs to know about this form of payment in order to accurately express its meaning.

Example 2: "The berries are to be packed in 20kg cartons." translates as "The berries should be packed in 20kg cartons."

In this example, "20kg cartons" is a specific requirement for the packaging of the product, and the translator needs to know about this type of packaging in order to accurately convey its meaning.

Example 3: "The buyer shall bear all the costs and risks involved in bringing the goods to the destination. In this example, the words "costs and risks" in the source text relate to the principle of risk sharing in the trade rules, and the translator needs to know these rules in order to accurately express their meaning.

Through the above cases, it can be seen that the application of content schema in the process of business English translation of agricultural trade is mainly reflected in the understanding and translation of business activities, product trade rules and other specific content and context.

#### 4.5. The Application of Linguistic Schemas in Business Translation of Chinese Medicine and Tea

In the process of Chinese medicine and tea business English translation, the application of linguistic schema is mainly reflected in the understanding and translation of business English vocabulary, grammar and syntax and other linguistic features:

Linguistic schema plays a crucial role in the selection of vocabulary, syntactic structures and stylistic elements that conform to the standards of business English. An in-depth understanding of source and translation schemas preserves the meaning, tone and intent inherent in the original language, while making the original language comprehensible and relatable to the target language audience. [6]

In terms of terminology, due to the history of Chinese medicine, the terminology is mostly in ancient Chinese, and sometimes the word is a word, such as "qi", and sometimes a short sentence can also be considered as a word, such as "wood is used for earth" and "lung" is the main qi". The heart opens at the tongue. In trade, there are many specific terminologies, such as "spot market", "futures contract", etc. These terms are clearly defined in the source language. These terms have clear meanings in the source language, and the translator needs to choose the appropriate words according to the linguistic schema of the target language.

Sentence structure, polysemy is another notable feature of TCM terminology. It is frequently used in TCM. There are also some polysemous words with unknown meanings, the translations of which have not yet been finalized. For example, the term "blood chamber" in TCM refers to the liver, meridians, and the uterus, whereas in Western medicine, there are almost no polysemous terms. A common expression in English contracts is the use of long sentences and compound sentences, such as "The Seller hereby covenants that the goods to be delivered hereunder will be free from defects in material and workmanship under normal use and service. workmanship under normal use and service." This type of sentence is common in English, but in other languages it may need to be reordered or broken down into shorter sentences.

In terms of social etiquette, in business English, in order to maintain professionalism and politeness, some polite expressions may be used, such as "we would appreciate it if..." to express a request, and the translator needs to choose the appropriate expression according to the linguistic schema of the target language.

Give some examples of applying stylistic schema to the translation of specific business application sentences:

Example 1: "This contract is entered into by and between the Buyer and the Seller."

In this example, "is entered into by and between" is a commonly used legal term in business English, which expresses the meaning of mutual agreement between the two parties, and it is necessary to accurately understand and express this meaning when translating.

Example 2: "The Seller shall deliver the goods within 30 days after receiving the Letter of Credit." In this example, "shall" is a commonly used word in business English to express obligation and responsibility. In this example, "shall" is a commonly used word in business English to express obligation and responsibility, and it is necessary to understand and express this meaning accurately when translating.

Through the above cases, we can see that the application of linguistic schema in the process of business English translation is mainly reflected in the understanding and processing of linguistic expression habits, so as to improve the accuracy and fluency of translation.

Cultural schema, contextual schema, stylistic schema, content schema and linguistic schema together constitute a complete translation process in the process of business English translation, which are both independent and related to each other. Cultural schema focuses on the cultural differences and cultural background knowledge of the source and target languages to ensure the accurate understanding and transmission of cultural elements in the translation process. Contextual schema focuses on specific

communicative situations, including the identities, relationships, and purposes of the communicating parties, to ensure the adaptability and relevance of translation. Stylistic schema is concerned with the stylistic style of the text, including formal, informal, spoken or written, etc., in order to ensure the consistency of the style and context of translation. Content schema focuses on the subject matter and information content of the text to ensure the accuracy and completeness of the translation. Linguistic schema, on the other hand, focuses on specific linguistic phenomena, including vocabulary, grammar, sentence patterns, etc., to ensure the linguistic accuracy and fluency of the translation. In the process of business English translation of Chinese herbal medicine and tea, through the comprehensive consideration of culture, context, style, content and language, the source text can be understood more accurately, the target language can be expressed more appropriately, and misunderstandings and ambiguities can be avoided, so as to improve the accuracy and appropriateness of translation. [1] By considering the specific communicative context, the translation can be made more in line with the expectations of the target language readers and closer to the culture and context of the target language, so as to improve the adaptability and relevance of the translation. By considering the language expression, the translation can be more in line with the language habits of the target language, and easier to be understood and accepted by the target language readers, so as to improve the fluency and readability of the translation.

In practice, the schema matching and activation process usually involves following these steps:

1. Analyze product culture terms in the source text and identify the conceptual and cultural meaning behind them.
2. Find existing schemas or create new schemas in the target language to match concepts in the source text.
3. Activate the schema of the target readers through appropriate linguistic representations so that they can understand and accept the translated content.
4. Provide additional explanations or annotations, where necessary, to aid comprehension, taking into account adaptability for non-specialized target readers.

Not only that, this process may involve challenges such as the lack of target language terminology that corresponds one-to-one with the source language concepts, or the pre-existing understanding of certain TCM concepts in the target language culture may be different from the meanings in the source text, and the translator needs to skillfully address these issues to ensure comprehensibility and accuracy of the translation.

## 5. Concluding Remarks

Schema theory can help translators establish the semantic structure of the relevant fields and organically integrate the specialized terms and industry rules into translation, which helps to better understand the field knowledge of agricultural trade to improve translation accuracy and professionalism; helps to better understand and grasp the communication rules and terminology rules of agricultural trade to accurately convey the intentions and messages of both parties; helps to understand the semantic and pragmatic differences in different cultural contexts to better cope with the challenges of cross-cultural communication so as to avoid misunderstanding and ambiguity in translation. It also helps to understand the semantic and pragmatic differences in different cultural contexts, so as to better cope with the challenges in cross-cultural communication and avoid misunderstanding and ambiguity in translation. Through the study and application of schema theory, the accuracy and professionalism of business English translation of Chinese herbal medicine and tea can be improved and the smooth progress of international trade can be promoted.

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