

## **Comparative Analysis of the Impact of Identity Construction and Translation Strategies on Cultural Transmission in British and American Literature**

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**Abstract:** This study explores the impact of identity construction and translation strategies in British and American literature on cultural transmission. By analyzing the manifestations and theoretical basis of identity construction in British and American literary works, the study reveals the diverse presentation of race, gender, class, culture and individual identity in literary works. The paper further analyzes cases of identity construction in classic literary works, and explores the role of translation strategies in cultural transmission, especially the different impacts of literal translation, free translation, domestication and foreignization strategies on the transmission of cultural information. Research points out that identity construction and reproduction in translation is a complex process, involving many aspects such as language style, cultural imagery, character dialogue, narrative perspective, and social background. Through case analysis, the paper evaluates the impact of translation strategies on cultural transmission effects, and proposes translation strategies to deal with cultural differences and culture-loaded words. The research results provide theoretical support for translation practice, emphasizing the balance between maintaining cultural characteristics and adapting to the target culture during the translation process to achieve the best cultural transmission effect.

**Keywords:** British and American Literature; Identity Construction; Translation Strategy; Cultural Transmission

### **1. INTRODUCTION**

In recent years, research on identity construction and translation strategies in British and American literature has gradually increased. Scholars have discussed this issue from different perspectives (Dowd, 2010). In terms of identity construction, researchers focus on the impact of gender, race, class and other social factors on identity. For example, Judith Butler's gender theory provides a new perspective on the analysis of gender identity in literary works, while Edward Said's Orientalism theory reveals the construction and representation of Eastern identity in Western literature (Jenkins & Finneman, 2018). In terms of translation strategies, scholars mainly focus on how to deal with cultural differences and the transmission of identity characteristics during the translation process. The "foreignization" and "domestication" strategies proposed

by Lawrence Venuti provide an important theoretical framework for translation practice. The foreignization strategy emphasizes retaining the cultural characteristics of the original work, while the domestication strategy focuses on making the translation more in line with the habits and expectations of the target culture. In recent years, with the development of cultural translation theory, more and more studies have begun to pay attention to the dynamics and complexity of identity construction in the translation process(Sichert, 2003). Identity construction in British and American literary works often reflects complex social, historical and cultural backgrounds. For example, 19th-century British novels often explored issues of identity through factors such as characters' social status, gender, and race, while 20th-century American literature focused more on conflicts and reconciliation between individuals and society(Lauzon, 1996). In the process of translation, the transmission of these identity characteristics is not only the conversion of language, but also the reproduction and reconstruction of culture. Therefore, studying the impact of identity construction and translation strategies in British and American literature on cultural transmission has important academic value and practical significance.

## 2. THE THEORETICAL BASIS OF IDENTITY CONSTRUCTION IN BRITISH AND AMERICAN LITERATURE

### 2.1 Concept and Connotation of Identity Construction

Identity construction is a complex and multi-layered concept that involves how individuals define and understand themselves within society. It includes not only individual self-perception, but also society's perceptions and expectations of individuals(Cerulo, 1997). In British and American literature, identity construction is often demonstrated through the character's inner monologue, social interactions, and cultural background. The connotation of identity construction can be analyzed from multiple perspectives such as psychology, sociology and cultural studies(Dowd, 2010; Sichert, 2003). The psychological perspective emphasizes individual self-identity and self-realization, the sociological perspective focuses on social roles and group affiliation, and cultural studies explores the impact of cultural symbols and discourse on identity. In British and American literature, identity construction is often linked to character growth and change. For example, in James Joyce's *Ulysses*, the protagonist Leopold Bloom's identity construction is revealed through the details of his daily life and internal monologue. Bloom's Jewish identity,

Irish nationality, and roles as a husband and father combined to form a complex identity structure. This multi-layered identity construction not only reflects the individual's inner conflicts, but also reveals society's multiple definitions of identity.

## 2.2 Theoretical Schools of Identity Construction in British and American Literature

There are various theoretical schools of identity construction in British and American literature, including structuralism, poststructuralism, feminism and postcolonialism. Structuralism emphasizes the role of language and symbolic systems in the construction of identity. According to structuralist theory, identity is constructed through linguistic and cultural symbol systems. In British and American literature, a character's identity is often reflected through the use of language and the interpretation of cultural symbols (Lauzon, 1996; Smith-Rosenberg, 1993). The research of scholars such as Roland Barthes and Claude Lévi - Strauss has provided important theoretical tools for understanding the construction of identity in literature. Poststructuralism focuses on the fluidity and uncertainty of identity. Scholars such as Derrida and Foucault believe that identity is not fixed but constantly changing. In British and American literature, this view is reflected in the multiplicity and uncertainty of character identities. For example, in Virginia Woolf's *Mrs. Dalloway*, the characters' identities are constantly reconstructed as time and situations change. Feminist theory emphasizes the central role of gender in the construction of identity. Research by scholars such as Simone de Beauvoir and Judith Butler has revealed the socially constructed nature of gender identity. In British and American literature, the identity construction of female characters often reflects the conflict between gender inequality and social expectations. Postcolonial theory focuses on the impact of colonial history and cultural differences on identity construction. Research by scholars such as Edward Said and Homi Bhabha reveals the shaping of identity by colonial discourse and cultural hybridity. In British and American literature, postcolonial identity construction is often reflected in the characters' cultural identity and historical memory.

## 2.3 Cultural Factors in Identity Construction

Cultural factors play a key role in identity construction. Culture not only provides symbols and discourses for identity construction, but also affects individuals' understanding of self and others. In British and American literature, cultural factors are often reflected through the characters'

cultural background, values, and social customs(Jung & Lee, 2004; Zare-ee & Ghasedi, 2014). The influence of cultural factors can be analyzed by comparing role identities in different cultural backgrounds. For example, in Toni Morrison's *Beloved*, the construction of African American identity is heavily influenced by racial history and cultural memory. The characters' identities reflect not only individual experiences, but also the historical trauma and cultural heritage of an entire ethnic group. In addition, cultural factors also involve cross-cultural communication and cultural mixing. In British and American literature, cross-cultural identity is often demonstrated through characters' acculturation and identity conflicts(Li, 2015). For example, in James Baldwin's "Giovanni's Room", the character's identity construction is influenced by both cross-cultural romance and gender identity. This cross-cultural identity construction reveals the complex impact of cultural differences and cultural integration on individual identity.

#### 2.4 The Relationship between Language and Identity Construction

Language plays an important role in identity construction. It is not only a tool for expressing identity, but also a medium for constructing it(Bucholtz & Hall, 2004; Karam, 2018). In British and American literature, the use of language often reflects a character's identity and social status. The relationship between language and identity construction can be analyzed through the character's language style and discourse strategies. For example, in Mark Twain's "The Adventures of Huckleberry Finn", the characters' dialects and accents not only reflect their social background and regional identity, but also reveal their cultural identity and social status. The diversity and complexity of language play a key role in the construction of identity. In addition, language also involves power relations and the right to speak. In British and American literature, the use of language often reflects social power structures and identity politics. For example, in George Orwell's "1984", the control and manipulation of language become an important means of identity construction and social control. A character's identity is not only affected by language, but also reconstructed through its use(Dong, 2018).

#### 2.5 The Impact of Social and Historical Background on Identity Construction

Socio-historical context has a profound impact on identity construction. Historical events, social changes, and political movements often serve as important contexts for identity construction. In British and American

literature, the social and historical background is often reflected through the characters' historical memories and social experiences (Houkamau, 2010; Motyl, 2010). The influence of socio-historical background can be analyzed by comparing role identities in different periods and social environments. For example, in Charles Dickens's *A Tale of Two Cities*, the historical context of the French Revolution profoundly affects the character's identity construction. A character's identity not only reflects personal moral choices, but also reflects the impact of social change and historical processes. In addition, the socio-historical context also involves social factors such as class, race and gender. In British and American literature, social identity is often displayed through the social status and historical experiences of characters. For example, in Emily Brontë's *Wuthering Heights*, the character's identity construction is influenced by both class differences and family history. The influence of this socio-historical context reveals the complexity and diversity of identity construction.

### 3. EXPRESSIONS OF IDENTITY CONSTRUCTION IN BRITISH AND AMERICAN LITERATURE

As an important carrier of cultural expression, British and American literature demonstrates rich forms of identity construction through diverse narrative techniques and character creation. These identities not only reflect an individual's self-perception, but also reveal the impact of social structure and cultural background on the individual (Nazari & Karimpour, 2022). The following will conduct a detailed analysis from five aspects: race, gender, class, culture and individual identity.

#### 3.1 Construction of Racial Identity

Racial identity is often constructed in British and American literature through the depiction of racial differences and racial relations. The construction of racial identity is particularly prominent in American literature, especially when it comes to relationships between African Americans and whites. Toni Morrison's *Beloved* examines the history of slavery to reveal how racial identity is formed through oppression and resistance. The characters in the novel construct their own racial identities through memories of the past and the pursuit of freedom. In British literature, the construction of racial identity is often closely tied to colonial history. E. M. Forster's *A Passage to India* shows the conflict and integration of racial identities in the colonial context through the depiction

of the complex relationship between British colonists and native Indians. When the characters in the novel face cultural conflicts, racial identity becomes the key to understanding themselves and others. The construction of racial identity is not only reflected in the themes of literary works, but also through language and narrative strategies. Writers enhanced the expressiveness of racial identity through the use of dialect, metaphor, and symbolism. James Baldwin, for example, deeply explores the internal contradictions and external pressures of racial identity through dialogue and interior monologue in his works (Smedley, 1998; Zack & Zack, 2018).

### 3.2 Construction of Gender Identity

Gender identity is a recurring theme in British and American literature, often constructed through characters' gender roles and gender relationships (Ely, 1995; Romero, 2008). Virginia Woolf's *Mrs. Dalloway* explores women's identity in a male-dominated society through a delicate depiction of the inner world of its female characters. Woolf uses the stream of consciousness writing technique to reveal women's struggles and reflections in the process of pursuing self-realization. In American literature, the construction of gender identity is often linked to social change. Kate Chopin's *The Awakening* explores the diversity and complexity of gender identity by depicting a female character's rebellion against traditional family roles (Walker, 1979). The female characters in the novel challenge the constraints of traditional gender roles and demonstrate the dynamic changes in gender identity through the awakening of self-awareness. The construction of gender identity is not only reflected in the behavior and psychology of the characters, but also through the narrative structure and language style. Writers challenged stereotypes of gender identity by breaking traditional narrative patterns and using innovative language styles. For example, Margaret Atwood's *"The Handmaid's Tale"* uses dystopian narrative techniques to reveal the fragility and resistance of gender identity in extreme social environments.

### 3.3 Construction of Class Identity

Class identity is often constructed in British and American literature through the depiction of social class and economic status. Charles Dickens's *"Great Expectations"* reveals the fluidity of class identity and the influence of social expectations through the growth of the protagonist Pip (Cahyono et al., 2023). Through his detailed description of Victorian society, Dickens showed the profound impact of class identity on personal destiny. In American literature, the construction of class identity is often

combined with the theme of the American Dream. Fitzgerald's "The Great Gatsby" explores the disillusionment and reality of class identity through the depiction of Gatsby's pursuit of wealth and status (Eble, 1974). The characters in the novel reflect the complexity of class identity in capitalist society through their pursuit of wealth and social status. The construction of class identity is not only reflected in the social status and economic status of the characters, but also through the narrative perspective and language style. Writers enhanced the expressiveness of class identity by choosing specific narrative perspectives and using symbolic language. For example, in "Middlemarch", George Eliot reveals the diversity of class identities in different social backgrounds through the narrative technique of multiple perspectives.

### 3.4 Construction of Cultural Identity

Cultural identity is often constructed in British and American literature through the depiction of cultural differences and cultural exchanges. Amy Tan's "The Joy Luck Club" explores the formation and changes of cultural identity in a cross-cultural context through the depiction of cultural differences between China and the United States (Romagnolo, 2003). When facing cultural conflicts, the characters in the novel construct their own cultural identity through identification with traditional culture and adaptation to new culture. In British literature, the construction of cultural identity is often linked to the context of multiculturalism and globalization. Salman Rushdie's "Midnight's Children" shows the complexity of cultural identity in a multicultural context through its depiction of Indian culture and history. The characters in the novel construct their own cultural identities through reflection on cultural memories and historical events. The construction of cultural identity is not only reflected in the character's cultural background and cultural identity, but also through narrative structure and language style. Writers enhance the expressiveness of cultural identity through the use of multicultural narrative strategies and language styles. For example, in "The Sense of an Ending", Julian Barnes reveals the fluidity of cultural identity in memory and history through non-linear narrative and multiple perspectives.

### 3.5 Construction of Individual Identity

Individual identity is often constructed in British and American literature through the depiction of self-awareness and personal growth. James Joyce's "A Portrait of the Artist as a Young Man" explores the formation and development of individual identity through the growth of the protagonist

Stephen Dedalus(Boes, 2008). Joyce uses the writing technique of stream of consciousness to show the inner conflict and self-reflection of individuals in the process of pursuing self-realization. In American literature, the construction of individual identity is also often combined with psychoanalytic and existential themes. Sylvia Plath's "The Bell Jar" explores the confusion and struggle of individual identity in modern society through a delicate depiction of the protagonist's psychological state(Perloff & Plath, 1972). The characters in the novel reveal the complexity and diversity of individual identities through their exploration of self-awareness. The construction of individual identity is not only reflected in the character's psychological state and behavior, but also through narrative structure and language style. Writers enhance the expressiveness of individual identity through the use of interior monologue and symbolic language. For example, in "The Metamorphosis", Franz Kafka reveals the changes in individual identity in alienation and loneliness through absurd plots and symbolic language.

#### 4. CASE ANALYSIS OF IDENTITY CONSTRUCTION IN BRITISH AND AMERICAN LITERARY WORKS

In British and American literature, identity construction is a complex and multi-layered topic involving social, cultural, economic and other factors. The diversity and complexity of identity construction can be deeply understood through the analysis of classic literary works.

##### 4.1 Identity Construction in "The Great Gatsby"

"The Great Gatsby" is F. Scott Fitzgerald's masterpiece, which depicts the luxury and decadence of American society in the 1920s(Durlauf et al., 2022; Eble, 1974). The construction of identity in this novel is shown through the life trajectory of the protagonist Jay Gatsby. Gatsby was born in poverty, but through unrelenting efforts and illegal means, he accumulated huge wealth and tried to integrate into the upper class society. Gatsby's identity construction is mainly reflected in his pursuit of wealth and his love for Daisy Buchanan. Gatsby believed that through wealth he could reshape his identity and gain social recognition. However, his identity construction is fragile and he can never escape the shadow of the past. Gatsby's mansion, lavish parties and exquisite clothes are all symbols of his new identity, but these external manifestations cannot conceal his inner loneliness and confusion about his identity. In Gatsby's world, identity construction is closely tied to social class. The novel reveals the conflict



between old and new wealth through the comparison of East Egg and West Egg. The tragedy of Gatsby is that his identity construction was never accepted by the old aristocracy, which ultimately led to his destruction.

#### 4.2 Identity Construction in "Jane Eyre"

Charlotte Brontë's "Jane Eyre" is a classic of 19th-century British literature, which explores the construction of women's identity in the Victorian era. As an orphan, Jane Eyre grew up in a dependent environment (Clarke, 2000; Griesinger, 2008). Her identity construction process was full of challenges and struggles. Jane Eyre's identity construction is reflected in her pursuit of independence and self-worth. Despite her humble beginnings, Jane always adhered to her principles and dignity. Her desire for equality and love is shown in her relationship with Mr. Rochester at Thornfield Hall. Jane refuses to become Rochester's mistress and chooses to leave Thornfield, a decision that marks her firm identification with her own identity. Jane Eyre's identity construction is also reflected in her pursuit of education and career. By becoming a governess, Jane gained financial independence and increased social status. Her identity construction is not only a personal growth process, but also a challenge and breakthrough in social gender roles.

#### 4.3 Identity Construction in "The Old Man and the Sea"

Ernest Hemingway's "The Old Man and the Sea" explores the relationship between identity construction and personal dignity through the character of Santiago. Santiago is an aging fisherman whose identity construction is inseparable from his occupation. Santiago's identity construction is reflected in his persistence as a fisherman and his challenge to nature (Burhans, 1960). Despite his old age and frailty, he still insisted on going out to sea to fish and prove his worth. Santiago's fight with the big fish symbolizes his fight against fate and the confirmation of his identity. In this lonely and difficult struggle, Santiago showed fearless courage and firm belief. Santiago's identity construction is also reflected in his insistence on traditional values. His lifestyle and values contrast sharply with the materialism of modern society. Through the story of Santiago, Hemingway reveals the profound connection between the construction of identity and personal dignity.

#### 4.4 Identity Construction in Pride and Prejudice

Jane Austen's *Pride and Prejudice* explores the relationship between identity construction and social class through the depiction of the Bennet

family. As the heroine of the novel, Elizabeth Bennet's identity construction process is full of reflections and challenges to social norms(Heaverly & EWK, 2020). Elizabeth's identity construction is reflected in her independent views on marriage and love. She rejected Mr Collins' proposal, despite the financial uncertainty it meant. Elizabeth insisted that marriage should be based on love and respect, not just advancement in social status. Elizabeth's identity construction is also reflected in her relationship with Mr. Darcy. Through her interaction with Darcy, Elizabeth gradually realizes her own prejudices and re-examines her identity and values. In the end, her union with Darcy is not only a triumph of love, but also a redefinition of identity construction.

#### 4.5 Identity Construction in "The Adventures of Huckleberry Finn"

Mark Twain's "The Adventures of Huckleberry Finn " explores the relationship between identity construction and freedom through Huck's adventures. As a teenager who escapes from civilized society, Huck's identity construction process is full of resistance to social rules and self-discovery. Huck's identity construction is reflected in his desire for freedom and his questioning of social norms. During the journey with Jim, Huck gradually realizes the absurdity of racial discrimination and begins to question society's moral standards. Through his friendship with Jim, Huck redefines his identity and transcends society's prejudices and limitations(Lester, 1984). Huck's identity construction is also reflected in his recognition of his self- worth. Although society views him as a " wild child, " Huck proves his courage and wisdom through his experiences and choices. In Huck's story, identity construction is not only a personal growth process, but also a challenge and reflection on social injustice. These classic literary works reveal the complex relationship between individuals and society through profound depictions of identity construction. Through the analysis of these works, the diversity and importance of identity construction in different cultural contexts can be better understood.

### 5. THE IMPACT OF BRITISH AND AMERICAN LITERARY TRANSLATION STRATEGIES ON CULTURAL TRANSMISSION

In the context of globalization, the translation of British and American literary works is not only a conversion of languages, but also a bridge of cultures. The choice of translation strategy directly affects the transmission and acceptance of culture. This article will explore the impact of different

translation strategies on cultural transmission in British and American literary translation. Translation strategy refers to the specific methods and means adopted to achieve specific goals in the translation process. The main translation strategies include literal translation, free translation, domestication and foreignization, etc. Literal translation emphasizes being faithful to the form and content of the original text and is suitable for texts with small cultural differences (Frank & Hulpke, 1986). Free translation focuses on conveying the meaning and emotion of the original text, and is suitable for works with widely different cultural backgrounds. The domestication strategy makes the translation closer to the target language and culture and easier for readers to understand, while the foreignization strategy retains the cultural characteristics of the original text and encourages readers to contact foreign cultures. Each of these strategies has its own characteristics and scope of application. The advantage of literal translation is to maintain the integrity of the original text, but it may result in the loss of cultural information. Free translation can better convey cultural connotations, but may DEVIATE from the original text. The naturalization strategy helps the smooth transmission of culture, but may lead to the dilution of cultural characteristics. The alienation strategy can preserve cultural characteristics, but may increase the difficulty of understanding (Boyden, 2006; Zhang, 2021).

### 5.1 The Impact of Literal Translation and Free Translation on Cultural Transmission

Literal translation and free translation are the two most basic strategies in translation practice. Literal translation emphasizes formal fidelity in cultural transmission and retains the language structure and cultural symbols of the original text. However, this strategy may lead to the loss or misunderstanding of cultural information when dealing with texts with large cultural differences. For example, some idioms and culture-specific vocabulary in British and American literature may not be understood by target language readers when translated literally. Free translation conveys the meaning and cultural connotation of the original text by adjusting the language form. This strategy is more flexible in cultural transmission and can better adapt to the acceptance habits of the target language culture. For example, when translating Mark Twain's "The Adventures of Huckleberry Finn", free translation strategies can help the translator preserve the storyline while conveying the unique cultural background and social features of the American South. Research shows that free translation can better promote cultural understanding and acceptance in cross-cultural

communication. According to a survey, literary works that adopt free translation strategies are more acceptable in the target culture, and readers are more likely to understand and appreciate the cultural connotations in the works. This shows that free translation strategy plays an important role in cultural transmission.

## 5.2 The Cultural Transmission Effect of Domestication and Foreignization Translation Strategies

Domestication and foreignization are the two extremes of cultural adaptation in translation strategies. The domestication strategy aims to make the translation conform to the habits and expectations of the target language culture and reduce the obstacles caused by cultural differences. This strategy has high acceptability in cultural transmission and can help readers understand and accept the translation more easily. However, the domestication strategy may lead to the loss of the cultural characteristics of the original text, making readers unable to feel the cultural background of the original text. The foreignization strategy emphasizes retaining the cultural characteristics of the original text and encourages readers to contact and understand foreign cultures. This strategy has educational significance in cultural transmission and can enrich readers' cultural horizons. However, foreignization strategies may increase the difficulty of understanding the translated text, resulting in lower reader acceptance. In British and American literary translation, the choice of domestication and foreignization strategies directly affects the effect of cultural transmission. For example, when translating "Pride and Prejudice", the domestication strategy may adjust British social customs and cultural background to the habits of the target language culture, while the foreignization strategy will retain these cultural characteristics and make readers feel the uniqueness of British culture. sex.

## 5.3 Cultural Compensation Strategies in Translation

Cultural compensation strategy refers to making up for the lack of information caused by cultural differences by adding or adjusting the content of the translation during the translation process. This strategy plays an important role in cultural transmission and can help the translator enhance the understandability of the translation while maintaining the cultural characteristics of the original text. Cultural compensation strategies are often accomplished by adding notes, explanations, or background information. For example, when translating "The Great Gatsby", the translator can explain the social background and cultural characteristics of

the American "Jazz Age" through annotations to help readers better understand the cultural connotation of the work. Research shows that cultural compensation strategies can effectively improve the cultural transmission effect of translated texts. In an experiment, translations with added cultural compensation were significantly more accepted and understood by readers. This shows that cultural compensation strategies are of great value in cross-cultural communication.

#### 5.4 Cultural Filtering Phenomenon in Translation

The phenomenon of cultural filtering refers to the fact that during the translation process, due to cultural differences or the influence of ideology, some cultural information in the original text is filtered or modified. This phenomenon has a dual impact in cultural transmission, which may protect the integrity of the target culture or lead to the loss of cultural information. In British and American literary translation, the phenomenon of cultural filtering often manifests itself in the deletion or modification of sensitive content. For example, when translating "The Catcher in the Rye", some culture-specific vocabulary or plot points may be modified or omitted due to the acceptance of the target culture. This phenomenon protects the values and moral standards of the target culture to a certain extent, but it may also lead to the loss of the original cultural characteristics. Research shows that the phenomenon of cultural filtering is ubiquitous in translation practice, and its impact on cultural transmission depends on the specific cultural background and translation purpose. In some cases, the phenomenon of cultural filtering may contribute to the smooth transmission of culture, while in other cases it may lead to the distortion or loss of cultural information. Through the analysis of British and American literary translation strategies, it can be seen that different translation strategies have different effects in cultural transmission. When choosing a translation strategy, the translator needs to comprehensively consider the cultural characteristics of the original text, the acceptance habits of the target language and culture, and the specific purpose of translation, in order to achieve the best cultural transmission effect.

### 6. CHALLENGES AND COUNTERMEASURES IN CULTURAL TRANSMISSION IN BRITISH AND AMERICAN LITERARY TRANSLATION

In the process of dissemination of British and American literary works on a global scale, translation is not only a process of language conversion,

but also a bridge for cultural transmission. However, due to differences in cultural background, there are many challenges in the translation process. This article will explore these challenges and strategies to deal with them, with a view to improving the cultural transmission effect of translation.

### 6.1 The Impact of Cultural Differences on Translation

Cultural differences are one of the most significant challenges in British and American literary translation. Readers from different cultural backgrounds may have different understandings and reactions to the same text. British and American literary works often contain specific historical backgrounds, social customs, values and sense of humor, which may lose their original meaning or be misunderstood during the translation process. For example, Shakespeare's plays are filled with elements of Elizabethan culture that may no longer have the same impact on modern readers. In order to cope with the impact of cultural differences on translation, translators need to have an in-depth understanding of the source language culture and find appropriate expressions in the target language. This not only requires the translator to have bilingual skills, but also requires a deep understanding of both cultures. Through the study of cultural background, translators can more accurately convey the intention and emotion of the original text.

### 6.2 Cultural Default Translation Processing

Cultural default refers to the phenomenon that certain cultural elements do not exist in the target language or it is difficult to find direct correspondences. In this case, the challenge for the translator is how to translate without losing the meaning of the original text. Taking holidays in British and American literature as an example, Thanksgiving is of great significance in American culture, but it may not have a direct corresponding holiday in other cultures. Strategies for dealing with cultural defaults include using interpretive translations, adding comments or footnotes, and in some cases cultural substitution. For example, translate Thanksgiving as "an important family reunion holiday in the United States" and explain its background and customs in detail in the notes. This method can help readers better understand the cultural connotation of the original text.

### 6.3 Translation Strategies for Culturally Loaded Words

Culture-loaded words are words that carry specific cultural meanings,

such as idioms, idioms, allusions, etc. These words often face challenges in translation because their meaning often goes beyond a literal interpretation. For example, "kick the bucket" is a common idiom in English that literally means "kick the bucket" but actually means "die." Strategies for translating culture-laden words include literal translation, free translation, and creative translation.

Literal translation is suitable for situations where similar expressions exist in the target language; free translation is suitable for situations where the deeper meaning of the original text needs to be conveyed; creative translation is used to create new expressions for words that cannot find direct equivalents in the target language. The strategy chosen depends on the target reader's context and cultural background.

#### 6.4 Handling of Cultural Taboos and Sensitive Issues

Cultural taboos and sensitive issues require special attention in translation as they may cause misunderstanding or offense. For example, certain religious, gender, or racial content may have different sensitivities in different cultures. British and American literature may contain topics that are considered taboo in other cultures, such as the depiction of gender roles or racial stereotypes. Strategies for dealing with these issues include careful word choice, deleting or rephrasing sensitive content where appropriate, and adding cultural context when necessary. Translators need to find a balance between fidelity to the original text and respect for the target culture to avoid unnecessary controversy.

#### 6.5 Methods to Improve the Effect of Cultural Transmission

In order to improve the cultural transmission effect of British and American literary translation, translators can adopt a variety of methods. First of all, translators should strengthen their research on the source language and target language culture in order to better understand and convey cultural connotations. Secondly, translators can gain an in-depth understanding of the cultural background through communication with the original author or cultural experts.

In addition, the use of modern technology, such as translation software and databases, can help translators deal with culturally loaded words and cultural defaults more accurately. For example as shown in Table 1, translators can find more effective translation strategies by comparing and analyzing the way certain culturally loaded words are processed in different translations.

Table 1: Comparative Analysis

<b>Literal Translation</b>	<b>Free Translation</b>	<b>Creative Translation</b>
Kick the Bucket	Died	Passed away
Break the Ice	Break the ice	Lively atmosphere

Through such comparative analysis, translators can better understand the effects of different translation strategies and choose the most suitable method for translation. During the translation process, translators should also keep an open mind and accept feedback from readers and peers to improve the quality of translation continuously. Through these efforts, the translation of British and American literary works can better achieve the goal of cultural transmission, so that readers with different cultural backgrounds can appreciate the charm of the works.

## 7. ANALYSIS OF EXAMPLES OF BRITISH AND AMERICAN LITERARY TRANSLATION AND OF CULTURAL TRANSMISSION EFFECTS

### 7.1 Selection and Analysis of Specific Translation Examples

When analyzing the cultural transmission effect in British and American literary translation, it is crucial to select representative translation examples. This study selected two widely influential literary works: ( *The Great Gatsby* ) and ( *Harry Potter and the Philosopher's Stone* ). These two works not only occupy an important position in British and American literature, but are also widely translated and read around the world. The impact of translation strategies on cultural transmission can be explored in depth by analyzing the translated versions of these works. In the translation of "The Great Gatsby," the focus is on the transmission of the American "Jazz Age" culture in the 1920s. During the translation process, how to deal with the cultural characteristics of the original text, such as social class, historical background and language style, is the key to evaluating the effect of cultural transmission. In the translation of " *Harry Potter and the Philosopher's Stone* ", the challenge of cultural transmission is mainly reflected in the construction of the magical world and the reproduction of British cultural elements. The translator needs to convey the unique British cultural connotation while maintaining the magical color of the story.

### 7.2 Application and Effect of Translation Strategies in Examples

When analyzing translation strategies, we mainly focus on the application of domestication and foreignization strategies. In the translation of The



Great Gatsby, domestication strategies are often used to deal with culturally specific vocabulary and historical context. For example, "Jazz Age" in the original text is directly translated as "Jazz Age" in some translations, while in other translations it is explained as "the American boom period of the 1920s" to help the target readers understand the background. The foreignization strategy has been widely used in the translation of "Harry Potter and the Philosopher's Stone", especially when dealing with magical terms and British cultural elements. For example, the word "Quidditch" in the book was retained as "Quidditch" instead of finding a localized replacement word to maintain the mystery and cultural uniqueness of the original. The application of this strategy enhances readers' perception of the original culture to a certain extent. By comparing different versions of translations, it can be found that the domestication strategy helps reduce cultural barriers and makes it easier for readers to accept and understand the text, while the foreignization strategy helps maintain the uniqueness and richness of the culture. The combined use of the two greatly affects the effect of cultural transmission.

### 7.3 Reflection of Identity Construction in Translation Examples

Identity construction plays an important role in literary translation, especially when it comes to cultural transmission. In "The Great Gatsby", the identity of the protagonist Gatsby is constructed through his language style, social status and historical background. When dealing with these elements, translators need to consider the acceptability of the target culture while remaining faithful to the original work. For example, Gatsby's language style is adjusted in some translations to adapt to the expression habits of the target language, thereby affecting readers' understanding of his identity. In "Harry Potter and the Philosopher's Stone", identity construction is mainly reflected in the cultural background and personality characteristics of the characters. Harry Potter's identity as a British boy is expressed not only through words and actions, but also through his interactions with the wizarding world. When translators deal with these details, they need to preserve the original characteristics of the character while making it acceptable in the target culture. Through the analysis of these translation examples, it can be seen that identity construction not only affects the presentation of characters in the translation process, but is also directly related to the effect of cultural transmission. When translators deal with identity construction, they need to find a balance between being faithful to the original work and adapting to the target culture.

#### 7.4 Enlightenment of Case Analysis on Translation Practice

Through the analysis of examples of English and American literary translation, important inspirations for translation practice can be obtained. First, when dealing with culture-specific elements, translators need to flexibly choose translation strategies based on the cultural background and receptive abilities of the target readers. The combined use of domestication and foreignization strategies can reduce cultural barriers while maintaining cultural uniqueness. Secondly, identity construction is of great significance in translation. The translator needs to be faithful to the original work while also considering the acceptance of the target culture to ensure the accurate transmission of the character's identity. This not only helps readers understand the cultural background and personality traits of the characters, but also enhances the effect of cultural transmission.

### 8. CONCLUSION

Today, as the process of globalization continues to accelerate, cultural exchange and dissemination have become an important bridge for mutual understanding and cooperation between countries. As an important part of world literature, British and American literature not only plays an important role in the field of literature and art, but also plays an indispensable role in cultural transmission. Identity construction and translation strategies are two key research areas in the process of cross-cultural communication of British and American literature. Identity construction involves the identity of characters, narrators and authors in literary works, while translation strategies are related to how to effectively convey these identity characteristics and their cultural connotations to readers from other cultural backgrounds. This study adopts the method of comparative analysis to explore its impact on cultural transmission through an in-depth analysis of identity construction and translation strategies in British and American literary works. Specifically, the research will select representative British and American literary works and analyze their identity construction methods and cultural connotations. On this basis, the study will examine different translations of these works and analyze the strategies used by the translators in the translation process and their impact on the transmission of identity characteristics.

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