

An Analysis of Case Studies on English-Chinese Trademark Translation Approach

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ABSTRACT. *With the continuous development of economic globalization, the number of imported goods in China is increasing, which makes the business links between China and foreign countries closer. Therefore, the translation of English trademark words is becoming more and more important. Many scholars have done this research with cross-cultural communication theory, but this article mainly uses Newmark's communicative translation method to analyze several cases in commercial practice.*

Keywords: *communicative translation; English trademark; translation; text type; readership*

1. Introduction

In recent years, the rapid development of market economy has pushed more Chinese enterprises to the world stage and brought more foreign goods to China. The international development of an enterprise requires not only good quality, exquisite packaging, excellent service, but also a suitable brand name. In this social environment, the translation approach of brand names has always been of great significance. More and more scholars are devoted to the technical translation approach of brand names.

The basic research background of this paper is that with the continuous development of economic globalization, the number of imported goods in China is increasing, which makes the business relationship between China and foreign countries closer. Therefore, the translation of English trademark vocabulary becomes more and more important. The basic research questions of this thesis will be passed. In the second chapter, the author is willing to introduce a number of scholars studying the relationship between culture and trademark name and discuss the applicability of Newmark's Communicative Translation Method (CTM) to apply in English-Chinese translation approach of brand names.

In the third and four chapters, the author selects several of exemplars of the application of communicative translation method in the translation of English trademark into Chinese, including *Coca Cola*, *Clean Clear*, *Caser*, *Rejoice*, *BWM*, and so force. in order to investigate the reason why the communicative translation

method has important guiding significance for the translation of English trademarks. In the last part of essay, the author will point out that the communicative translation method has a good effect on facilitating readers' understanding and semantic directness. On the one hand, communicative translation theory emphasizes the transmission of information, trying to make the target reader and the original reader have the same effect; on the other hand, it is influenced by factors such as the type of language and translation.

2. Theoretic Literature on English-Chinese Translation Approach of Brand Names

2.1 The General Knowledge of Translation Approach of Brand Names

At present, there are more researches on translation and culture in foreign countries, but less researches on the translation approach of brand names, and even less on the translation approach of brand names on the perspective of cultural differences (Taylor, 1997:29). Although the study of the translation approach of brand names under the influence of cultural differences is lacking, the study of culture and translation also can provide a theoretical reference for the translation approach of brand names.

Steiner George believes that the translation approach of brand names is still a translation activity in essence. Translation, in fact, is the understanding and expression of a language. This interpretive translation theory is Steiner George's core point of view and is explained in detail in "*After Babel: Aspects of Language and Translation, 2001*". Steiner George describes four steps in hermeneutic-based translation: trust, aggression, import and compensation.

These four steps are related and complementary. Trust is the basis of translation. On this basis, the second step is derived, this step named, aggression. Aggression refers to the digestion of the original text's contents on the basis of understanding. So that it can better meet the expression characteristics and emotional needs of the translated language. At the same time, Steiner pays more attention to the text content and the translated text content.

This is a contribution of Steiner George in translation theory. From a unique perspective, it emphasizes the importance and particularity of translation scholars, especially for the translated approach between Chinese language to English language or English language to Chinese language. However, it also has its limitations. The theory of interpretation and translation begins with philosophy and rejects the introduction of natural science methods to conceptualize translation, which is likely to end up in the cul-de-sac of cycle interpretation of the philosophical.

2.3 Newmark's Communicative Translation Method

According to Newmark's point, a famous British translation theorist, translation is the translation of a text, and the study of translation cannot be separated from the text. Newmark focuses on the nature of translation, translation theory, translation techniques and the object and role of translation theory (Liao, 2004:129). It is explained in the "*Approaches to Translation, 1982*". At the same time, in view of some important problems in translation theory and practice, Newmark divides the functions of language into six kinds according to Biler and Jacobson's exposition (Biler and Jacobson are linguistic philosophers.) which is on the aspect of language function. Including the expressive function, the informative function, the coactive function, the phatic function, and the metalingual function.

The text type is classified according to the function of the original text. Then, according to the text type, the author (Newmark, 2001:19) makes a detailed exposition of the different translation methods suitable for different text types in approaches to translation, including six translation methods such as: literal translation, faithful translation, semantic translation, communicative translation, idiomatic translation, free translation and so on.

The concepts of communicative translation and semantic translation are proposed for the first time in the field of translation studies. On the basis of the exposition of the relevant translation theories and methods, Newmark further discusses the translation of proper nouns, address terms, social organization nouns and historical and cultural terms. At the same time, the paper puts forward the operation procedure for the corresponding problems in the process of translation.

Then, in the book "*A Textbook of Translation*" which is published in 1988, Newmark added two new translation methods, word-for-word and planning adaption translation, on the basis of the six methods mentioned in "*Approaches to Translation*". At the same time, Newmark collected a lot of means about language and culture. In a textbook of translation, he devoted a lot of time to expounding the relationship between culture and translation, and pointed out that language is cultural. The cultural characteristics of language is one of the important contents of translation. Some solutions to the problems in translation, such as translation skills, translation culture, translation units and so on, are put forward.

3. The Application of Communicative Translation in the Translation of English Brand into Chinese

Newmark believes to use the translation method depends on the type of text, the readership, and the purpose of the translation. The translation of trademark words is not only a transformation between two languages (English and Chinese), but also the difficulty of translation caused by the different cultural meanings of the two languages. Therefore, the translator not only has to express the meaning of the original trademark words, but also allows the reader to accept and recognize the translation, so as to achieve the purpose of translation (Steiner, 2004 :190)

3.1 Text Type

A trademark word is a special promotional advertisement that is a sign of a merchandise. The main function of the trademark word is to provide information to the reader and attract customers to expand the market. Translators also know that when translating texts of information and imperative functions, they must pay attention to the reader's reflection and use equivalent translation. Therefore, when translating a trademark, it is necessary not only to provide information to the reader, but also to let the reader understand the characteristics of the product and the desire of the reader to purchase the product. Newmark's communicative translation method emphasizes the acceptability of the translation when dealing with the text, and pays attention to the reader's reflection, which is in line with the requirements of the English-Chinese translation of English trademark words. For example, the well-known translation of the "Coca Cola" trademark of the United States. *Coca Cola* is a beverage that is accidentally matched by a pharmacist in the United States. When the product entered the Chinese market, "Coca Cola" was translated into "Ke Kou Ke Le (可口可乐)", which not only kept the characteristics of the original language, but also made the translation have Chinese characteristics. Since then, the product has become a popular brand name in China.

Another example is the famous American beverage brand "*Pepsi Cola*". The Pepsi brand's philosophy is "craving for infinity" and advocating young people's aggressive attitude towards life. The implication is that for young people, opportunities and ideals are unlimited, and they can delve and pursue. In order to promote this concept, Pepsi utilized Newmark's communicative translation method to translate the "*Pepsi*" to "*Baisi*(百事)" from English to Chinese and cater to the preference of Chinese youth. The style of advocating "happy freedom" is widely understood and accepted by people, especially young people. In this way, many people understand why the products of "*Pepsi*" from the simple packaging to the expansion of the sports series and functional series deliberately reflect a dynamic and cheerful style, which makes many young people become "*Pepsi*" faithful and enthusiastic consumer. Pepsi culture is not only a corporate but also a social one. It profoundly influences a large number of people through the promotion of its products. In turn, it promotes enterprises to continue to innovate according to the positioning of this culture, and has been able to maintain a vigorous vitality for more than 100 years.

The Lay's trademark is another case. Lay's is the American potato chip brand and the name of a company founded in 1932. Since 1965, it has become a Pepsi product. As a world-renowned brand, since 1938, Lay's has spread its irresistible delicious and happy brand spirit around the world and entered the Chinese market in 1993. Through the similarity of semantic texts and the synchronism of pronunciation, "*Lay's*" is translated into "*Le Shi*(乐事)". In 20 years, the music continues to create delicious legends with Chinese characteristics. It is based on the needs of local consumers, combined with the profound Chinese food culture, and then developed and launched delicious potato chips suitable for Chinese consumers, and spread the brand concept among hundreds of millions of Chinese consumers, thus becoming a household name.

3.2 Readership

Different translations have different reader groups, and the readers of English trademarks are mostly Chinese consumers (Yang,2000:5-19). Newmark's communicate theory advocates readers or greeted people are intended to call on readers to act, think, feel, or react according to the author's intentions. It should be noted that the call to the audience is not an individual, but a readership. Calling texts include manuals, promotional materials, applications, case materials, popular books (texts that are fun and educational). Before beginning of translation, the translator should consider the language and culture background of the original language and the pragmatic effect of the target language. Therefore, translators must first understand the main consumer groups of the goods before translating the trademark words. The Chinese translation focus of readers' trademark words for different genders should also be different. To cater to women's trademark words, it reflects a warm and quiet feeling, such as *Rejoice* and *Whisper*; while men prefer to philosophical concept, but there are not many such examples, more commonly used some words that represent strong and brave. For example, *Clean Clear* is a kind of skin care product for girls in the United States. The translator translates it into "*Ke Lin Ke Li (可怜伶俐)*" to cater to the girl's aesthetic psychology, reminiscent of a smart, well-behaved image of a beautiful girl. Another example is impressive, *Caser* is a brand of men's clothing, the translator translated it into "*Kai sa nan Zhuang (凯撒男装)*", it is easy to reminiscent the Caesar Emperor of the Roman Republic, and he also play an importance role in a representative of the financial power.

Moreover, the cultural understanding level of the readers of trademark words is not same, so translators should avoid using obscure words to confuse. Therefore, when doing translation, you should fully consider the consumer psychology of different readers and their cultural background to make different translations, instead of blindly following the structure and content of the original brand text.

3.3 Translation Purposes

Translating a trademark word is to let the target language (Chinese) reader have a certain understanding of the product. In this sense, according to Newmark's communicate theory, the Chinese translation of the English trademark word is also like advertising the product, so it should try to cater to the reader's appreciation standard. In terms of translation purposes, communicative translation emphasizes the expression effect similar to the original text, and this is also the purpose that merchants hope to achieve when translating trademark words. Newmark's communicate theory believes that the most important translation intent is the aesthetic function of the title, and the aesthetic function is the language that makes people feel beautiful. The means used for such texts is first of all sound and the second is metaphor. In addition, the rhythm, balance, and contrast of sentences, clauses, and words also play an important role in process of translation. Aesthetic function exists in most genres, but it is also indispensable for poetry, nonsense poetry, nursery rhymes and certain advertising. For example, which mentioned

before in 3.2 chapter: “*Rejoice*”, it is a shampoo brand in the United States, it occupies a very large percentage in Chinese market, which is inseparable from its translated name. In the eyes of Chinese women, beautiful hair should be supple and elegant. Therefore, when translating “*rejoice*”, the translator did not directly translate it into “happy” or “joy”, and these two words have no special features in describing the hair, and cannot express the original author's creative intention. When the translator translates with the communicative translation method, he (she) breaks the original intention of the original trademark, but uses his imagination to translate “rejoice” into “*Piao Rou* (飘柔)”, reminiscent of supple hair. The meaning of “*rejoice*” is fully expressed, so as to achieve the purpose of translation, people are willing to buy the merchandise. At present, consumers who are proficient in English in China are, after all, a small part. Most consumers may not understand the meaning of the original English trademark, and they all need to rely on translation, so they will not consider whether the translation is faithful to the original meaning. They are considering whether this translation is in line with our Chinese expression habits and convenient memory. For example: *BMW* (宝马), the trademark BMW is the acronym for the three initials of German “*Bayerische Motoren Werke*”. There is no special cultural meaning in German except for product information. However, the translator translates it into “BMW” according to the two letters B and M, which makes people think of the ancient Chinese travel tool and loyal friend, and linked the performance of the car with the horse of the thousands of miles(千里马), and did not completely separate from the original German trademark.

According to Newmark's communicate translation theory, the translation not only reflects the performance of the product, but also expresses its authenticity. It is easy to remember and more in line with the cultural background of Chinese readers. It is not difficult to see from the above example that in the translation of trademark words, it is not blindly pursued to achieve the equivalent of the original trademark words. For translators of trademark words, they enjoy greater freedom and can be rewritten or even created. On the one hand, the translator needs to let the readers understand the goods and express them with the language habits accepted by Chinese readers so as to cater to the psychology of Chinese consumers. On the other hand, Chinese consumers must remember their trade names. So that goods can be better promoted and expand their own market.

4. The Principle of Communicative Translation Methods Application

4.1 Appropriated Creative and Freedom

In translation, in addition to the translation of scientific texts, it is difficult for translators to take into account all the cultural factors that appear in the source language text. Translators can use the dictionary or guess the meaning of a new word according to the context, but those related to specific Words in the cultural field are not found in the dictionary. For some trademark words with national cultural characteristics, there will be different interpretations when facing different

readers. Therefore, the translator must understand the goods described by the trademark word before translating. Often, the translation of our trademark words is to convey the intrinsic meaning of the goods. These can only be done by word-to-word translation methods. Because the translator translates them, apart from considering the meaning of the words themselves. The folklore and cultural values involved must also be taken into account. Newmark's communicative translation method believes that: the translator can make certain changes and creations of the content of the original text. For example, translation of numbers, animals, colors, and the like. Hermès is a world-famous luxury brand founded in 1837 by Thierry Hermès in Paris, France. It started in the early years with the manufacture of high-grade harnesses and has a long history of 180 years. In the 19th century, in Paris, France, most of the residents were raising horses. In 1837, Thierry Hermes opened the first horse harness store on Basse-du-Rempart Street in the bustling Madeleine area. The translator translated "Hermès" into "ai ma shi (爱马仕)", although in fact, the trademark Hermès does not have any meaning of "horse", but the translator, according to Newmark's Communicative Translation theory, brings the content that the trademark does not have, but the content owned by the company into Chinese. In translation. In fact, it is respect and understanding of the original trademark.

4.2 The Methodology of Easy to Understand

One of the main purposes of trademark translation is to translate well and accept it for readers of the wide translation. The communicative translation method seeks the response of the target readers to the translated text and the original reader's response to the original text. It advocates integrating the source of language culture and civilization into the target language culture and civilization to eliminate the reading difficulties of the target readers. This method is mainly applied to the case where the "indicative meaning" is the same or similar, but its cultural connotation has nothing or nothing. For example, there is a kind of wine called "Brandy" in France. It is faithful to readers who can translate it into Putaojiu (葡萄酒) in China, but for Chinese, it is just a combination of letters and similar with the other product trademarks. When the French saw the trademark "Brandy", they would associate with the inventor of the wine "Brandy", and then associate the good wine. How can Chinese also have similar ideas? Can it be translated as Brandy to Chinese landscape "Bai lan di(白兰地)". Bai lan di is the name of the paradise of god's land in ancient Chinese mythology. It is easy to remind the Chinese of wine.

4.3 Promote Consumption

According to Newmark's communicate translation theory, some English trademark words deliberately use some extreme words to attract customers, but these words are not necessarily acceptable to Chinese readers. In this case, literal translation cannot express the meaning of the original text. For example, the translation of the world-famous men's clothing brand word "Goldlion". In the field of Western culture, the lion represents bravery and authority, in line with the

characteristics of products for men's consumption, and the Chinese lion also represents the symbol of bravery and the king. However, the direct translation of "Goldlion" into "*Jin Shi*(金失)" will make the merchant think of "gold loss" and feel unlucky.

Therefore, it was finally translated into "*Jin Li Lai*(金利来)", giving people a feeling of constant financial income, satisfying consumers' pursuit of auspiciousness and giving the product a bigger market. Another example is that McDonald's is literally translated as "*mai dang lao*(麦当劳)". In fact, it does not mean anything to Chinese consumers. Starting in 2017, McDonald's changed its name to be a "*golden arch* (金拱门 *Jin gong men*)", gold represents wealth in Chinese culture, and arches have the meaning of "squid jumping dragon gate". Therefore, when we are doing trademark translation, we must first understand the specific cultural significance of these words in different cultural contexts, and whether it is accepted and understood by the Chinese.

5. Conclusion

this essay mainly uses Newmark's communicative translation method to explore the translation method of English trademark language through text type, readership and translation purpose. The significance of this essay is to prove that the communicative translation method has important guiding significance for the translation of English trademark language. Although Newmark's communicative translation method has a strong guiding significance for the Chinese translation of English trademark language, those Chinese characters that are catchy and easy to understand often lose some of the original meaning of the trademark. Like the "*rejoice*(飘柔)" and "*Golden Lion*(金利来)" mentioned above, to a certain extent, it violates the principle of "faithfulness" in translation. Sometimes the words that are left behind often have deeper meanings and may be the places that trademark creators care most. If translators translate via other translation methods, readers who have a certain understanding of English culture may find it more interesting.

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