

Analysis of Post-Editing Strategies for Publicity Materials

Qianqian Shi

Xi'an University of Posts and Telecommunications, Xi'an, 710121, China

Abstract: *In today's globalized context, publicity materials play a crucial role in conveying information, policies, products, and cultural values of nations, governments, or businesses. However, the success of this communication tool relies not only on translation but also on meticulous post-editing. This article aims to explore the importance, challenges, and strategies of post-editing for publicity materials, emphasizing its critical role in international communication.*

Keywords: *publicity materials, post-editing, analysis of strategies*

1. Introduction

Post-editing of publicity materials involves various aspects, with the primary challenges including cultural differences and sensitivity, information accuracy, and consistency. To address these challenges, editors must carefully choose language, maintain the accuracy and consistency of information, and adapt to the ever-changing environment. This article highlights the strategies of post-editing for publicity materials, including linguistic precision, prioritizing information, maintaining consistency, reconstructing context, adapting to the audience, and integrating feedback. These strategies contribute to the clear, accurate, and consistent conveyance of publicity materials, enhancing their effectiveness in international communication.

2. Characteristics of Publicity Materials

2.1 Clear Objectives and Concise Information

One of the characteristics of publicity materials is their clear objectives and concise information. This feature is particularly important considering their international audience. Publicity materials typically target people from different countries and cultures, necessitating the delivery of information in a clear and concise manner. This means that the content of these materials must be straightforward, avoiding unnecessary verbosity. Conciseness not only captures the audience's interest but also enhances the effectiveness of communication.^[1] In publicity materials, key information should be highlighted and presented clearly to ensure that the audience quickly understands and grasps the core message. The language used in the materials should be concise, avoiding complex or obscure vocabulary to reduce the risk of misunderstandings. Furthermore, the organization and structure of information should be reader-friendly to meet the needs of audiences from different cultural and linguistic backgrounds.^[2]

2.2 Emphasis on Image Building and Cultural Exchange

Another characteristic of publicity materials is the emphasis on image building and cultural exchange. This characteristic gives them a unique role and value in international communication. The target audience for publicity materials often comes from various countries and cultures. Therefore, besides conveying basic factual information, these materials focus on shaping the image of a nation, government, or organization and promoting cultural values and concepts. Publicity materials often include elements such as a country's or organization's history, culture, traditions, and achievements to showcase its significance and uniqueness on the international stage. By emphasizing these aspects, publicity materials strive to create a positive and appealing image, thereby enhancing the audience's positive perception and trust.^[3] Additionally, publicity materials serve as a powerful medium for cultural exchange. They facilitate mutual understanding and respect between different cultures, promoting cross-cultural communication and cooperation. By sharing cultural elements, values, and

ideas, publicity materials play a positive role in advancing cultural exchange in the international community.

2.3 Diverse Multimedia Formats

The third characteristic of publicity materials is the diversity of multimedia formats. They include not only text but also incorporate various media forms such as images, audio, and video. The choice of this diversity stems from the media preferences of different audiences, making the use of multimedia formats essential to comprehensively meet audience needs.^[4] Furthermore, multimedia formats present information in a vivid and engaging manner, increasing the materials' attractiveness and impact. It's worth noting that the widespread use of social media in recent years has made it easier for publicity materials to be rapidly shared and disseminated globally, further emphasizing the importance of multimedia formats in external communication. Through diverse media presentation, publicity materials can better achieve their communication and promotional goals and establish closer connections with global audiences.^[5]

3. The Necessity of Post-Editing for Publicity materials

3.1 Enhancing Language Fluency and Accuracy

Post-editing of publicity materials is crucial for improving language fluency and accuracy. Regardless of how excellent the original content is, a translation that is unclear or contains errors can weaken audience comprehension and acceptance. Editing work helps ensure translation quality, making the translated text more natural, fluent, while maintaining the accuracy of the original information. This process ensures the efficiency of information delivery, ensuring that the information conveyed is not marred by ambiguities or misunderstandings due to translation issues. Editors can also identify and correct grammar errors, spelling mistakes, and other language issues, thereby enhancing the quality and readability of the translation.^[6] By enhancing language fluency and accuracy, publicity materials can better convey information, capture the audience's attention, and improve their effectiveness in international communication. Editing work helps ensure that publicity materials are presented in a clear, accurate, and fluent manner, thereby enhancing the impact and credibility of the information.

3.2 Adapting to Cultural and Audience Differences

Post-editing of publicity materials is significant for adapting to cultural and audience differences. Different countries and cultures have their unique language customs, communication styles, and values. Therefore, publicity materials need editing to consider these differences to ensure that the information not only is accurate but also aligns with the audience's culture and customs. Editing work includes adjusting translations to suit the tastes and needs of different cultures. This may involve word choices, sentence structure adjustments, and considerations of cultural sensitivity. Proper cultural adjustments can increase the affinity of the information, making it easier for the audience to accept and understand the content. This helps ensure effective dissemination of publicity materials in different cultural contexts and prevents misunderstandings or conflicts arising from cultural differences.

3.3 Strengthening Information Hierarchy and Logic

Post-editing of publicity materials plays a crucial role in strengthening information hierarchy and logic. These materials typically contain critical information such as policies, viewpoints, or products, making the clarity of information hierarchy and logic vital. Editing work can help organize information better, ensuring that it is well-structured, logically coherent, and free from confusion or omissions. Editors review translations to ensure that the structure and hierarchy of information are clear and straightforward, enabling the audience to easily grasp complex policies or viewpoints. By reordering paragraphs, adjusting sentence structures, and ensuring information is presented logically, editors enhance the audience's ability to absorb information. Strengthening information hierarchy and logic helps ensure that the information in publicity materials is conveyed more effectively, making it easier for the audience to understand and absorb the conveyed information. Editing work helps eliminate issues of information confusion or omission, ensuring that publicity materials achieve the intended results in international communication.

3.4 Improving Readability and Attractiveness

Post-editing of publicity materials is essential for improving readability and attractiveness. The success of these materials partly depends on their ability to capture the audience's attention and make them willing to delve into the conveyed information. Editing work can enhance the materials' readability and attractiveness in various ways, thus increasing their impact. Editors can adjust sentence structures to ensure they are smooth and easy to understand, and they can introduce sentence variations to prevent content from becoming monotonous. Furthermore, the use of vivid vocabulary and engaging narrative styles helps make the materials more appealing. Such editing work makes publicity materials more captivating, encouraging the audience to read and delve into the conveyed information. By improving readability and attractiveness, post-editing enhances the communication effectiveness of publicity materials, making them better suited to achieving their promotional and communication goals. Editing work helps increase the materials' appeal, making it easier to capture the audience's interest in international communication and convey the necessary information.

4. Challenges in Post-Editing of Publicity Materials

4.1 Cultural Differences and Sensitivity Issues

One of the challenges in the post-editing of external propaganda materials is the dealing with cultural differences and sensitivity issues. Editors must be meticulous in handling the variations between different cultures, including cultural nuances, metaphors, symbols, and taboos in language. Cultural differences can lead to varying interpretations of the same words or concepts across different cultures, so editors must ensure that the chosen expressions do not lead to misunderstandings or offend the audience. Furthermore, editors must respect the perspectives and values of different cultures to avoid inappropriate or conflicting content when disseminating materials. This requires editors to possess a deep understanding of cross-cultural dynamics and sensitivity to avoid potential errors during the editing process, ensuring the accuracy and cultural adaptability of the information.

4.2 Maintaining Information Accuracy

Another significant challenge in the post-editing of publicity materials is the maintaining of information accuracy. These materials often contain critical information in fields such as policies, laws, science, or technology, making it imperative to ensure the accuracy of this information. Editors need to ensure not only linguistic fluency, but also the original meaning is not altered or wrongly introduced. When dealing with technical terms, numerical data, and technical information, editors need to possess domain-specific knowledge to prevent mistakes or misguidance. Inaccurate information can not only result in misleading communication but also damage the audience's trust to the publisher. Therefore, editors must have a profound understanding of the information they are handling, conducting necessary verification and proofreading to maintain information accuracy.

4.3 Maintaining Information Consistency

Another challenge in the post-editing of publicity materials is the of maintaining information consistency. Publicity materials often constitute a series of documents or channels of information dissemination, so it is crucial to ensure consistency across these documents to avoid confusion or contradictions among the audience. Editors need to maintain consistent terminology, terms, style, and format across different documents to ensure that the audience can consistently understand the information. This may require repeated cross-referencing and proofreading among multiple documents to ensure consistency. Any inconsistencies or contradictory information may weaken the effectiveness of publicity materials, reducing their credibility and influence in international communication. Maintaining information consistency requires editors to possess a high level of attention to detail and patience to ensure that each document aligns with the entire series. This is vital to ensure that publicity materials maintain coherence when conveying information to different audiences, ensuring consistency and credibility in information dissemination.

5. Strategies for Post-Editing of Publicity Materials

5.1 Language Prudence and Cultural Sensitivity

When dealing with publicity materials, editors should carefully choose their words, avoiding language that could potentially lead to misunderstandings or offense. They must consider cultural sensitivity issues, especially when dealing with international audiences. Understanding the cultural customs, taboos, and metaphors of different cultures is crucial to ensure that the communication does not trigger negative reactions.

For example, if an external communication material involves food or culinary culture, the post-editing editor must understand the cultural differences in how different countries perceive food and dining. Certain foods may be considered delicious in one country but have negative connotations in another. Therefore, post-editing editors need to carefully select vocabulary to describe foods to ensure that the communication does not generate unnecessary controversy or misunderstanding. Additionally, when dealing with sensitive issues related to religion or culture, post-editing editors should avoid using expressions that could offend or infringe upon others' beliefs or values. Understanding the religious beliefs and customs of different cultures is crucial to ensure that publicity materials respect cultural diversity and convey an open and inclusive attitude. In summary, language prudence and cultural sensitivity are strategies in the post-editing of publicity materials, which require editors to be cautious and careful in their choices of words and expressions to ensure that the communication does not lead to negative reactions while respecting different cultures and contexts.

5.2 Prioritizing Information Accuracy

One of the primary objectives of external propaganda materials is to convey accurate information. Post-editing editors must ensure the accuracy of the translated text, not altering the original information's meaning while enhancing linguistic fluency. This means that post-editing editors need a profound understanding of terminology and concepts in fields related to policies, laws, science, or technology and ensure the accurate transmission of relevant information.

For example, if an external communication material involves information in the medical field, post-editing editors must have a deep understanding of medical terminology and concepts to ensure the accurate transmission of information. Any errors or inaccuracies in information can have a significant impact on the audience's understanding and actions, especially when health and medical decisions are involved. Additionally, when dealing with legal or policy-related information, post-editing editors must ensure that the translated text accurately reflects the intent and requirements of the original document. Incorrect legal interpretations or policy readings can lead to unnecessary legal issues or policy confusion. Therefore, prioritizing information accuracy is a key strategy in the post-editing of publicity materials. Editors must ensure that the information conveyed is accurate and credible in addition to linguistic editing. This helps ensure that publicity materials effectively convey the correct information, enhancing their influence and credibility.

5.3 Maintaining Consistency and Style Norms

Publicity materials often consist of a series of documents or content. Editors should ensure consistency across these documents, including terminology, terms, style, and format. Creating specialized glossaries, vocabularies, and style norms helps maintain consistency and ensures that the audience can consistently understand the materials.

For example, when an international corporation releases a series of publicity materials about its products, post-editing editors need to ensure consistent product names, terminology, and descriptions across different documents. Inconsistencies in different materials can confuse the audience and reduce trust in the products. Additionally, post-editing editors can create specialized glossaries, vocabularies, and style norms to ensure consistent use of specific terms and styles during the editing process. For instance, when a government department releases a series of materials about policy changes, post-editing editors can establish a glossary that defines and specifies the usage of various policy terms to ensure consistency across different materials. By maintaining consistency and adhering to style guidelines, post-editing editors help ensure that publicity materials maintain coherence across different documents, enhancing the audience's understanding and acceptance of the information. This strategy helps enhance the effectiveness and influence of publicity materials.

5.4 Context Reconstruction and Information Hierarchy

Post-editing editors should revisit the translated text to ensure clarity in the hierarchy and logic of information. When necessary, they should rearrange paragraphs and adjust sentence structures to present information logically. Reconstructing the context helps the audience better understand complex policy, perspectives, or product information.

For example, if an external communication material involves a policy change, post-editing editors can rearrange paragraphs to ensure that relevant information is presented in chronological or order of importance. This helps the audience better understand the policy's evolution and impact. Additionally, when handling product information, editors can highlight product features and advantages by reorganizing information. This can be achieved by using key sentences or paragraphs to emphasize critical information, making it easier for the audience to identify and understand key details. Through context reconstruction and information hierarchy management, post-editing editors can ensure that the information conveyed in publicity materials is clearer and much more organized. This helps the audience better understand complex information, enhancing the materials' effectiveness and influence.

5.5 Adapting to Target Audience and Media

Publicity materials may be published on various media platforms, such as official websites, social media, or printed materials. Post-editing editors should consider the characteristics of the audience and the media platform used, adjusting language style and format accordingly. Social media may require a more vivid and concise language style, while formal documents demand a more rigorous and formal language style.

For example, if an external communication material is to be published on social media, post-editing editors can use a more engaging, concise, and captivating language style to capture the audience's attention. Social media audiences typically prefer content that is light, easy to understand, so editors can employ humor or vivid expressions to increase interaction and sharing. On the other hand, if publicity materials are formal documents or official statements, post-editing editors need to use a more rigorous and formal language style. In such cases, accuracy and professionalism are crucial, and editors need to ensure that the language and format meet the requirements of formal documents to maintain the source's authority and credibility. By adapting to the target audience and the media used, editors can ensure that publicity materials effectively convey information in different contexts, enhancing their effectiveness and influence in international communication. This strategy helps establish better connections with various audiences, contributing to achieving communication goals.

5.6 Regular Proofreading and Feedback Integration

The final step in post-editing work is regular proofreading to ensure that the final text is free of spelling, grammar, or formatting errors. In addition, post-editing editors should actively collect feedback, especially from international audiences. This helps continuously improve the quality and effectiveness of publicity materials, ensuring successful information transmission.

For example, if an international organization releases a critical statement, the post-editing editors need to meticulously check every word, punctuation marks, and formatting to ensure there are no spelling or grammar errors during the regular proofreading process. Even a minor spelling error can have a negative impact on information transmission and reduce the audience's trust. Additionally, post-editing editors should actively collect feedback, particularly from international audiences. By gathering feedback from the audience, editors can understand their reactions and needs, continuously improving the quality and effectiveness of publicity materials. For instance, if the audience raises concerns about unclear or hard-to-understand information, editors can take measures to improve how information is conveyed to better meet the audience's needs. In summary, regular proofreading and feedback integration are a crucial step in the post-editing process of publicity materials. It helps ensure the final text's quality and accuracy while providing opportunities for continuous improvement to meet audience needs and enhance information transmission success.

6. Conclusion

The significance of post-editing for publicity materials cannot be overstated, as it plays a crucial role in international communication. By addressing cultural differences, maintaining information

accuracy and consistency, reconstructing information hierarchy, and adapting to target audiences and media, we can ensure that publicity materials effectively convey the intended messages. This, in turn, enhances the international image of nations, governments, or businesses and promotes cultural exchange and cooperation. The responsibility of post-editing professionals is to ensure the effective communication of information, enabling the global community to better understand and respect diverse cultures and perspectives, thereby contributing to peace and understanding in our globalized world.

Acknowledgment

Fund project: Scientific Research Project of Shaanxi Provincial Department of Education, "Research on Post-editing Strategy of Shaanxi Publicity Materials in the Age of Big Data", (Project number: 20JK0359).

References

- [1] Ren, L. (2022). *Research on Post-Editing of University Publicity Texts Assisted by Machine Translation*. *Overseas English*, (14), 3.
- [2] Shao, N. (2020). *Analysis of Machine Translation Error Instances and Corresponding Pre-Editing and Post-Editing Strategies*. Beijing Second Foreign Language Institute.
- [3] Feng, Q., & Li, J. (2016). *Research on Post-Editing Models for News Translation*. [2016-6], 74-79.
- [4] Zhu, Y. (2021). *Research on Translation Methods and Strategies for External Propaganda Materials: A Case Study of China University of Mining and Technology's English Website*. *Taste & Classic*, (9), 4.
- [5] Lv, T. Y., & Cheng, X. (2020). *Post-Editing Strategies for Maritime News Translation*. *Modern Linguistics*, 8(2), 6.
- [6] Yang, S., & Liu, X. Y. (2020). *Analysis of English Translation of Publicity Materials from a Cross-Cultural Translation Perspective*. *Talents*, 000(007), 224.