

The Research on Translation of Automobile Advertising Language

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Abstract: *With the rapid development of economic times and the continuous improvement of people's living standards, cars have gradually become an indispensable means of transportation in our lives. Automobile advertising language is playing an increasingly important role in promoting automobile sales. Therefore, translators should take proper translation methods into full consideration of cultural differences when conducting research on the translation of automobile advertising language. This paper studies the translation principles and language features of advertising language from the current situation of the automobile industry and the relevant introduction of advertising language, and puts forward effective translation strategies for automobile advertising language, so as to help translators and manufacturers better understand the practical significance of advertising language translation.*

Keywords: *The automobile advertising language; Translation; Translation strategies*

1. Introduction

From the age of artificiality to the age of steam engines and now the age of intelligent cars, transportation is well complete. We will not feel strange about the car in today's world, and we can see them every day between the major highway shuttle. The application of the automobile has provided great convenience to our life and work and other aspects. With the development of China's economy, China's auto industry has been developing at high speed. China has gradually established the status of the world's automobile manufacturing power. In 2017, China surpassed the United States to become the world's largest auto market. Under the background of the new era, the number of multinational groups is increasing, and the automobile industry is gradually developing into an international industry.^[1] As a medium to transmit information, advertising is used to publicize and influence consumers. Advertising language, namely advertising words, has a broad sense and a narrow sense. Advertising means publicizing widely. In a broad sense, advertising language usually refers to a kind of propaganda language that introduces products, entertainment, culture and other contents to the public through various media communication methods and posters, including the title and the body of the advertisement. In the narrow sense, advertising language refers to increasing the visibility of enterprises through various ways of publicity. Advertising language is an indispensable means and a way to make businesses gain profits in marketing. Due to the cultural differences between China and the West, it is necessary to analyze and study the Chinese-English translation of automobile advertisements.^[3] This article studies the translation principles of the advertising language, then describes the language features of the automobile advertising language, and further studies the translation of the advertisements from different types of advertisements. Different translation methods are used to study the translation of automobile advertising language.

2. Principles of advertising language translation

Taking the automobile advertising language as an example, it is a kind of content with propaganda value that can effectively express the price of an enterprise brand. Whether the brand can continue growing and expanding is directly related to the advertising language. The quality of advertising language, to a large extent, can directly determine whether to open the door of the market, leading consumers into the enterprise environment. Good advertising language can focus on the performance of business philosophy, strong penetration, its influence is also very wide. However, bad advertising language has a significant negative impact on enterprises. Therefore, the role of advertising language cannot be ignored. Several principles should be paid attention to in the translation of advertising advertisement.

2.1. The principle of in-depth understanding of advertisement

When the translator is translating, before translating the advertisement, they must make clear the connotation and characteristics of the advertising language that need to be translated. The translator needs to figure out the target market for the advertisement. What kind of consumer group should the advertisement appeal to. They also need to understand the message of the advertisement, the way the advertisement can be used, and the selling point of the advertisement. In addition, the translator needs to have an understanding of the type, material, use and other characteristics of the product. Translators need to have an in-depth understanding of the product, its market landscape and future development. Only in this way can the translator grasp the focus of the advertisement. Translators have an in-depth understanding of the product, grasp the selling points of the advertisement, directly hit the target consumer groups, and carry out effective translation of advertising language, so that the translation has accuracy and efficiency.

2.2. The principle of innovation

The advertising language itself is not limited. It is full of rich imagination and great creativity. Because we come from different social backgrounds, we have different social cultures, different social languages and different ethnic customs. When a translator does a translation, it is called a translator translating one language into another language, and according to the cultural background of the language needing to be translated, on the premise of ensuring the correct expression of the translated content, the translator also needs to organize the expression form of the language to give people a sense of brilliance. Translators have many ways to innovate, such as in words or forms. Only enough innovation can attract the public's attention, capture consumers' consumption psychology, improve consumers' desire to buy, to achieve success.

2.3. The principle of brevity and clearness

In order to be able to meet customers' needs, the translation of the advertisement should be concise. If the advertisement is too complex, consumers may feel tired and unwilling to read it. If the form of the advertisement is simple, then we can achieve the best results. At the same time, we can produce maximum effectiveness in a limited time. When we are doing advertising language translation, we should pay more attention to the problem of how to let consumers remember our advertising language in a short time is very important. At this time, the form of language becomes particularly important. If the translation of advertising language is too complicated, this can make a person have no patience, and most people do not have time to see an advertisement that is too long. When people watch advertisements, they are mostly forced to watch them. If I pay for a membership in a brushing app, I can avoid advertisements. However, if I do not want to spend the money, I need to watch advertisements. So, at this point, the concise form of advertisement is very important. At the same time, the creative thinking of advertisement is of great importance. By doing these that we can attract consumers. Therefore, to attract consumers, the translation of advertising language must be simple, clear and easy to use and let consumers remember. In order to promote products, witness the purpose of consumers. Only in this way can consumers remember the brand products.

2.4. The principle of diversity of forms

The translation of the advertisement can be various. However, when we are translating the advertisement, we need to stick to the original style of the article. The late Ming dynasty and early Qing Dynasty thinker Yan Fu once said, "Faith, expressiveness and elegance". Faith requests that our translation should be accurate and not deviate from the meaning of the original text. Expressiveness means that the translation does not need to stick to the textual form. The translation is required to be smooth and clear. Elegance needs to choose appropriate words and pursue elegant articles. If you do not make proper adjustments when translating, you may make wrong expressions. Then the advertisement language may send the wrong information. For example, an advertising about bike. It is "ride a joy endless" if you translate it directly. However, the advertiser wants to express the information of "you will have fun by riding our bike". Therefore, if the translation is carried out directly by the word order, it is easy to make consumers difficult to understand the translation. At the same time, it is easy to give a bad impression to people. When we translate advertising language to let consumers understand the meaning of the original text, we cannot stick to the form of the original text. However, what we translate must conform to the original style.

3. The features of Automobile advertising language

The effective appeal of automobile advertising slogans to consumer groups is closely related to their use of vocabulary, syntax and rhetorical devices.^[9] The language features of automobile advertising language mainly include the following aspects.

3.1. The lexical feature

Vocabulary is the sum of all words and fixed phrases in a language. When we are translating, the choice of words is very important. In the translation of automobile advertising language, the choice of vocabulary is more stringent. The meaning of words in advertising is not a simple translation when they are single words. They take on new meaning. We need to focus on innovation to attract consumers and get their thumbs up. Most successful automobile advertising language often has new ideas in choosing vocabulary. These words can make a pitch catchy, and they are very infectious. This type of automobile advertising language can improve the buying desire of consumers. In translation, automobile advertising language often has the following characteristics.

3.1.1. Cultural deposits

Where there is a road, there is a Toyota.—the advertising language of Toyota.

Distance knows horses' power, and time sees Toyota.—the advertising language of Toyota.

Have friends from afar who like to take a Mitsubishi brand.—the advertising language of Mitsubishi.

For a country and a nation, the power of cultural deposits is very great. Cultural deposits have a profound impact. Cultural deposits often imperceptibly influence people's behavior and psychological activities, and it also directly or indirectly affects economic benefits. The automobile advertising language described above emphasizes the application of ancient Chinese poetry. Ancient Chinese poetry is familiar to everyone. Therefore, foreign car brands can gain high recognition among the Chinese public if they can use well-known advertising language by using Ancient Chinese poetry.

3.1.2. Dominating the leading position

No matter when and where BMW is your successful choice. —the advertising language of BMW.

BMW is at its peak and taking the lead. —the advertising language of BMW.

Even if you may compromise and choose to buy another brand, one day, you will go with Benz. —the advertising language of Benz.

BMW Mercedes and other automobile advertising language will go luxury, high-end line. Most of the consumer groups of these automobile brands targeted are those who have a high demand for the appearance, performance and brand awareness of the automobile. The advertising language reflects the superior leading position of the brand car. The advertising language fully shows the brand confidence and the brand concept of luxury. It also shows the high-end quality of these automobiles.

3.1.3. Containing adjectives and numerals

SKYACTIV TECHNOLOGY gives the MazdaCX-5 an EPA-estimated 35 highway MPG, better than any hybrid SUV. —the advertising language of SUV Mazda CX-5.

The advertisement highlights the best SUV, Mazda CX-5, in comparative form. This form of advertisement does not say anything bad about other cars. Nevertheless, it also promotes the brand of SUV better. This advertising language uses adjectives in comparative and superlative forms to show the product to the consumer better. Some advertisements include numbers and so on. These numerals show the proportions, lengths and dimensions of cars.

3.1.4. Focusing on elegance

Noble blood, noble family style. —the advertising language of Jaguar Model S.

As a medium of information transmission, automobile advertising language has a great influence on consumers. Through automobile advertising language, consumers can understand the characteristics and connotations of brand cars. The information conveyed to consumers who buy automobile advertising language is limited. Therefore, it is very important to leave a deep brand impression on consumers in a limited time. The choice of words in advertising language is extremely important. Use

simple words to explain the brand clearly. In a limited time, the translator can let consumers understand the connotation and characteristics of the brand car through concise and brief automobile advertising language. The use of rhetoric can make the article have a new logical form and impart magic to the article.

3.2. The syntactic feature

The principle of advertising language is to read smoothly and be easy to understand. So most car advertisements use simple words and sentences. We need to be creative while using simple sentences. So we need to innovate at the syntactic level.

3.2.1. Simple sentence

A simple sentence consists of the subject, predicate and object, whose subject and predicate are the main part of the sentence. When translating automobile advertising slogans, most of them will use simple sentences. Simple sentences can express the brand concept of a brand car more succinctly and clearly. At the same time, the expression of simple sentences is also more conducive to readers' understanding. Here is an example, "The new Honda will surprise you, it will delight you, and it will be very effective"—the automobile advertising language of Honda.

This sentence conveys a great deal of information in terms of simplicity. From the automobile advertising language, we can know the new Honda car that will be a good model. It also expresses that the performance of this car is relatively good. The automobile advertising language expressing complex information content is very successful by using simple sentences.

3.2.2. Elliptical sentence

When the automobile advertising language is created, in order to reduce the cost and take up space with the advertising language, the automobile advertising language often uses the elliptical sentence. Elliptical sentences can omit unnecessary expression, and they can let readers have unlimited reverie. Elliptical sentences can be neat and help us understand.

3.2.3. Imperative sentence

The automobile advertising language often uses imperative sentences. The automobile advertising language using imperative sentences gives a sense of command. However, that is not an order to let us do it. This type of automobile advertising language gives us a message about a brand car in the form of an incentive. This creative advertising language will make us want to do it. Then let us enjoy some of them.

Shift the future. —the automobile advertising language of NISSAN.

Lead the times, control the future.—the automobile advertising language of Mercedes.

These automobile advertising languages use the expression form of imperative sentences to express the brand concept better. Imperative sentences are often used in automobile advertisements. When we translate automobile advertising, we use different syntactic expressions. On the premise of ensuring the complete content of the translated advertising language, we should make a breakthrough in the sentence pattern of the appropriate advertising language with creativity.

3.3. The rhetorical feature

Rhetoric is the art of enhancing the effect of words and sentences. Aristotle, in his book *Rhetoric*, defines rhetoric as the function of finding possible ways of persuasion on any given issue. According to Chenwang Dao, the style of speech "expands the possibility of using speech, and often creates new forms beyond ordinary words, ordinary grammar and even ordinary logic, and makes speech show a touching charm".^[6] Advertising language needs to be vivid and persuasive. Only in this way can better attract consumer groups. The vast majority of businesses will use many metaphors, antitheses, puns, exaggerations and other figures of speech to achieve a goal. The use of rhetoric can enhance the beauty of advertising, attract consumer groups and publicize brand cars.

3.3.1. Metaphor

Metaphor is one of the most commonly used figures of speech. Metaphors have a strong impact. A metaphor is a way of making something vivid and concrete by making use of the previous similarities between one thing and another.^[2] Comparing one thing to another that people are more familiar with.

The metaphor makes things vivid and concrete. The metaphor makes people have a new understanding of things and get a different experience. The point of a metaphor is usually to describe and render some feature of something. Here are a couple of examples.

Make the car home. —the advertising language of Renault.

Renault's automobile advertising language compares a car to a home. The language of the advertisement is lively and interesting. The advertising language cleverly compares the car to a passenger's home and explains the warmth of the design inside the car. This advertising language can be pulled into the distance of the consumer.

Even when it was torn apart, it was still a beauty. —the advertising language of BMW.

This advertising language uses metaphors to show the characteristics of the automobile brand incisively and vividly. The advertising language compares BMW to a beauty, which we can quickly associate with BMW cars. The advertising language is simple and innovative, and we can never forget it. The advertising language implies that every part of a BMW car is exquisite and impeccable. Every small part of the BMW is well-designed, and this is a perfect car everywhere. The advertising language well explains BMW's brand concept and car-making skills. It highlights BMW's seriousness and responsibility in pursuing perfection and perfection.

3.3.2. Personification

Personification refers to the representation of an object as a person. Personification is a figure of speech that makes an object have the appearance, shape and emotion of a person. Automobile advertising language uses personification rhetoric to make the car own the form and behavior characteristics of a person. The use of this figure of speech can vividly and interestingly express the characteristics of the car. This figure of speech can give insight into the brand car. Consumers can have a better understanding of brand cars. Here are a few examples.

The word is up to me. —the advertising language of MONDEO.

The advertising language uses the personification of figures of speech. At the same time, the advertising language draws in the distance between people and the car and gives people the impression that he is actually there. The advertising language gives the impression that the world is charged with me, and I am the best.

3.3.3. Pun

A pun is when a word is polysemy or has the same sound. A paraphrase pun means that a word has many meanings. A phonetic pun is one that uses the same pronunciation of words. They can both make a sentence have two layers of meaning. All kinds of puns are used in automobile advertising language. Puns can be used in a humorous way to attract consumers. This figure of speech is a new and innovative approach. On the one hand, the most important thing of advertising is to attract consumers. Without this method, the audience might not notice the automobile advertising language, and the automobile advertising language would not achieve any advertising effect.

Here is an example, "Everything we do is driven by you"—the automobile advertising language of Ford. The phrase "drive" uses a figure of speech that is a pun. One of the meanings is the original meaning, and you drive our car. Another implication is that the cars we produce are recognized by consumers. The pun here indirectly conveys Ford's message to the consumer. Thus, it is necessary to use puns in advertising translation.

3.3.4. Exaggeration

Exaggeration means deliberately exaggerating a feature of something. This figure of speech can enhance the effect of language expression and make the characteristics of the expression more prominent. It can enhance the vitality and interest of advertising.^[10] Applying this figure of speech to automobile advertising language can highlight the difference between their own brand cars and other brands of cars. Examples are as follows.

From the beginning, I have been in sync with the world. —the advertising language for Honda Accord.

The advertising language uses a figure of speech that is exaggerated to highlight the characteristics of the Honda Accord. The advertising language shows that the performance of Honda Accord cars is excellent.

A car that will never cause you any trouble. —the advertising language of Franklin.

The automobile advertising language uses a figure of speech that is exaggerated to show that the Franklin Motor is perfect. There is nothing wrong with Franklin Motor. You can make the right choice.

Exaggeration in advertising language is often very clever to link the car with something. On the basis of objective reality, the exaggeration purposefully exaggerates or reduces the relevant characteristics of the advertising object and maximizes the quality and characteristics of the car. This advertising language can bring strong infection and shock to people. This kind of advertising language using exaggerated rhetoric is different from false advertising language. The advertising language is legally acceptable. It is to reflect the characteristics of the car.

It is necessary to use appropriate rhetorical devices when translating automobile advertising language. Using this approach will help us to enrich the content of the automobile advertising language. It also helps to attract consumers' attention and motivate them to buy the car. We should use appropriate figures of speech to achieve the ideal effect of attracting consumers.

4. Translation methods for automobile advertising language

On the basis of guaranteeing the accuracy of the translation, translation means the information activity to translate one language into another language. Many translation methods are used in the translation of automobile advertising language. The main translation methods we use are literal translation and free translation. Translation strategy is also an indispensable part of the process of translation. The strategies we usually use are domestication and foreignization.^[4] A further description follows.

4.1. *Literal translation*

Literal translation refers to the literal translation of the text to be translated word for word. Literal translation requires the faithful expression of the original meaning. Meanwhile, literal translation needs to keep the style of the original text. Literal translation tries to present the original text to the readers. In our daily life, the literal translation is usually used to translate some terms and idioms. At the same time, the literal translation is also used for some simple sentences and technical, political and economic terms. The use of literal translation requires that the content of the translation must be clear and will not cause misunderstanding among readers.

The literal translation is of great importance in the translation of automobile advertising language. Good use of literal translation can make the translation simple, clear and easy to understand. The content and style of the original text should be maintained in the translation of automobile advertising language. Here is an example, Lead The Times to control the future. The advertising language of Benz. We translate the advertising language directly, and the advertising language is simple.^[5] However, the advertising language is unique. Although the era of leadership may seem like an exaggeration, it highlights the superior leading position of the brand car. The translation of the advertising language is successful when analyzing and contrasting the different backgrounds of China and the West. This translation conforms to our way of expression. The automobile advertising language is very clear about the content to be expressed without adding any modifications.

When we do literal translation again, we need to pay attention to some English. When they are about the meaning of surface, we may think that it is the same as Chinese. However, in fact, they are not the same as the Chinese. Especially for translating automobile advertising language, when using literal translation, special attention should be paid to the inherent meaning of the translation. We should not only pay attention to the superficial meaning of the translation. For example, there is an idiom called the black sheep. When we first see this idiom, we may think that it refers to a sheep that is black without understanding its inherent meaning. However, it implicitly refers to a bad person who harms the group. Another example is white lies. Our first reaction to this phrase is a lie. It is white. Nevertheless, the underlying implication is that we lie to help others, and the lie is for their good. There are many examples like this. The literal translation is good for cross-cultural communication.

Literal translation helps the West to understand Chinese culture. At the same time, it can help us to learn about western culture. We can translate automobile advertising language through literal translation, which is beneficial to maintain the original style and reflect the characteristics of the brand. For readers, the literal translation is beneficial for them to understand the content of automobile

advertising language.

4.2. Free Translation

Free translation refers to the need to maintain the content of the original text, not the form of the original text. The reason why we use free translation is that some contents and forms cannot be directly expressed in Chinese. These contents need to be analyzed and then expressed in a different form. When we carry out free translation, we should pay attention to the translation of the meaning of the article rather than sticking to the literal meaning of the article. Free translation requires us to translate the main text without paying too much attention to details. We should pay attention to the smoothness of the translation when translating. In the process of translation, if the literal translation can not be carried out directly, we need to change the expression form of the article and change the sentence structure for translation.

Due to the different cultural backgrounds of China and the West, there are great cultural differences between English and Chinese. Sometimes when we translate, we need to change the form of the original text, and the translation should not be limited to their literal translation. On the basis of clear expression of basic information about the original text, the translation can be better accepted by consumers through changes in form. This kind of translation is also easier for consumers to understand. Free translation is mainly based on the content of the translation, and it does not pay much attention to the details of the content. For example, “Buick: In search of excellence”. Here we use free translation. The automobile advertising language stresses the car’s ability to travel thousands of miles a day. If the automobile advertising language is literally translated, it will be nothing new and not easy to attract consumers. Even for consumers, the automobile advertising language is a little confusing. The proper Chinese translation of the automobile advertising language can be given by means of free translation. The automobile advertising language not only emphasizes the performance of Buick cars but also vaguely explains to the public that Buick cars have great potential. In this way, the automobile advertising language can successfully show the advantages of Buick to consumers and attract consumers.

The Chinese culture is extensive and profound. We need to pay attention to cultural differences when translating. We need to change the word order, expression form and grammar of the original text when translating. Furthermore, we should use the proper expression to express the meaning of the original text. The language difference between Chinese and English is quite large, so we need to translate the automobile advertising language into Chinese idiomatic expressions. Only in this way can we better attract consumer groups. Then the automobile advertising language can be more able to arouse the interest of consumers.

Literal translation and free translation are the most common methods of translation. In the process of translation, we should combine literal translation with free translation. Literal translation and free translation are interrelated and inseparable.

4.3. Domestication translation

Domestication translation refers to the localization of the language of translation. Domestication translation refers to reducing the exoticism of translation as far as possible in the process of translation and then letting the content of translation become authentic to local needs. In this way, the translation makes the reader feel that there is no translation tone. Domestication translation involves many steps. Firstly, we need to choose the translation carefully and then translate it smoothly. What is more, we translate the translation into the form of the target language. Last but not least, we should delete the factual content in the translation and adjust the translation. In this way, a natural translation can be provided to the target language readers. We use the domestication translation strategy in automobile advertisement translation. For example, “Where there is a way for a car, there is a Toyota.” is the automobile advertising language. We can translate it into Chinese like Chinese ancient poetry. This automobile advertising language makes good use of the rhetorical devices of parallelism, and it is very much in line with the Chinese expression. Chinese is characterized by antithesis and symmetry. We translated the slogan into the form of an ancient Chinese poem that people are familiar with. In this way, the translation of the automobile advertising language, consumers cannot take time to remember them.

Domestication translation is a very important translation strategy. When people use the domestication translation strategy, they need to express the meaning of the original text clearly and translate it into the language form of the target language. Here is another example. “Not all cars are

created equal” is the automobile advertising language of Mitsubishi. The automobile advertising language is based on the first sentence of the United States Declaration of Independence as an example. The automobile advertising language copies this sentence and then lets it become an automobile advertising language. The automobile advertising language is effectively translated based on the American cultural context, using the first sentence of the Declaration of Independence, which everyone knows. The automobile advertising language can catch the eye of the consumers and then have a huge impact. In this way, the business can not only better promote the product but also rapidly expand the American market.

From the above description, we can see that the domestication translation strategy is very important. The skillful use of the domestication translation strategy can make the article concise, vivid and interesting and narrow the distance between readers. At the same time, the domestication translation strategy can make readers better understand the article. This translation strategy can be used to better promote our brand cars and quickly have a huge impact.

4.4. Foreignization translation

The foreignization translation strategy means the reader should not disrupt the author’s will, and the reader should understand the author’s meaning. This translation strategy requires the translator to absorb the expressions of the foreign language. Although there are differences between ethnic cultures, we should consider preserving such differences and reflecting the different characteristics of ethnic groups and the different characteristics of languages. The foreignization translation strategy requires that the translation should retain the exoticism for readers, which is contrary to the domestication translation strategy.

The foreignization translation strategy has the following characteristics. Firstly, do not completely follow the form of language expression of the target language. Secondly, sometimes choose a language that is difficult to understand. Thirdly, retain objective materials in the source language and retain the expression form of the source language. Next, we will appreciate an example of using foreignization translation strategies.

This automobile advertising language uses the foreignization translation strategy. The automobile advertising language retains the style of the original text. This automobile advertising language uses the way of poetic expression, and then it perfectly reflects the beautiful artistic conception of language. It is easy to imagine dynamic poetry dancing at you. The automobile advertising language is easy to make us feel like we are there. The advertising language of the car uses a strategy of foreignization to show the elegance and fashion of the car. A similar expression is the American Bluebird car, which we do a direct translation of the bluebird. This translation not only retains the original meaning but also highlights the lightness of the car. There are many more examples like this. This kind of translation conforms to both the way of expression of the original text and the appreciation habit of Chinese culture.

According to the above description, we can find that brand cars can retain and spread their original national culture when using the foreignization translation strategy. In the era of economic globalization, international cultural exchanges and integration can be accelerated. Using the foreignization translation strategy can better make readers feel the foreign culture and exotic atmosphere. Therefore, the foreignization translation strategy is also important.

As two translation strategies, domestication translation strategy and foreignization translation strategy complement each other.^[7] Complete domestication translation and complete foreignization translation do not exist. When we do the actual translation, it is impossible to separate them. When translating, we should not only consider preserving the style of the original text but also consider readers’ understanding. They have their own advantages and disadvantages. So when we translate, we need to combine them to use. The domestication translation strategy and the foreignization translation strategy are dialectical and unified, and they complement each other and cannot be separated.

5. Conclusion

With the development of economic globalization, as well as the rapid growth of the Chinese economy, China, as a country with a large population in the world, has an increasing demand for automobiles. China has a huge population market for cars. So foreign brands need to sell their cars to Chinese consumers. At this time, the car advertising language is particularly important. Automobile

advertising language is one of the means of automobile marketing. Automobile advertising language is a bridge between consumers and merchants.^[8] In addition to providing consumers with information, automobile advertising language can also stimulate consumers' desire to buy the car. When we carry out an automobile advertisement and translation, we need to use correct translation methods and skills to attract consumers. Using correct translation methods and translation strategies to translate the translation that can be easily understood by consumers is to deepen consumers' impression of the product and finally let consumers buy the product.

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