

## Original Paper

# A Study on the E-C Translation of Daily Chemical Advertisements from the Perspective of Communicative Translation Theory

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### **Abstract**

*Advertising can not only build the image of a brand, but also increase the visibility of the product. Today, as the global economy becomes more and more interconnected, more and more products are pouring into the international market, in which advertising translation plays an irreplaceable role. Due to the differences between Chinese and Western cultures, this paper mainly studies from the perspective of communicative translation theory, and selects naturalization strategies as theoretical guidance, including paraphrasing, additive translation, transcreation, imitation translation and retranslation methods to conduct research on the Chinese translation of advertising slogans for daily chemical products. It is found that when translating daily chemical product advertisements, translators should not only follow the three principles of advertising slogan translation, but also flexibly adopt different translation methods for different texts, so as to continuously increase the cultural value and commercial value of daily chemical product advertising. The purpose of this paper is to provide inspiration for the translation of advertising slogans in the future, and to better promote cross-cultural business communication.*

### **Keywords**

*intercultural communication, communicative translation theory, advertising translation, e-c translation strategy, naturalization*

### **1. Introduction**

In addition to following the principles of conciseness, aesthetics, and situationality, the translation of daily chemical advertisements also needs to fully consider the influence of market, culture and other factors, and flexibly choose the English translation strategy of the advertisement. The translation of

advertising slogans is complex and flexible, and only novel texts can be surprisingly successful, truly attract the public, impress the public, and promote consumer consumption behavior. From the perspective of communicative translation theory, the research on the Chinese translation of advertising slogans for daily chemical products is to find the maximum value of the translation effect of advertising slogans for daily chemical products from the perspective of cross-cultural communication, so that the translation of advertising slogans is an important means of cross-cultural business communication. Because trade, as a major part of the business exchanges of various countries, can intuitively reflect the qualification of advertising slogan translation.

## **2. Literature Review of Advertising Slogan Translation of Daily Chemical Products and Communicative Translation Theory**

### *2.1 Literature Review*

In this research field, domestic scholars mainly focus on the translation and dissemination of advertising slogans for daily chemical products, and have achieved a series of valuable results in this regard. Through the review and theoretical review of the literature, we can observe that the domestic research on the translation of advertising slogans for daily chemical products is roughly concentrated in the following four dimensions: Wei (2022) pointed out that because consumers of daily chemical products in different countries have different regional cultural backgrounds, shopping consumption concepts and values, they will also have different associations with the same daily chemical product advertising slogan, and at the same time, they also have different needs for the function of daily chemical products, so the author proposes that the English translation of daily chemical products advertisements should be treated with caution. Zhou (2017) takes Peter · Newmark's communicative translation theory as the research perspective, and analyzes the Chinese translation strategies of English commercial advertisements from four levels: addition, simplification, paraphrasing and adaptation, so as to point out that translators should not be limited to the content and form of the original text in the translation of business English advertisements, but should adopt a variety of translation strategies to convey the same publicity effect as the original text to the readers of the translated text for the purpose of communication. Pan et al. (2020) illustrates that on the basis of appreciating stylistic expressions, in-depth analysis of cultural implications, and catering to consumer psychology, from the perspective of personality beauty, creative beauty, and rhetorical beauty, follow the principle of "accurate understanding and proper expression" to maximize the cultural and economic value of advertising. Zhang (2011) believes that in business English translation, according to the theory of communicative translation, translators should insist on accurate and rigorous wording, reasonably adjust the phenomenon of cultural asymmetry, constantly enrich business expertise, and maintain the semantic equivalence of the original text and the translated text as much as possible.

### *2.2 Principles of Translation of Advertising Slogans for Daily Chemical Products*

The translation process of the names of daily chemical products and their related advertisements is not

only a direct conversion between Chinese and English, but also includes multidisciplinary knowledge such as marketing, psychology, sociology, and advertising. In addition, daily chemical products are in great demand in the international market and are a relatively common consumer product, so it is necessary to perfectly integrate consumers' psychological expectations for daily chemical products into the advertising language while translating their advertisements. In the process of translating daily chemical product advertisements, the following three principles must be adhered to: First, the principle of conciseness. The core of daily chemical products advertising is to distinguish the daily chemical products from other daily chemical products, and the translation process should use distinctive language to highlight the product characteristics to the greatest extent, and should also be easy to remember and read more rhyming, so as to achieve the purpose of daily chemical products advertising. The second is the aesthetic principle, advertising translation does not necessarily need to follow the transliteration principle, otherwise it will lead to the loss of advertising characteristics. If the translation of daily chemical product advertisements can beautify the original brand name and advertising slogan, it can make consumers have unlimited imagination about beauty. Daily chemical products advertising is a kind of commercial advertising, emphasizing the guidance and appeal of advertising slogans, and the core of its translation is consumers, so the translation must be combined with the cultural background of consumers and consumers' demand for daily chemical products as the main reference of translation. The third is the principle of situationality, which is influenced by the cultural environment, lifestyle, values, etc., and the daily chemical products advertisement should fully respect the culture of different countries in the process of translation, and play an appropriate role on the basis of retaining the characteristics of the advertisement, so as to create an advertising situation that conforms to the national culture of consumers.

### 2.3 A Brief Introduction to the Theory of Communicative Translation

Peter Newmark is a well-known contemporary translation theorist and translation educator in United Kingdom. In the context of the long-standing debate in the translation community over literal translation and paraphrase translation, Newmark proposed two approaches to translation in his 1981 book, *Approaches to Translation*: semantic translation and communicative translation. Between the two strategies of communicative translation and semantic translation, Newmark proposes to consider the type of text. He believes that translation is the translation of a text, and that the study of translation cannot be separated from the text, and that the type of text helps the translator decide how to create a reasonable equivalence strategy between the source and target texts. Therefore, according to Bühler's theory of linguistic function, Newmark divides all texts into three categories: expressive texts (e.g., literary works, plays, novels, etc.), informational texts (e.g., academic papers, textbooks, non-literary works, etc.), and call-to-action texts (notices, instructions, pamphlets, etc.).

Semantic translation refers to the translator's ability to accurately reproduce the contextual meaning of the original text as accurately as possible under the premise that the syntax and semantic structure of the translated sentence allows, focusing on the original text and striving to retain the linguistic

characteristics and expressions of the original work. Communicative translation is a translation method corresponding to semantic translation, which tries to make the effect of the translated text on the target language reader as much as possible equal to the effect of the original text on the source language reader. That is, the focus of communicative translation is to convey information according to the linguistic, cultural, and pragmatic ways of the target language, rather than trying to reproduce the text of the original text as faithfully as possible. Communicative translation gives the translator greater freedom to interpret the original text, adjust the style, remove ambiguity, and even correct the original author's mistakes. Since the translator has a specific target audience in order to achieve a certain communicative purpose, the translation he produces will inevitably break the limitations of the original text.

On the basis of in-depth analysis and detailed interpretation of these two translation strategies, he further introduced the concept of "associative translation", emphasizing that when the linguistic meaning of the original work or the target text is particularly critical, the translation should be closer to the original work, and this kind of close translation method can best reflect the precise communication of word by word. This innovative concept proposed by him actually builds a bridge between communicative translation and semantic translation, reducing the boundary difference between the two.

### **3. A Case Study of Communicative Translation Theory in the Chinese Translation of Advertising Slogans**

There are many brands of daily chemical products in the market, and the names of their products are also diverse, and many brands and their products reflect the history and traditional culture of China and the West. First of all, the West focuses on individual orientation and emphasizes individual consciousness, while the Chinese focus on collectivism. Second, Westerners have an adventurous spirit, while Chinese are conservative and reserved. Therefore, in order to meet the consumption needs of different consumers, we must choose the appropriate translation strategy based on their cultural background when carrying out Chinese and Western advertising translation activities. Therefore, this paper chooses the naturalization strategy in communicative translation theory to analyze the translation of daily advertising slogans, including augmentation, paraphrasing, transcreation, imitation and retranslation, in order to realize the advertising function of the original work at both linguistic and cultural levels.

#### *3.1 Naturalization Strategy*

Naturalization is to localize the source language, take the target language or the target language reader as the destination, and adopt the expression method that the target language reader is accustomed to to convey the content of the original text. Naturalized translation requires the translator to move closer to the readers of the target language, the translator must speak like the native author, and the original author must become the authentic Chinese language if the original author wants to have a direct dialogue with the reader. Naturalized translation helps readers better understand the translation and

enhances its readability and appreciation.

### 3.1.1 Additions

Additional translation refers to the addition of some necessary language to the translation to make the original text more understandable or acceptable to the reader. Augmentation can express the implicit ingredients or content in the original text, and more highlight the advertising intent.

#### Example 1

ST: Good teeth, good health. (Colgate toothpaste)

TT: 牙齿好, 身体就好。(高露洁牙膏)

Analysis: The linguistic features of this advertising translation using rhyming rhetoric, making the advertising slogan both concise and rhyming, and the translation of "health" reflects the psychology of Chinese people who pay attention to physical health, and the translator expresses its implicit relationship, highlighting the important role of Colgate toothpaste on the body, in order to maximize the effect of the original text.

### 3.1.2 Paraphrase

Paraphrasing refers to translating according to the general meaning of the original text, without translating word for word. In the treatment of vocabulary and rhetoric, the technique of semantic escape is adopted in order to reproduce the meaning of the original text more smoothly and authentically.

#### Example 1

ST: Tide's in, dirt's out. (Tide laundry detergent)

TT: 汰渍到, 污垢逃。(汰渍洗衣粉)

Analysis: Tide is one of the most well-known and popular laundry detergent brands in China. The advertisement is to the effect that stains on the clothes will disappear as long as the stains are used, indicating that the stains of the Tide laundry detergent can effectively remove various dirt such as leader stains, making the clothes white and translucent, with a light pleasant fragrance. The translation is short and powerful, and the words "to" and "escape" rhyme, which are catchy and easy to remember, and are in line with the psychological motivation of consumers to buy truth, cheapness, fame, innovation and beauty.

#### Example 2

ST: Behind that healthy smile, there's a Crest kid.(Crest toothpaste)

TT: 健康笑容来自佳洁士。(佳洁士牙膏)

Analysis: The translation does not translate "kid", but rather translates it according to the gist of the translation, highlighting the importance of Crest toothpaste. In fact, it is a headache for many parents to let children brush their teeth and brush their teeth effectively, and many parents buy Crest precisely because of the influence of their children.

#### Example 3

ST: Give me Green World, or give me yesterday. (Green World Night Cream)

TT: 要么给我绿世界晚霜, 要么还我昨日容颜。(绿世界牌晚霜)

Analysis: Such a translation makes beauty-loving consumers psychologically resonate and have wonderful associations, as if using the product can achieve the maintenance effect of "20 years old this year and 18 years old next year", and then arouse consumers' desire to buy.

### 3.1.3 Transcreation

Transcreation is not just about direct translation or localization of text, the transcreation focuses on grasping the persuasive or emotional function of the original text to rewrite the source language to fit the reading needs of the target language audience. Transcreation is often used in marketing and promotional materials, buyer-centric target language writing, to effectively convey information, drive purchases, and disseminate images.

#### Example 1

ST: Everyday new face. (Laneige moisturizing lotion)

TT: 水漾容颜, 清新每天。(兰芝保湿乳液)

Analysis: The advertisement is Laneige Moisturizing Lotion, and the brand focuses on the research and development of moisturizing products, focusing on providing moisturizing skin for women. Combined with its marketing concept, the translation adopts a four-character structure, and creatively adds the words "water" and "freshness" to give consumers a sense of moisture and cleanliness, which is easier to resonate with consumers and increase purchase strength.

#### Example 2

ST: Mosquito bye bye bye. (Rado insect repellent)

TT: 蚊子杀杀杀。(雷达牌驱虫剂)

Analysis: Rado is a global insecticide brand with more than 50 years of professional insecticide production history. Due to language and cultural differences, the same image may have different associations in the hearts of people in different countries, the translator retranslated the "bye" in the original text as "kill", which strongly expresses the power of the insecticide, and the use of three killing words is more in line with consumers' aversion to mosquitoes, which helps to promote consumers to make purchases, showing that as long as the product is used, mosquitoes will disappear immediately.

### 3.1.4 Imitation Translation

Imitation refers to the fact that the translator does not stick to the meaning and details of the original text, let alone its lexical and syntactic structure, but uses the original text as a reference model, either selectively translating certain information or translating more information than the original text.

#### Example 1

ST: Start ahead. (Rejoice)

TT: 成功之路, 从头开始。(飘柔)

Analysis: If you only translate it as "starting from scratch", there will be a sense of nonsense and abrupt stopping, but the imitation translation of "The Road to Success" according to the original text not only makes the translation catchy and easy to remember, but also conforms to the purchase psychology of

Chinese consumers. Combined with its shampoo advertisement, it gives people the feeling that they will be refreshed when they use a refreshed shampoo, which is a good translation.

### 3.1.5 Adaptation Translation

The content or subject matter of the translated text is different from the original text. In translation activities, retranslation is sometimes used to achieve a specific translation purpose or to meet a specific needs of the target language reader.

#### Example 1

ST: Feast your eyes.(Pond's Cucumber Eye Treatment)

TT: 滋润心灵的窗户。(庞氏眼贴片)

Analysis: In the original text, "feast" can be understood as something or activity that makes people happy, but it is very abstract in our Chinese context. Since the eyes feel dry and sore when they are tired, the translation here as "moisturizing" reminds consumers of how pleasant it would be if there was such a product to soothe our eyes when they were extremely uncomfortable. And in the Chinese context, we often compare the eyes to the windows of the soul, because the eyes are the most important organ to convey emotions, they bring us light and help us observe the world. If literally translated as "make your eyes happy" or "moisturize your eyes", it will be difficult for consumers to understand or lose their aesthetics.

#### Example 2

ST: Beauty flowers speak from the heart. (Green Danlan series cosmetics)

TT: 绿丹兰——爱你一辈子。(绿丹兰系列化妆品)

Analysis: It is difficult to see what the ad is promoting in a literal translation, giving people a sense of fog, and consumers will wonder why beautiful flowers bloom in their hearts. Here, the translator uses anthropomorphic techniques to anthropomorphize the product to reflect the green danlan as an indispensable cosmetic product for women's growth, and let consumers realize that the green danlan is gentle and gentle, and it is the best choice for cosmetics.

## 4. Discussion

From the perspective of communicative translation theory, this paper analyzes the Chinese translation strategy of advertising slogans for daily chemical products under the theoretical guidance of naturalization strategy. Through the analysis of the translation of different daily chemical products, the following conclusions are drawn: advertising slogans have their own unique stylistic characteristics, and the different cultural differences between the East and the West when conducting international trade require translators to respect different cultural backgrounds when translating, and retain their national characteristics and brand charm to a certain extent. In this process, translators should flexibly use translation methods according to different purposes, such as literal translation, paraphrasing, retranslation, transcreation, etc., in order to achieve the same role of advertising slogans in different cultures. In short, a successful brand is inseparable from a good advertising slogan translation, and the

readers of the translated text can not only obtain the same aesthetic feeling as reading and appreciating the original work, but also generate purchase behavior. Therefore, the adoption of appropriate translation methods can lead to great success in cross-cultural business communication, allowing countries to achieve not only economic cooperation but also cultural sparks.

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