

Original Paper

A Study on Sports Advertisement Translation from the Perspective of Skopos Theory

Xueting Xu¹

¹ Nanjing University of Information Science & Technology, Nanjing, China

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Abstract

With the study of Skopos theory, the paper searches for the translation strategies of sports advertisements. Based on the study of language characteristics of sports advertisements, the paper compares the linguistic differences between Chinese and English sports advertisements. This paper briefly discusses some problems of sports advertisement translation. By analyzing the translation strategies adopted by different translators, the paper attempts to find appropriate solutions to problems of translating. These solutions touch on four aspects, including adherence to Skopos theory, respecting foreign cultures, mastering the linguistic features of sports advertisements in English and Chinese, and achieving the function of communication. The paper draws the following conclusions: there are differences and similarities between Chinese and English sports advertisements. Translators can choose different methods to overcome cultural and linguistic barriers with the guidance of Skopos theory. Moreover, the Skopos theory is the best way to assess the quality of translation.

Keywords

Sports advertisement, Skopos theory, translation strategy, linguistic and cultural barriers

1. Introduction

In 1978, China launched the reform and opening up. Since then, Chinese people have sought an opportunity for international cooperation. China hopes to export more sports products to foreign markets because sports play an indispensable role in China's diplomacy history. With the rapid development of the economy, China, as the largest economy in the world, has attracted more and more foreign companies to establish their branches here. Accordingly, numerous overseas sports brands have entered the Chinese market. Such changes boost the growth of international sports advertisements and advertisement translations.

On the one hand, sports advertising, as an essential means of product promotion, plays a significant role in the popularization of sports brands. Language and cultural barriers demand translators to lay a solid foundation for linguistic competence and learn more about the culture behind the mother tone and target language. On the other hand, sports advertisements can be used to disseminate culture and values. Thus, to achieve the best results, translators need to study the translation of sports advertisements more comprehensively.

1.1 Research Background

Traditionally, Eugene Nida holds that “a translation of dynamic equivalence aims at complete naturalness of expression, and tries to relate the receptor to modes of behavior relevant within the context of his own culture; it does not insist that he understand the cultural patterns of the source-language context to comprehend the message.” (Nida, 1964, p. 159) However, sports advertisement translations also undertake the task of disseminating culture and values. If readers cannot understand cultural information from a text, it is difficult for them to comprehend and accept other cultures. Furthermore, a language can also be reputed as a peculiar cultural phenomenon while every culture has its characteristics, so it is almost impossible to find an absolute equivalence in the target language and source language. Therefore, his theory is inadequate to realize all functions of sports advertisements.

Present, many scholars study sports advertisement translation from the perspective of vocabulary and syntax. For instance, Han Qinghua published “Study on Language Characteristics of English Advertising for Sports Brands” in *Overseas English* in 2019. He focused on the language features of sports advertisement, which was displayed in newspapers, magazines, and the internet. He believes that “sports advertisement translation should conform to the characteristics of sports brand English advertising terms.” (Han, 2019, p. 193) More scholars start to realize that specific conditions require accurate analyses because different branches of advertising translation have different characteristics.

The problem is that every country has its own culture and conditions. It is nearly impossible for us to find a common way to conquer all troubles. In light of this condition, basing on the actual situation attaches importance to the process of translation.

So, I choose to study sports advertisement translation in light of the Skopos theory. There are many advantages to adopting the Skopos theory. First, the Skopos theory directs translators to judge their text on the degree of fulfilling its aims, which provides a more objective way to assess the quality of translations. Second, the status of translators has been elevated. Translators are allowed to rewrite the source text according to readers’ expectations, education level, and demands. Third, by following Skopos theory, sports advertisement translation will not rigidly adhere to equivalence. Accordingly, Skopos theory is of considerable significance to guide sports advertisement translation.

1.2 Significance of the Research

First, sports advertisement translation plays a vital role in elevating the competition of sports brands in the international market. Companies have to depend on sports advertising because it is an effective way

to promote products. A wrong interpretation may cause misunderstanding of brands. However, a good sports advertisement may persuade customers to believe their brands. That is the charming of a high-quality sports advertisement translation. Therefore, high-quality sports advertisement translations attach great significance to sales volume.

Second, sports advertisement translation plays a vital role in achieving the goals of disseminating culture and values. Sports advertisements have to display their own country's culture and values as much as possible. In other words, a sports advertisement is a tool to transmit an area's cultural information. Sports advertisements exert imperceptible influence on people's minds. Similarly, sports advertisement translations have the same functions, but they ask for higher requirements. A good translation should not only adapt to foreign cultures and language barriers but also keep their own country's culture and values. If such elements cannot be included, the translation cannot be reputed as excellence.

2. Literature Review

2.1 About Skopos Theory

Skopos, dating back to the Greek word, means purpose. According to Skopos theory, "the prime principle determining any translation process is the purpose of the overall translational action." (Nord, 2014, p. 27) This theory gives priority to the purpose of the translation. Nord reveals that translation has to follow three indispensable rules: purpose, coherence, and fidelity (Nord, 2014) .

First, the Skopos rule, the top-ranked rule to guide translators in the process of translation activities, determines the methods of translation. Skopos theory holds that "translation is primarily determined by its skopos or commission." (Vermeer, 1989, p. 230) The fundamental purpose of translation is to make translations more impressive, and it can be defined as the best way to assess the quality of translation.

Second, the coherence rule, which ranks only second to the Skopos rule, reveals that fluent expression is essential for translators to make readers comprehend the target text. It means all the sentences in the article must be concise and accessible. Meanwhile, the relation between all the sentences should be coherence.

Third, the fidelity rule, which is also called inter-textual coherence, requires being faithful to the original text. The translation must follow the author's purpose and values and completely convey these to readers.

To sum up, the Skopos rule is ranked number one in the three rules, and fidelity rule is secondary to the coherence rule. These three rules consist of the Skopos theory.

2.2 Relevant Studies Home and Abroad

It was in 1978 that the skopos theory was firstly advanced in Vermeer's article *Groundwork for a General Translation Theory*. In his view, the Skopos rule can be interpreted as two rules. First, the purpose of translation determines the function of translation; in other words, the goals of translation determine the interaction between the original text and target text. Second, the aims of translation are

varied with different readers (Vermeer, 1984). In all articles about the Skopos theory, Nord's article *Translating as a Purposeful Activity: Functional Approaches Explained* is the most representative. It is also the most detailed work that introduces the functionalist translation theory. All these researches advance the development of the Skopos theory.

At home, many Chinese scholars compare the Skopos theory with some Chinese traditional translation theories. For example, Zhou Mengzhen published the article "*Skopos theory*" and "*Yanfu's translation theory*" -- *A Comparison between Chinese and Western Translation Theories*. In her article, the author attempts to discuss the similarities and differences between the two theories. In his view, the Skopos theory focuses its research on the selection of purposes in translation, which break through the Equivalent Doctrine of structuralism. Nevertheless, Yanfu's theory "faithfulness, expressiveness and elegance" is only the generation and summation of Chinese traditional translation theory (Zhou Mengzhen, 2007, p. 157).

2.3 Reasons for Adopting Skopos Theory

Advertisement is ubiquitous. Wherever a person goes to a place, he will see many sports advertisements on the road. Adopting the Skopos theory has many advantages in the process of translating. First, it shows that translation is intended to convey the writers' values and translators' thoughts, or inspire readers. Mostly, translators tend to follow the writers' intentions to avoid misinterpreting. Second, it makes sure that translation will be fluent. Fluent expression helps most people to acquire information from sports advertisements more easily. Third, it guarantees that translation can federally convey the advantages of sports brands, and then, more and more people will be attracted to buy this product.

Skopos theory plays a vital role in exploring the most feasible way to conquer linguistic and cultural barriers between the target language and source language. In this theory, translators should concern consumers' favorites, consumption habits, and consumers' demand because translation is an intentional action. In conclusion, translators should translate sports advertisements with Skopos theory.

3. Analysis of Sports Advertisement

3.1 Definition of Sports Advertisement

Sports advertisement is an essential branch of advertisement. It can be defined as a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service, or idea about sports.

3.2 Component of Sports Advertisement

An integrated sports advertisement should include a headline, a body text, a slogan, a trademark, and an illustration. However, in sports advertisement translation, only headline, body text, slogan, and trademark should we translate.

A headline is a summary of the whole sports advertisement. It is the first thing that comes to audiences' sight and plays a significant role in attracting customers' attention. A body text is the central part

of sports advertisements. It provides a minute description of the products of characteristics, usages, and after-sales services. A slogan is to strengthen the memory of products. With a brief and powerful clause, the slogan possesses the strength to attract customer

A trademark includes three parts—brand name, store name, and visual symbol. The brand name represents the corporate image, so it is imperative to keep brand loyalty. Trademark plays an unreplaced role in advertising.

3.3 Differences between Chinese and English Sports Advertisement

First, a distinctive difference between Chinese and English sports advertising is that “English sports advertisement attaches more emphasis on personality and subjectivity” (Feng & Chen, 2008, p. 323). It means that English sports advertisement orients work to the needs of customers. Compared with English sports advertisements, most domestic sports advertisements pay less attention to personality and subjectivity.

Second, Chinese sports advertisement prefers to extravagant authentic effects. Hyperbole is usually adopted in the Chinese sports advertisement. Many Chinese customers often complain about false publicity because some sports advertisements overstate the function of products. However, foreign customers make decisions on buying products more rationally. If international customers find companies making false propaganda and illegal promises on products, they will never purchase these brands anymore.

Like literary and poetry, various figures of speech are most widely used in advertising slogans (Li, 2006, p. 89). Both Chinese and English sports advertisements use rhetoric such as metaphor, personification, analogy, extravagance, parallelism, antithesis, and so on. Furthermore, parallelism and antithesis are usually used for sports advertisements. However, through the observation of English sports advertising corpus, English sports advertising prefers to form a paragraph parallel with different lengths and numbers of paragraph sentence while Chinese sports ads are stricter in the length and number of sentences. For example:

- (1) 没有聚光灯, 没有球迷, 没有掌声, 没有荣耀, 但这又何妨! (Xtep)
- (2) Do not need to jump high to attract (Nike)

4. Skopos Theory for Sports Advertisement Translation

In this chapter, problems in the process of translation of sports advertisements will be first analyzed. Next, we will delve into finding out useful solutions to solve these problems.

4.1 Problems of Sports Advertisement Translation

First, a syntax error is one reason for unqualified translation. In general, the more extraordinary a feature is in a target language, the more difficult it will be to acquire. As we all know, English is a branch of the Germanic family of languages, but Chinese belongs to the Sino-Tibetan language family. So, their grammar systems are different. It is difficult for Chinese to jump off a fixed pattern of

thinking. Without theoretical study and many practices, acquiring translation skills seems to be impossible.

Second, abuse of pinyin is also a common problem. In light of the Skopos rule, purpose determines the methods of translation. So, sports advertisement translation should meet the following goals:

- (1) Attract customer's attention
- (2) Be loyal to the source text and provide products information
- (3) Persuade the customer to buy products
- (4) Establish the right image of the company and disseminate culture
- (5) Meet clients' requirements

However, some sports companies do not take these purposes into account thoroughly. For example, the Chinese sports brand “*拼牌*” is translated as “PIN”. Apparently, “PIN” is transliterated from a Chinese word from the perspective of foreignization. However, when we look up in a dictionary, we find that “PIN” refers to a personal identification number, but “*拼*” in Chinese refers to hard-working. Furthermore, this trademark hopes to show the company's combatant spirit. Nevertheless, this translation has nothing to do with the purpose of the trademark. Therefore, its translation is unqualified. Meanwhile, “the text is translated by neither independent domestication nor mere foreignization” (Xiong, 2014, p. 84).

Third, “language is the carrier of culture. Different languages contain different cultures” (Lv, 2016, p. 43). Translators should concern both the culture of the source language and targeted language. However, as some translators can only learn foreign culture in limited ways, some of them with extraordinary translation competence lack cultural knowledge, which may cause misunderstanding.

4.2 Principles of Sports Advertisement Translation

On the basis of the Skopos theory, the process of translation must follow some principles, which may instruct translators to write a qualified article. Three principles cannot be neglected. First, since western countries and the Chinese went through entirely different historical trials, it is essential to respect foreign cultures when translators perform the task. Second, translations need to achieve the function of an advertisement. Last but not least, it is vital to master the language of English advertising.

4.2.1 Respecting Foreign Culture

Language is a part of the culture, perhaps best defined as the totality of beliefs and practices of a society. These beliefs may be further described as consisting of knowledge patterns of reasoning, and sets of values. (Nida, 1998: 30) So, it is well-known that there are some differences between western countries and China. Without respect, sports advertisements will not be accepted by western people, and sports products cannot enter the foreign market successfully. While translating a sports advertisement, translators should know and respect the local culture. The best way to acquire knowledge of local culture is to communicate with local people.

“One of the frustrating aspects of studying language and culture is the fact that both are in the process of constant change” (Nida, 1998, p. 33). The society is progressing; accordingly, local customs and habits

are changing. Translators should not only improve the vocational ability but also should acquire the latest cultural knowledge. In order to make the target text as strong expression and infection as the original, “translators should make readers enjoy the process of cultural exploring” (Wang, 2012, p. 197). The best way to acquire cultural knowledge is to ask local people and pay attention to the current topic.

4.2.2 Achieving the Function of Communication

Advertisement is one of the most direct and efficient ways to communicate with consumers and persuade them to buy the products. “Sports advertisement translation can be not only a communication method with language but also cultural exchanges in reality” (Li, 2012, p. 20). Generally speaking, a target text should contain the function of communication, which provides commodity information, brand names, tangible benefits, and commerce clause for consumers.

Translators should have the ability to generalize sufficient information in a short sentence. However, how can translators enhance summarizing ability? Translators should master both the target language and source language. Based on understanding source texts, translators can faithfully comprehend clients’ intentions. Then, to avoid grammar mistakes as much as possible, they compare the differences between the source language and target language. With constant revision and self-reflection, they steadily elevate their translation skills.

4.2.3 Mastering the Language of English Sports Advertising

A successful sports advertisement should be attractive. It contains both practicability and aesthetic perception.

First, catchy words and creative conception tend to arouse the public’s attention after that the popularity of sports products can be elevated. Sports advertising usually prefers to use colloquial expressions and avoid the use of formal words to make sure that the article will be as terse and lively as possible. For example: Just do it! (Nike) Why is this advertisement very successful? Because it seems like someone is talking to a person and encourage him to insist on what he likes. Young people are inspired by Nike to be brave when they have trouble. At the same time, Nike’s values are conveyed to customers, and people tend to believe that Nike will never give up, even if this company faces a crisis. Consequentially, catchy words and creativity are essential to sports advertisements.

Second, a specific topic should be highlighted because abstract titles may puzzle and even annoy customers. It means that English sports advertisement dislikes inflated words because foreign customers pursue pragmatic products.

Third, the content of the advertisement should be punchy. Some companies prefer to use punchiest words to depict the feature of their brands because too many words may be set as barriers for people to remember the brands. Most people can remember few words instantly. So, it is necessary to require advertisements to be punchy.

4.3 Translation Strategies

In order to solve these problems, the Skopos rule is adopted to guide translators. The following introduces some conventional methods of translating. They can choose different ways to overcome

cultural and linguistic barriers with the guidance of Skopos theory.

4.3.1 Literal Translation

Literal translation emphasizes reserving the content and format of the source text. At the same time, it demands that the author must federally convey products' information to readers. Sports advertisement is different from literature texts because its essential requirement is precise. Of course, Literal translation does not mean that every word should have a satisfactory equivalent in the target language. In order to assess the quality of translation, the best way is to see whether translation grasps the main point or not.

Nowadays, the literal translation is ubiquitously used in sports advertisements. For example:

(1) I come; I conquer.

我来，我征服。(Jordan)

(2) We are all witnesses

我们都是见证者。(Nike)

For the above examples, we can see that "come" is equivalent to "来"; "conquer," "征服"; "are all," "都是"; "witness," "见证者." The translation strictly conforms with a literal translation. Both literary and profound meanings are included. Because this kind of advertisement does not use any individual devices at all, it is relatively easy to translate and convey companies' meanings. In this way, customers will not misunderstand the purpose of the above advertisement.

It can be concluded that the advantage of literal translation is to preserve the ST's character as much as possible. Literal translation can tell readers the essentials of their advertisement.

4.3.2 Free Translation

However, sometimes word-for-word translation cannot convey the advantage of original versions when advertisement uses some individual devices. Linguistic and cultural differences impel translators to recreate the original text (Jiang, 2002, p. 72). Consequentially, free translation is necessary. Free translation usually uses vivid words and natural expression to help foreign people to comprehend the meaning of the advertisement fully. For example:

(3) Adidas is in all.

全力以赴。(Adidas)

As we know, "in all" is equivalent to the Chinese words "全部." If translators only translate this sentence verbatim, it can be "阿迪达斯就是全部". It seems to be fluent, but this kind of translation does not convey the coin spirit of Adidas. So rewriting is of great importance here. The phrase "全力以赴" can be equivalent to "all," which vividly shows the attitude and culture of Adidas. The sentence "阿迪达斯就是全部" sets up an obstacle for a customer to understand the profound meaning. Nevertheless, the Chinese word "全部" seems to be arrogant because Chinese people stress the Doctrine of the Mean and want to be modest in their lifetime. So, foreigners may misunderstand the meaning of the original text if translators only adopt literal translation.

Moreover, why the phrase "全力以赴" is the best translation? First, "all" includes the spirit of the company, the quality of products, and the welfares of their workers. Here, the translator chooses to

show the spirit of the company because it is the most important thing. When a company insists on such values, they will try their best to make sure that the quality of their products is excellent. Translators should have the ability to grasp the core topic. Second, the translation uses an old Chinese idiom which has the charm to attract more customers. For Chinese people, the phrase has unique glamorous, not only because it can be read fluently, but also because it is relatively easy for them to remember. A good advertisement should leave a deep impression on customers.

(4) 亮绝招。(露友)

Favorite shot.

This advertisement is translated according to the meaning of the original text. “Favorite shot” means specialty. The Chinese words “亮绝招” refers to specialty as well. If translators adopt literal translation, the translated version will be “showing unique skills”. Compared to the first version, the second translation is not catchy enough. Meanwhile, “favorite shot” was borrowed by slang, so it is easier for foreign customers to accept the company’s products.

In conclusion, free translation can make the translation more appealing than the source text. Translators can adopt free translation as required. The following methods can facilitate translators to master this skill.

4.3.2.1 Negation

Negation, as an essential translation technique, plays a vital role in enhancing the emotional effect of translation. In translation, negation refers to the conversion of an affirmative and negative sentence. For example:

(5) Basketball is a brotherhood. (Adidas)

Version1: 无兄弟, 不篮球

Version2: 篮球即兄弟

Adidas published this sports advertisement in 2008. First, we analyze the translation from the perspective of formal equivalence. “Basketball” is equivalent to the Chinese words “篮球”, “a brotherhood”, “兄弟”. However, the word “is” is not equivalent to the Chinese word “无” and “不”. Although we find that the first version is not faithful to the form of the original text, the meaning of the original text is completely retained. When two negatives are used in one independent clause, the negatives are thought to cancel each other out and produce an affirmative in Chinese. Second, we analyze it from the perspective of emotional color. If translators only translate this sentence verbatim, it can be “篮球即兄弟”. It is difficult for Chinese readers to understand the meaning of a translation. Moreover, compared with the second version, the emotional color of the first version is well strengthened through double negatives. Last but not least, the first version transforms the spirit of advertisement better, as Adidas’s original intention is to tell readers to attach importance to both cooperative spirit and basketball. However, the second version only hopes readers to cherish basketball. Consequentially, it is better to adopt negation in this case.

(6) This is true; I am quiet. (Nike)

这是事实，我不爱张扬

This translation also adopts negation. We find that only “quiet” is not equivalent to the Chinese words “张扬”. Here, the translators convert the affirmative sentence into a negative sentence. In this way, the emotional color is strengthened while the meaning of the original text is not changed.

There are many advantages of negation. First, translators can choose a different expression to convey the information of the original text more accurately. Sometimes, literal translation cannot accord with the convention of the target language. So, it is necessary to change the original expression. When translators encounter such barriers, negation provides a different way of translating. Second, the emotional color of the target text will be strengthened. Readers are easy to interpret the profound meaning of the target text. Consequentially, negation plays a vital role in translation.

4.3.2.2 Omission

Omission means deleting some useless and clumsy words in the target text but without affecting the original meanings. The rule of omission is that the information conveyed by the original text cannot be bridged. Some Chinese modal particles are difficult to find an equivalent part of speech in English. In order to make the article clearer and more coherent, translators sometimes have to delete some useless words to make sure the quality of translation. For example:

(7) 我能，无限可能(Peak)

I can play

First, we analyze the translation from the perspective of formal equivalence. The Chinese words “我能” is equivalent to “I can play”. However, the translator does not translate the Chinese words “无限可能”. The sentence “I can play” indicates that people have infinite potential to do anything he wants. If we choose to translate verbatim, the translation “I have infinite potential to achieve.” seems to be redundant. The sentence “I can play” is more powerful. Although the translation does not translate all words in the original text, its meaning is wholly conveyed to readers. Second, Peak’s spirit is to be confident and brave in the basketball game. The sentence “I can play” also shows a spirit of confidence and brave.

(8) He who loves me follows me (Kappa)

爱我就跟随我

We also analyze the translation from the perspective of formal equivalence. “who loves me” is equivalent to the Chinese words “爱我”; “follows me”, “跟随我”. However, we find that the word “he” is not translated because the Chinese language prefers to use a sentence with no subject, but the sentence in English usually has a subject. So, the omission is a common translation technique that is often used to translate text from English to Chinese.

4.3.2.3 Supplement

Like other things in the word, translation methods have both omission and supplement. Supplement means that necessary words that do not appear in the original text are supplied to the target text. Meanwhile, it does not affect the original meanings. For example:

(9) They thought I was a zero. (Adidas)

他们认为我就是零号球员，且一无是处

This advertisement was designed for basketball player Gilbert Arenas. The background of the advertisement is that Arenas, wearing No.0 shirt, thought of his past years. As a new basketball player, he was the butt of some unkind critic. So, considering the background, the original text not only wants to show that he wore No.1 shirt in the past but also indicates that he was thought to be of no use initially. The literal translation of the advertisement is “他们认为我就是个零”. If we only translate this advertisement verbatim, it is difficult for Chinese readers to grasp the profound meaning of the original text. “A zero” here is a phrase with a double meaning, referring to No. 0 player and a mere nobody. Advertising prefers to stress that this player was thought to be useless. If we only choose to translate “a zero” as “零”, some meanings of the original text cannot be conveyed to readers. Consequentially, supplying some necessary words is essential to translation in this case.

(10) Go my own way (CBA)

运动休闲，我行我素！

Similarly, we find that these two sentences are not equivalent. The translation adds information that does not appear in the original text. Translators limit the range of the advertisement according to the sales area of CBA. It helps customers to know what this company sells. Meanwhile, this translation employs antithesis and four-character words. Thus, the article becomes more appealing and vivid.

A supplement is an essential translation skill that is often used in the translation from Chinese to English. When the literal translation has difficulty in conveying profound meanings, supplement is a useful method to pass on information.

4.3.3 Transliteration

Transliteration, a critical translation strategy, pays more attention to choose the words with similar pronunciation but without distorting the meaning of the original text. This kind of translation strategy is often used to translate trademarks. For example:

(11) 安踏: Anta

Although many Chinese companies choose to translate their trademarks with pinyin, only a few successfully adopt transliteration. When translating the advertisement by using words with similar pronunciation, Anta also takes the company's values and culture into account. First, we analyze the meaning of the Chinese words “安踏”. The company hoped to tell customers that the qualities of their products are reliable when they decided to name their brand as “安踏”. So, the core information that the Chinese words “安踏” want to tell people is that their company is reliable. Second, the English word “Anta” means a pier produced by thickening a wall at its termination. It indicates that Anta's products are hard-wearing and reliable.

(12) Nike: 耐克

The English word “Nike” refers to the Greek goddess of victory. If we translate it verbatim, it should be “尼姬”. Such translation is difficult for Chinese customers to understand its meaning because there is no goddess of victory in Chinese culture. So, the company chooses to adopt transliteration. In order

to show the quality of their products is good enough, the translator chooses to use the Chinese word “耐”. Moreover, in order to indicate that their company does not fear difficulties, the translator decides to use the Chinese word “克”. So, when adopting transliteration, translators should pay attention to the aims of translation.

However, we should choose to adopt transliteration carefully because it is difficult for translators to find words with similar pronunciation, which are equivalent to the target language.

5. Conclusion

Sports advertisement plays an essential role in providing a powerful tool for sellers to convey their information to buyers. Since the reform and opening up, China has conformed with the global trend by opening itself more extensive to the outside world. So, sports advertisement translation research needs to be more conducted. According to linguistic study, there are some similarities between Chinese and English sports advertisement languages. For example, both of them tend to use short sentences to introduce sports products. They also prefer to use rhetoric such as metaphor, personification, analogy, extravagance, parallelism, and antithesis. However, differences between Chinese and English sports advertisements cannot be avoided. For instance, Chinese sports advertisements prefer to use inflated words because of the characteristics of Chinese. Nevertheless, exaggeration does not work for foreign customers because their consumption concept is relatively rational. From the perspective of linguistics, this paper explores translation methods by analyzing similarities and differences between Chinese and English sports advertisement languages. Meanwhile, this paper also points out the existing problems of sports advertisement translation, such as grammar errors, misunderstanding of source texts.

In order to solve these problems, the Skopos rule is adopted to guide the process of translation. First, translators must follow the skopos theory, which includes intention, coherence, and fidelity. Translators must put intention as the highest priority during translation, and fidelity is secondary to coherence. Second, translators must study some methods of translating sports advertisements. Translators have a perfect command of translating by practicing. They know when to use literal translation and free translation appropriately. Third, translators should be fully acquainted with the culture of China and foreign countries. “Cultural information must be noticed because translation activity is a kind of cross-culture communicative event” (Zou, 2017, p. 42). Sports advertisement translation differs from other types of practical text and literary works. It combines the characteristic of practical text and literary works. An advertisement should be authentic and graceful. Aesthetic perception requires linguistic to be contagious.

Though there are still many problems in the translation of sports advertisements, more pragmatic solutions will be found and adopted for further future researches. More representative cases and samples will be analyzed to rich the translation methods of sports advertisements. For sports companies, they should pay more attention to the quality of advertisement translation instead of the translation

budget. For translators, they should insist on practice and learning and pay more attention to elevating their vocational abilities.

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