

Original Paper

A Study on C-E Translation of Technical Product Manual Under the Guidance of Text Typology Theory - A Case Study of DJI Pocket 3 Manual

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Abstract

DJI is a well-known company around the world that makes drones and smart imaging equipment, and among its many products, the Pocket 3 has attracted a lot of attention for its advanced technology and easy operation. According to Newmark's theory of text types, this paper believes that its product manual is mainly informative and has a secondary vocative function in technical texts. Analysing the types of translations at the level of words, sentences and text. The research found that the English translation of the DJI Pocket3 manual can convey all the information and maintain professionalism, objectivity, conciseness, etc. Through high-quality translation, DJI has introduced the technological achievements of China to the world successfully and promoted cross-cultural communication and technical exchange.

Keywords

DJI Pocket3 manual, Text typology theory, Technical texts, Translation methods

1. Introduction

DJI is a world-leading company of drones and intelligent imaging equipment that has been established in 2006, and it is also a representative enterprise of Chinese technology companies. The DJI Pocket 3 was officially released on October 25, 2023, and it is the third generation of DJI's handheld gimbal camera. Now that the sensor is 1 inch, good movie shooting capabilities and a handy rotating touch screen have been added; it now serves many photographers around the world and in China for mobile recording. Given that it is a very popular tech product, a successful translation of the user manual will also reflect positively on the country. To be accurate and professional, it should inform people around the world about the products clearly so they can use them correctly. It will enhance the satisfaction of users and

also create a good image for Chinese products in the world by showing that they are of high quality and technologically advanced. A good translation can connect cultures and present China's outstanding innovative ideas, technological achievements, corporate culture, etc., to the outside world through language. High-quality translation can also help spread the results and achievements of China's technological innovation more widely and enable more people to feel the vigorous development of China's high-tech industry. In the following sections, Newmark's theory of text typology will be applied to examine whether the English translation of the DJI Pocket 3 user manual is linguistically accurate and professional; whether it can convey information clearly and precisely to overseas users; whether it can enhance user experience and brand image through excellent translation; and thus demonstrate the technical strength and professional spirit of a Chinese enterprise in the process of globalisation.

2. Theoretical Foundation

According to the three functions of language put forward by the German psychologist and functional linguist Karl Bühler, Katharina Reiss, a prominent figure of the German functionalist school, was the first to introduce text typology theory in her work *Translation Criticism: Potentials and Limitations*. (Zhang Meifang, 2009) proposed that the theory of text types, language functions and translation strategies is concerned. Later, the British scholar Peter Newmark built upon Reiss's work to further develop text typology and divided texts into three kinds according to their purposes: expressive texts, which are more concerned with beauty and art, usually expressed emotions or aesthetic ideals by authors through language; informative texts, which are relatively objective and aim to inform readers of facts, so they are often presented in a formal manner; and vocative texts, which have the function of directing readers' behaviour and urge them to act (Newmark, 1982). Newmark also put forward semantic translation and communicative translation for the two types of texts, and these are in opposition; one follows the original author's will, the other is convenient for the target reader. Communicative translation aims to achieve the same effect on the readers as was realised by the original readers. Semantic translation tries to present the specific contextual meaning of the original language in terms of semantic and syntactic rules for the target language (Newmark, 2001). Newmark believes that in the translation of expressive texts, such as poetry and fiction, semantic translation should be used to convey the author's emotions and original artistic ideas. For the translation of informative texts, such as news reports and scientific and technical papers, or for vocative texts, such as advertisements and promotional materials, communicative translation should be employed to convey the information fully and accurately to the readers in an easy-to-read and fluent way. The two above strategies can provide some direction for the translator and also offer a reference point for evaluation; thus, they will be able to accelerate the translation process to some extent.

3. Text Typology Analysis of the Manual

According to Newmark, few texts have only one purpose; rather, most texts are composed of two or more

Purposes (Newmark, 1982). Knowing the type of the text can help us select an appropriate translation method to improve readability and accuracy; it can meet the demands of the target audience and promote cross-cultural communication effectively.

The three-axis gimbal and the new DJI Pocket 3 have had a 1-inch CMOS sensor for some time now. The list of some accessories and functions of the camera can be found in the user manual. The purpose is to help the reader better know about the product and how to use it. The purpose of this part is to transmit the contents to the audience completely and correctly. Therefore, the main type of the DJI Pocket 3 user manual is informative text. At the same time, the manual also has a warning: "Do not use this battery for handling and there is a risk of fire". Do not subject the battery handle to mechanical shock, crushing or throwing, and it is not waterproof. No Liquid Spills. Do not use it in water. The following safety tips and warnings are to guide you on how to use the product properly and avoid damage caused by incorrect use. Therefore, the manual also has a directive function and, to some extent, a vocative function.

Based on the above analysis, it can be concluded that the DJI Pocket 3 user manual is a type of technical text that is mainly for informing people and has a secondary calling function. Therefore, the following problems should be addressed in the translation. First, we should focus on the objectivity and accuracy of the content. As stated above, the Pocket 3 is a technical product, so the descriptions of its accessories, functions and parameters contain specialized terms such as "gimbal", "sensor" and "touchscreen". These words are usually precise and strictly defined. Inaccurate or inconsistent translation of the term will make it difficult for the target audience to understand the product and use it correctly. Additionally, the language of technical product guides should also be objective. Objective language is straightforward and can be used to present important information directly; otherwise, one must guess the underlying reasons for this and thus cannot use the product correctly according to the instructions. DJI is a famous brand, and to give people a sense of professionalism and reliability, a product manual should be written objectively. Second, technical product manuals are also in the form of direct instructions. For general consumers who are not very familiar with such high-tech products, the manual should clearly list the risks of misuse and how to use them properly. It will help to reduce risk and improve users' experience and the service life of the product. Therefore, the English translation should be relatively formal in style and use direct, persuasive sentence construction, such as passive voice and imperative sentences. In short, in the study of English translation for the DJI Pocket 3 user manual, one needs to pay attention to how accurately information is transferred and how objective and direct the language is.

4. Case Analysis

As shown in the above discussion, the DJI Pocket 3 user manual is a type of technical writing that has both informative and vocative functions, and the main issues for its English translation have also been introduced. The translation techniques and methods in the English version of the user manual at the three levels of vocabulary, grammar and text will be analyzed in the following section.

4.1 Lexical Level

4.1.1 Conversion of Parts of Speech

Many instructional operating steps in technical product manuals must be presented in the form of verbs. In order to be more objective and brief, many verbs are converted into nouns or gerunds during translation. The following are examples:

ST: 安装 microSD 卡

TT: Inserting the microSD Card

ST: 激活

TT: Activation

ST: 使用智能云台辅助功能

TT: Smart Gimbal Mode

As shown in the above examples, verbs can be transformed into nouns or gerunds by changing their parts of speech, such as "insert" becomes "inserting", "activate" becomes "activation", and "use" becomes "using". Such conversion is in line with the style of technical product manuals (which often use gerunds for section headings) and can also maintain the formality and objectivity of the text in formal, technical and professional environments. Nominalisation is generally a shorter and more objective expression than 'you should add...' or 'to turn on'.

4.1.2 Terminology Specialisation

ST: 麦克风拓展

TT: Microphone Connection

The DJI Pocket 3 user manual will have many specialised terms. To ensure the accuracy of such terms can help establish the professionalism, authority and objectivity of the text; at the same time, it will accurately convey the information to the users and promote the transmission of cross-border technological communication. When translating the term "麦克风拓展", the author first translated it as "Microphone expansion" or "Microphone development", but then found that the correct translation is "Microphone Connection". Through reading the whole manual, it was discovered that in translating the noun "拓展", "Connection" is used in the context of hardware interfaces, and "Extension" is used for expansion in the field of software. To convey the meaning of a technical term accurately and without ambiguity, differentiate it according to the circumstances of application, help users better distinguish various situations, and thus demonstrate a professional brand image with added brand value.

ST: 续航手柄

TT: battery handle

ST: 五维摇杆

TT: 5D Joystick

ST: 可旋转触摸屏

TT: rotatable touchscreen

The above examples are some of the special terms listed in the DJI Pocket 3 user manual. There needs to

be an exact translation of the technical terms. The translations presented can help people understand the main functions of the product parts and are in line with industry norms. For example, there is a "joystick" in the area of remote-controlled devices, and what can be operated by touch is called a "touchscreen". Also, the same English expression is used consistently for the same term in the entire manual to reduce the risk of confusion. Through specialisation, consistency and precise application of terminology, the manual has achieved a more professional appearance in accordance with industry norms and is also easily understood by foreign users to grasp the characteristics and operation methods of the product. It will help to improve the quality of the product manual, build a strong brand in the global market, facilitate cross-cultural technical communication, and show the strength of Chinese enterprises in technological innovation.

4.2 Syntactic Level

4.2.1 Conversion of Voice

ST: Osmo Pocket 3 拓展转接件侧边和背部分别配有冷靴接口和运动相机接口, 可以拓展连接丰富的配件体系。

TT: An expansion adapter can be added to the cold shoe mount, and then an action camera and other accessories can be attached.

ST: Osmo Pocket 3 最多可支持同时连接两个 DJI Mic 2 发射器。

TT: The two transmitters of the DJI Mic 2 can be connected to Osmo Pocket 3.

Objectivity in expression is a requirement for technical writing; that is to say, many subjects in technical English are objective things, such as objects and phenomena, and are not typically people or devices performing actions. In such cases, the passive voice can be employed to increase the objectivity of the expression and also guide the reader's attention to the subject, object, phenomenon or process under discussion (Liu Mingdong, 2001).

The two above are examples of the use of the passive voice to enhance the objectivity and formality of the text. "Can be used" and "can be linked" are characteristics of the function in question that do not need to be operated by one or more persons. This way of expression is in line with the characteristic focus of technical texts on "objects" and "object functions", and it can also increase the objectivity and standardisation of the language, making the technical instructions more authoritative and persuasive, thereby demonstrating the professionalism of technical texts.

4.2.2 Adjustment of Word Order

ST: 同时 DJI Mimo App 具有素材导出、剪辑分享、WIFI 直播等丰富功能, 使拍摄体验更佳。

DJI Mimo can help you use the gimbal camera to its full advantage, transmit, edit and share files, and carry out Wi-Fi live streaming, etc.

The first is a list of the functions of products and the corresponding effects. In other words, it will first introduce the various functions provided by the DJI Mimo App, such as file transfer, editing and sharing, Wi-Fi live streaming, etc., and then present the results of using these functions - "to enhance the shooting experience". The functions of the product are the main content of this sentence, and the final conclusion

is an improved shooting experience. In the English translation, the order of the information has been changed; that is to say, the result (improved user experience) is placed at the beginning as the main idea of the sentence, and the specific means are placed at the end as supporting details. The above renderings can help the public understand the value of the following. The logic also needs to be concise and straightforward, in line with the style of product manuals. Adjusting the word order will make it easier for users to grasp the main idea of the information quickly and improve the readability of the technical product manual; thus, people will have a better sense of what the Mimo App does and be more satisfied with their use.

ST: 超过 10 天不使用时, 将手柄放电或者充电到 50%电量存放, 可以延长电池的使用寿命。

TT: Discharge the battery handle to a 50% charge if it will not be used for more than 10 days to prolong the life of the battery.

This is the example of how to store the product's battery. The original Chinese sentence has the order: condition \rightarrow action \rightarrow purpose, and it is natural in Chinese. Rearrange the words in English to show the order: action \rightarrow condition \rightarrow purpose, add an "if" conditional clause and a "in order to" purpose clause, and thus make the logic of the sentence clearer. This structure is more in line with the expression habits of English technical texts. Technical product manuals are a type of scientific and technical text that needs to be translated directly and clearly, so this part requires specific attention in translation. By putting the main content at the start of the sentence, readers can quickly learn the essential information about good battery care. By rearranging the order of words, one can improve the logic and read-ability of the text; at the same time, important content can be emphasized to enable users to grasp the primary operational rules easily.

4.2.3 Combined Translation

ST: 点击打开亮度调节滑块, 滑动调节屏幕亮度。

TT: Tap and slide to adjust the brightness.

In this Chinese-to-English example, two short Chinese clauses are combined into a single, more concise English sentence; it is very economical in terms of language and can convey information effectively. The first step is to "tap to open the brightness adjustment slider", and then "slide to adjust the screen brightness" according to the original Chinese text. In the English version, these two operations are combined into "Tap and slide to adjust the brightness", and only one verb is used to control all steps of the operation. The combination of translation is not only to avoid redundancy and make the sentence more concise and smooth; at the same time, it also preserves the essential operational information and shows the logical connection between the user's action and the function. By omitting the intermediate medium - the "slider" - and directly focusing on the final objective of "adjusting the brightness", the translation is in line with the characteristics of technical texts, which are typically direct, concise and functional. Therefore, in addition to covering the content, it can be read and taught easily.

Literary translation is for pleasure; technical product manuals are used to solve problems with a particular purpose. An overly wordy translation would be inconvenient for the user. Therefore, in translating such

texts, one should consider how to balance the full transmission of information with syntactic economy.

ST: 相机充到 80%电量需要 16 分钟, 完全充满需要 32 分钟。

TT: The time to charge the battery to 80% is about 16 minutes, and it takes 32 minutes to fully charge.

The two parts of the original sentence have the same structure and are related in meaning. Translating each clause separately will be redundant and more wordy. As a result, the translator extracts the essential information from both clauses, that is to say, the time required to charge the battery at different levels, and uses the sentence pattern "It takes ... to ..." and places the time points from the two clauses as parallel objects connected by "and". "To charge the battery to 80%" is written in the infinitive form, and "until it is full" is a postmodifier. Therefore, it is not necessary to repeat the full verb structure; all the information can be conveyed concisely and clearly in formal English to enhance the efficiency of the communication.

4.3 Textual Level

4.3.1 Free Translation

ST: 静止延时适合于相机位置固定、处于静止状态时拍摄延时视频。静止延时中有游人如织、云卷云舒、日出日落三种预设, 可以满足拍摄街景人流、云彩变化、日落等常见的长时间变化的景物。用户也可以自行设置拍摄间隔和生成视频时长。

TT: Fix the camera, make sure the background is not moving, and then record in Timelapse mode. The three presets in Timelapse are for the general cases of Crowds, Clouds and Sunsets. The time intervals and durations for taking the Timelapse pictures can be set differently.

This section is the Timelap Mode in the user manual. The original Chinese has three poetic four-character phrases: "游人如织, 云卷云舒, 日出日落", which are typical of Chinese expression and do not have direct equivalents in the target language. The translation is "Crowds, Clouds and Sunsets". Free translation can show the general meaning and circumstances of the word. These three simple words help the target language users visualize the shooting scenes: "Crowds" suggests moving people and makes them imagine busy streets, squares, etc.; "Clouds" are associated with the various shapes of clouds in the sky; and "Sunsets" can refer to both sunrises and sunsets. Therefore, even people who do not know Chinese can understand what is meant in general. In a simple way, one can know when to use the tool, so it is concise and convenient for reading a technical product manual.

In addition to the typical Chinese expressions that may be difficult for target readers to understand, there are also many abstract concepts that can cause confusion.

ST: 点击之后, 在拍摄时会显示网格线, 便于构图。

TT: Tap to show the grid lines in the live view of photos or videos and help to level the camera horizontally and vertically.

The phrase "平衡构图" in the original language is a general term. A direct translation of "balanced composition" will be difficult for foreign learners to grasp; therefore, they may be confused about what it actually means and how to use it in daily life. Therefore, the translator uses free translation and translates it as "level the camera vertically and horizontally". The subtlety of this translation is that it not only explains the purpose of the grid lines, which is to keep the camera level in both the vertical and

horizontal directions, but also gives users practical instructions on how to use this feature. To make the abstract idea of "balanced composition" more tangible, one can set an objective such as adjusting the camera level and introduce grid lines to achieve this. Free translation is employed in this way to keep the focus of the target text on the core value of the product, thus meeting the informative function of technical product manuals and improving the usability of the translation.

4.3.2 Addition

ST: 提供 4 倍或 8 倍慢动作视频拍摄。使用慢动作录制视频时，相机会以高帧率录制视频，生成播放速度为正常速度的 1/4 或者 1/8 的视频，从而记录下肉眼无法捕捉到的画面。慢动作视频没有声音，声音文件存放在单独的音频文件中，与视频文件存放在同一个文件夹下，可以连接电脑导出。

TT: Can take pictures in 4x or 8x slow motion. Slow-motion mode uses a large number of frames from the video and, at playback, shows it at about one-fourth or one-eighth of the original speed. Slow Motion can show the details of things too small for us to see in a fast-moving picture. Slow-motion videos are without sound and do not have audio. The audio file is a separate file and has the same path as the video file; it can be downloaded to your computer.

This paragraph is about one of the shooting modes of the Pocket 3. The original Chinese says that slow-motion videos do not have sound, but this information is naturally included in the text as an affirmative statement. From the aspects of text structure and ease of understanding, "Note that" is added in the English translation to arrange the content logically and draw attention to some essential parts. By adding "Note that", the translation separates this warning information from the main part of the text to add emphasis and improve the overall structure and clarity of the speech. From the perspective of emphasising important information, a sentence starting with "Note that" is used to attract the reader's attention to an essential detail and inform users that "although slow-motion shooting has many advantages, the video is without sound". If this information is not emphasised, it will affect the shooting results and user experience; at the same time, it may also be inferred that slow-motion mode will need to be managed separately during post-production. Therefore, this expression is both instructive and in line with the style of user manuals; it is therefore easy to understand and has a more professional tone.

ST: 取下时，按住解锁按钮同时向下拔出。取下后，按下解锁按钮查看续航手柄电量。

TT: To disconnect, press and hold the release button for the battery handle and then unplug the handle. Release the battery handle, then press the release button once to check the battery status via the status LED.

The above is a general way to disconnect the battery handle and check the battery level in this original sentence. The English translation uses the method of addition (amplification) to add some details in order to clarify and make the operation more concrete. It is translated as "press and hold the release button on the battery handle, then unplug the handle", and the specific position of the release button is added. In addition, the translation adds "using the status LED"; it can be seen that one can check the battery level by pressing the release button, and at the same time, the status LED also indicates that the battery level

has been displayed. Adding some particular details can ensure that even those who do not know the product well can accurately carry out the steps in the manual by following them; thus, the manual will be more convenient to use. This will also make the transfer of information more complete and show that accuracy and clarity are needed in the translation of technical product manuals.

5. Conclusion

Based on the study of the English translation of the DJI Pocket 3 user manual from the perspective of Newmark's text typology theory, it can be concluded that accurate and professional translation is needed to present the technical details and functional features of the product clearly, improve the user experience, and promote the brand. DJI is a leading company in the world of drones and smart imaging equipment, so the quality of translation for its product manuals will affect how we feel about national pride and confidence. To guarantee the accuracy and consistency of specialised terms, semantic translation methods are employed; at the same time, communicative translation techniques are used to enhance the readability of the manual and improve the user experience; thus, these two translation approaches together help international users understand and operate the product better, and also present China's innovative ideas and technological achievements to the world successfully. Given the background of cross-cultural communication and globalisation, good translation of the DJI Pocket 3 user manual can promote the spread of the brand overseas. It will be easy to know about the technological achievements and culture of China; at the same time, China's national power and soft power will be enhanced.

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