

Original Paper

A Study on the English Translation Strategies of Geographical Indication Agricultural Products in Anhui Province from the Perspective of Skopos Theory

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Abstract

Under the background of global trade and cultural integration, geographical indication agricultural products in Anhui Province are important regional cultural symbols and economic resources. However, there are some problems in the current English translation work, such as inconsistent translation, lack of cultural connotation and poor communication effect, which hinder its international recognition and market expansion. Under the guidance of the three principles of skopos theory, coherence and fidelity, this study systematically investigates the current situation of translation by using the methods of text analysis and case comparison. Its purpose is to explore how to formulate corresponding translation methods according to different communicative purposes (for example, external publicity, cultural tourism, or sale); how to strike a balance between the correctness of culture and the acceptability of the audience; and how to help 'Huizhou culture going out' through translation practice. This study found that strategies should be flexibly combined according to specific goals: for words with cultural significance, the method of 'literal translation + annotation' can be used to retain their characteristics; for functional descriptions, adaptive changes must be made to match the cognitive habits of the target market. Therefore, the conclusion shows that the communicative function and communication effect of the translation can be greatly promoted by taking the purpose orientation as the orientation, the acceptability of the audience as the premise and the cultural authenticity as the core. This study provides a strategic reference for the English translation of geographical indication products in Anhui Province, so as to provide an application path based on Skopos Theory for the cross-cultural communication of Chinese local characteristic products.

Keywords

Skopos Theory, geographical indications of agricultural products, English translation strategies, cross-cultural communication

1. Introduction

Anhui Province has geographical indications of agricultural products Dangshan pear and unique flavor of Huainan beef soup. Both products embody the profound connotation of Jianghuai culture and the regional characteristics of southern and northern Anhui. They gradually got rid of the stereotype of only local specialties and began to move towards the global market. In the context of the vigorous development of cross-border trade, the English translation of geographical indications of agricultural products is the core medium of cross-cultural communication and an important pillar of brand internationalization. The core principle of Skopos Theory is that the purpose determines the translation strategy. It advocates the development of a targeted translation model based on communicative functions, market demand and cultural communication goals. This theory not only ensures the smooth standardization of trade activities, but also helps to transform Anhui's natural endowments and traditional handicrafts into globally recognized brand competitiveness, thus promoting the integration and development of regional cultural soft power and economic and trade cooperation.

At present, there are many practical problems in the English translation of geographical indication agricultural products in Anhui Province due to the lack of unified standards. First, the loss of cultural information is serious. Pure literal translation or transliteration weakens the core cultural elements such as local ecological characteristics and traditional crafts, and separates the internal relationship between products and regional culture. Secondly, semantic deviation and over-domestication coexist. The rigid word-for-word correspondence leads to the confusion of product classification, and the blind adaptation to foreign language habits leads to the loss of local characteristics. Third, translation fails to adapt to the market demand and fails to formulate differentiated strategies according to the cognitive habits and consumer psychology of overseas audiences. In addition, there is insufficient support for multimodal communication. Pure text translation is difficult to arouse the emotional resonance of foreign audiences, resulting in cultural discounts. These problems have greatly hindered the international exchange effect and market competitiveness of geographical indication agricultural products in Anhui Province. Based on the theoretical framework of Skopos Theory, this study systematically discusses the optimization mechanism and practical approaches of the English translation of geographical indications of agricultural products in Anhui Province. It aims to realize the value of three dimensions of cultural inheritance, industrial upgrading and academic innovation, and provide an Anhui model for the global dissemination of China's geographical indication agricultural products.

2. Analysis on the Adaptability of Skopos Theory to the English Translation of Geographical Indication Agricultural Products

As the core paradigm of functionalist translation theory, Skopos Theory was put forward by German translation scholar Hans Vermeer in the 1970 s, and gradually evolved into the main theoretical model to guide practical translation. The key innovation is to regard translation as a purpose-driven cross-cultural communication activity. It emphasizes that translation strategies and techniques should be determined by the expected functions and communicative purposes of the target text in the target culture. In the "general theoretical framework of translation" co-authored with Katharina Reiss, Vermeer clearly pointed out that the highest rule of translation is the rule of purpose: translation behavior is dominated by its purpose, and the purpose determines the method adopted. This view marks the shift of translation studies from static equivalence paradigm to dynamic function-Skopos Theory paradigm, and provides a good theoretical tool for text translation with strong practical orientation and distinct cultural connotation such as geographical indication agricultural products.

While introducing and developing the theory, Chinese scholars have gradually combined it with the translation practice in China. Zhong Weihe, Zhong Yu and other scholars have comprehensively combed the core proposition of this theory and its guiding value for the translation of practical texts in China. They pointed out that translators should flexibly adopt translation strategies such as amplification, omission and rewriting on the premise of clarifying the objectives of the translation task. Zhang Meifang further applied the theory to the study of foreign publicity translation and culture-loaded words translation, and put forward the idea of functional translation strategy selection. Specifically, translators can choose appropriate translation methods according to text types, namely, informative, expressive and vocative texts. These studies have promoted the development of Skopos Theory from theoretical interpretation to problem-oriented applied research, especially providing methodological support for the translation of geographical indications of agricultural products with prominent functions and profound cultural connotations.

With the deepening of the research, the academic circles have made a critical reflection and further expansion of the Skopos theory. Some scholars believe that this theory may lead to insufficient respect for the cultural connotation of the original text while emphasizing the translator's subjectivity and purpose orientation. Especially when translating the names of geographical indication agricultural products with rich cultural elements, the simple commercial translation purpose is likely to cause the simplification or loss of cultural information. Therefore, recent studies in China tend to combine Skopos Theory with cultural translation theory and eco-translatology, and advocate the balance between functional realization and cultural inheritance. Wang Dongfeng put forward the cultural transplantation model under the purposive norms, emphasizing that the core cultural symbols can be retained through annotation, cultural compensation and multimodal presentation on the premise of ensuring the function of the translation. Such an integrated study provides a more comprehensive and operable theoretical perspective for the translation of geographical indication agricultural products.

So far, the research on the English translation of Chinese geographical indications of agricultural products has achieved certain results in policy formulation and case analysis. Nevertheless, there is still room for further exploration in the functional classification of the system, the purpose-oriented strategic framework, and empirical research on target audiences. The application of Skopos Theory can fill these research gaps well. The principle of purpose priority is helpful to correct the common problems in current translation practice, such as rigid literal translation and excessive domestication. Its concept of functional classification provides differentiated translation solutions for different categories and market positioning of geographical indication agricultural products. At the same time, its coherence principle centered on audience acceptance promotes the transformation of translation practice from simple text output to target language acceptance, and makes the translation work truly integrate into the cognitive context of the target market. Under the background of "the Belt and Road" initiative and "brand going out" strategy, the translation of geographical indication agricultural products is not only a language service; it is also an important part of architecture. The purpose theory has distinct practical orientation and flexible translation strategies, which can effectively promote the transformation of the translation of geographical indications of agricultural products from literal translation to functional realization, from product export to cultural localization. Therefore, it provides a strategic guidance with solid theoretical depth and practical value for the global dissemination of China's geographical indication agricultural products.

3. Analysis of the Current Situation of English Translation for Geographical Indication Agricultural Products in Anhui Province

Skopos Theory establishes the core principle that "translation purpose determines translation strategy," and defines translation as a function-oriented intercultural communication activity. This provides a clear analytical framework for the English translation of geographical indications of agricultural products. The name of geographical indication agricultural products carries multiple functions such as product identification, commercial promotion, and cultural communication. Whether their translation conforms to the communication goal and adapts to the target audience directly determines the effect of cross-cultural communication, which is a typical research object to verify the practical value of Skopos Theory. As a major agricultural province and the birthplace of Anhui culture, Anhui's geographical indication agricultural products have ecological, technological and humanistic functions. The ecological function is reflected in the superior quality of products bred by characteristic natural landscapes such as Huangshan Maofeng tea and Huoshan Dendrobium. Process functions are reflected in traditional farming techniques including tea processing, fruit and vegetable planting, and aquaculture. The humanistic function carries the inheritance of Jianghuai agricultural civilization and regional folk customs. With this concise cultural attribute, the English translation of Anhui geographical indication agricultural products has typical research significance.

Through corpus analysis, it is found that there are three major problems in the English translation of Anhui geographical indication agricultural products: incomplete function transmission, unclear purpose

orientation and insufficient audience adaptation. These problems stem from the lack of translation norms based on functional classification, the vague understanding of diversified communicative goals and the simplification of market strategies. Skopos Theory is an effective analytical tool.

3.1 Corpus Collection and Classification Methods

The research corpus mainly comes from three sources. First, the English abstract of the announcement of geographical indication agricultural products issued by the State Intellectual Property Office is attached to the "Protection List of Geographical Indications Agricultural Products in Anhui Province (2023 Edition)" issued by the Anhui Provincial Intellectual Property Office.

Second, business text refers to the English introduction of mainstream cross-border e-commerce platforms Alibaba and Amazon on product lists and detail pages.

Thirdly, the publicity text, including the relevant English content on the official websites of the Anhui Provincial Department of Culture and Tourism and the foreign affairs offices of prefecture-level cities in Anhui Province, as well as official publicity posts on overseas social media such as Facebook and Instagram.

The screening criteria are as follows: First, all products have been certified by national GI agricultural products or GI certified trademarks; secondly, each product has an open and relatively stable official or commercial English translation; third, the sample covers typical categories such as tea, fruit, vegetables, and aquatic products to ensure representativeness. In this study, processed foods and hand-made products were excluded, with a focus on primary cultivation and breeding of agricultural products. Finally, a special corpus composed of 25 geographical indication agricultural products in Anhui Province was established to provide data support for subsequent problem diagnosis and strategy formulation.

Based on the above methods and standards, this study established an analytical corpus covering 25 major geographical indication agricultural products in Anhui Province, as shown in Table 1.

Table 1. Translated Product Name

Category	No.	Chinese Name	Existing English Translation	Origin
Tea Products	(1)	黄山毛峰	Huangshan Maofeng Tea	Huangshan District, Huangshan City
	(2)	祁门红茶	Keemun Black Tea	Qimen County, Huangshan City
	(3)	六安瓜片	Lu'an Guapian Tea	Yu'an District, Lu'an City
	(4)	太平猴魁	Taiping Houkui Tea	Huangshan District, Huangshan City
	(5)	涌溪火青	Yongxi Huoqing Tea	Jing County, Xuancheng City
	(6)	金山时雨	Jinshan Shiyu Tea	Jixi County, Xuancheng City
	(7)	岳西翠兰	Yuxi Cuilan Tea	Yuxi County, Anqing City
	(9)	桐城小花	Tongcheng Xiaohua Tea	Tongcheng City, Anqing City
	(10)	霍山石斛	Huoshan Dendrobium	Huoshan County, Lu'an City
	(11)	霄坑绿茶	Xiaokeng Green Tea	Guichi District, Chizhou City

Fruits &	(12)	砀山酥梨	Dangshan Crisp Pear	Dangshan County, Suzhou City
Vegetables	(13)	怀远石榴	Huaiyuan Pomegranate	Huaiyuan County, Bengbu City
	(14)	长丰草莓	Changfeng Strawberry	Changfeng County, Hefei City
	(15)	萧县葡萄	Xiaoxian Grape	Xiao County, Suzhou City
	(16)	铜陵白姜	Tongling White Ginger	Yi'an District, Tongling City
	(17)	涡阳苔干	Guoyang Tagan	Guoyang County, Bozhou City
	(18)	和县辣椒	Hexian Chili	He County, Maanshan City
	(19)	宣木瓜	Xuan Papaya	Xuanzhou District, Xuancheng City
	(20)	池山板栗	Chishan Chinese Chestnut	Dongzhi County, Chizhou City
Aquatic	(21)	巢湖银鱼	Chaohu Silver Fish	Chaohu City, Hefei City
Products	(22)	沱湖螃蟹	Tuohu Crab	Wuhe County, Bengbu City
	(23)	女山湖大闸蟹	Nüshanhu Crab	Mingguang City, Chuzhou City
	(24)	八里河鳊鱼	Balihu Bighead Carp	Yingshang County, Fuyang City
	(25)	瓦埠湖银鱼	Wabuhu Silver Fish	Shou County, Lu'an City
Category	No.	Chinese Name	Existing English Translation	Origin
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	(5)	涌溪火青	Yongxi Huoqing Tea	Jing County, Xuancheng City
	(6)	金山时雨	Jinshan Shiyu Tea	Jixi County, Xuancheng City
	(7)	岳西翠兰	Yuexi Cuilan Tea	Yuexi County, Anqing City
	(9)	桐城小花	Tongcheng Xiaohua Tea	Tongcheng City, Anqing City
	(10)	霍山石斛	Huoshan Dendrobium	Huoshan County, Lu'an City
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	(16)	铜陵白姜	Tongling White Ginger	Yi'an District, Tongling City
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	(18)	和县辣椒	Hexian Chili	He County, Maanshan City
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3.2 Analysis of Translation Problems

This study takes the main English translations of 25 geographical indication agricultural products in Anhui Province as the research corpus. The selected samples were primary agricultural products, including tea, fruits and vegetables, aquatic products and medicinal and edible homologous products. The systematic analysis based on the theory of purpose shows that there are obvious functional deficiencies and purpose deviations in the existing translations, which can be divided into three types: incomplete information function, failure of calling function and lack of communicative coherence. The relevant typical cases are described as follows.

3.2.1 Incomplete Information Function: Loss of Key Features and Background

In this category, the translated name fails to accurately convey the basic information of the product, including the core physical attributes, unique process and unique ecological characteristics of the origin. Therefore, the information function of the translation is seriously damaged.

Case 1: 黄山毛峰

Existing translation: Huangshan Maofeng Tea

The transliteration of 'Maofeng' only indicates that tea originated from Huangshan. It fails to provide key identifying information: the unique appearance of the tea, the fine white fluff on the tender buds and the sparrow's tongue-shaped leaves, and its picking criteria, the selection of newly-opened single-bud leaves. For audiences unfamiliar with Chinese tea culture, 'Maofeng' is just a meaningless transliteration symbol. From the perspective of Skopos Theory, the translation fails to play its basic information function. The rule of purpose requires the translation to achieve its intended purpose - in this case, to inform consumers of the unique shape and quality of the product. Due to the lack of necessary descriptive details, the current translation cannot achieve this goal, which greatly reduces the communicative value of the translation.

Case 2: 霍山石斛

Existing translation: Huoshan Dendrobium

This translation combines transliteration of place names with botanical nomenclature, but omits the medicinal value of the herb as 'the first of the nine divine medicines'. Nor did it mention the simulated wild cultivation patterns, specific growth altitudes, and traditional processing techniques. Therefore, it is easy for overseas audiences to confuse it with ordinary Dendrobium, and they cannot realize the exclusive quality characteristics given by their geographical indications.

It is found that the information in the translation is seriously simplified, which obviously runs counter to the principle of faithfulness emphasized by the Skopos Theory. The translator just transforms the linguistic symbols and omits the core attributes that support the value of this geographical indication

product. This leads to the ambiguity of product identity, the impairment of information function, and the difficulty of maintaining the high-end positioning and market recognition of the product.

Case 3: 铜陵白姜

Existing translation: Tongling White Ginger

This translation only clarifies the origin and color of ginger, but fails to convey its variety characteristics: the peel and pulp are white, crisp and tender, without fiber residue, and suitable for preservation with sugar or vinegar. It also excludes Tongling's unique characteristic sand cultivation method and traditional cellar storage technology. Therefore, overseas audiences cannot distinguish it from ordinary ginger.

Such translation is a typical example of incomplete information. In order to pursue simplicity, it abandons the exclusive characteristics of the product. This not only violates the goal of information transmission stipulated by the rules of purpose, but also violates the effective communication emphasized by the rules of coherence, and ultimately damages the core value of the product.

3.2.2 Failure of Vocative Function: Diminished Appeal and Brand Value of Translated Names

This problem refers to the problem that the translated name is dull, misleading or even leads to negative association. Such a translation cannot arouse the interest and purchase desire of the target consumers, nor can it arouse their emotional resonance, thus exerting the calling function of it.

Case 4: 六安瓜片

Existing translation: Lu'an Guapian Tea

The transliteration of 'Guapian' is a strange word for listeners in English-speaking countries, which has nothing to do with the unique shape of tea leaves, which is similar to the single leaf curl of melon seeds. In addition, it also failed to convey its process characteristics of neither bud nor stem, and the mellow taste derived from this process. Therefore, this translation lacks attractive and unforgettable highlights.

Although the translation realizes the basic referential function of indicating the origin and product name, it completely abandons the calling function. The purpose theory emphasizes the purpose of translation. In the context of commercial promotion, one of the core objectives of product translation is to attract consumers. Without any explanatory or descriptive compensation, the translation has little commercial marketing value.

Case 5: 砀山酥梨

Existing translation: Dangshan Crisp Pear

The translation only briefly describes the crisp and tender texture of pears in simple words, lacking distinct selling points. It also failed to reflect the superior growth conditions of the sandy soil in the old Yellow River, as well as the advantages of juicy, sweet taste and small fruit core. Therefore, it is difficult to motivate overseas consumers to try or buy the product.

The analysis shows that the translation only realizes the basic information function and completely loses the calling function. In cross-border e-commerce and brand communication, the rule of purpose requires that the translated name be infectious and persuasive. However, the current popular translation can neither highlight product differentiation nor build market competitiveness.

Case 6: 太平猴魁

Existing translation: Taiping Houkui Tea

Like "Guapian" 'Houkui' is a legend derived from monkeys picking tea leaves. It has a distinct cultural image and is only transliteration. Its unique two-leaf one-heart tea shape and related local legends have disappeared. As a result, the narrative charm and interesting connotation contained in the product name also disappear.

The weakening of the calling function here stems from the lack of cultural images and brand stories. As Skopos Theory advocates, translators should choose translation strategies according to the purpose of translation. For brand storytelling and cultural tourism promotion, it is very important to retain or compensate for the unique cultural image to realize the calling function. The existing translation fails to enhance the attractiveness and cultural added value of the products.

3.2.3 Inadequate Communicative Coherence: Neglect of Audience Cognition and Cultural Context

This type of translation does not fully take into account the cultural background, cognitive habits and language norms of the target readers. Therefore, the translation is less acceptable in the target culture, which leads to difficulties in understanding and even misunderstanding. This approach obviously violates the coherence principle of Skopos Theory.

Case 7: 祁门红茶

Existing translation: Keemun Black Tea

The name is 'Keemun', a traditional spelling derived from the Wade-Giles system. Although it has been widely recognized in the international tea trade, it has caused a disconnect between young ordinary consumers and audiences in emerging markets, who are not familiar with this ancient transliteration. They cannot link 'Qimen' with standard pinyin 'Qimen', which hinders the transmission of origin information and undermines the clear identification of product geographical indications.

This case reveals the tension between the established historical translation and the contemporary communicative norms. According to the principle of coherence, the translation should be understandable and acceptable in the context of the target language culture. Although modern pinyin has a market, relying solely on outdated spelling that deviates from modern pinyin will weaken communicative coherence from a long-term perspective and a wider audience.

Case 8: 巢湖银鱼

Existing translation: Chaohu Silver Fish

The translation follows the literal mode of combining place names with surface meaning, which creates obstacles for overseas audiences. They can hardly describe the physical characteristics of fish, their meat is tender or common cooking applications, so it is easy to confuse with ordinary small fish. In addition, the translation does not conform to the cognitive habits and expression norms of popular freshwater fish products in European and American markets.

Although the translation has achieved literal coherence, there are serious incoherence in cross-cultural communication. The coherence principle of Skopos Theory requires that the translation should be

consistent with the cognitive framework of the target language audience. Due to the lack of adaptive adjustment, the product is difficult to understand and the acceptance is low, resulting in poor international communication.

The lack of information function, vocative function and communicative coherence in the English translation of Anhui geographical indications of agricultural products is essentially due to the deviation from the core principles of Skopos Theory. These translations fail to achieve 'centered' accurate information transmission.

Therefore, the unique natural endowment, traditional farming technology and profound Jianghuai cultural connotation of Anhui geographical indication products cannot be effectively conveyed to the international audience. This not only caused the highlight of cultural discounts and the depreciation of brand value in the global market, but also restricted the international spread of Huizhou culture through agricultural products.

The root cause of these problems lies in the lack of clear purpose orientation and systematic functional considerations in the choice of translation strategies. At the same time, the above analysis lays a solid problem-oriented foundation for the formulation of targeted English translation optimization strategies under the guidance of Skopos Theory.

4. English Translation Strategies Under the Guidance of Skopos Theory

The empirical analysis shows that the English translation of geographical indications of agricultural products in Anhui Province generally faces three major difficulties in the realization of functions. The incomplete information function blurs the product characteristics; the failure of the calling function weakens the appeal of the brand in the market; insufficient communicative coherence hinders effective cross-cultural communication. These dilemmas are essentially due to the deviation between the current translation practice and the core principles of Skopos Theory, which holds that all translation behaviors are determined by their expected purposes in the target context.

When the unique medicinal and ecological attributes of Huoshan Dendrobium are reduced to general botanical names, it is impossible to achieve the transfer goal of its proprietary value of geographical indications. Similarly, a simple descriptive rendering of Dangshan pears cannot achieve the calling purpose of stimulating consumer interest. In view of these problems, it is necessary to return to the theoretical essence of Skopos Theory and construct a translation strategy model with purpose orientation, functional classification and audience adaptation as the core.

The framework should be formulated in strict accordance with the three basic principles of Skopos Theory. First, the principle of purpose, which points out that translation is governed by its intended purpose. Secondly, the principle of coherence requires that the translation should be acceptable and comprehensible in the cultural context of the target language. Third, the principle of faithfulness, that is, being faithful to the original text on the premise of conforming to the principle of purpose and coherence.

Specifically, the translator should first clarify the primary and secondary purposes of each translation task in specific scenarios, such as legal filing, e-commerce sales, cultural propaganda, etc. Secondly, according to the purpose of translation, the text functions are divided into informative, vocative and cultural categories, and the dominant translation strategies are selected accordingly. Third, ensure that all translation decisions serve the effective audience acceptance and the realization of communicative goals. By establishing a three-dimensional strategic path of "function classification-purpose orientation-multidimensional compensation," this study systematically solves the problems of function loss and purpose deviation in English tra.

Skopos-oriented Strategies for Cultural Symbol Processing:

1) Transliteration plus Functional Annotation

This method is suitable for products with distinctive cultural connotations, and cultural communication and market promotion are equally important. This method is adopted for projects where core cultural symbols such as intangible cultural heritage handicrafts and local famous tea cannot be properly replaced by free translation.

Operational specification: Core cultural terms are transliterated in capital English letters, and then concise English annotations are used in parentheses to explain functional attributes and cultural meanings. Annotations should be tailored according to the cognitive level of the target audience to avoid over-academic and redundant expression.

Case: 霍山石斛

Original translation: Huoshan Dendrobium

Optimized translation: Huoshan Stone Lake (a rare medicinal plant unique to the mountainous area of Huoshan County, Anhui Province)

The cultural characteristic symbol Dendrobium huoshanense was retained, and additional information on its origin and product positioning was added to the annotation. This version meets the needs of cultural communication, delivers key functional information to overseas consumers, and achieves a balance between the principle of purpose and the principle of loyalty.

2) Free Translation plus Cultural Supplement

This strategy is designed for products with export trade as the core goal, in which cultural symbols greatly affect direct market acceptance. For such products, priority should be given to the accurate transmission of product categories and attributes.

Operational norms: the core functional attributes are presented by free translation, and cultural information is supplemented by subtitles, footnotes and two-dimensional code links. This avoids the ambiguity of the main translations due to over-foreignization.

Case: 铜陵白姜

Original translation: Tongling White Ginger

Optimized translation: Tongling white ginger (Anhui famous brand GI product, thin peel, crisp texture, with unique traditional pickling process)

This edition accurately interprets the variety characteristics and production process of the product, and supplements the regional characteristics and production techniques. It not only clarifies the product attributes, but also conveys cultural values to a certain extent, thus achieving the dual goals of trade and cultural communication.

Dynamic Adaptation Strategy of Domestication and Foreignization:

1) Hierarchical Adaptation Model for Cultural Information

Product information can be divided into two layers: core layer and auxiliary layer. The core layer includes place names, core crafts and unique product attributes, and adopts the alienation strategy to retain cultural characteristics. The auxiliary layer includes folk stories, ecological details and taste description, and adopts domestication strategy to reduce the understanding obstacles of the target audience.

Case: 六安瓜片

Original translation: Lu'an Guapian Tea

Optimized translation based on hierarchical model: Lu'an Guapian Tea (a kind of green tea with melon-shaped flat leaves). Handmade without buds or stems, it offers a rich chestnut-like mellow taste.)

Lu'an and Guapian in the core layer are translated by foreignization, retaining regional and cultural symbols. At the same time, in the auxiliary layer, the appearance, production process and flavor of tea are described by using expressions that conform to the English language habits. This approach fits the cognitive framework of English audiences and stimulates their interest in buying by highlighting unique selling points.

2) Ecological Relevance Strategy

This strategy solves the problem of lack of ecological information by establishing the explicit relationship between the ecological characteristics of the origin and the product quality, so as to enhance the audience's understanding of the natural endowment of the product.

Case: 砀山酥梨

Original translation: Dangshan Crisp Pear

Dangshan Crisp Pear (The pear grows on the sandy soil of the old course of the Yellow River and is famous for its crisp and tender pulp, rich juice and sweet taste.)

It complements key ecological information about the local sandy soil, directly linking superior taste with unique geographical conditions. It enhances the credibility of the product and improves the completeness of information transmission.

Multimodal Functional Compensation Strategy :

1) Digital Paratext Compensation

This method is suitable for online scenarios such as e-commerce platforms and official websites. Short video links, graphic cards and interactive tags are attached to the translation to supplement information such as production process, ecological environment and historical stories.

Case: 祁门红茶

Original translation: Keemun Black Tea

After optimization, a short video link with the title of 'Qimen Fragrance' was embedded in the product page to show the production process of Congou black tea and its exclusive 'Qimen Fragrance'. At the same time, a supplementary text was added: 1915 Panama-Pacific International Exposition winner, high-quality black tea with honey and orchid fragrance.

Through multimodal narrative, the existing market recognition of traditional translated names is fully respected, and the missing cultural information is made up. Finally achieve the purpose of brand premium.

2) Physical Paratext Compensation

This strategy is suitable for offline scenarios including product packaging, exhibition promotion and cultural and tourism souvenirs. Certified geographical indications and cultural two-dimensional codes are printed on relevant carriers. Through scanning coding, the audience can get a bilingual introduction to handicrafts, local stories and consumption guides.

Case: 巢湖银鱼

Original translation: Chaohu Silver Fish

Optimized translation: Chaohu Silver Fish (a small transparent freshwater fish native to Chaohu Lake). The meat is tender and has no fishy smell. It is a famous aquatic food in Anhui Province.)

Geographical indications and two-dimensional codes are attached to product packaging and display boards, with explanatory notes. The translation clearly defines the origin, appearance, meat quality and positioning as local cuisine. It fills the information gap brought by literal translation, helps overseas audiences form accurate cognition, and breaks the stereotype of treating it as an ordinary fish. This practice conforms to the coherence principle of Skopos Theory and the purpose of information transmission, and effectively improves the product awareness and communication efficiency.

Multi-stakeholder Collaborative Verification Mechanism:

Skopos theory emphasizes that the translator should act as a purpose coordinator, fully considering the authenticity of the source language culture, the normative requirements of the target market and the needs of commercial communication. In view of the above problems such as weak sense of purpose and vague audience segmentation, this study constructs a three-level collaborative verification mechanism involving local experts, target language translators and market audiences.

The operation procedure is as follows. First of all, the expert evaluation of the geographical indications of agricultural products and intangible cultural heritage inheritors in Anhui Province is carried out to verify the accuracy of cultural symbols and functional attributes. Second, native English translators who are familiar with the target market culture optimize the translation in terms of coherence and vocative effect. Finally, a small-scale test is carried out in the target market to collect audience feedback for dynamic correction.

Case: 黄山毛峰

Original translation: Huangshan Maofeng Tea

The revised version of the target language translator: Huangshan Maofeng tea (big head tea grows in foggy mountainous areas and is picked manually at menarche)

The translation has passed the three-level verification. Local experts recommend increasing information about its foggy mountain ecological environment and the appearance of buds. The market test showed that the audience had a clear understanding of the characteristics of the product, such as high-altitude growth and sprouts, and finalized it accordingly. This mechanism makes up for the purpose deviation caused by unilateral decision-making, and achieves the best balance between the cultural accuracy and market acceptability of the translation.

In short, the English translation strategy system of Anhui geographical indications agricultural products established under the guidance of Skopos Theory follows the three principles of Skopos Theory: the principle of purpose, the principle of coherence and the principle of faithfulness. It is constructed around the core concepts of purpose orientation, functional classification and audience adaptation. The system consists of four modules - purpose-oriented cultural symbol processing, dynamic adaptation of domestication and foreignization, multimodal function compensation and multi-party collaborative verification - which solve the problems of incomplete information, failure of vocative function and poor communication effect in translation.

These strategies can be flexibly combined according to product categories, communication scenarios, and core goals. They can achieve accurate information transmission and enhance brand appeal. At the same time, through multi-dimensional cultural compensation and audience adaptation, the regional characteristics and cultural connotation of Anhui geographical indication agricultural products are effectively disseminated in the cross-cultural context. In the final analysis, the dual goal of product export and the spread of Huizhou culture are realized.

5. Conclusion

Based on the theoretical framework of Skopos Theory and the practical needs of cross-cultural communication of Anhui geographical indication agricultural products, this study comprehensively analyzes the problems and causes in the relevant English translation practice, and formulates targeted translation strategies. It provides a feasible solution to the problems of cultural transcoding gap and insufficient communication efficiency in the translation of geographical indication agricultural products. Based on the background of Huizhou culture, this study identifies three cultural dimensions of Anhui geographical indication agricultural products: ecological value, technological value and humanistic value. Through the empirical analysis of the translation texts of 25 representative products, it is found that there are three major defects: lack of information function, failure of vocative function and lack of communicative coherence. The root cause lies in the lack of clear purpose orientation and systematic functional classification of translation strategies, as well as the failure to balance the transmission of authentic culture and the cognitive habits of the target audience.

On this basis, this study adheres to the three core principles of Skopos Theory and constructs a three-dimensional translation framework of functional classification-purpose orientation-multidimensional compensation. It proposes three core strategies, namely, purpose-oriented cultural symbol processing,

dynamic adaptation of domestication and alienation, and multimodal functional compensation. A collaborative verification mechanism consisting of local experts, target language translators and market audiences has also been established. The specific cases prove that the proposed translation strategies are effective and can achieve a good balance among the cultural accuracy, market acceptability and communicative function of translation.

This study provides a standardized and differentiated reference for the English translation of Anhui geographical indication agricultural products, and establishes a replicable 'Anhui model' for the cross-cultural communication of domestic geographical indication agricultural products in China. In future research, regional comparative studies can be conducted to explore the differences in the realization of translation functions of geographical indication products in different cultural and economic environments. In addition, it is possible to combine modern science and technology with translation practice to improve efficiency by developing intelligent translation assistance systems. It can also use the international cooperation platform to establish a multilingual exchange database to promote the cross-border sharing of translation strategies and trade channels of geographical indication agricultural products.

Only by adhering to the purpose-oriented, audience-centered, culture-based, accurate and strategic translation practice, can the regional characteristics and cultural essence of Anhui geographical indication agricultural products truly go to the world. This will promote the common progress of product export and cultural exchange, and enable the Hui culture to flourish.

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