

Original Paper

On English Translation Strategies of Smartphone Advertisements Based on Communicative Translation

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Abstract

In the contemporary era, the ubiquity of smartphone advertisements has reached a point where it is omnipresent, with corporations employing a plethora of linguistic strategies to captivate the attention of consumers. The effective translation of these advertisements is paramount for businesses aiming to augment their influence and elevate their market share on a global scale. This thesis delves into the strategies employed in the translation of smartphone advertisements from the perspective of communicative translation. The research is structured into six chapters, comprising introduction, literature review, theoretical framework, analysis of translation strategies, and conclusions. The literature review systematically revisits the seminal works in the realms of communicative translation and the translation of smartphone advertisements. The chapter on theoretical frameworks engages in a thorough discussion on the historical evolution, core principles, and functional positioning of communicative translation. Within the translation strategies section, a detailed exposition is provided on the application strategies in vocabulary selection, sentence structure construction, and rhetorical techniques, encompassing literal translation, free translation, amplification, structure conversion, word restructure, order reversion, personification, pun, and metonymy. The conclusion synthesizes the main findings of the research and underscores the significance of employing communicative translation strategies in the process of translating smartphone advertisements.

Keywords

communicative translation, smartphone advertisements, translation strategies, lexical level, syntactic level, rhetoric level

1. Introduction

In recent years, the use of smartphones has become an indispensable part of people's daily lives. This has

led to a significant increase in the number of smartphone advertisements, making it an essential part of the advertising industry. However, the translation of these advertisements has become a challenging task due to cultural and linguistic differences between the source and target languages. Therefore, it is essential to explore effective translation strategies for smartphone advertisements based on communicative translation theory.

The background of this study is based on the growing importance of smartphone advertising in China, which is the world's largest smartphone market. With the increasing number of foreign brands entering the Chinese market, the need for accurate and effective translation of smartphone advertisements has become more significant. However, the existing studies on translation strategies for smartphone advertisements are limited, particularly concerning communicative translation theory.

The significance of this study lies in the fact that the translation of smartphone advertisements plays a vital role in promoting products and increasing sales. Effective translation strategies based on communicative translation theory can help to bridge the cultural and linguistic gaps between the source and target languages and achieve the same communicative effect. Therefore, this study aims to explore translation strategies for Chinese smartphone advertisements based on communicative translation theory, focusing on lexical, syntactic, and rhetorical levels of translation.

2. Literature Review

Translation studies have been a subject of interest for scholars across different disciplines for several decades. Within this field, communicative translation has emerged as an important approach that seeks to place the focus of translation on the target audience rather than the source text. This approach is characterized by its emphasis on the communicative function of translation, which is to convey the intended message of the source text to the target audience.

However, the application of communicative translation theory in the context of smartphone advertising translation has not been widely explored. The translation of smartphone advertisements presents several unique challenges that require a careful consideration of the target audience's preferences, cultural background, and linguistic norms. Therefore, this literature review will focus on the previous studies on the translation of smartphone advertisements and how they relate to the principles of communicative translation.

2.1 Previous Studies on Communicative Translation

Communicative translation theory has gained significant attention in China in recent years, with a growing number of scholars and researchers exploring its applications and implications for the translation of various types of texts. Peter Newmark identified communicative translation (CT) and semantic translation (ST) as the two main approaches to translation in his book *Approaches to Translation*. He also divided texts into expressive, informative, and vocative categories based on their function and examined the use of ST or CT from the perspective of the text's dominant purpose. However, in their article *A Brief Analysis of Communicative Translation and Semantic Translation* Zu M and Dong

Y conducted a fresh analysis of ST and CT theories from syntax, culture, and pragmatics viewpoints, and suggested that the best method of translation is to use both approaches in a flexible manner.

What else, Wolfram Wilss (1982) combined CT with text-linguistics methods. He believes that Newmark and Reiss share the same view that translators must use specific transfer strategies to deal with specific types of texts. Translation theorists Hatim and Mason (1990) propose that CT is a traditional translation method, and all translations have communicative functions. When Roger Bell (1991) introduced linguistic methods into translation, he did not agree with Newmark's theory. Instead, he believed that a principle of arbitrary translation should be established.

Secondly, Eugene A. Nida (1993) first mentioned in his book *Language Culture and Translation* that culture is an indispensable part of English-Chinese translation activities and deeply influences the meaning of words. Susan Bassnett (1999) pointed out in the book *Postcolonial Translation* that culture is an important part of language translation and Peter Newmark's contribution is that he added cultural thinking into the translation process. Ernst-August Gutt (2000), as the author of *Relevance Theory*, supports Newmark's translation method, arguing that it is the right method, because English and Chinese languages exist in different cultural backgrounds. Therefore, translators should take cultural factors into full consideration.

Later, Gunilla M. Anderman and Margaret Rogers (2002) mentioned in *Translation Today: Trends and Perspectives* that many scholars believe that CT is a vivid and natural translation strategy. Among them, Shuttleworth and Cowie (2004) believe that the best translation is that the target readers can get the same feeling as the original readers, and CT is also used in translation of many works. Another author, Jeremy Munday (2008), points out in his book *Translation Studies: Theory and Application* that Newmark provides translators with practical methods for solving translation problems, supplemented by plenty of examples and guidance and advice.

Additionally, CT was introduced systematically for the first time in China by Liu Miqing (1984) in an article titled "Incorporating Insights of CT" published in *Chinese Translation Journal*. Zhang Chunhui (2009) argued in her article *On Newmark's Semantic and Communicative Translation* that the translation process is not limited to the interaction between the concepts of "semantics," "syntax," "meaning," and "effect." She asserts that it is impractical to try to find a scientific method to solve translation problems by merely focusing on the reproduction of language meaning, language rules, and equivalent transformation and undervaluing the transmission and communication of culture in translation, as these are based on micro definitions of semantics and communicative translation founded on linguistic theories. Therefore, it is narrow and inadequate to define translation phenomena involving social and cultural aspects solely on the basis of semantic and communicative approaches founded on linguistic foundations.

Furthermore, Newmark's Communicative Translation Theory also emphasizes the principle of information accuracy. This principle underscores the need for translators to ensure the accuracy and integrity of the information conveyed in the translation, while also considering the target audience's expectations and cultural norms. Translators need to be vigilant in conveying the intended meaning of the

source text in the target language without distorting or misrepresenting the information (Bai, X.Q, 2020, pp. 1-11).

What's more, through communicative translation, the translator can make corrections and improvements to the original text, so that the quality of the translation exceeds that of the original text. Communicative translation emphasizes the understanding and response of readers, so that the translation tends to be fluent and understandable and more in line with the language habits of the detailed text, but it does not mean that the translator can play freely behind the original text. The communicative translation is also subject to the constraints of the content, form, structure and words and phrases of the original text, but it is better at giving full play to the language expression function of the translation, so that people do not read it as if they were reading a translation, Yang Shichao wrote in his article (1989).

Ding Hongchao (2010) published an article in the Journal of Social Science of Hunan Medical University. He pointed out that the theory of communicative translation is an important guide because it requires deep cultural skills to achieve accurate communication of the two languages. The barrier often exists in the real translation work, i.e., a rigid and stereotyped translation formed by semantic comparison or words that do not reach the meaning. To break through this barrier, it is necessary to collect and study a wide range of communicative features based on cultural perspectives based on the communicative level, and then integrate them with the native language.

Above all, the research on communicative translation in China has highlighted the potential of this approach for effectively translating a wide range of texts while taking into account the cultural and linguistic context of the target audience.

2.2 Previous Studies on Translation of Smartphone Advertisements

Advertising is an essential tool for selling products, as it conveys information and promotes consumption. The translation of advertising plays a crucial role in economic globalization and cross-cultural communication. While there has been extensive research on the translation of advertising for different types of products, little attention has been given to the translation of electronic product advertising as a specific branch of advertising. Most existing research focuses on translating English electronic product advertising into Chinese, with limited research on English translation of Chinese electronic product advertising.

Recent studies have examined the translation of mobile phone advertising from English to other languages, exploring various aspects of the translation process, including translation strategies, challenges faced by translators, and factors that influence translation effectiveness. For example, Liang Hui (2022) analyzed English versions of electronic product ads using the perspective of "three-dimensional transformation" in Eco-translatology, identifying strategies such as converting word class at the lexical level to adapt to the eco-environments of Chinese and English.

Another study by Qiu Xinyue (2021) focused on Chinese-English advertising translation in the smartphone industry, specifically examining design, performance, and photography aspects of mobile phone advertising copies from popular Chinese brands. The study identified different translation

strategies based on Newmark's text typology, with expressive texts used for design, informative texts for performance, and vocative texts for photography. Translators employed techniques such as revision, omission, addition, deletion, and literal translation to convey the desired effect and establish interaction with the target audience, including the use of second-person writing in photography-related copies for persuasive impact.

Furthermore, Yan Zhiying (2022) conducted a study comparing multimodal metaphors in HUAWEI and iPhone advertisements using conceptual metaphor theory, conceptual blending theory, and multimodal metaphor theory. The study validated the applicability of these theories for analyzing advertisements and offered insights for advertisement design, taking into consideration cultural elements and customs.

Overall, these previous studies have provided valuable insights into the translation of smartphone advertisements from English to other languages. By examining the translation strategies that are commonly employed, the challenges faced by translators, and the factors that influence the effectiveness of the translations, these studies have helped to shed light on the complexities of this process.

2.3 Theoretical Framework

In this chapter, we provide the theoretical framework for our study on the translation strategies of Chinese smartphone advertisements based on communicative translation. The chapter starts with an overview of communicative translation and its historical development. Then we will move on to discuss the main content of communicative translation and its functions in the translation process.

2.4 The History of Communicative Translation

Peter Newmark is a well-known translator. In his book *Approaches to Translation* in 1988, he proposed two theories of translation: semantic translation theory and communicative translation theory.

Newmark believed that the purpose of translation, the characteristics of the target audience and the type of text determine the method of translation, according to which, he proposed two translation theories for the first time. "Communicative translation", i.e. the impact of the translation on the target audience should be equal to the impact of the original on the reader. Communicative translation seeks to make the effect of the translated text equal to that of the original text, so as to achieve the purpose of communication.

The core of Newmark's communicative translation theory is to make the target language audience feel the same as the source language audience. The characteristics of communicative translation include naturalization, meaningful translation and authentic translation. In the translation process, we can use translation strategies such as omission and augmentation to adjust the sentence order and propose different translation methods for different types of texts. After classifying the texts, Newmark proposes different translation methods for different texts, i.e. semantic translation applies to expressive texts, while communicative translation applies to informative texts and call-to-action texts. Communicative translation is concerned with the recipient's understanding and response.

2.5 Main Content of Communicative Translation

The main content of Communicative Translation focuses on the communicative purpose of a text and its intended audience, rather than just the words and grammar of the source text.

The first step in performing a communicative translation is to analyze the source text and determine its communicative purpose by understanding the reason why it was written and its intended effect on its audience. The next step is to consider the target audience and their cultural and linguistic context by considering factors such as education level, cultural background, language proficiency, values, attitudes, and expectations. Once the communicative purpose and target audience have been determined, it is necessary to select the appropriate translation strategies to achieve the same communicative effect in the target language as in the source text, which may involve adapting the text to suit the cultural context or using different language forms and styles. The final step is to produce a target text that meets the communicative goal and is appropriate for the target audience by using the selected strategies to produce a text that is clear, concise, and easy to understand while accurately conveying the source text's meaning. Finally, the effectiveness of the translation is evaluated by considering the communicative goal, suitability for the target audience, and accuracy of the meaning conveyed.

2.6 Functions of Communicative Translation

The functions of Communicative Translation can be broadly classified into three main categories including: pragmatic, semantic, and communicative.

Firstly, the pragmatic functions of Communicative Translation refer to the ways in which a text serves a specific communicative purpose and achieves a specific communicative effect. This may involve adapting the text to suit the cultural context of the target audience, or using different language forms and styles to achieve the desired communicative effect.

Second, the semantic function of communicative translation allows the meaning of the source text to the target text to be accurately conveyed. The translator needs to ensure that the meaning of the source text is translated accurately and that the target text is clear, concise, and understandable.

Finally, the communicative function allows the text to exist as a means of communication between individuals or groups. Its purpose is to use the target text to convey a message, express an opinion, or persuade the target audience.

3. Translation Strategies of Chinese Smartphone Advertisements Based on Communicative Translation

In this chapter, we will discuss the translation strategies of Chinese smartphone advertisements based on communicative translation. Effective translation of smartphone advertisements requires not only a good understanding of the source language but also a deep understanding of the target audience and cultural context. The communicative translation theory provides a useful framework for translators to achieve this goal.

3.1 Translation Strategies at Lexical Level

At the lexical level, translators have several strategies to choose from, including literal translation, free translation and expansion. The choice of strategy depends on the characteristics of the source text and the target audience.

Literal translation, as the name implies, is the translation of words and phrases from the source text into a literal translation in the target language. This strategy is suitable for texts where accuracy is critical and where the source and target languages share similar grammatical structures and vocabulary.

In addition, the translator may choose to free-translate, i.e., translate the meaning of the source text rather than the words themselves. This strategy allows for more flexibility and creativity in the translation process and can help bridge the cultural gap between the source and target languages. However, translators must be careful not to stray too far from the original meaning of the text and must ensure that the translation can still be understood by the target audience.

Another strategy at the lexical level is amplification, where additional information or explanation is added to the translation to make it more accessible to the target audience. This strategy is particularly useful for technical texts, such as smartphone manuals, where both accuracy and clarity are important.

3.1.1 Literal Translation

A literal translation is a translation approach that preserves the original's content and form. The benefit of a literal translation is that it accurately represents the source language. The target language faithfully preserves the meaning and structure of the source language. The combination of literal translation and CT is a perfect fit for English cell phone advertisement translation. According to CT, one of the most important things in translation is to achieve the purpose of the translation, which requires the writer to transfer the information in the source text into an easily understandable English version that meets the needs of the target reader. As mentioned above, the purpose of the cell phone advertisement is to promote domestic cell phone brands to the international market and facilitate international business exchanges. From this point of view, direct translation is the easiest way to translate mobile phone advertisements.

In the process of translating Chinese mobile phone advertisements, according to the CT principle, when using the literal translation method, certain organizational steps need to be followed to achieve the purpose of communication, while also taking into account the target audience. First of all, the source text needs to be carefully analyzed to determine its communicative purpose. The characteristics and advantages of the product being advertised are the primary consideration. The next consideration is the target audience of the advertisement. Factors such as the language ability, cultural background and values of the target audience. In order to accurately present the information of the source text in the target text, an appropriate translation strategy needs to be chosen according to the communicative purpose and the target audience. In the case of direct translation, it is necessary to translate word by word while ensuring that the grammatical structure of the translated text is correct. The advertisement is then translated into the target language using the selected translation strategy. In the case of a literal translation, this may involve translating every word of the source text without making any significant changes to the text. Finally, translation effectiveness is assessed with respect to the accuracy of the conveyed meaning, the suitability of the target text for the target audience, and the effectiveness of the advertisement in achieving its communicative purpose.

For example:

(1)好观感好手感时刻让你生好感。

English version: The phone looks good and feels good in your hand, giving you a good feeling.

(2)超清主摄，越拍，越爱，越爱拍。

English version: With the ultra-clear main camera, the more you shoot, the more you love, the more you love to shoot.

The above example belongs to VIVO cell phone advertisement. In example (1), "good look and feel good touch moment makes you feel good" uses parallel structure and repeats "good" three times. Therefore the best and most effective method is literal translation. Since the purpose of cell phone translation is to spread product information to people, the strategy of literal translation makes the content and form of the English version consistent with the Chinese version, which is true in example (2), where "The more you shoot, the more you love, the more you love shooting" and its English version use repetition as the source text to emphasize the language and express strong emotions. This cell phone ad shows a positive attitude, which easily makes the target customers feel good and leaves a deep impression on foreigners.

3.1.2 Free Translation

Free translation is the opposite of literal translation, and can be defined as the recreation of the content of the source text without reference to its form, or a translation method that places the communicative effect of translation above the preservation of the form and meaning of the source text. The advantage of free translation is that the stylistic excellence of the source language is maintained, but the content of the mobile advertising text is changed. Therefore it is necessary to retain the more important information, because the communicative effect can only be achieved if the target audience gets the information right, then this translation strategy can be used. Sometimes, in order to avoid misunderstandings and cultural problems, paraphrasing is often used in the English translation of cell phone advertisements, so as to effectively deliver information about the main features and benefits of the product to the target audience, accurately attract users and retain them.

For example:

(1)这款手机屏幕尺寸更大，成像更清晰。

English version 1: This phone features a large display that offers a more realistic color perception and will give you cinema-like visual enjoyment.

English version 2: This phone has a large screen with a clear display.

Some cell phone manufacturers promote their excellent screens as in Example 1. Although version 2 accurately conveys the meaning of the source text, it is not enough to make the customer feel the superior quality of the screen and is not the way the manufacturer would like to express it. In version 1, however, the translator uses a paraphrase to create a more impactful and persuasive message that more graphically emphasizes the phone's large screen size and clear display, which is the most effective way to convey it.

(2)一次满电，全天候畅玩。

English version 1: With this phone, you can enjoy uninterrupted use all day long without having to

constantly search for an outlet to charge.

English version 2: This phone has a long battery life and does not need to be charged frequently.

Nowadays, many domestic cell phone brands have made great progress in the field of battery, so they inevitably highlight the ultra-long battery life of their products. According to CT, the translation of vocative text should be precise and reader-centric. Therefore, in order to ensure that the target readers could easily understand the meaning of this cell phone advertisement, a free translation was used. By using the free translation, the translator conveys a more accurate message that emphasizes the long battery life of the cell phone and the convenience it brings to the user. In addition, when translating, we found that the version 1 was significantly better than the version 2. In the two examples above, free translation was used to create translations that effectively conveyed the key features and benefits of the product to the target audience, rather than simply conveying the form and meaning of the source text.

3.1.3 Amplification

Amplification is a translation strategy that applies to communicative translation theory (CT). According to communicative translation theory, the purpose of translation is an important factor to be considered. The purpose of translation is to make the target reader have the same reading experience as the source reader and to achieve the communication function. The amplification strategy is usually used to add information to the translation process in order to better convey the meaning in the source language. This strategy can help solve the problems caused by cultural and linguistic differences and enable the target readers to better understand the content in the source language. The amplification strategy can be achieved by adding explanatory information, adding contextual information, or providing additional details. In addition, this strategy can make the target language more vivid, attractive, and accessible to the target readers.

English and Chinese are two distinct languages. In Chinese, parallel structures are extensively used to make the target text more acceptable to readers. As such, the amplification can be employed in the translation of smartphone advertisements. To use amplification in translating process, translators should first identify the key features or selling points of the product and make sure they are fully understood. Then, they can use various linguistic devices such as repetition and example to amplify the meaning of the source text.

For example:

(1)轻薄机身，便携出众。

English version: Our smartphones are incredibly light, **with a weight of just 170g - even lighter than a cup of water**. Their compact size makes them convenient to carry in a pocket.

(2)每一拍都是大片。

English version: The phone is equipped with an ultra-high pixel camera to capture more details and colors; there are also multiple shooting modes, including portrait beauty, city night scene and panorama, to meet the shooting needs of different types of users. **For example, you can use our phones to take unforgettable landscape photos or capture the fascinating night scenes of the city.**

(3)该款手机搭配强悍处理器，操作流畅不卡顿。

English Version: The phone is a power engine with lightning-fast processing that allows you to switch seamlessly between applications and multitask in an unprecedented way.

The translation of cell phone ads emphasizes the specific needs of the target audience. Sometimes, the translation of a cell phone ad cannot convey the language of the cell phone ad, so additional interpretation is required. The words added in translation 1 and translation 2 are either grammatical or semantic. Obviously, a good cell phone ad translation should make it more acceptable to customers, so the English version is more readable for foreign readers by giving examples and using anthropomorphic expressions. In example 3, Chinese people understand what smooth operation means, but not all foreigners understand it well, so some additional explanation is necessary to add some details and emphasize the description of the processing speed of the phone to create a more impactful and persuasive message that highlights the efficiency of the product. By adopting an expanded strategy for the translation of the cell phone ad, this cell phone ad can achieve a better communication effect.

3.2 Translation Strategies at Syntactic Level

In addition to lexical level translation strategies, syntactic level translation strategies are also commonly used in the translation of smartphone advertisements. Syntactic level strategies focus on the structure and arrangement of words and phrases within a sentence. The following sections will discuss three common syntactic level strategies: structure conversion, word restructure, and order reversion.

3.2.1 Structure Conversion

Structural conversion refers to changing the grammatical structure of the source text. Structural conversion includes the process of changing the form or structure of the English version according to the reading habits of the target readers, so that the translation becomes more natural and fluent in the target language. Common structural conversions include affirmative sentences, negative sentences, imperative sentences, etc.

For example:

(1)探索不止赛场，传奇不止一面。

English version: Open up multiple fields to achieve more legends.

This example belongs to the IQOO cell phone advertising campaign slogan. The original structure of the cell phone campaign has been changed. The transformation of “不止” into “更多” fully reflects the fact that the designers, based on the experience gained in the competition, continued to explore new areas and achieve more to create an attractive phone, which convinced the target audience.

3.2.2 Word Restructure

Word restructure usually refers to rearranging words in a sentence or phrase in an appropriate way, considering the linguistic and cultural norms of the target audience and the intended meaning of the target language. Word order is an important part of the translation of English cell phone advertisements. According to CT, the purpose of translation is to achieve contextual equivalence as close as possible to the original meaning, that is, to make the content and language easily acceptable to the reader. The use of

word restructure not only makes the sentences more fluent, but also gives a vivid description of the cell phone advertisement. Given the vast differences in grammatical structure and cultural and thinking patterns between Chinese and English, when using word restructure, translators must be able to identify the main message of the source text and rearrange the words in a way that preserves the original meaning, tone and intent of the message. This can be achieved through the use of synonyms, antonyms and other forms of word substitution.

For instance, in the case of translating a Chinese smartphone advertisement that states “手机就要快!”, which means “Smartphone must be fast!”, the translator can rearrange the words to say “Fast smartphone is the way to go!” in English. This restructuring ensures that the message is conveyed in a manner that will appeal to the target audience.

Another example is the use of taglines such as “一切皆有可能” which means “Anything is possible”. This tagline can be rephrased to say “Nothing is impossible” or “The possibilities are endless”.

3.2.3 Order Reversion

Order reversion is a means of communicating the original idea in translated versions in a flexible manner by shifting word order. Because English and Chinese have such vastly different word orders, sentence structures, and logical and temporal processes of thought, the translation may occasionally start from the final sentence of the original text, especially in lengthy phrases.

Newmark insists that CT balances a good translation with the reader's understanding of the content and language of the original. The purpose of order reversion is also to produce in its readers an effect as close as possible to that obtained in the readers of the original text. Therefore, using CT to guide the translation of cell phone advertisements is effective.

For example:

(1)小米，为发烧而生。

English version: Born for You, Burn for MI.

The above example belongs to the slogan of Xiaomi cell phone advertisement. In Chinese expression habits, purposefulness generally takes precedence over behavioral actions, which is very different from English expression habits. For example, in Example 1, the result is “生”, while the cause is “You” and “MI”. Therefore, as in example 1 by using the order reduction strategy, the translation will be more in line with the English expression habits and more easily accepted by the English audience. In addition, “You” is harmonious with “friend”, which means enthusiast, user, friend, MI fan! And Xiaomi’s “MI” is the same sound as ME, Xiaomi company, Xiaomi products, Xiaomi phones.” You” and “MI” two protagonists are indispensable, each other, friendly and meaningful.

3.3 Translation Strategies at Rhetoric Level

Translation at the rhetoric level involves the use of figures of speech and rhetorical devices. These devices can help to create a persuasive effect, engage the reader's attention, and convey emotional appeal. In the translation of smartphone advertisements, the use of rhetorical strategies is essential to create a persuasive effect on the target audience.

3.3.1 Personification

Personification is a rhetorical technique that assigns human qualities or characteristics to inanimate objects or abstract concepts. It can make the advertisement vivid, lively and easily relate to personal life. In the translation of Chinese smartphone advertisements, the use of personification is a useful strategy to convey the same communicative effect in the target language as in the source text.

In Newmark's theory, vocative texts are always reader-oriented. Personification is a way to amuse the audience in an appropriate way. Therefore, the use of personification in the translation of cell phone advertisements will make the original text more distinctive and the translation will have a lively and lively effect.

To use personification in the translation of Chinese smartphone advertisements, the translator must first identify the specific inanimate object or abstract concept that is being personified in the source text. This can include the phone itself, specific features or functions of the phone, or even the brand itself.

For example:

(1) 华为 Mate 40 Pro 你的随身摄影专家。

English version: The Huawei Mate 40 Pro professional-grade photographer, making you a master of photography.

(2) Xiaomi Mi 10 你的美颜大师，自拍更出众。

English version: Xiaomi Mi 10, your own personal beauty guru.

The above examples belong to the advertisements of Huawei and Xiaomi cell phones. Both Example 1 and Example 2 use the personification technique, and both personify the phone as a photography expert, whose purpose is to emphasize the high quality of the phone's photography as well as its professionalism. According to CT, the purpose of translation is to improve the quality of communication between Chinese and foreigners. Therefore, by using the personification technique, the effect of communication can be achieved.

3.3.2 Pun

Pun, often considered as a humorous expression, are often found in advertising language can effectively convey the creativity of advertisements. CT plays a driving role in guiding the translation of cell phone advertisements. On the one hand, the translation of puns should not only convey the literal meaning of the text, but also capture the intended connotation and association of the original text. CT attempts to produce the same reading effect on the target readers and to make the translation as close as possible to the original text. The strategy of puns not only captures the literal meaning of the source text, but also explores the deeper meaning. On the other hand, this strategy depends on the purpose of translation. The purpose of cell phone advertisement translation is to attract a wider audience; therefore, puns can improve the translation effect and produce a perfectly translated version. Before translating a pun, it is important to understand the connotations, associations, and cultural references of the original pun and, more importantly, to focus on the intended effect of the original pun rather than its literal meaning. This may involve using different words or expressions in the target language to identify the

same connotations and associations as the original pun.

Translate the pun based on its intended effect: To translate a pun effectively, it is important to focus on the intended effect of the original pun rather than its literal meaning. This may involve using different words or expressions in the target language to capture the same connotations and associations as the original pun.

For example:

(1)“睛”彩人生，乐享 4G。

English version: Eye-catching cell phones make your life full of excitement.

(2)持“智”以恒，拼到底。

English version: Smart phones last longer.

The above examples belong to Lenovo's smartphone ads. All the translations above are the same as the Chinese version. In the first example, ““睛’彩” has two meanings, one refers to the exquisite appearance of the phone, and the second means that the phone will add color to the user's life, the Chinese expression is comparable to the English "eye-catching" "excitement" expressions are comparable. The pun, in a light-hearted and humorous way, achieves its purpose of expressing the characteristics of the product. To impress the audience or readers, puns are often used in cell phone advertisement translation.

3.3.3 Metonymy

Metonymy is a rhetorical technique in which another word or phrase closely related to an object or concept is used in place of the name of the thing or difficult concept. This technique is often used in advertising to create a compelling message. In Chinese smartphone ads, metonymy can be used to convey the unique features and benefits of a product, and the target audience can gain a deeper understanding of this typical Chinese phrase and the translation of the cell phone ad.

For example, the term "camera" used in ads refers to the overall photographic capabilities of a phone. For instance, in an advertisement for the Xiaomi Mi 11 smartphone, the tagline "Movie Magic, created by Xiaomi" is accompanied by images of a director's chair and a film camera. This use of metonymy links the phone's camera function with the concept of making movies, implying that the phone is capable of producing professional-quality video content.

Another example is the use of the term "AI" (Artificial Intelligence) to refer to the phone's advanced computing capabilities. For instance, in an advertisement for the Huawei P30 Pro smartphone, featuring the tagline “摄影，重新定义”。Through a metonymy strategy, the phone's AI capabilities are related with the concept of rewriting or altering reality, implicitly conveying that the phone can enhance and transform photos beyond what is possible with traditional editing tools.

4. Conclusion

Firstly, this paper selects the advertisements of several different brands of cell phones as the object of study. Through analyzing and categorizing their authorized materials, we find that there are various

methods of translating cell phone advertisements. This paper investigates them from three aspects: lexical, syntactic and rhetorical. The translation methods at the lexical level are direct translation, free translation and amplification. The main pragmatic strategies at the syntactic level are structural transformation, word reorganization, and order reversion. At the rhetorical level, the main ones are personification, puns, metonymy. Through the analysis of several cases, we find that these rhetorical techniques and syntax can effectively convey the desired message and attract the target audience when translating Chinese smartphone advertisements. However, in the translation process, in order to achieve the best effect, the translator should fully consider the factors such as cultural, psychological, aesthetic and commercial culture of the source and target languages, and make appropriate adjustments without violating the meaning of the source text.

In addition, this paper analyzes them at three levels: lexical, syntactic and rhetorical. First, on the lexical level, both direct translation and paraphrase are a proven method to express the meaning of the original text, and also to highlight the focus or characteristics of the translation through extension techniques. Secondly, at the syntactic level, structural transformation and vocabulary rearrangement are used to make the translation conform to the syntax and order of the translated text, and to make the translation produce a stunning effect by means of rearrangement and other means. From the rhetorical point of view, a large number of rhetorical devices are used in Chinese cell phone advertisements, such as personification, punning and metaphorization, which can effectively improve the quality of the translation. Personification can add some characteristics to products and brands, making customers feel close to them and thus easier to empathize with them emotionally, and the use of metaphors can give readers a better understanding of the meaning of the goods.

However, due to the limited knowledge of cell phone advertisement translation and insufficient practical experience, the author finds some limited factors in this thesis. First, the analysis is limited to Chinese smartphone advertisements, which may not be applicable to other types of advertisements or other languages. Secondly, due to limited resources and knowledge, this thesis only analyzes some texts of communicative translation and there are some other types of texts that are not covered. In addition, the sample size of the case study is relatively small and the analysis of cell phone advertisement texts is not thorough; a larger sample size may provide more comprehensive findings. Third, there may be many doubts about the study's conclusions because of the relatively small amount of access to foreign literature and the unavailability of relatively new research results. Moreover, due to the limited time, the exploration of cell phone advertising strategies is not comprehensive enough, and the translation ability of Chinese cell phone advertisements needs to be further improved. Therefore, there is still much room for revision in this thesis. Finally, this study did not explore the effect of cultural differences on the effectiveness of translation strategies, which may be an important area for future research.

In conclusion, the results of this study reveal some insights into the translation strategies of Chinese smartphone advertisements based on communicative translation theory. The use of personification, puns and metonymy can enhance the communicative effect of translation, and translators should consider

using these strategies to adapt to the target audience and cultural background.

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