

## Original Paper

# A Study on the English Translation of Corporate Publicity under Newmark's Translation Theory

## - Taking Huawei's Sustainability Report 2022 as an Example

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### **Abstract**

*With the accelerating process of China's internationalization, Chinese enterprises have more and more opportunities to participate in international competition. Foreign publicity of the enterprises plays an important role in this process. This paper takes Huawei's 2022 Sustainability Report as the research object. From the perspective of Newmark's text type theory, the report belongs to informative and vocative text, which is applicable to communicative translation theory. Newmark's communicative translation theory emphasizes the reception of target readers. Guided by this theory, this paper summarizes three remarkable characteristics of Huawei's 2022 Sustainability Report: distinct structure, informative feature, and prominent corporate culture and values. Based on the characteristics of the above three texts, translation techniques such as addition, omission and conversion of active voice into passive voice are summarized. Through the study of the English translation of Huawei's 2022 Sustainability Report, it is expected to provide guidance and reference for the translation of enterprise publicity texts.*

### **Keywords**

*foreign publicity translation, communicative translation, text type theory*

### **1. Introduction**

With the accelerating process of China's internationalization, Chinese enterprises have more and more opportunities to participate in international competition. Under the "Belt and Road" initiative, foreign publicity translation plays an important role in the process of going global for Chinese enterprises. Enterprise publicity is the translation of enterprise publicity materials, which is the means of promoting

the external image of enterprises. Enterprise publicity translation plays an important role in promoting corporate image building, communication and cross-cultural communication. With the increasing attention of enterprises to sustainable development, sustainability report has become one of the important ways for enterprises to show their social responsibility and environmental protection efforts. Huawei has a wide range of influence and market share in the world and is one of the world's largest telecom equipment manufacturers. Huawei has a wide range of international influence and recognition. It also has an important position in the Chinese market and is committed to promoting social progress and sustainable development through technological innovation and social responsibility. Therefore, Huawei's 2022 sustainability report has certain reference and research significance for corporate publicity. The author intends to explore the application of different translation strategies and the influence of these strategies on the effectiveness of content transmission through the analysis of the text types and translation strategies of Huawei's 2022 Sustainable Development Report, so as to provide theoretical support and practical reference for corporate publicity translation.

## **2. Text Features of Huawei's 2022 Sustainability Report**

The grasp of the characteristics of the text is conducive to summarizing the key and difficult points of translating such texts. Therefore, this section will analyze the key and difficult points of the English translation of Huawei's 2022 Sustainable Development Report on the basis of analyzing the characteristics of the text.

### *2.1 Distinct Structure*

Sustainable development reports are usually organized according to a certain structure and framework to facilitate readers to understand and obtain the required information. It includes chapters, sub-chapters, charts, images and other elements to improve readability and information transmission. Therefore, Huawei's 2022 Sustainability Report is characterized by clear structure in discourse and syntax, which is manifested in the use of four-character structure and antithesis structure, such as '技术普惠, 接力致远'; '恪尽职守, 夯实信任'; '清洁高效, 低碳循环'; '同心共筑, 为善至乐'; '合作共赢, 共同发展'; adhere to the '质量优先, 以质取胜'; discourses such as '排放可度量, 减碳可评估, 足迹有留痕' are abundant in this report. Because the four-character structure can not only enhance the expressiveness of the article, but also make the language expression more concise and powerful.

### *2.2 Emphasis on Corporate Culture and Values*

Corporate sustainability report is not only a tool for information disclosure, but also an important carrier to reflect corporate culture and values. It emphasizes the mission and vision of the enterprise, and embodies the core values of the enterprise in practice. Such reports are intended to convey to stakeholders (such as investors, customers, employees, governments, NGOs, etc.) the environmental, social and governance performance and achievements of enterprises. According to Newmark's theory, the classification of text types is based on the purpose of the function of the text. The main purpose and function of the sustainable development report of the enterprise is to disclose information to the outside

world, publish the strategic objectives and practical results of the enterprise, so as to show its corporate culture. Therefore, under Newmark's classification of text types, Huawei's 2022 sustainability report belongs to informative and vocative text. In Huawei's 2022 sustainability report, there are many contents related to corporate image, which are embodied in Huawei's advocacy of gender equality, harmonious coexistence between man and nature, provision of inclusive financial services and the realization of high-quality education. All of the above show that Huawei wants to create a corporate image with strong scientific and technological innovation ability, high sense of social responsibility and sustainable development in its sustainable development report.

### *2.3 Informative Feature*

The Corporate Sustainability Report provides readers with comprehensive and transparent information, including corporate strategies, policies, actions and results. Huawei's 2022 Sustainability Report provides key information on the environment, society and governance of companies, as well as a comprehensive set of indicators and data to assess companies' performance in sustainable development. The information in the report is characterized by practicality and objectivity. The objectivity is reflected in a large number of non-subject sentences without personal color, and the report has a large amount of data support, which can also reflect its objectivity. The practicality is mainly reflected in the fact that the report contains a series of measures made by Huawei committed to sustainable development, which is summarized on the actual experience of Huawei. Therefore, it has certain reference significance and practicability for other enterprises.

## **3. Newmark's Communicative Translation Theory**

### *3.1 Text Typology*

Western translator Latharina Reiss put forward the theory of text typology on the basis of Bühler's trichotomy of language functions. Reiss divides language texts into four categories: expressive text, informative text, vocative text and audio-visual text. Similarly, on the basis of absorbing the research results of other translation theorists, Newmark also introduces three main functions of language function: expression function, information function and interchange function into translation. Compared with Reiss, Newmark's classification method is more detailed and rigorous in the characteristics and translation methods of each functional text (Ding, 2003).

Newmark believes that translation is the translation of text, so he divides all texts into three categories according to Bühler's language function theory: expressive text, whose core idea is to express meaning, and the author's unique language form and content should be equally important. Informative text, emphasizing 'authenticity' and the reality outside the language; the appealing text emphasizes the reader-centered, and the purpose is to call on the reader to act, think and feel.

### *3.2 Communicative Translation and Semantic Translation*

Newmark adheres to the view of adopting different translation methods for different text types, and the most important of these translation methods is "semantic translation and communicative translation"

proposed in his book "Approaches to Translation" (Newmark, 1988). The proposal of these two concepts expands the debate between literal translation and free translation in the translation field for thousands of years, and points out new ideas and directions for translation studies (Chen & Zhang, 2008).

Newmark's semantic translation theory emphasizes the semantic level in the process of translation. He believes that the core task of translation is to convey the meaning of the source language text, not just the literal expression. According to his theory, translation should focus on grasping the meaning of the original text, including word meaning, syntactic structure, pragmatic information, etc., and then transform it into the expression of the target language in an appropriate way. This transformation does not require strict correspondence, but requires the ability to convey similar semantic effects in the target language. Therefore, semantic translation theory emphasizes the flexibility and creativity of translation. Newmark points out that semantic translation theory is applicable to expressive texts.

Newmark believes that translation is a cross-cultural communication behavior. In the process of translation, translators need to consider the differences between the source language and the target language, and transform and adjust them through appropriate strategies and methods. Communicative translation theory emphasizes that the goal of translation is to convey information effectively, so that the target language readers can accurately understand and produce similar cognitive effects as the source language readers. Therefore, translators need to consider the linguistic features, cultural background and social environment of the source language and the target language to achieve the effectiveness of communication. Newmark points out that communicative translation theory is applicable to informative text and vocative text.

#### 4. Translation Techniques for Corporate Sustainability Reports

From the perspective of Newmark's text typology theory, Huawei's 2022 Sustainability Report is an informative and vocative text, which is applicable to communicative translation theory. Based on the analysis of the characteristics of the report, this paper discusses its translation skills from the perspective of communicative translation theory, in order to provide reference value for the translation of enterprise sustainable development report.

##### 4.1 Omission

Omission can make the translation more concise and fluent. In Huawei's 2022 Sustainability Report, this translation technique frequently appears in the English version.

Example 1:

ST: 一方面, 华为在自身运营中持续加大引入可再生能源。另一方面, 华为数字能源通过聚焦清洁发电、交通电动化、绿色 ICT 能源基础设施等领域, 推动能源革命, 共建绿色美好未来。

TT: At Huawei, we prioritize the use of renewable energy in our own operations wherever possible. Our digital power subsidiary also aims to drive an energy revolution by focusing on clean power generation, mobility electrification, and green ICT power infrastructure.

In the original Chinese text, the last sentence of this paragraph states the purpose, which is "共建绿色美好未来" ("to jointly build a green and beautiful future"). As Huawei has been committed to sustainable development in response to the call of the Chinese government, it is necessary to reveal such goals in the sustainable development report that discloses its information to create a good corporate image. However, in the cultural context of target language, foreign companies tend to present information more concisely and clearly without adding excessive embellishments. Therefore, considering the communicative goals and background, the translation does not render the phrase "共建绿色美好未来" into English, which also enhances the objectivity of this informative text.

Example 2:

ST: 以“骏马”电站为代表的光伏治沙模式正向更多西部沙区推广，用科技的力量让荒漠焕发新生。

TT : This power station serves as a perfect example of how PV can support desertification control, and plans to replicate this success are being made in other desert lands of western China.

In the translation of this sentence, the phrase "骏马" (stallion) was omitted and directly referred to as a power station. The origin of "骏马" comes from the fact that this power station consists of over 196,000 photovoltaic panels, which, when viewed from above, resemble the shape of a horse. If the translation had included "骏马," readers in the target language might wonder why it is called a "stallion". However, adding annotations or explanations in the translation would not faithfully adhere to the original text and could make the translation overly lengthy. This approach aligns with the principles of communicative translation theory, which emphasizes both the intended effect on the target language readers and fidelity to the original text. Therefore, from the perspective of Newmark's communicative translation theory, the handling of this translation is appropriate.

#### 4.2 Voice Transformation

In English, the interpretation of information is objective. Therefore, when translating informational content, it is often necessary to use voice transformation between active and passive voices to achieve this goal.

Example 3:

ST: 会上还发布了一份关于代际合作和数字化的白皮书。

TT: A white paper on intergenerational collaboration and digitalization was released during the summit. This sentence is a typical informational text, which primarily emphasizes the description of objective facts. In this translation, "发布" (publish) has been rendered in the passive voice, which conforms to English language conventions and enhances the objectivity of the translation.

Example 4:

ST: 截至 2022 年底，在华为的支持下，“自然守护者”项目已在全球 37 个自然保护地部署，覆盖森林、湿地、海洋等场景。

TT: With the support of Huawei, Nature Guardians had been deployed in 37 protected areas around the world, covering forests, wetlands, and oceans, by the end of 2022.

Under Newmark's text typology, Huawei's 2022 Sustainable Development Report is an informational and exhortative text. Informational texts primarily emphasize objectivity, and in English, the passive voice is a form of expressing objectivity. Therefore, in this sentence, "部署" (deploy) has been translated into the passive voice.

#### 4.3 Addition

In addition, Chinese emphasizes parataxis, but English emphasizes hypotaxis. Therefore, in order to express the meaning of the original text more accurately, for some informative texts, the translation appropriately adds connectives to make the translation more logical.

#### Example 5:

ST: 数字时代，数字人才是助力数字化转型、推动经济增长的关键。培养数字人才、提高数字素养与技能，已成为世界各国的共识。

TT: People with the right knowledge and skills are more important than ever as we work to drive progress in digital transformation and the digital economy. *Recognizing this*, countries around the world are actively exploring the best ways to cultivate digital talent and enhance digital literacy and skills.

The original two sentences are not connected by a conjunction, but analysis reveals that the first sentence serves as the reason for the second sentence. Informational texts emphasize accurate information transmission, so in the translation of this sentence, a conjunction has been added to describe the cause-and-effect relationship between these two sentences, making the translation more logical. This approach aligns with the communicative translation theory, which emphasizes guiding the translation based on the target language readership.

#### Example 6:

ST: 坚持诚信合规经营，持续加强可持续发展风险管理，关注员工发展和价值实现，对全球供应链开展可持续发展尽责管理，积极为运营所在社区做出贡献，与产业链各方携手共建和谐健康的商业生态。

TT: We conduct due diligence on our global supply chain to ensure its sustainability. We actively contribute to the communities we operate in. *Our goal is* to work with all industry partners to build a healthy and harmonious business ecosystem.

This sentence has a relatively complex structure with multiple meaningful units. In the original text, several verbs appear to be in coordination, but in reality, the preceding sentences outline measures, while the final sentence states the objective, employing a division and summation structure. To enhance the reader's understanding of the internal structure of this sentence, the translation separates the final sentence into its own statement and adds "our goal" to explicitly clarify the relationships between the meaningful units within the sentence.

## 5. Conclusion

This article uses Huawei's 2022 Sustainability Report as an example and, based on its strong structural

organization, informational depth, and rich corporate culture content, analyzes its English version from the perspective of Newmark's communicative translation theory. It aims to explore suitable translation techniques.

Through analysis, the author believes that Newmark's communicative translation theory is applicable in translating corporate external communication texts. The Sustainability Report serves as one such text whose primary purpose is to communicate the company's sustainable development initiatives, achievements, and to promote its corporate values and culture. Therefore, translators need to adopt a reader-oriented approach, aligning closely with the target language and culture, to achieve optimal results in translating corporate external communications.

Based on this analysis, the author suggests several translation techniques for Chinese-to-English translations of this nature, including omission of unnecessary details, conversion of passive to active voice, and addition of words as necessary to enhance translation quality.

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