

Original Paper

Pragmatic Functions and Translation Strategies in Corporate Annual Reports: A Case Study of Huawei

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Abstract

This study examines the pragmatic functions and translation strategies in Huawei's external communication texts. Based on a parallel corpus analysis of the company's annual reports from 2021 to 2024 and guided by Functional Equivalence Theory and Skopos Theory, it proposes a tripartite translation framework: literal translation for technical terminology to ensure functional consistency, cultural adaptation for context-specific concepts to enhance cross-cultural resonance, and purpose-oriented modifications for sensitive content to achieve communicative goals. The research further explores the relationship between micro-linguistic phenomena and macro-communication objectives in cross-cultural corporate discourse, offering practical strategies for improving the international communication of sectors such as new energy and high-end manufacturing. Ultimately, this study aims to enhance the global communication efficacy and image-building capabilities of Chinese enterprises.

Keywords

corporate external communication, pragmatic functions, translation strategies, Functional Equivalence, Skopos Theory

1. Introduction

1.1 Research Background

In an era of deepening globalization and digitalization, corporate external communication texts serve as crucial “linguistic business cards” for multinational enterprises engaged in international competition. The translation quality of these materials significantly influences a company's global image and market expansion. Statistics indicate that over 80% of Global 500 companies convey their brand value through multimodal external communication texts, such as official websites, annual reports, and product whitepapers. However, differences in linguistic logic, cultural cognition, and discourse conventions

between Chinese and Western contexts often lead to challenges such as “information distortion” and “cultural misinterpretation” in the translation of Chinese corporate communications. A case in point is Huawei’s external communication strategy. Expressions such as “building an intelligent world with all things connected” reflect the company’s technological vision through stance markers like “lead” and “promote.” Yet, when translated literally into English without considering the audience’s expectations regarding assertiveness and rhetorical nuance, the persuasive impact of such messages can be diminished. This highlights the need for a functionally and culturally adaptive approach to translation—one that not only preserves semantic accuracy but also aligns with the target audience’s cultural and pragmatic expectations. Against this backdrop, this study examines the pragmatic functions and translation strategies in Huawei’s external communication texts, with a specific focus on the company’s annual reports between 2021 and 2024. By integrating Functional Equivalence Theory and Skopos Theory, the research proposes a tripartite strategy: literal translation for technical terminology to ensure functional consistency, cultural adaptation for context-specific concepts to enhance cross-cultural resonance, and Skopos-oriented modifications for sensitive content to achieve communicative goals. The study aims to bridge the research gap between micro-linguistic phenomena and macro-communication objectives in cross-cultural corporate discourse, while offering practical insights for industries such as new energy and high-end manufacturing to improve their international communication and brand image.

1.2 Literature Review

This study examines the translation strategies and communicative effects in Huawei’s annual reports as key external communication texts, with substantial theoretical and practical relevance. Theoretically, it integrates Functional Equivalence Theory and Skopos Theory to develop a “translation strategy-communication effect” framework tailored for corporate multilingual reporting. This approach aligns with the macro-meso-micro systematic perspective emphasized by Wang (2023), enabling a holistic analysis of how linguistic decisions support broader organizational communication goals in cross-cultural contexts. Such a framework also responds to the call made by Li (2020) for a holistic and stratified approach to researching external translation practices. The translation strategies identified in Huawei’s reports—including literal equivalence, culturally adaptive translation, and purpose-driven restructuring—reflect a consensus within the literature on moving beyond verbatim translation. Zhang (2021) advocates for the flexible application of adaptive strategies such as addition, explanation, and simplification to align with target audiences’ cultural and cognitive habits. Similarly, Tao (2020) emphasizes information reconstruction and edited translation to improve the functional usability of corporate websites, while Li (2022) highlights the role of rhetorical persuasion—through ethical, emotional, and logical appeals—in shaping international corporate image. These approaches are consistent with the three-level strategy of “understanding-identification-persuasion” proposed under functional translation theory (Liu, 2021). Furthermore, they are supported by corpus-based insights into genre-conventional expression patterns in international corporate communication (Li, 2022; Wang,

2023). Chen (2022) also underscores the importance of leveraging corpus data to grasp target language preferences in frequency, collocation, and expression patterns. Moreover, the translated annual reports leverage multimodal, hypertextual, and interactive digital media, as suggested by Mou (2021), to enhance narrative impact and user engagement. Such strategies correspond to the priorities of localization and functional adequacy discussed across numerous studies (Zhang, 2021; Li, 2022), and facilitate the construction of a multidimensional pragmatic identity—ranging from “standardized management” and “green credibility” to “global leadership”—through the comprehensive use of textual, intertextual, and visual resources (Liu, 2022). This aligns with the concept of “telling China’s stories well” and “corporate stories” as highlighted by Zhang (2019) to build a trustworthy international image. From a macro perspective, the Blue Book on Language Services for Chinese Enterprises Going Global (Wang, 2020) also stresses that external translation must provide professional, localized, and multimodal language services to cope with diverse and cross-cultural communication needs. Practically, this case offers transferable strategies for enhancing the overseas communication of enterprises in sectors like new energy and advanced manufacturing. By strategically employing evaluative semantics, commercial terminology, and rational-emotional appeals, companies can more effectively narrate their technical achievements and CSR practices in culturally accessible ways. These methods not only improve the usability and persuasiveness of international annual reports but also provide actionable pathways for strengthening the global communication capacities of Chinese enterprises, as called for in studies on international image building (Chen, 2021; Deng, 2022). In particular, as indicated in energy sector research (Deng, 2022; Liu, 2023), the appropriate use of stance markers and semantic components helps convey corporate stance and shape a positive external image. Additionally, Sun (2022) confirms that companies can construct their image through the strategic use of semantic domains such as evaluation, business, interpersonal relationships, time, space, and quantity.

In summary, existing studies have provided important references for corporate external communication translation from both theoretical and strategic-applied perspectives, particularly reaching considerable consensus on functional orientation, cultural adaptation, and multimodal communication. However, most research remains focused on macro-level strategy discussions or analyses of single text types. When it comes to multimodal texts such as corporate annual reports—which integrate professionalism, regulatory compliance, and image-building functions—the systematic relationship between micro-linguistic choices and macro-communicative effects has yet to be fully explored. This study examines Huawei’s annual reports as a typical case and integrates Functional Equivalence Theory with Skopos Theory to develop a structured, operable, and empirically verifiable translation strategy framework. By attempting to establish a research pathway that connects linguistic strategies with communicative effectiveness in cross-media and cross-cultural corporate communication, it aims to provide further theoretical support and practical reference for Chinese enterprises in conveying value propositions and shaping a credible international image.

2. Theoretical Foundation

2.1 Functional Equivalence Theory

Functional Equivalence Theory, proposed by Eugene Nida, represents a foundational concept in the field of translation studies. It asserts that translation should aim to achieve functional and semantic equivalence between the source and target languages, rather than pursuing strict formal correspondence. Within this framework, Nida introduced two principal concepts: formal equivalence and dynamic equivalence. Formal equivalence emphasizes preserving the form and structure of the original text as closely as possible. In contrast, Nida advocated primarily for dynamic equivalence, which prioritizes the response of the target-language audience. The objective is to ensure that target-language readers comprehend and react to the translated text in a manner analogous to how source-language readers perceive the original.

To attain functional equivalence, Nida proposed a variety of translation strategies. For example, literal translation may be appropriate when linguistic structures and cultural concepts are relatively congruent across both languages. However, in cases of significant divergence, strategies such as free translation, omission, or addition might be required. Idiomatic expressions serve as a pertinent illustration: the Chinese phrase “雨后春笋,” which denotes rapid growth, resembles the imagery of “bamboo shoots after spring rain.” A literal rendering, however, may fail to convey the intended vividness in English. A functionally equivalent alternative, such as “springing up like mushrooms,” employing a culturally familiar metaphor, may better achieve equivalent communicative effect.

Furthermore, Nida emphasized the integral role of culture in translation. Given that language is deeply embedded within cultural contexts, translators must exhibit sensitivity to cultural nuances. Their task includes mediating cultural gaps between the source and target languages to ensure that cultural connotations and implicit meanings in the original text are effectively conveyed in the translation. In the context of Huawei’s external communication documents, applying Functional Equivalence Theory can enhance the accessibility and relevance of culture-specific values and specialized technological terminology for international readerships.

2.2 Skopos Theory

Skopos Theory, proposed by Hans Vermeer, represents a significant shift in translation studies by moving the focus from a source-text-oriented approach to one that is target-text-oriented. The central tenet of Skopos Theory is that the purpose of the translation determines the translation strategies employed. This “purpose” may encompass various dimensions, such as the intended function of the translated text within the target culture, the expectations of the target audience, and the specific communicative objectives defined by the client or translator.

In the context of external communication texts, the Skopos may include establishing a favorable brand image, promoting products or services, or conveying corporate values and vision. For instance, if Huawei’s objective in its English-language external communications is to portray itself as an innovative and globally-minded enterprise, the translation should be tailored accordingly. This may

involve adapting language, style, and even content to align with the cultural norms and expectations of international readers.

According to Skopos Theory, translators are afforded considerable flexibility in deciding what to translate, how to translate it, and whether to translate certain elements of the source text. This flexibility is justified by the overarching aim of fulfilling the translation's intended purpose. For example, if a cultural reference in a Huawei source text is deemed irrelevant or potentially confusing for an international readership, the translator—guided by the Skopos—may opt to omit or substitute it. Additionally, the theory underscores the importance of coherence: the translation should be internally coherent and intelligible to the target audience, while also maintaining a certain level of coherence with the source text, albeit secondary to achieving the primary communicative goal.

2.3 Rationality of Theoretical Integration

The integration of Functional Equivalence Theory and Skopos Theory offers a robust theoretical foundation for the translation of Huawei's external communication texts. Functional Equivalence Theory, as articulated by Nida, emphasizes preserving both the semantic content and pragmatic force of stance markers in translation. For example, in rendering a sentence such as “华为凭借卓越的研发实力，引领通信技术变革,” a literal translation—“Huawei, with its outstanding R&D capabilities, leads the transformation of communication technologies”—effectively maintains functional equivalence. The term “引领” is accurately conveyed as “leads,” preserving both semantic meaning and structural clarity. However, reliance solely on functional equivalence may prove insufficient to address the varied communicative demands inherent in international contexts. This is where Skopos Theory provides critical complementary guidance. By prioritizing the communicative purpose—such as enhancing brand perception or aligning with target cultural values—translators can adapt strategies flexibly to suit the target audience's expectations and cognitive frameworks. For instance, when promoting Huawei's 5G technology in Western markets, where innovation and leadership are highly valued, the same sentence might be adapted as: “Huawei, a global pioneer in 5G, is revolutionizing the communication landscape with its cutting-edge R&D.” Such a version not only transmits technical information but also reinforces Huawei's image as an industry leader in a culturally resonant manner.

In conclusion, the combined application of Functional Equivalence Theory and Skopos Theory enables a balanced approach that respects linguistic accuracy while fulfilling macro-communicative objectives. This integration supports the effective translation of stance markers in corporate communications, facilitating both comprehension and persuasive impact in cross-cultural settings.

3. Pragmatic Function Analysis of Stance Markers in Huawei's External Communication Texts

3.1 Corpus Selection

This study focuses exclusively on the Chinese-English parallel texts from Huawei's annual reports published between 2021 and 2024. The selected corpus, primarily covers key sections such as “Letters to Shareholders” and strategic planning chapters. For instance, discussions regarding “sustained R&D

investment” in the 2023 annual report and related translations are included. All materials are sourced from Huawei’s official channels to ensure translation authenticity and standardization. The annual reports reflect the company’s core messaging in technology, strategy, and corporate values, providing a representative and temporally consistent corpus for analyzing translation strategies in corporate external communication.

3.2 Translation Strategies and Pragmatic Adaptation

Huawei’s annual reports employ a range of translation strategies to achieve pragmatic alignment with target-audience expectations while maintaining corporate messaging integrity. Technical terminology, such as “领先 (leading)” and “研发 (R&D)”, is often translated literally to ensure conceptual accuracy and functional equivalence. For example, the phrase “持续研发投入” is systematically rendered as “sustained R&D investment,” which reinforces Huawei’s image as a innovation-driven enterprise. In cases involving culturally specific concepts or value-laden expressions, adaptive strategies are applied. The Chinese phrase “科技普惠天下”, which conveys a sense of universal technological empowerment, is translated as “Technology for All” rather than through a literal calque. This shift aligns with Western expectations for inclusive and accessible technology discourse, thereby enhancing cross-cultural resonance. Furthermore, the translation of future-oriented commitments frequently involves skopos-driven adjustments. For instance, the Chinese modal verb “将” in “我们将构建全联接的智能世界” is translated using the English modal “will” as in “We will build a fully connected, intelligent world.” This retains the original tone of certainty and vision while conforming to conventional usage in international corporate communication. Emotional engagement is also strategically reflected in the translation. First-person plural pronouns such as “we” and “our” are consistently used to foster a sense of shared effort and global partnership, as seen in phrases like “与全球伙伴共同成长” translated as “We grow with global partners.” This approach mitigates the formality often associated with corporate texts and supports a more collaborative tone.

Through these strategies, Huawei’s translations effectively balance semantic fidelity with pragmatic fluency, facilitating both clarity and persuasive impact in international contexts.

3.3 Realization Paths of Pragmatic Functions

Huawei’s external communication texts employ a range of discursive strategies to achieve specific pragmatic functions, shaping audience perception and facilitating cross-cultural resonance. Persuasion is realized through the use of authoritative lexis reinforcing technical prowess and corporate responsibility. Verbs such as “lead” and “pioneer” appear frequently in technological narratives (e.g., “Huawei leads 5G innovation”), constructing an image of industry leadership. Coupled with quantitative evidence (e.g., “over 10,000 5G patents”) and comparative claims (e.g., “world-leading performance”), these markers enhance credibility by appealing to widely recognized norms of technical competence, consistent with the notion of “ability” in Hyland’s model of interaction. Evaluation is conveyed through both explicit appraisal and implicit positioning. Adjectives such as “critical” and “innovative” serve to directly emphasize technological value, while modal verbs including “must” and

“should” introduce normative judgments in strategic statements (e.g., “We must drive digital inclusion”). This aligns with the evaluative dimension of attitudinal stance, where terms like “significant” and “vital” signal corporate excellence. In translating culturally embedded notions, adaptive strategies are applied—for example, “科技普惠天下” is rendered as “Technology for All”—incorporating Western philanthropic discourse to improve cross-cultural acceptability. In contexts involving contention or sensitivity, mitigation strategies are utilized to reduce potential friction. Hedges such as “may” and “likely” introduce flexibility into technical assertions (e.g., “5G technology may reshape industry landscapes”), while phrases such as “Amid global challenges, Huawei remains committed” reframe potentially adversarial topics with a conciliatory tone. This reflects a pragmatic approach also observed in policy communication, such as the UK Energy White Paper, where hedging facilitates negotiation of contentious issues. Similarly, in discussions of international collaboration, modalized expressions like “strive to” (e.g., “strive for shared success”) replace more assertive language. Contextual adaptation further tailors messaging to regional expectations. In collectivist markets, phrases such as “共同构建数字未来” are translated as “together shaping our digital tomorrow,” emphasizing communal effort. By contrast, in individualistic cultures, messaging may highlight autonomy and leadership, utilizing more assertive terminology such as “pioneering solo innovations.” Such differentiation demonstrates sensitivity to cultural dimensions, strengthening emotional alignment and rhetorical effectiveness across audiences. Within annual reports, multimodal reinforcement is achieved through the coordination of textual and visual elements. For instance, the strategic vision of “构建万物互联的智能世界” (“Building an intelligent world with all things connected”) is complemented by infographics and data visualizations that illustrate global connectivity and technological integration, making abstract concepts more tangible for the reader. This limited multimodal approach, consistent with the genre conventions of annual reporting, enhances pragmatic impact while maintaining a professional tone. In sections addressing risk and outlook, pragmatic functions emphasize stability and forward-looking confidence. Statements such as “While facing temporary challenges, Huawei remains dedicated to transparent collaboration” employ concessive clauses and reaffirmation markers to balance acknowledgment of difficulty with positive commitment. This tone mirrors the measured rhetoric characteristic of corporate annual communications, aiming to maintain investor confidence without resorting to overt crisis discourse. Conversely, in highlighting achievements, boosters like “undoubtedly” may be introduced to amplify successes (e.g., “Our 6G R&D breakthroughs undoubtedly lead the industry”), leveraging positive developments to reinforce brand authority.

These realization pathways illustrate Huawei’s strategic flexibility in adapting pragmatic functions to diverse contexts, cultural expectations, and communicative objectives. Through the integration of discursive and selectively multimodal resources, the company effectively aligns its global messaging with audience perceptions, supporting its identity as a culturally attuned and technologically authoritative enterprise.

4. Translation Strategies for Huawei's Annual Reports

4.1 Literal Translation and Functional Equivalence Strategy

Literal translation, guided by the principle of functional equivalence, is used in Huawei's annual reports to preserve semantic accuracy and pragmatic effect, particularly where Chinese and English structures converge. This approach is essential for maintaining technical precision and reinforcing the company's authoritative voice. For instance, the sentence “华为持续引领 5G 技术创新，推动全球数字化进程” is translated as “Huawei continues to lead 5G technological innovation and promote global digitalization.” Here, verbs such as “引领” (lead) and “推动” (promote) are directly translated, while “持续” (continues) underscores sustained effort, reinforcing the message of continued leadership. Terminological consistency is critical in annual reports, especially in technical and financial contexts. Terms like “数字能源解决方案” are rendered literally as “digital energy solutions,” ensuring conceptual clarity. Similarly, “5G-A 技术” becomes “5G-A technology,” adhering to internationally accepted terminology in telecommunications. Nevertheless, attention to cultural and syntactic compatibility remains important. The slogan “构建万物互联的智能世界” is translated as “Building an Intelligent World with All Things Connected,” adapting “万物互联” to the widely recognized concept of “all things connected,” associated with the Internet of Things (IoT). This achieves both semantic fidelity and fluency in the target language. Functional equivalence further enhances communicative effectiveness. For example, the sentence “华为凭借卓越的研发实力，引领通信技术变革” is translated as “Huawei, with its outstanding R&D capabilities, leads the transformation of communication technologies,” retaining the original structure while emphasizing capability and leadership through lexical choices such as “outstanding” and “leads.” This aligns with Nida's principle of reader-oriented response. In sections concerning legal and regulatory information, literal translation ensures accuracy and compliance. “用户数据保护条款” is translated as “User Data Protection Clauses,” with each term corresponding directly to its English legal equivalent, reducing the risk of ambiguity in international contexts. Technical descriptions also benefit from this approach. The term “芯片制程工艺” is consistently translated as “chip manufacturing process,” preserving precision within the semiconductor industry. Similarly, cautionary statements such as “请勿在潮湿环境中使用” are rendered as “Do not use in humid environments,” maintaining both meaning and functional intent. Culturally neutral statements, such as “华为成立于 1987 年,” are straightforwardly translated as “Huawei was founded in 1987,” requiring no adaptive measures. However, some terms require subtle modification within a literal framework. The phrase “生态伙伴,” for instance, is translated as “ecosystem partners” rather than a word-for-word rendering, since “生态” in this context refers to a business network. This reflects a nuanced application of functional equivalence, ensuring contextual appropriateness.

4.2 Cultural Adaptation and Rewriting Strategy

Cultural adaptation and rewriting are employed in Huawei's annual reports when literal translation may hinder cross-cultural understanding or reduce pragmatic impact. This is particularly relevant for

conveying corporate values and strategic visions to a global readership. For example, the slogan “科技普惠天下” is adapted as “Technology for All,” which not only realigns the message with Western notions of inclusivity and social responsibility—reflecting a Skopos-oriented strategy aimed at achieving persuasive appeal—but also fulfills the functional equivalence principle by eliciting a response from the target audience that is similar to that of the original readership, thus ensuring both communicative effectiveness and cultural receptivity.

Idiomatic expressions deeply rooted in Chinese corporate discourse, such as “精益求精,” are often adapted into culturally resonant equivalents like “striving for excellence.” This translation moves beyond literal interpretation to capture the core cultural value of continuous improvement and perfection. While the rendered version aligns with the conciseness preferred in English business communication, the primary motivation is cultural transposition: it replaces a culturally specific metaphor with a value-based concept readily understood in international contexts, thus achieving both functional equivalence and cross-cultural pragmatic effectiveness. In instances where political or cultural sensitivities may arise, reformulation is used to foster alignment with international norms. The phrase “坚决维护国家主权” may be adapted as “upholding territorial integrity in accordance with international law,” employing widely accepted legal terminology to avoid confrontational undertones. Technical and policy-related terms are also adapted for global relevance. The concept of “双碳目标” is contextualized as “carbon peak and neutrality targets,” using terminology familiar within international climate policy discourse. In sections addressing regional operations, adaptive strategies help tailor messages to local cultural expectations. For example, references to collective effort, such as “携手共创未来,” may be rephrased as “together shaping a prosperous tomorrow” in communications targeting collectivist cultures, emphasizing shared progress. Metaphorical language often found in Chinese corporate writing, such as “勇攀科技高峰,” may be recast as “pioneering technological frontiers” for Western audiences, favoring directness over cultural analogy.

Through these strategies, Huawei enhances the cross-cultural resonance of its annual reports, supporting its image as a globally conscious organization.

4.3 Skopos Theory-Oriented Addition and Omission Strategy

Guided by Skopos theory, strategic additions and omissions are made in the translation of Huawei’s annual reports to achieve specific communicative purposes. Additions often provide necessary context for international readers. For example, the term “一带一路” may be translated as “the Belt and Road Initiative, a global infrastructure development strategy,” clarifying the term’s scope and significance. Similarly, “碳中和” may be rendered as “carbon neutrality, with a commitment to achieve it by 2060,” aligning with global environmental frameworks and enhancing reader understanding. Omissions, on the other hand, streamline the text by removing redundancies or culturally specific references that may not resonate with global audiences. Four-character expressions like “砥砺前行” may be succinctly translated as “forging ahead,” maintaining the core meaning while adhering to the conciseness expected in English corporate communication. In sections where political connotations might distract from the

intended message, sensitive phrases such as “坚定不移走中国特色社会主义道路” may be omitted or generalized to maintain focus on shared values and global cooperation. Quantitative additions are occasionally used to enhance credibility. The claim “华为 5G 专利数量全球领先” may be translated as “Huawei leads globally in 5G patents, with over 10,000 patents accounting for 15% of the worldwide total,” incorporating supporting data to strengthen the assertion. During periods of crisis or controversy, omission and reframing help mitigate reputational risks. For instance, the term “自主创新” may be adapted as “technological self-reliance for global supply stability,” reducing potential nationalist interpretations and highlighting international collaboration. In culturally evocative passages, explanatory additions may be incorporated to foster engagement. A phrase such as “福满人间” could be adapted as “Wishing prosperity for all—embracing the spirit of Chinese New Year,” combining translation with cultural context. Within technical descriptions, intensifiers like “高度” in “高度集成的智能解决方案” may be omitted, resulting in “highly integrated smart solutions” where “highly” is retained for fluency while avoiding unnecessary emphasis.

By strategically employing addition and omission, Huawei tailors its translated annual reports to meet the expectations of global stakeholders, supporting clarity, credibility, and cross-cultural rapport.

5. Conclusion

5.1 Summary of Research Findings

This study investigates the translation strategies employed in Huawei’s external communication texts, with a specific focus on annual reports, yielding three principal findings. First, the translation approaches are systematically categorized into three strategies: literal translation with functional equivalence, cultural adaptation and rewriting, and Skopos-oriented addition and omission. These strategies are deployed to achieve both semantic accuracy and pragmatic effectiveness in multilingual corporate communication. Second, the application of these strategies is highly context-dependent. In technical and regulatory sections of the reports, literal translation is prioritized to maintain terminological consistency and functional clarity—for instance, translating “数字能源解决方案” as “digital energy solutions.” By contrast, in segments involving corporate vision or cultural values, adaptive strategies are employed to enhance cross-cultural resonance, such as rendering “科技普惠天下” as “Technology for All.” Furthermore, under the guidance of Skopos theory, translators make deliberate additions (e.g., explicating “一带一路” as “the Belt and Road Initiative, a global infrastructure strategy”) or omissions (e.g., simplifying four-character idioms like “砥砺前行” into “forging ahead”) to align with the communicative purposes of the target text. Third, the study reveals that these translation strategies collectively facilitate key pragmatic functions, including persuasion through authoritative terminology, clarity in technical descriptions, and mitigation in sensitive contexts. By strategically balancing fidelity to the source text with adaptability to target cultures, Huawei effectively constructs and communicates a coherent global image of technological leadership and social responsibility.

5.2 Implications for Corporate External Communication Translation Practice

The findings of this research offer practical insights for the translation of corporate external communication materials, particularly annual reports. In technical discourses, literal translation based on functional equivalence should be employed to ensure precision and consistency. For example, terms such as “5G 专利” should be translated literally as “5G patents,” while culturally embedded expressions like “万物互联” are better adapted to “all things connected” to reflect globally accepted terminology. For slogans and value-laden statements, cultural adaptation is essential. Phrases such as “科技普惠天下” can be rewritten as “Technology for All” to resonate with Western notions of inclusivity and corporate social responsibility. Similarly, idiomatic expressions common in Chinese corporate writing should be concisely reformulated to suit the stylistic expectations of international audiences. Skopos theory provides a flexible framework for strategic decision-making. Translators are encouraged to incorporate brief explanations for culture-specific concepts—for instance, contextualizing “双碳目标” as “carbon peak and neutrality targets.” Conversely, redundant or politically sensitive content may be omitted or generalized to maintain focus and avoid misinterpretation. Moreover, a balance between assertiveness and mitigation is recommended. While authoritative language (e.g., “leads,” “pioneers”) reinforces technical credibility, the use of hedges such as “may” or concessive phrases like “amid global challenges” helps soften statements in potentially contentious contexts. Ultimately, translation strategies should be aligned with the broader goals of corporate communication—whether to enhance trust, underscore innovation, or foster international collaboration. By adopting a audience-centered and purpose-driven approach, enterprises can more effectively navigate linguistic and cultural barriers, thereby strengthening their global brand presence and facilitating cross-cultural understanding.

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