

Original Paper

Research on English Translation Strategies of Agricultural Products in Guangdong Province Under Communicative Translation Theory

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Abstract

Against the backdrop of deepening cross-cultural communication within the Guangdong-Hong Kong-Macao Greater Bay Area, the quality of English translations of Guangdong's agricultural products directly shapes their international communication influence and market competitiveness. Guided by Communicative Translation Theory, this paper targets prominent flaws prevailing in current English translations of agricultural products, namely semantic deviation, non-standard terminology and writing formats, insufficient cultural adaptation, and the absence of category identifiers. It puts forward optimized translation strategies including explicit rendering of generic terms, optimized free translation, cultural connotation compensation, and standardized transliteration. This research aims to achieve the delivery of accurate product information and ensure alignment with the cognitive conventions of target-language audiences, so as to realize effective cross-cultural communication. It is hoped that it can provide practical reference for the international promotion of distinctive agricultural products in Guangdong Province, and expands empirical studies concerning the English translation of agricultural products.

Keywords

Communicative Translation Theory, Agricultural Products, English Translation Strategies

1. Introduction

The continuous advancement of the Guangdong-Hong Kong-Macao Greater Bay Area has created favorable conditions for agricultural products of Guangdong Province to engage in cross-cultural

communication and compete in the global market. Guangdong boasts a wide variety of distinctive agricultural products with outstanding quality. These products benefit from unique natural conditions and embody local traditional planting techniques and regional cultural connotations. Agricultural products such as “英德红茶”, “德庆贡柑”, “陆河青梅” occupy vital positions in local agricultural economy and serve as key carriers to showcase Guangdong culture to the outside world.

In the increasingly competitive international market environment, standardized and accurate English renderings of agricultural product names directly determine whether such products can break through linguistic barriers, gain recognition in international markets, and further boost brand competitiveness. Nevertheless, many officially recognized geographical indication agricultural products in Guangdong still suffer from non-standard English translations, which lead to distorted delivery of core product information and comprehension difficulties among overseas consumers. To some extent, this hinders the international development of relevant agricultural brands and weakens cross-cultural communication effects. On this basis, supported by Communicative Translation Theory, this paper systematically sorts out existing flaws in English translations and proposes appropriate translation strategies. It aims to standardize English translation of Guangdong’s agricultural products and enhance their acceptance and influence in global markets.

Existing studies identify four common prominent defects in English translations of Guangdong’s agricultural products: first, semantic deviation, where mechanical literal translation stemming from inadequate understanding of quality features and craft connotations in product names causes the loss of core information; second, non-standard writing and terminology, manifested as chaotic Pinyin spelling, inconsistent capitalization formats, and failure to adopt universally recognized international agricultural industry terms; third, insufficient cultural adaptation, ignoring cognitive differences between Chinese and Western cultures and lacking necessary compensation and explanation for culture-loaded regional words, thereby creating cross-cultural cognitive barriers; fourth, missing category labels, where over-reliance on pure transliteration without product category markers prevents overseas consumers from identifying product attributes and drastically reduces information transmission efficiency. Taking typical agricultural products of Guangdong as research objects, this study proposes targeted translation strategies under the guidance of Communicative Translation Theory, so as to provide references for standardizing English translations of Guangdong’s agricultural products and facilitating global expansion of local distinctive agricultural goods.

2. Communicative Translation Theory

In 1981, British translation theorist Peter Newmark formally put forward Communicative Translation Theory in *Approaches to Translation*. Together with semantic translation, the two constitute two core approaches in translation research. Communicative translation emphasizes that the effect produced by the target text on target readers shall be as close as possible to the effect the original text exerts on source readers. It emphasizes the fluency of translated texts, reading experience and acceptability of audiences,

and applies to texts whose primary functions are information delivery and idea exchange. By contrast, semantic translation focuses on exploring the semantic connotations and linguistic structures of source texts, faithfully reproducing the core semantic meaning and stylistic features of original works, and suits scenarios requiring precise retention of original meanings. The establishment of communicative translation marked a shift in translation research from the traditional paradigm centered on loyalty to source texts to a functionalism paradigm oriented toward target-language audience adaptation. Newmark defined communicative translation as “the effect produced by the translation on its readers shall be as close as possible to the effect produced by the original on its own readers”. This theory takes the cognition and reading demands of target-language audiences as the fundamental starting point. It refuses to rigidly adhere to linguistic forms and syntactic structures of source texts, highlights the communicative functionality and audience adaptability of translation activities, and holds that translation is not mechanical duplication of source text semantics but a pursuit of equivalent communicative effects within target language culture. Its core goal is to maximize cross-cultural communication efficiency. Essentially, translation acts as a coordination process between source texts and target audiences, breaking the traditional word-for-word equivalence-dominated translation research framework and situating translation within the context of cross-cultural communication and practical function realization. Meanwhile, Newmark classified texts into three types: expressive texts, informative texts and vocative texts. Names of agricultural products integrate dual functions of information delivery and market appeal. They need to accurately convey objective information including origin, product category and quality, while achieving the communicative goal of attracting overseas consumers and strengthening product recognition. Such attributes are highly consistent with the core connotation of Communicative Translation Theory, making the theory a vital theoretical foundation guiding English translation practice of agricultural products.

Domestic scholars have localized and expanded Newmark’s Communicative Translation Theory on the basis of absorbing Western theories. Jia Wenbo stated that applied translation is a practical translation type mainly aiming at information transmission with a focus on communication effects. Its most prominent characteristics are strong practicality and wide application scope. He also pointed out that translation research shall establish a clear function-oriented perspective, analyze the matching relationship between translation strategies and textual functions from the perspective of cross-cultural communication, grasp the core essence of communicative translation, and understand the practical communicative nature of translation. Grounded in Jia Wenbo’s theoretical foundation, subsequent scholars further applied Newmark’s Communicative Translation Theory to empirical research of specific translation scenarios. For instance, Lu Jinwei found that translators adopted addition, omission and substitution in subtitle translation of animated film *Mulan* based on this theory, achieving favorable communicative effects and offering references for translation of similar texts.

In general, Communicative Translation Theory centers on audience cognition, information efficiency and communication effects, whose core essence can be summarized as follows: prioritize target-language

audiences to adapt to their linguistic habits, cultural backgrounds and cognitive logic and guarantee clear and efficient information delivery; allow appropriate adjustment of linguistic forms without distorting core information to unify accuracy and readability; attach importance to handling culture-loaded information and adopt flexible compensation strategies amid cross-cultural differences to avoid cognitive bias and cultural barriers. English translation of geographical indication agricultural products is cross-cultural communication actions targeting international markets essentially. It needs to deliver regional characteristics and product value as well as improve market acceptance overseas. This objective aligns perfectly with the theoretical connotation of Communicative Translation Theory. Guided by this theory, researchers can effectively solve practical problems including semantic distortion, cultural dislocation and non-standard terminology prevailing in English translation of agricultural products, and provide referential translation strategies for Guangdong's agricultural products to go global.

3. Analysis of Current Situation of English Translation for Guangdong's Agricultural Products

To accurately grasp the overall status of English translation for Guangdong's agricultural products, systematically sort out various flaws in current translation practice, deeply analyze root causes of such problems, and lay a foundation for subsequent optimization of translation strategies and improvement of translation quality, this section comprehensively analyzes English translation practice of Guangdong's agricultural products. Before analyzing translation status and core defects, this paper provides a detailed introduction of the scope, collection methods and classification criteria of research corpus.

3.1 Corpus Collection and Classification Methods

Official texts: Guangdong Provincial Market Supervision Administration, National

Intellectual Property Administration Geographical Indication Database;

Commercial texts: product pages of geographical indication goods on cross-border e-commerce platforms including Alibaba and Amazon.

Screening criteria:

1. All selected products hold national geographical indication product certification;
2. All products have officially released or publicly available English translations issued by formal enterprises to ensure authentic and traceable translation sources;
3. The agricultural products discussed in this study are limited to primary agricultural products with national geographical indication certification originating from planting, forestry, animal husbandry and fishery. Such products only undergo simple primary processing including sorting, drying and packaging without deep processing, retaining their original basic forms and properties.

Table 1. Guangdong Geographical Indication Agricultural Products

Category	Serial No.	Chinese Name	Existing English Translation	Origin
Agricultural Product	(1)	英德红茶	Yingde Black Tea	Yingde City, Qingyuan
	(2)	德庆贡柑	Deqing Gonggan Mandarin	Deqing County, Zhaoqing
	(3)	萝岗糯米糍	Luogang Nuomici Litchi	Luogang District, Guangzhou
	(4)	梅州金柚	Meizhou Golden Pomelo	Meizhou City
	(5)	罗定肉桂	Luoding Cinnamomum cassia	Luoding City, Yunfu
	(6)	徐闻菠萝	Xuwen Pineapple	Xuwen County, Zhanjiang
	(7)	增城丝苗米	Zengcheng Simiao Rice	Zengcheng City
	(8)	遂溪广藿香	Suixi Pogostemon cablin	Suixi County, Zhanjiang
	(9)	南山荔枝	Nanshan Litchi	Shenzhen City
	(10)	凤凰单丛	Fenghuang Dancong Tea	Chaozhou City
	(11)	化州橘红	Huazhou Pummelo Peel	Huazhou City, Maoming

3.2 Core Defects

By sorting out official English names of Guangdong's agricultural products, four core defects are identified in current translation practice: semantic deviation, non-standard writing and terminology, insufficient cultural adaptation, and missing category labels. These flaws violate the core demands of Communicative Translation Theory and severely undermine cross-cultural communication effects. Explanations and analysis are provided with typical cases as follows.

(1) Semantic Deviation: Distorted Delivery of Core Information

Inaccurate comprehension of core attributes such as product craft, raw materials and quality leads to missing key information or triggering cognitive dislocation. This stands out as the most prominent defect in English translation of agricultural products. Such problems arise from translators' inadequate cognition of core product values, failure to precisely capture craft features and attribute differences embedded in product names, violating the basic requirement of "information accuracy" proposed by Communicative Translation Theory.

Example 1: 大埔蜜柚

Translation: Dapu Mi You

This translation purely transcribes Chinese characters into Pinyin "Dapu Mi You" without any semantic conversion conforming to English expression habits, resulting in obvious semantic deviation and incomplete delivery of core product information. "蜜柚" refers to a fruit type with distinct characteristics, yet "Mi You" carries no actual meaning in English. Overseas consumers cannot identify the product type

or perceive its taste features and origin advantages upon reading this translation. It serves as a typical example of distorted core information delivery.

Example 2: 萝岗甜橙

Translation: Luogang sweet orange

“甜橙” represents a core quality feature distinguishing it from other oranges, a long-term regional quality identifier with uniqueness and exclusivity. However, “sweet orange” merely describes the taste of oranges in general, unable to highlight the regional characteristics and exclusive quality of this geographical indication product. Such translation simplifies proprietary names with geographical indication connotations into generic category descriptions, blurring core regional and quality identifiers during semantic transmission and causing distorted delivery of core information. It fails to precisely express geographical indication products.

As the most fundamental defect greatly undermining communication effects in English translation of geographical indication agricultural products in Guangdong, semantic deviation directly obstructs effective delivery of core product values, exerting negative impacts on the whole process of cross-cultural communication and international trade. Only by deeply exploring core connotations behind product names based on raw material characteristics and quality advantages, abandoning mechanical literal translation and random transcription, and adopting precise, standardized translations matching product essence can translators guarantee intact and undistorted delivery of core product information, achieve functional equivalence between source and target texts, comply with the core demands of Communicative Translation Theory regarding “information accuracy and communication efficiency”, help overseas audiences fully and correctly perceive Guangdong’s distinctive agricultural products and accurately grasp their regional features and core values, and lay a solid foundation for international promotion, brand building and global market expansion of such products.

(2) Non-standard Writing and Terminology: Inadequate Industry Adaptability

Chaotic Pinyin spelling, irregular symbol usage and failure to adopt internationally recognized industrial terminology for agricultural products lead to insufficient professionalism of translated texts and cognitive confusion in global markets. English translation of agricultural products shall comply with international commercial and industrial terminology norms, while such defects directly damage the “communication efficiency” advocated by Communicative Translation Theory and hinder cross-cultural communication.

Example 3: 连州溪黄草

Translation: LianZhou Xihuang grass

This translation contains obvious irregular writing formats and misused professional terminology, resulting in severely insufficient industry adaptability. In terms of writing, inconsistent capitalization of place name “LianZhou” violates standardized writing rules for English proper nouns. Meanwhile, the mixed form of Pinyin and English for “溪黄草” breaks the uniformity of product translations. Terminology defects are more prominent: the English word “grass” generally refers to lawn grass, weeds or forage, while “溪黄草” is an edible and medicinal herb. Non-standard writing and inappropriate

terminology lead to misjudgment of product categories in scenarios including export declaration, customs filing and supermarket labeling, reducing the practicality and professionalism of translations.

Example 4: 新丰佛手瓜

Translation: Xinfengchayote

This translation directly concatenates place name “Xinfeng” and generic product term “chayote” without separating them with spaces in accordance with English writing norms, forming meaningless spliced words. It fails to comply with general naming formats for geographical indication product translations and impedes reading, recognition and information retrieval. In industrial scenarios such as foreign trade, logistics and product promotion, irregular writing formats may trigger input errors and identification difficulties, failing to satisfy industrial application demands. Even though the selected terminology itself is correct, non-standard writing still leads to inadequate industry adaptability.

English translation of agricultural products requires both standardization and practicality. Only by strictly following international industrial terminology conventions for agricultural products, selecting professional vocabulary matching product attributes, and abiding by writing rules for English proper nouns and official documents to standardize Pinyin spelling, capitalization and word separation can translators improve the professionalism and global recognition of translations, ensure clear, accurate and efficient delivery of product information to target audiences, guarantee smooth cross-cultural communication, and provide fundamental support for Guangdong’s agricultural products to break linguistic barriers and expand global markets.

(3) Insufficient Cultural Adaptation: Cross-Cultural Cognitive Barriers

Translators fail to fully consider cognitive differences between Chinese and Western cultures and make corresponding adjustments for regionally distinctive culture-loaded words during translation, leading to either loss of cultural connotations or misunderstanding among foreign readers. This contradicts the core idea of Communicative Translation Theory that translation shall both disseminate culture and take audience acceptability into account. Many agricultural product names in Guangdong carry distinct regional cultural features. Simple literal translation easily triggers comprehension deviation among overseas audiences and weakens communication effects.

Example 5: 潮州柑

Translation: Chaozhou Orange

This translation suffers from insufficient cultural adaptation due to ignorance of variety differences and cultural connotations, creating cross-cultural cognitive barriers. Significant distinctions exist between “柑” and fruits denoted by “orange” in terms of morphology and consumption habits. Besides, “潮州柑” serves as a traditional festival fruit carrying auspicious connotations of good fortune during Spring Festival in Chaoshan region with profound folk cultural meanings. Directly replacing “柑” with “orange” not only confuses fruit varieties but also completely discards its festival culture and auspicious implications. Overseas consumers merely regard it as ordinary oranges, unable to perceive its regional cultural characteristics and folk values, resulting in loss of cultural information and cognitive barriers.

Example 6: 龙门年桔

Translation: Longmen NianJu

This translation adopts pure Pinyin transcription with zero consideration for cross-cultural communication, exhibiting extremely poor cultural adaptability and severe cross-cultural cognitive barriers. “年桔” is a Spring Festival-exclusive auspicious fruit homophonic to “auspiciousness”, symbolizing good luck in the new year and representing distinctive Chinese folk culture. However, “NianJu” bears no semantic meaning in English. Overseas consumers can neither identify it as citrus fruit nor understand the Spring Festival connotations and auspicious implications embedded in the character “年”. Lacking both product category indicators and cultural information, the translation completely blocks cultural communication channels, preventing overseas audiences from recognizing the cultural value and features of the product and forming typical cognitive barriers.

When translating names of Guangdong’s agricultural products with profound cultural connotations, consideration of cultural differences and rational transformation of culture-loaded words constitute the key to realizing effective cross-cultural communication and delivering product cultural values, as well as an important embodiment of the core demand of Communicative Translation Theory to “balance cultural dissemination and audience adaptation”. Remarkable gaps exist between China and Western countries in cultural cognition, values and thinking modes. If translators ignore such differences and adopt simple literal translation or rigid transcription for culture-loaded words, cultural connotations will either be lost and regional characteristics weakened, or overseas audiences will fail to grasp underlying meanings due to cultural barriers, generating obstacles in cross-cultural communication.

(4) Missing Category Labels: Low Efficiency of Information Transmission

Pure transliteration without prompts for product types prevents overseas audiences from judging product categories through translated texts, drastically lowering information transmission efficiency and violating the core demand of Communicative Translation Theory for “efficient information delivery”. Although pure transliteration can retain regional characteristics, missing category labels for unfamiliar agricultural products lead to vague audience cognition and weak consumption willingness.

Example 7: 潮安凤凰单丛

Translation: Chaoan Phoenix

This translation lacks core category labels and severely reduces information transmission efficiency. “潮安凤凰单丛” is a well-known oolong tea, where “凤凰” acts as a distinctive product marker rather than a category indicator. The translation only retains origin “Chaoan” and characteristic word “Phoenix” without adding core category noun “tea”. Consequently, overseas consumers cannot identify product attributes and may even confuse it with handicrafts or scenic spot names. Absence of core category labels results in incomplete key product information, preventing rapid recognition and effective communication and leading to extremely low information transmission efficiency.

Example 8: 陆河青梅

Translation: Lu He Qing Mei

This translation adopts pure Pinyin transcription with completely missing category labels, rendering information transmission nearly ineffective. “Lu He Qing Mei” only transcribes Chinese pronunciation without any semantic meaning in English. It neither reflects the core category attribute that “青梅” belongs to plum fruits nor conveys product characteristics. Overseas consumers cannot identify product categories, applications or values through this translation, which lacks practical value in international promotion and foreign trade circulation. Missing core category labels break the information transmission chain of products and obstructs efficient and accurate information delivery.

Clear and standardized category labels are essential to eliminate overseas audiences’ cognitive barriers and improve information transmission efficiency, as well as a crucial link to implement Communicative Translation Theory and achieve smooth cross-cultural communication. Only by supplementing corresponding category information in translated names can target texts possess complete informational functions, enabling target audiences to rapidly understand product attributes, applications and features, reduce cross-cultural comprehension costs and enhance communication effectiveness. This practice complies with the audience-centered proposition of communicative translation pursuing efficient information delivery, lays a solid foundation for establishing clear international images of agricultural products and strengthening brand recognition.

Systematic analysis of corpus and typical cases of English translations for Guangdong’s agricultural products demonstrates that semantic deviation, non-standard writing and terminology, insufficient cultural adaptation and missing category labels constitute four widespread core defects in current translation practice, which are interrelated and mutually influential. Such flaws directly trigger distorted delivery of core product information, insufficient professionalism of translated texts and cross-cultural cognitive barriers. More importantly, they restrict global market expansion and brand image building of Guangdong’s agricultural products and hinder cross-cultural communication of regional characteristic culture. It is practically necessary to propose targeted optimized translation strategies based on the linguistic habits and cognitive backgrounds of target-language audiences. This also serves as a vital path to standardize English translation of Guangdong’s agricultural products and realize two-way output of commercial and cultural values of distinctive regional products.

4. English Translation Strategies Guided by Communicative Translation Theory

Targeting the four major defects in the translation of Guangdong’s agricultural products, this paper proposes corresponding optimized English translation strategies. All strategies strictly follow the audience-centered core proposition of Communicative Translation Theory, balance the delivery of core product information, regional cultural communication and overseas market adaptability, offer references for standardization of English translation for Guangdong’s agricultural products, facilitate efficient cross-cultural communication of local distinctive goods, and promote Guangdong culture to go global.

(1) Explicit Generic Term Strategy: Eliminate Category Ambiguity and Clarify Product Attributes

Explicit generic term rendering means translators explicitly supplement omitted product category words

in Chinese names within English translations, enabling foreign readers to instantly recognize product types and avoid comprehension confusion arising from linguistic and cultural gaps. Chinese naming conventions for local specialties usually combine place names and characteristic varieties without explicit category markers, while English expressions emphasize clear categorization and must attach corresponding generic nouns to visualize product attributes, which constitutes the primary function of explicit generic term rendering.

Example 9: 萝岗糯米糍

Translation: Luogang Nuomici Litchi

The name “萝岗糯米糍” only reflects origin and variety without explicitly indicating its category as litchi, a typical example of omitted generic nouns. During translation, translators should transliterate proper nouns first and supplement category word “Litchi”. English readers can immediately identify it as a type of litchi fruit, avoiding confusion stemming from pure transliteration and realizing complete delivery of product categories for smooth cross-cultural information communication.

Example 10: 凤凰单丛

Translation: Fenghuang Dancong Tea

In Chinese, “凤凰单丛” inherently refers to tea without additional character “tea”. However, overseas readers unfamiliar with Chinese tea culture cannot recognize its product type merely through transliteration and are prone to confusion. Supplementing the generic noun “Tea” in translations directly informs foreign consumers that it is tea, conforms to English expression habits and enables instant identification of product types to eliminate misunderstanding caused by cultural gaps, which exemplifies the practical application of the explicit generic term strategy.

Explicit generic term rendering supplements implicitly recognized product category words omitted in Chinese within English translations to clarify product categories in translated texts. This method complies with English expression habits and allows foreign readers to instantly identify product types, avoiding comprehension confusion arising from linguistic and cultural differences. When applied to translations of agricultural product names, this strategy guarantees complete information delivery and smooth cross-cultural communication.

(2) Optimized Free Translation Strategy: Adapt to Industrial Norms and Cognitive Habits

Optimized free translation applies to agricultural products with clear product attributes and internationally recognized universal names. Instead of rigid literal translation based on surface meanings, translators adjust word choices and rectify inaccurate expressions on the premise of accurately understanding product features to align the target texts with global industrial conventions and the cognitive habits of foreign readers. When adopting this strategy, translators should prioritize internationally recognized professional terminology, avoid rigid word splitting and misused specialized terms, ensure standardized and professional translations accessible to overseas audiences, and boost overall communication effects.

Example 11: 英德红茶

Translation: Yingde Black Tea

Literally translating “红茶” into “Red Tea” triggers obvious comprehension deviation in English, where readers easily mistake it for herbal tea rather than fully fermented tea as defined in China. Therefore, translators directly adopt globally recognized tea industry term “Black Tea” instead of rigid word-for-word correspondence to align with expression habits of English-speaking countries, accurately identify tea varieties, avoid cross-cultural misunderstanding and realize effective delivery of information.

Example 12: 化州橘红

Translation: Huazhou Pummelo Peel

“橘红” represents a unique edible and medicinal product native to China with no fully equivalent single English word. Pure literal translation fails to help foreign readers grasp its essence. Hence, translators adopt free translation “Pummelo Peel” to clarify its raw material and nature, conforming to common naming conventions for plants and food in English and removing semantic and cultural barriers. Even English readers unfamiliar with Chinese local products can identify what this item is.

Based on global industrial standards and cognition of target audiences, optimized free translation rectifies translation deviation and improves professionalism, enabling agricultural products to realize efficient and accurate communicative delivery in international trade and cross-cultural communication.

(3) Cultural Connotation Compensation Strategy: Resolve Cross-Cultural Cognitive Barriers

The cultural connotation compensation strategy fully embodies the core pursuit of Communicative Translation Theory to “balance cultural dissemination and audience acceptability”. Many names of agricultural products carry historical, ritual and folk cultural connotations. Cultural gaps between China and Western countries easily trigger misunderstanding or negative associations. Communicative Translation Theory requires translators to conduct moderate adaptation amid cultural differences: retain core domestic cultural essence while enabling target readers to understand, accept and resonate with cultural information, so as to achieve genuine cross-cultural communication.

Example 13: 德庆贡柑

Translation: Deqing Gonggan Mandarin

The character “贡” embeds historical cultural connotations of imperial tribute and superior quality in ancient China, serving as a typical culture-loaded word. Pure transliteration fails to deliver its premium value. The translation retains transliterated geographical indicator “Deqing Gonggan”, whose overall naming system implicitly compensates cultural connotations of “premium citrus fruit designated as imperial tribute”. Meanwhile, “Mandarin” clarifies product category, helping English readers establish cognitive association of “origin-exclusive premium quality” and compensate for lost cultural added value brought by pure transliteration.

Example 14: 梅州金柚

Translation: Meizhou Golden Pomelo

The character “金” in Chinese not only describes color but also carries folk cultural connotations of auspiciousness, harvest, rarity and superior quality. Simple literal translation of its color fails to embody

implied implications. The translation adopts “Golden” to compensate cultural connotations of “金”, corresponding to fruit appearance while delivering added cultural meanings of premium quality and festive good fortune. Meanwhile, “Pomelo” clarifies fruit category, completely restoring product information and cultural implications embedded in Chinese names and realizing cross-cultural semantic equivalence.

Through the combined approach of “vocabulary replacement + retained transliteration”, the cultural connotation compensation strategy ensures effective delivery of culture-loaded information in cross-cultural communication. It neither caters to target-language culture at the cost of abandoning domestic local characteristics nor rigidly adheres to source culture while ignoring audience cognition, realizing synchronous delivery of cultural and commercial values. It provides a high-quality model for English translation of similar culture-loaded geographical indication agricultural products.

(4) Transliteration + Standardization Strategy: Balance Professionalism and Recognizability

The transliteration plus standardization strategy extends Communicative Translation Theory to international trade and specialized fields. Translations of agricultural products, spices, Chinese medicinal herbs and other goods highly dependent on international standards, customs filing and trade clearance must remain stable, standardized and recognizable. Communicative Translation Theory emphasizes accurate, professional and universal information delivery. Therefore, translators adopt the fixed structure of “place name transliteration + internationally standardized terminology”, which retains regional origin attributes through transliteration while complying with global industrial norms via standardized terms, realizing conflict-free and efficient trade communication.

Example 15: 罗定肉桂

Translation: Luoding Cinnamomum cassia

As a major export spice product of China, “罗定肉桂” adopts internationally recognized term “Cinnamon” covering its botanical attributes and applications, which enjoys high recognition in global markets. The combination of transliterated place name “Luoding” and standardized term “Cinnamon” strengthens regional origin markers via transliteration to highlight geographical advantages of geographical indication agricultural products, while standardized terminology eliminates information distortion during trade communication and avoids disputes over customs declaration and procurement triggered by non-standard terminology. This fully complies with filing norms for export commodity names issued by General Administration of Customs of China and international spice trade terminology standards.

Example 16: 徐闻菠萝 (Zhanjiang)

Translation: Xuwen Pineapple

“Pineapple” serves as the globally universal term for pineapple requiring no additional annotations for rapid product category identification among overseas audiences. Transliterated “Xuwen” clarifies origin, forming a standardized naming mode of “region + product category” consistent with global naming conventions for exported fruits. Origin markers strengthen product recognizability and help build

international brands for these products.

The four strategies each focus on distinct dimensions and complement one another. They respectively address core pain points including balancing regional characteristics and clear information, adapting to industrial norms and audience cognitive habits, resolving cross-cultural cognitive barriers, and coordinating professionalism and recognizability. All strategies strictly comply with core requirements of Communicative Translation Theory and match category characteristics and cultural loading degrees of Guangdong's geographical indication agricultural products. Translators may flexibly combine such strategies according to specific product attributes including cultural loading intensity and global market demands, so as to improve international communication power and market acceptance of products, facilitate cross-cultural transmission of regional Guangdong culture, realize two-way output of commercial and cultural values of geographical indication agricultural products, and provide practical and theoretical references for cross-cultural English translation of similar regional geographical indication agricultural products.

5. Conclusion

Centered on Peter Newmark's Communicative Translation Theory, this paper focuses on English translation practice of agricultural product names in Guangdong Province, identifies core defects in current translation practice through corpus analysis and case demonstration, and proposes targeted optimization approaches. This paper finds that various flaws prevailing in existing translations stem from deviation against core concepts of Communicative Translation Theory, which in turn weaken cross-cultural communication efficiency and international brand competitiveness of agricultural products. The four optimized strategies proposed herein are not independently applicable but can be flexibly combined according to cultural loading intensity and industrial standard requirements of products. Their core value lies in breaking the cognitive misunderstanding of word-for-word translation and realizing organic balance between regional characteristics, cultural connotations and cognitive habits of overseas audiences, offering operable guidance for translation practice.

This research further verifies the adaptability and guiding significance of Newmark's Communicative Translation Theory in the field of agricultural product English translation, and confirms the importance of integrating theory with practice to standardize translation behaviors and improve communication effects. Meanwhile, this study has clear limitations: its research scope only covers translation of product names without extending to promotional texts, product specifications and other supplementary texts; case selection concentrates on agricultural products without sufficient coverage of handicrafts and other categories, failing to fully reflect the overall picture of English translation for Guangdong's agricultural products.

In view of the above limitations, future research can expand research scope by incorporating supplementary texts related to geographical indication agricultural products into analytical frameworks to perfect the research system of agricultural product translation. Researchers can also introduce

empirical research methods to survey overseas audiences' acceptance of translated versions for further targeted optimization of strategies, explore integrated application of Communicative Translation Theory and other translation theories to enrich the theoretical support system for agricultural product translation. It is expected that deepened follow-up research will promote standardized and normalized development of English translation for Guangdong's agricultural products, facilitate synchronized global expansion of cultural and economic values of regional characteristic goods, and realize coordinated overseas development empowered by dual values.

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