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奈达功能对等理论指导下的广告翻译研究

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[摘要]：随着中国经济的发展，中国发生了巨大的变化。国与国之间的交流日趋频繁。我们随处都能看见广告。广告在日常生活中扮演着一个举足轻重的角色。广告能够促进销售，它已成为我们生活中的一部分。中国的广告业发展迅速，同时广告翻译在经济生活中扮演着越来越重要的角色。然而中、英文语言和文化的巨大差异使得广告翻译成为了一项十分困难的工作。而广告语言又以其语言使用的独创性、灵活性以及形式的多样化而著称。

因此翻译要达到与原文本形式和功能上同时对等，这对于翻译者来说几乎是不可能达到的。同时指出广告翻译不再是传统意义上的翻译，应注意使原语言和目标语言达到语义，社会文化等方面的对等；围绕广告应该具有的四种功能特性---Attention(注意), Interest(兴趣), Desire(欲望), Action(行动)进行翻译，通过广告刺激消费者的购买欲望，最终达到广告的商业目的---促进销售。但是由于中英语言、文化的不同性，目标语接受者的相异性，所以采用变通的方式才能更好的实现广告翻译的功能对等。而要实现广告的功能对等应该处理好以下几个方面：言语方面，读者方面，文化方面，而文化方面又应注意文化对等性，文化冲突性，文化空缺性以及文化互补性。在最后的分析中指出，广告翻译应该达到功能对等，吸引读者的注意，并且促使他们购买广告所推荐的产品。

在第五章里，作者讨论了汉英广告翻译策略，同时指出，汉英广告之所以难译是因为它受到了语言和文化因素的影响。根据奈达的功能对等理论，广告应侧重于从目标语和目标文化角度进行翻译。作者因此针对广告翻译中目标语言和文化因素提出了一些翻译方法。

总的来说，当译者翻译广告时，他应该把语言和文化因素结合起来考虑，而不该把它们分离开来。基于原文本和目标文本之间语言和文化相异性的程度，作者用变通的策略深入地分析了三种具体的翻译方法：直接翻译，部分翻译和完全翻译。完全翻译是十分具有争议性的翻译方法，因此作者在本文中提及这个概念

主要是为了实现广告的功能和进行有效的翻译提供一种策略,从而提出有关变通
的策略对广告进行系统的分析。

关键词: 广告 翻译 功能对等 广告翻译 文化

A Study on Advertising Translation under the Guidance of Nida's Functional Equivalence Theory

Speciality: English Language and Literature Orientation: Translation Studies

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[Abstract]: With the development of China's economy, great changes have taken place in China. Communication among countries is more and more frequent. We can see advertising everywhere; advertising has played an important role in daily life, because advertising can help promote sales and guide the consumption. Chinese advertising industry has seen an unprecedented rapid development, so advertising translation has played an increasingly important role in the economic life. Nevertheless, the substantial differences between English--Chinese language and culture make advertising translation become a difficult job.

Because advertising language is well known for its originality, flexibility of language usages and the diversity of the forms, it is a dilemma for translators that the translation would be equivalent to the original text and its function at the same time. Advertising translation is not traditional translation any more; it should make original and target languages reach the equivalence from semantic, social and cultural aspects. Advertising should be translated according to the four kinds of functional characters of advertising--Attention, Interest, Desire and Action. The commercial purpose of promoting sales is achieved by stimulating the purchasing desire of consumers.

Due to the differences of language and culture and the differences of target language receptors, employing compensatory techniques can better realize the functional equivalence of advertising translation, but we need pay attention to the several aspects: verbal aspect, audience aspect, culture aspect; in the culture aspect, we should focus on these problems: cultural equivalence, cultural clash, cultural vacuum, cultural substitute. At the same time, advertising translation should achieve the functional equivalence, namely to attract the readership's attention and persuade

them to purchase the advertised product.

In the fifth chapter, the author will discuss Chinese-English advertisement translation strategies. Difficulties in Chinese-English advertisement translation are mainly caused by linguistic and cultural factors. According to Nida's functional equivalence theory, advertisement translation shall be target language oriented and target culture oriented. Therefore, the author suggests some translation methods based on the linguistic and cultural factors in advertisement translation respectively.

Generally speaking, the linguistic and cultural factors can not be separated in an advertisement, but coexist in advertisement translation. On the basis of the degree of linguistic and cultural differences between the source text and target text, as proposed by Nida, the author gives further analysis by applying adaptation strategies, of which three concrete types are considered: direct transfer, partial adaptation and total adaptation.

Total adaptation is a quite controversial one with regard to its nature, whether it can be classified as translation or not. However, the author raises the concept of total adaptation just for the purpose of providing a strategy for effectively realizing the function of advertisements and constituting a systematic analysis on adaptation strategies.

Key words: Advertising Translation Functional equivalence Advertising
translation Culture

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Chapter One: Introduction

1.1 Literature Review

Advertising is like a shapeless tie linking enterprises in certain area or country, even millions of customers in the whole world. It plays an important role in sending information, promoting sales and guiding consumption. With the progress of scientific technology, more and more companies use advertising to propagate commodities. But what differentiates advertising translation from other translation practices is that the function of advertising is to successfully arouse the purchasing desires of the audience.

Many theorists and translators have focused their researches on the lexical and grammatical features of advertising languages. Jakobson, Nida, Taber, Catford and Baker, all of these theorists have endeavored to interpret the notion of equivalence. They have approached equivalence from different angles and perspectives and all contributed much to this area of research. The main approaches can be roughly categorized into three groups. The first one puts a high premium on linguistic approach to translation while the second regards the translation activity mainly as the transference of messages between the source language and the target one. The third approach seems to be in the middle: equivalence is something often taken for granted by translators and thus nothing more than convenience is valued.

1.2 Assumptions

In this thesis, the author believes that all those language features are closely related to the functions of advertising. Instead of focusing on the specific language

features only, the present paper has analyzed the way by which those language features serve the functions of advertising. Therefore, the touchstone for evaluating advertising translation work should rest on whether the functions are fulfilled or not. To put it in another way, faithfulness to the form in advertising translation is necessary but far from enough. Faithfulness to the functions of advertising is the final criterion for evaluation. Thus in this thesis the functional equivalence theory is discussed and employed as the theoretical basis for advertising translation.

Eugene Nida's functional equivalence theory involves several factors. Consideration of these factors can help solve most of the difficulties in translating advertisements. The first one refers to the linguistic distinctions between English and Chinese. The discrepancies between English and Chinese are so great that it is very hard sometimes to find equivalent words or expressions in the target language. In addition, the language for advertising has its own unique styles and characteristics. Sometimes even the translator has found the supposed equivalence for the source language; yet the translation still remains to be desired. The reason for that is probably lack of consideration about the features of advertising language as a whole.

Secondly, cultural factors are something that translators can't avoid coming across in the translation process. For a translator, no matter what type of material he is dealing with, he will never correctly understand the source language text and express appropriately in the target language without the contrastive knowledge of the two cultures. Translating advertising is no exception. In translating advertising, a large amount of cultural information is hard to be transferred in equivalence. Moreover, cultural problem in translating advertising is so common that every translator just runs into it more often than not.

Thirdly, in Nida's theory of functional equivalence, an unprecedented importance was attached to the target language text and its readers. In order to achieve

equivalence in translating advertising, translators need to be equipped with a comprehensive knowledge of cultural background of the receptor language. While translating advertising, the translator should bear in mind the differences existing in the target language receptors.

Finally, in order to apply Nida's functional equivalence theory to guide Chinese-English advertisement translation, two supposed clues are followed in the thesis to suggest according to translation strategies. The first supposed clue is from the linguistic and cultural factors in Chinese-English advertisement translation, according to strategies to deal with the linguistic and cultural difficulties existed in the field based on the principles of target language orientation and target culture orientation. The second supposed clue is from the argument of adaptation strategy, considering linguistic factor and cultural factor always coexist in an advertisement. Three types of supposed adaptation strategies are introduced in the thesis. Direct transfer is possible when there is no linguistic and cultural difference or the slight difference causes no misunderstanding to the target reader. Partial adaptation is applied when there are linguistic and cultural differences and misunderstanding caused by the differences can be minimized to the target language and target culture. Total adaptation to target language norms and cultural conventions shall be made when the source text can not be understood and accepted by the target reader according to the linguistic and cultural requirements on the target text.

1.3 Methodology

Due to these factors, literal or free translation or both can't achieve the functional equivalence in advertising translation. The conclusion drawn from the discussion of the application of the functional equivalence theory is that making adjustments is a method resorted to very often in translating advertising. Therefore in this thesis, making adjustments will be discussed as the main translation method in advertisement

translation.

1.4 Contribution

In the translating practice, to employ literal translation or free translation or both can not achieve the functional equivalence due to differences between English and Chinese, differences of target languages receptors, cultural differences between English and Chinese. So making adjustment is a better method in translating advertisements. Adaptations include the verbal side, the audience side and the cultural side in this thesis. However, the necessity of making adaptations does not mean that the translator can follow his inclination and make changes as he pleases. Generally speaking, the subject and the key information should be kept intact in the translation. Adaptations should be confined to interpreting the functions of the verbal signs. Translators seek formal equivalence only when it is possible. The first task is to achieve the functional equivalence in the translation. When the two tasks are contradicted with each other, priority should be given to the latter. Finally, applicable strategies with examples are suggested in the thesis by applying Nida's functional equivalence theory from two arguments of the theory respectively. The first argument is that translation shall be target language oriented and target culture oriented. The second one is that, adaptation strategy is needed basing on the degree of linguistic and cultural differences between the source text and the target text.

To sum up, instead of just listing examples of advertisement translation, the thesis carries out the research from a new angle, which systematically analyzes the difficulties in Chinese-English advertisement translation, reasons the feasibility of introducing Nida's functional equivalence theory in Chinese-English advertisement translation, and provides practical translation strategies based on the theory as well.

Chapter Two: Advertising

2.1 Advertising's Definition

Nowadays advertising is with us everywhere all the time: we come across advertisements of a great variety in type and genre whenever we switch on a TV or a radio, open a newspaper or a magazine, or just have a look around us.

Before we begin to discuss the definition of advertising, it is necessary to make distinctions between advertising and advertisements. According to Jugenheimer and Gorden (1980), basically advertising is one form of marketing. It further refers to the totality concerning this form of marketing, including the behavior, science branch, industry, etc. Specifically speaking, the term "advertising" can refer to the advertising science and advertising industry. Advertisements can be regarded as the application of advertising, so an advertisement is "a piece of work" of advertising.

At first sight the question of what advertising is might seem a little bit superfluous since advertising is so common a thing nowadays. Actually if asked to define advertising, average people can come up with the key words involved in advertising: commodity, including goods and services, information concerning prices and other details of commodities and sales promotion which is the real objective of advertising and the touchstone of its effect. Of course, there are as many definitions of advertising as the number of different academic schools. Every school defines advertising from different perspectives and angles.

According to Jugenheimer and Gorden (1980), advertising has been defined as a public notice designed to spread information with a view to promoting the sales of marketable goods and services.

The Definition Committee of the American Marketing Association defines

advertising as “the nonpersonal communication of information, usually paid for and usually persuasive in nature about the products, services or ideas by identified sponsors through the various media” (He Xiumeng, 1995).

According to the purpose and perceptive of this thesis, I tentatively define advertising as follows: advertising is one form of marketing. It urges people to purchase certain a product, service or accept a concept for the sake of sales promotion.

Function is the key word in this paper. That is why I try to define the concept of advertising from this perspective. The issue of advertising translation will be dealt with and the central concern is to investigate how the language in advertisements is translated from the source language to the target language. Just now, we have known the definition of advertising. Now, it's our turns to understand the development of advertising.

2.2 Advertising Development

Advertising has a history far shorter than the history of the human society. But why is there such a thing as advertising? The answer to this question is to be found in the social conditions which make advertising possible and in which consumption takes place. At least three factors are involved in advertising: buyer, seller and the commodity. The commodity here refers to products and services provided solely for the sake of exchange. As long as the productivity of the human society is far from sufficiently developed to meet the lowest material needs of its population, there is of course no superfluous material goods that can be spared as commodity, not to mention advertising whose target is to promote the sales of various products and services.

The first precondition for advertising is the availability of “more material goods

than the producer's own need". When at least part of the population live above subsistence level, it becomes possible and necessary for the producers of the "superfluous" goods to do something to sell their commodities. Then the advertising emerges. Consistent with the small quantity of commodities and the society's small "purchasing desire" at that time, advertising remains in its embryonic stage. Mainly at marketing places advertising can be seen and the commodity is confined to tools, ironware, livestock, slaves, and so on. However, advertising is not just any sales promoting activities. This problem points to the second precondition of advertising. The emergence of advertising in a full sense acquires the existence of a relatively mass market and media through which people can be informed of the availability and the price of a commodity.

Advertising in its modern sense firstly emerged in Britain in the early eighteenth century when the completion of the Industrial Revolution equipped Britain with the two preconditions: superfluous material goods and a relatively mass market and media, more specifically, a relatively large literate middle class and a comparatively mature advertisement industry (Vestergaard and Kim, 1985). In that period advertisements were often present in coffee houses where well-paid lawyers, merchants, doctors, artists haunted and the products advertised were such "luxuries" as coffee, tea, books, wigs, medicine, cosmetics, plays and concerts tickets.

However, the great breakthrough for advertising only came in the late nineteenth century. Technology and mass production were so sufficiently developed that the situation of overproduction and underdemand occurred. Thus, the market had to be stimulated and people's purchasing desire aroused. This was accompanied by the establishment of the first advertising agency and the first newspaper, the Daily Mail in Britain that relied on advertising for a significant part of its revenue (Vestergaard and Kim, 1985).

The most important development in the last century was the advent of two new

advertising media, television and the Internet. These two media, coming into being consequently, have triggered the boom of modern advertising industry. Television still remains as the most widely used and influential medium, although the Internet has been playing an increasingly important role in sales promotion and marketing.

2.3 Essential Elements of Advertising

Advertising should include several essential elements:

2.3.1 Advertiser

An advertiser gives information to the audience and advertising activities go on according to an advertiser's view and goal. Therefore, an advertiser is the main part of advertising activities. As the main part, an advertiser's significance embodies in the following three aspects. Firstly, it makes the public easily recognize the enterprise and its products for publicity and sales. Secondly, it makes the organization, company and an individual set up their famous brands to improve prestige so that consumers can be at ease to purchase the advertised commodity. Thirdly, the public also can supervise the advertiser preventing him from cheating in the process of promoting sales according to laws and regulations.

Example 1: A story worth repeating ... number one in owner loyalty again.

---Honda

一个值得重复的故事..... 顾客忠实度再获第一。

---本田汽车

Example 2: Your kids will grow up. You'll move house. Your hair will fall out. Get a Nikon before it's too late.

---Nikon Company

您的孩子要长大, 您要搬家, 您的头发要脱落。买一部尼康相机, 否

则就太迟了。

Example 3: Every business has a philosophy. At Toyota; the word “quality” isn’t a company slogan. It’s a mandate.

---Toyota

每家公司都有一个经营理念。在丰田，“质量”这一理念不仅是公司的口号，而是一个标准。

---丰田

In the three advertisements, advertisers are Honda, Nikon and Toyota companies. From this, we can know foreign company’s name is the same as the trademark. It is convenient to publicize and promote commodity. If the company’s name is different from the trademark, it can bring much trouble in setting up the audience’s confidence for the company and its commodity. Advertising fees can be also wasted.

2.3.2 A Certain Amount of Money Paid

The advertising fees are paid by the advertisers and advertising is a kind of market behavior, so an organization or individual should pay for a certain amount of money. In advertising activities, the advertisers benefit from sales promotion. Many people think that more advertising fees paid can rise the product’s price and the rising price can have a bad effect on sales. This kind of idea is a litter bit partial. In fact, only if the plan is reasonable, advertising is worthy to be employed. A survey done by a famous advertising company in U.S.A. showed that every 100 dollars investment in advertising was increased, more 26000 cases of products would be sold. If other promotion ways were used, only more 4500 cases of products would be sold.

2.3.3 Advertising Information

Information is the essential content of advertising spread. It includes publicizing commodities, sending technology information and labor service information. According to a survey made by Hong Kong organization concerned, 70% citizens in

HK making use of information chose to purchase merchandise provided by advertising. So given information from advertising should be accurate, clear, easy to know and be proper in length.

Example 1: As a whole, a street price is as low as 1000 and it's hard to imagine a better buy.

A computer company sends computer information and attracts consumers with a favorable price.

Example 2: Since smoking isn't allowed in your hospital; make sure you have plenty of Wrialey's spearmint Gum to see you through. That cool clean taste is just what the doctor ordered.

Spearmint Gum advertising not only provides us with the product's information, but also leads target market.

2.3.4 Media

Media is the tool of advertising information sprcad such as newspaper, magazine, broadcasting and television; they are four kinds of media with different characteristics and serve different kinds of people.

2.3.5 Nonpersonal

Advertising focuses on nonpersonal promotion and information spread. Because advertising has nonpersonal feature, the spread of advertising must be controlled by laws and regulations concerned.

2.4 Advertising Functions and Categories

2.4.1 Advertising Functions

Commercial advertising has great significance in society and market competition, its functions are far beyond promoting the sales of products, sending information. The commercial advertising contains several main functions. First, send information. Second, introduce products and guide consumption. Third, promote sales to do more transactions. Fourth, strengthen the capability of market competition. Fifth, set up the company's image. Sixth, boom the development of the economy. Seventh, create culture atmosphere.

2.4.2 Advertising Categories

There are all kinds of advertising in the current society. Due to different understanding, advertising can be divided into several kinds: 1) product and institutional advertising; 2) introduction and sales advertising; 3) media advertising; 4) international and regional advertising. In the first place it is clear to make the distinctions between commercial and non-commercial advertising. Noncommercial advertising usually refers to come from various associations and societies and its purpose is for charity or political publicity, instead of making profits by means of sales promotion.

Commercial advertising includes first the so-called prestige advertising in which firms and institutions advertise a name, slogan or an image, rather than a particular commodity or a kind of service. In this type of advertising, no commodity or service will be mentioned and thus immediate increase in sales can not be achieved because it aims at infusing the public with a long-term good image of the institution. Examples are particularly frequent in the business section of major papers where an influential company publishes their name, motto, or even extracts of their financial reports.

鹤舞白沙，我心飞翔。

——白沙集团广告

In this television advertising, Baisha is a company involving many lines of the business, particularly tobacco. However we just can not know one single thing about the company from the slogan above. The information, if any, conveyed in this advertising is concerned about the company's ambition. Therefore, the purpose of the advertisement must be to remind people of the existence of the firm and to leave a generally favorable impression on the public.

The second type of commercial advertising is known as industrial or trade advertising. In this case, a firm advertises its products or services to other firms. Industrial advertising is most likely to be found in specialized sections of mass media where both advertiser and potential buyer have special interest and particular knowledge about the product or service advertised.

玉柴机器，王牌动力

----玉柴发动机广告

This advertisement can be viewed on TV and in many newspapers and the commodity advertised is a series of diesel engines targeting automobile and ship-building industry as potential purchasers.

We are confronted with advertisements daily, most of which will be of the type which Leech describes as "commercial consumer advertising" (1966: 25). This type of advertising appeals to individual private consumers for meeting their material and psychological needs. There are too many examples to list here.

摩托罗拉寻呼机，随时随地传信息。

----寻呼机广告

You're better off under the umbrella

--Traveling Insurance Company

Indeed, there will be more ways of classification according to different standards:

verbal and nonverbal, etc. Generally speaking, as mentioned above, the language used in noncommercial advertising is rather “plain” and “straight”.

In this thesis, the issue of translating advertisements between the languages of English and Chinese with special emphasis on English and Chinese cultural differences will be dealt with, so verbal commercial advertising will be exclusively discussed.

Chapter Three: The Equivalence to Advertising Translation

The common character of human being's thought decides the sameness far beyond the difference between English and Chinese. It makes possible to transfer from source language into target language. Nida, a famous translation theorist of U.S.A., said "translation is the closest natural equivalent to the source-language message". Therefore equivalence is important basis of translation. Generally speaking, the more translation equivalence is reached, the better quality the translation has. Translation equivalence has a very wide range. But we will discuss two aspects: semantic equivalence, social-cultural equivalence.

3.1 The Semantic Equivalence to Advertising Translation

Semantic equivalence is the most basic and important equivalence. It begins with vocabulary equivalence ending with the whole text equivalence. The smallest unit of semantic equivalence can be a word, a phrase, a sentence even a passage, which are called translation units. The main duty of translation is to find the meaning in the special context to reach semantic equivalence. Analyzing carefully grammar and semantic relations between translation units and other units are necessary. We not only consider their basic meanings and surface meanings, but also their figurative meanings and deep meanings.

Firstly, compare the difference and similarity of word meaning in English and Chinese to better understand what semantic equivalence is. For example: "杯子" is divided into 酒杯, 茶杯, 啤酒杯, 咖啡杯 and 玻璃杯, 搪瓷杯, 陶瓷杯 in Chinese according to usage and making materials, there is a general word "杯" in them. But there is no such general word in English, only specific words describe different 杯子, such as: cup(茶杯), glass(玻璃杯), mug(圆桶型杯), beaker(烧杯), tankard(带盖大

杯). When we translate these words, whether we select to use “cup” this word or other words or compounding words depending on specific context such as wineglass(酒杯), beer mug(啤酒杯), teacup(茶杯) to realize semantic equivalence.

Secondly, due to different logical thinking, the usages of numeral—classifier compounds are different between Chinese and English. “Pair” this word is often used referring to double things. Such as a pair of gloves, a pair of socks, but correspondent Chinese expressions are “一副手套”, “一双短袜”. “裤子”, “圆规” they are regarded as a whole, for example:一条裤子和一个圆规 according to Chinese custom. But English expressions are a pair of trousers and a pair of compasses; they are thought to shape from two parts. Obviously, semantic differences between English and Chinese vocabulary are seen everywhere but correspondent vocabulary is not so much. Under this situation, we need employ functional equivalence theory of Nida. The key role played by Nida is to point out the road away from strict word for word equivalence. If we translate word for word, it is unimaginable.

In order to realize semantic equivalence of translation units and achieve publicizing effect, Advertising translation need pay attention to the following two problems.

1. Avoid wrong information making reader misunderstand. Product name, shop name, trademark usually contain fine meanings, so people must think over whether certain a good effect is reached, especially for export products, otherwise misunderstanding will affect sale. For example: there was a luxurious hotel in Guang Zhou—Yan Zi Lou, which decorated the two words “swallow restaurant” with bright leno outside door. An American teacher stood in front of the door and saw for a while with knitted brows, asking humorously “can I eat slowly in this restaurant?” why did he say like this? Because the word “swallow” has two parts of speech; it means swallow, a kind of animal as noun, but it also means to make food, drink go down

your throat into your stomach as verb. In this context, it is wrongly regarded as a verb by the American teacher. It is easy to make him associate with the meaning of “狼吞虎咽” in Chinese. So he maybe misunderstands he can't eat slowly here. In fact, the word “swallow” in “swallow restaurant” means a kind of animal.

2. Understand accurate meaning not to stick to the words but mistake the genuine meaning. Some English phrases, idioms and expressions seem to be equal to Chinese expression on the surface, but actually the meanings of them can't add up by all the surface meanings, so when translating, we should understand accurate meaning not to stick to the words but mistake the genuine meaning. For example: in England, the place for tasting tea is called tearoom, teahouse or teashop being similar to 茶馆 in Chinese. We can't translate teashop into 茶叶店. In England, tea is sold in supermarket without sole tea store. 茶叶店 in china can be translated into tea store. There are some other examples: dry goods “纺织品” can't be translated into “干货”, sweet water “淡水, 饮用水” can't be translated into “糖水, 甜水”, red eye “廉价威士忌酒” can't be translated into “红眼病”, black tea “红茶” can't be translated into “黑茶”.

3.2 The Social—Cultural Equivalence to Advertising Translation

3.2.1 The Effect of Culture Differences to Advertising Translation

People with different cultural backgrounds communicate by language. Original reader and his receptor face the same information. At this time, it needs translator to catch essence to send information exactly.

For example, 金丝小枣 in China is translated into golden silk small dates. This description entirely shadows the high-quality of 金丝小枣, which leads to

misunderstand. If we translate it into honey—sweet dates, good translation will be reached. Cultural differences affect accuracy of advertising information. If we translate Chinese into English according to Chinese style, it is difficult for the English native speakers to see the same concept. For example, there is an English—Chinese public advertising slogan in the waiting room of the airport.

Example: “为了您和家人的健康, 吸烟请到吸烟区.”

For your and others health, the passengers who smoke, please go to the smoking area.

This slogan wants to tell everyone not to smoke in waiting room. If you want to smoke, please go to the smoking area. The intention of the slogan is understood by Chinese, but from the angle of structure analysis of English, the meaning becomes that welcome to smoke in waiting room for your health. Because smoking area is ready for smokers in the airport, this is actually not a warning of nonsmoking but pampers people smoking.

3.2.2 Cultural Differences for the Misleading of Advertising Information

Due to obvious differences in psychology, thinking, reasoning between Chinese and English, when people communicate with each other, language and cultural differences surely limit the usage of language; sometimes ambiguous even wrong advertising information will be gotten. Please read the following advertising.

Example: “本品可即购即食, 食用方便.”

Opening and eating immediately.

“即购即食, 食用方便” in Chinese it means convenience for eating. Using “immediately” to express “即” is improper. When foreigners read “eating immediately”, they can think if they don’t eat up, the food will rot at once. This will damage the image of this product. “即购即食, 食用方便” should be translated into

“always ready to serve” in English. Translating like this, the equivalence effect of product image can be reached between Chinese and English. Therefore, advertising translation isn't equal to the surface meaning, but the tight combinations of information and language connotation. Only the reader of original advertising language has same recognition with the reader of target advertising language, translation can reach equivalence.

3.2.3 Cultural Differences Causing Communication Obstacles of Advertising Information

Thinking and reasoning ways for the same thing are different between English and Chinese. If we neglect the cultural differences, communication will produce obstacles. Existence of language cultural differences makes advertising translation become a recreation process. In order to keep good image of a product, considering psychological factors of purchasers under different cultural backgrounds is necessary and mastering the associated meaning is also important. For example, American is crazy with losing weight, slimming pills are popular, but nobody buys slimming pills made in china. By survey, the problem is the English name “obesity—reducing tablets”. In American opinions, this kind of pills is ready to serve obese people; it shows consuming psychology of the purchaser. When “obesity—reducing tablets” is replaced by “slimming pills”, it sells well. Another example: 五羊 brand of bike of Guangzhou got its name from the city name .It was said that Guangzhou was built due to given directions by an old fair with five sheep in her hand. Except for memorializing, 羊 is gentle, kind, lovely in Chinese culture. But translated into five rams in English is inappropriate. Ram in English has two meanings, when it is used as a noun, it means a male sheep and when it is used as a verb, it means falling down. So a bike is named as ram, which makes people associate with falling down unsafely from the bicycle. Such advertising translation only can cause obstacles of information communication.

So when we translate advertising, we should consider cultural factors not to translate advertising word for word, because it will cause misunderstanding; once misunderstanding happens, foreigners will not purchase our products. China will lose a wide world market. So translating well is very important. When we translate advertising, we should think over to reach functional equivalence. When we apply functional equivalence theory to translate advertising, we shouldn't translate literally, we should dig out the deep meaning implying in the advertising. A translator need apply functional equivalence theory to advertising translation. It is a good way to acquire good translation.

Translation itself is an introduction of foreign culture. Language belongs to a part of nation's culture. Due to differences of cultural backgrounds and language form itself limitation expression ways, there are few complete equivalence. Equivalence between society and culture is very important factor in the process of translation. When translating idioms with rich culture colors, some places or people's name from religion and custom, We need adjust them, they can't be translated literally or taken for granted to be translated according to Chinese culture. We should translate the deep meaning away from original cultural background. For example: "columns in which were announced the births, deaths and marriage" means "生死婚嫁启事栏", if it translated into "添丁得女,红白喜事栏" was inappropriate, because western people didn't call funeral affairs as "白喜事". "添丁进口" was Chinese unique phrase. Another example: the trademark of "金鸡牌闹钟" was translated into "golden cock". It was wrong. The slang of "cock" meant dirty words. In order to reach functional equivalence, we need make adaptations of advertising translation.

Chapter Four: Reasons for Adaptations of Advertising Translation under the Guidance of Functional Equivalence

Someone may say the advertising is much similar to news report in that both of them are focused on the purpose of communication. It is true that advertising is more “commercial” than news report since the latter aims at publicizing information to the public. There is another major difference between advertising and news report, that is, advertising is for the sake of persuasion. The function of persuasion is even more important than that of communication. After all, business institutions or individuals pay a large sum of money to put up advertisements in order to sell their products out, not just to inform the public of the availability of a particular commodity. That is, the ultimate aim of all advertising is to sell the commodity but in order to achieve this, and a few obstacles should be overcome. First of all, readers are usually reading newspapers and magazines to get informed of the news and events happening around them or all over the world. They go to advertisements directly only when they are in urgent need of something, a job, an apartment to rent, a second-hand car, etc. The first task of any advertisement, then, is to make sure that the advertisement is noticed. Once the readers’ attention has been caught, the problem becomes how to prolong people’s attention by convincing them that the commodity advertised is of interest to them before they turn their eyes away. The next step is to convince the reader that the commodity will satisfy some needs—the reason underlying the purchase—or create a need which he has not felt before. To feel a need is far from enough because there are too many brands of similar products competing for the limited consumers. Finally, the advertisers then must convince the audience that the particular brand advertised is superior to other brands in one way or another.

So naturally before we go further discussing the application of the functional equivalence theory to the practice of translating advertising, we need to spend some

time talking about the functions of advertising which I have mentioned above.

According to Leech (1966), the tasks of the advertisement can be summarized as the following five: 1. attract attention; 2. arouse interest; 3. stimulate desire; 4. create conviction; 5. get action.

Actually, it is very hard or even impossible to find such an advertisement that demonstrates a one-to-one relationship between the five steps and every single element in the advertisement. Normally two or more steps are treated together.

Since we are translating advertisements from the perspective of the functional equivalence theory, we shall now investigate how these five steps are achieved through the language used in advertising.

According to the functional equivalence theory, the standard of evaluating a translation is whether and how closely the target receptors respond similarly as the original receptors do. Thus it can be induced that the translation should be appreciated in the same way as the original text. As far as advertising translation is concerned, we should evaluate the translation of advertisement according to its effect of sales promotion, taking into consideration that the ultimate purpose of advertising is to promote sales by successfully persuading consumers to purchase the advertised products.

However, in the translating practice, to employ literal translation or free translation or both can not achieve the functional equivalence due to several kinds of reasons. I believe that making adaptation is one very useful way to achieve the functional equivalence in advertising translation.

4.1 Reason for Differences between English and Chinese

Obviously, as two totally different languages, English and Chinese have their own language features. The different language features rule out the possibility that it is enough to employ free and literal translation in translating advertising. When a source language advertisement is tackled, it is necessary to make adaptations in the translation. Of course that is not to say translators can make adaptations at will.

Adaptations are necessary only when translated literally some factors in the source advertisement will bring obstacles to the readers' full understanding of the translated advertisement. Before the translator decides which factors and in what way these factors should be adapted in the translation, he must analyze the original and the translated advertisement and sum up the linguistic and cultural differences between them. Here is an example:

At last! An entirely NEW collection of beautiful underwear and lingerie, glamorous figure-shaping corsetry, gorgeous evening and night-dresses, and really DIFFERENT stockings and tights, all in exotic, exciting colors and fabrics.

This advertisement of underwear is excerpted from 《现代英语广告》 compiled by Zhou Xiao. The translation by Zhou Xiao (1998) is as follows:

我们终于有了全新的漂亮内衣，富有魅力，合体的女士紧身胸衣，华丽的晚礼服以及真正与众不同的长筒袜与紧身衣，全部具有异国情调，令人兴奋的色彩与织物。

At the lexical and grammatical level, this translation can be regarded as a faithful equivalence of the source text. However the suggested version above, in my personal opinion, has much room for improvement. According to the characteristics of English advertising, this translation is far from satisfaction. The serious problem at the lexical level is its failure to appeal to people's attention and arouse a desire for purchase. The wording, especially the use of adjectives is so common and plain that people will

hardly pay attention to it when they are watching TV or waiting for their buses.

The problem with this translated advertisement at the syntactic level is similarly fatal. The structure of the Chinese advertisement appears a little bit superfluous. Advertising language resorts to sentence fragments often. In doing so, conciseness will be achieved and the key information will leave a strong impression on the audience. Furthermore, if we use sentence fragments, instead of standard grammatical sentences in this advertisement, the rhythm will be improved as well and this will evoke an echo in readers' minds when they come across the advertised product while shopping in the supermarket.

According to the analysis above, we'd better make some changes to the translation version above and it will come out as follows:

X X 内衣, 全新上市, 展示你的魅力。女士胸衣, 紧身合体; 晚礼服, 华贵大方; 长筒丝袜, 与众不同。X X 内衣 异域风情, 霓裳羽衣。

Compared with this translation, the one suggested by Mr. Zhou appears to be more faithful to the original version. But a valid translation should be not only informative, but also persuasive. Zhou's version is superfluous in structure and lengthy in organization. At an advertisement like this, readers will feel tired and bored in finishing reading it. It is not attractive and persuasive, so its faithfulness to the original text can not justify this translation as a whole.

On the other hand, according to Zhou's version it seems that this translation has changed the original text in a way and the target receptors can hardly imagine what the original text is like. In one way, this version is not faithful to the original text. However, according to the theory of functional equivalence, the first important criterion in judging advertisement translation is to see whether the translation is effective to function in sales promotion. Thanks to its concise and brief language,

lively rhythm and appealing adjectives, the second version is equivalent to the source text because both of them can function well in promoting sales of the advertised products.

Although the functional equivalence theory tends to value adaptation as an important means in translating advertising, it is not necessarily denoted that the requirement of faithfulness to the original text in the form can be denied under any excuse. The translation above can be regarded as being faithful to the original text: the subject, the quality of the product and all the important information concerning the product have been kept intact. This translation better solve the dilemma of conveying messages, being faithful to the original text and marketing the product successfully. Thus this translation is valid, successful and above all, equivalent.

4.2 Reason for Differences of Target Language Receptors

In Nida's theory of functional equivalence, an unprecedented importance was attached to the target language text and its readers. In order to accomplish its function of communication, translated text must be "natural". Except that the original text is not smooth or natural for particular purposes to achieve, the target language should be as smooth and natural as the original text. For a long period of time it has been considered as being reasonable to ignore the differences existing in the readers in terms of education, social status, value systems etc. Too much attention paid to the audience is labeled as superfluity and criticized severely by many theorists. Nida, however, looked upon the target text receptors as an important part in the process of translating.

He argued that different readers would respond in different ways to the same material due to the differences in their capabilities and ways of comprehension. As one said before, "There are one thousand Hamlets in one thousand readers' minds."

Differences in education background, career, personality, etc, can account for people's comprehension differences. Since the differences exist in nearly every culture of any historical period, so they can't be left untouched in the translation studies. For example, Shakespeare's famous play "Hamlet" has been filmed and when this movie was introduced into China, there were two options for the Chinese version of the film name "哈姆雷特" and "王子复仇记". The film bill with the name "哈姆雷特" would be not attractive to those who were not familiar with western literature; Also this translation version appeared to the average people very like something about science or something else abstract. As mentioned above, the functions of advertising are mainly the following five: attract attention; arouse interest; stimulate desire; create conviction; get action. The translation version "哈姆雷特" was definitely a failure since the film bill with this title could neither attract the majority's attention nor arouse their desire to purchase the ticket. "王子复仇记" would be a perfect choice because it was exciting and the average people got to know from the title what kind of story this movie told. Of course the other version "哈姆雷特" would be a perfect choice when this movie was being advertised to college students and professors, foreign literature enthusiasts, etc.

For these people were pretty familiar with the play, they would be attracted and motivated to watch the movie. Therefore, in order to achieve equivalence in translating advertising, translators need to be equipped with a comprehensive knowledge of cultural background of the receptor language. In evaluating an advertising translation, the receptors' response to the translation should occupy a more important place than simply other factors, including the conveying of meanings, the form of the source language or that of the target language. To some extent, the translator needs to "cater to" the requirements and ways of thinking of target text readers, so he could take into consideration the cultural differences between the source and target texts, especially the cultural awareness of the target readers. Here is an example. "白象" is a famous brand name of instant noodle in China. The image of

a “white elephant” appears rather lovely to the Chinese readers but definitely not to English native speakers. “White elephant” in English means something is very costly, troublesome or useless to its owner. So we can predict the prospect of the product with such a brand name. That’s why this brand name is literally translated into “Bai Xiang”. Though the form of this translation is not completely equivalent to “white elephant” in the original version, functional equivalence will be achieved and the sales promotion of this instant noodle will not be influenced by its brand name.

4.3 Reason for Cultural Differences between English and Chinese

According to Peter Newmark, culture is “the way of life and its manifestations that are peculiar to a community that uses a particular language as its means of expression.”(1988: 94) Culture is everywhere in advertising from every phase of making, designing and publicizing. The advertiser has to resort to the culture in order to make the advertisement appealing to the public. In international advertising, cultural factors in both the target and the source language play a key role.

As we all know, language is the carrier of culture and the rendering of meaning can not avoid the influence of the underlying cultural factors. Sometimes we come across unnatural original text or grammatical errors in it. In an American movie, a black woman said, “Jesus, he are polite.” Poorly educated, this woman uses “are” as the only form of the verb “be”. In Chinese language, there is no such distinction and according to the requirement of equivalence, this sentence was translated as “噢上帝，他真是彬彬有礼。” “Polite” has a Chinese equivalence “彬彬有礼” and “彬彬” is always pronounced as “衫衫” by some poorly-educated Chinese.

Any foreign trace retained in the translation will render difficulty for target language receptors to grasp its appropriate meaning. If we translate the phrase “go Dutch” into “按荷兰人的规矩办事”，Chinese readers will be puzzled. If we make

some adjustments and translate it into “五五分账”, equivalence will be achieved because Chinese readers respond and act in the same way as the English readers do. That's to say, a natural translation must be in accordance with the cultural factors involved in the source text. For another example, in American English, “drug store” frequently occurs and the translation of “药店” will cause misunderstanding. “Drug” is the equivalent of the Chinese character “药” and people can go to a drug store to get some medicine. However, in fact people can get far more than medicine in a drug store and a drug store in one community functions in the exactly same way as “杂货店” or “小卖部” does here in China. “药店” is the formal equivalence but it is misleading. The translation “杂货店”, though not equivalent in the form, can provide the exact same information as the source text does to the Chinese readership.

Therefore, in order to achieve equivalence, it is necessary to employ adaptations in more cases than not in the process of translation. Some theorists took it for granted that functional equivalence translation was similar to free translation and since great freedom was generated in it, translators would find it very easy to apply functional equivalence theory into practice. As a matter of fact, equivalence translation is far more difficult than either free or literal translation, because translators need a comprehensive understanding of all the factors involved in the source material. In the free or literal translation, the various rhetorical features of texts are highlighted and the relationship between the source text and the translated version plays the key role in evaluating a translation. However, functional equivalence translators should make more effort than that. They need to pay attention to the impact of the source text upon the source receptors and try to render a translation that will produce similar impact upon the target receptors. Therefore the translators should take into account all the factors, especially cultural ones.

To sum up, in order to achieve the functional equivalence in translating advertising, it is necessary to make adaptations in the translation. In the following part,

adaptations will be discussed as the main method of translating advertising together with examples.

As discussed above, making adaptations in translating is not something expedient, but a necessity that will be resorted to frequently in the process of translation. Before deciding whether and what adaptations should be made, translators are better off making a thorough investigation of the verbal and discourse details of the advertisement and analyzing the functions of the signs and information. The organization, structure and rhetorical devices of an advertisement should be studied in association with their functions.

Example: Your perfume turns him on. Will your breath turn him off?

--Toothpaste

It is far from enough only to figure out that the sentence above is an interrogative one.

We should go deeper and conclude that the function of the interrogative sentence is to persuade people to purchase the advertised brand toothpaste, through the means of "warning" them of the harm and disadvantage of using bad tooth paste.

Example: Moisture Wear Make-up. It gives life to the look and feel of your skin.

--Cosmetics

The advertisement of cosmetics above uses personification, a rhetorical device, to strengthen its persuasive power. This is simple and clear for the average readers, but insufficient for translators. For translators the requirement is even higher. They should aware that the function of personification here is to make the advertisement appealing to readers and reach equivalence in translation.

A careful analysis of the original text in a way above can contribute to people's full understanding, which in turn will be an aid to the translator's deciding what

adaptations should be made in the process of translating.

As mentioned in the previous part, altogether three reasons are discussed, which make adaptations necessary in translating advertising. Accordingly, three sides of adaptations will be discussed in light of the three reasons above.

However, the necessity of making adaptations does not mean that the translator can follow his inclination and make changes as he pleases. Generally speaking, the subject and the key information should be kept intact in the translation. Adaptations should be confined to interpreting the functions of the verbal signs. Translators seek formal equivalence only when it is possible. The first task is to achieve the functional equivalence in the translation. When the two tasks are contradicted with each other, priority should be given to the latter.

4.4 Three Sides of Adaptations in Translating Advertisement Texts

4.4.1 The Verbal Side

Since we try to translate advertising language and achieve the functional equivalence, when we render the translation, adaptations should be focused on the verbal side: words, sentence structure and rhetorical devices, especially those verbal signs that are closely associated with the particular functions of the advertisements. To exemplify this point, analysis will be given to the following advertisement of jeans excerpted from 《广告英语》 by Cui Gang (1993):

Your body is beautiful.

It's your jeans that are out of proportion.

Even the most beautiful body can get lost under the wrong pair of jeans.

That's why it is important to wear jeans that let you look

your best, jeans that make the most of what you've got.
Like our Relaxed Riders.

When we make Relaxed Riders, we cut our material on a curve to conform to the natural contours of your body. So where your proportion change, the proportion of your Lee's relaxed Riders jeans change too. If you've been thinking that something is wrong with you just because your jeans don't fit, try Relaxed Riders. You'll see it's not a better body you need. It is better jeans.

First, translating of this advertisement will be attempted in light of the principle of formal equivalence. The translation will be as follows:

你的身材很美，可是你的身材不合比例。不合身的牛仔裤，可以掩盖最美丽的身材。因此，重要的是，只穿使你自己容光焕发的牛仔裤，只穿充分展示你美好身材的牛仔裤。就像我们的“轻松骑士”。在生产“轻松骑士”时，我们将裤子按一定弧度剪裁，以迎合人体的自然曲线。因此，当你的身材发生变化，您所穿的“轻松骑士”也会发生相应的变化。如果你因为裤子不合身而感觉有问题时，试试“轻松骑士”吧！你会发现你需要的是更合身的牛仔裤，而并非更完美的身材。

The translation above has successfully achieved formal equivalence at the verbal side.

The rendering can be regarded as expressive and elegant to some extent. This translation is equivalent if the original text was not an advertisement, but a news report. The reason is that the function of news report is informative and that of advertising is persuasive. The standard of advertising language has not been satisfied since it is not concise. Therefore, we can not say this translation is equivalent since it

fails to be successful in functioning well in promoting the sales of the advertised jeans.

As for the translation of advertising, the functional equivalence should be prior to the formal equivalence.

Here is the official translation of the English advertisement:

你身材曼妙。
但不合身的牛仔裤
会使你的身材黯然失色。
李氏“轻松骑士”系列牛仔裤，
剪裁得体，自然流畅；
随心所欲，修身美体。
好牛仔胜过好身材。(Cui Gang, 1993)

Consider the second version and adaptations should be made at several sides. The verbal features, including grammar, wording and rhetorical devices, need to be improved. First of all, the wording, especially the use of adjectives of the first translation can be regarded as a failure. Such adjectives as“美”，“最美丽”，“美好”，“完美”， have been so common that they can be hardly appealing and persuasive.

In the second translation,“曼妙”，“黯然失色”，“自然流畅”， these adjectives are original and exciting, suggesting the superior quality of the brand jeans.

The most serious problem with this translation at the verbal side is its sentence structure. Full of standard grammatical sentences, the first translation appears to be too long. When people watch TV or read newspapers, few of them will be willing and patient enough to finish an advertisement as long as this one. In the practice, this lengthy advertisement will be very costly as well, since the price for advertising is based on its length. The structure is also problematic. The sentences are plain, boring

and hard to remember. Successful advertisements are always famous for one or two sentences as the slogan. Customers remember a particular product often because they remember an advertisement slogan about it. Such a slogan is absent in the first translation but can be found in the second one. “好牛仔胜过好身材” is really impressive and persuasive.

As mentioned before, one of the syntactical features of advertising language is the mass use of sentence fragments. To improve the first version, we can employ one unique language feature in the Chinese language, four-character phrase, such as “剪裁得体”, “随心所欲”, “修身美体”. These phrases are concise and powerful, making the advertisement a pleasure to read.

Another problem with the syntactic feature of the first rendering is a derivative of the structural incompetence. The rhythm of the text is not smooth to read and hear.

Readers suffer, instead of enjoying when reading the advertisement. In the second version, especially in the last sentence, “仔”, “赛”, “材”, the three words are in rhyme with one another. Thus the translation is very smooth and pleasant to speak.

4.4.2 The Audience Side

While the author translates advertisements in light of the functional equivalence theory, adaptations should also be made on account of the audience, besides the verbal side. It is not negligible that readers play the key role in translating advertisements, because it is them that buy the products, which is just the realization of advertising itself. Since Chinese people and English native speakers differ from each other distinctively in terms of consumption psychology, purchasing behavior, buying habit, etc, adaptations in this aspect are necessary in order to cater to their different requirements.

Example:

Vacation in your own private paradise. As tropical,

as quaint, as secluded as any undiscovered island.

The perfect island resort. -----Island Resort

This is an English advertisement of a natural resort. Westerners value independence and privacy more than anything else, even when they are traveling or having holidays. "Private", "quaint" and "secluded", these words can be really attractive to them. But this is not the case with Chinese readers. First let's translate the advertisement literally.

在私人天堂里的完美假期。热带雨林气候，奇特的风光，与世隔绝，使之成为完美的岛屿度假地。

An island like this may be attractive to westerners but not necessarily to Chinese people. We judge from the text, it seems that few people visit this island. Such a place is very "cool" to westerners but a little bit bleak and desolate to Chinese audience. There has been a tradition in the Chinese consumption psychology, that is, to drift with the stream. Chinese always trust the product that most people buy. We can easily find the trace of this tradition in Chinese advertisements. Many products, for instance, are said to have won the so-called title of "Consumers' Trustworthy Product" according to a poll. Obviously, the advertisement of this island will possibly be turned down by Chinese tourists.

Therefore, in order to accomplish the functional equivalence, we should make some adjustments. "Secluded" can be translated into "远离喧嚣"; "undiscovered island" can be translated into "世外桃源". These words and phrases are able to attract the attention of Chinese readers.

在私人天堂的完美假期。热带雨林气候，奇特的风光，远离喧嚣，世外桃源般的岛屿度假地。

The translation version may not be equivalent to the source text in the form. However, in terms of function, this version can be regarded as equivalence.

4.4.3 The Cultural Side

Adaptations should also be made on account of cultural differences between English and Chinese. In this thesis, translating the verbal art of advertising between English and Chinese has been dealt with. The necessity of discussing the cultural factors, then, is inevitable since language has long been considered as a component or feature of culture. Furthermore only through the use of language can culture find its way of expression. Originally put forward by Eugene Nida and adapted by Peter Newmark (1988: 95), culture is usually categorized into five types: ecology, material culture (artifacts), social culture (work and leisure), institutional culture (organization, customs, activities, procedures, concepts) and gestures and habits. Some concepts are culturally universal, like "die", "live", "food", and "happy", etc. There is usually no problem there. In fact it is the similarity between different cultures that makes translation possible. However the activity of translation finds the reason for its existence when there is no cultural overlap between English and Chinese culture. For a translator, no matter what type of material he is dealing with, he will never correctly understand the source language text and express appropriately in the target language without the contrastive knowledge of the two cultures. Translating advertising is no exception. In translating advertising, a large amount of cultural information is hard to be transferred between the source texts and target ones. Moreover, cultural problems in translating advertising are so common that every translator just runs into it more often than not. During the course of translating advertising, culture brings about obstacles in one way or another and it is necessary to analyze the specific situations.

Generally speaking, the relation between culture and translation can be summed up and categorized into the following four aspects. Different ways of making

adaptations should be employed according to different situations.

1) Cultural Equivalence

According to Peter Newmark (1988), some ideas, conceptions, items are “universal” and shared by both the target and the source language which include social relationship: wife and husband, son and father, owner and slave; items: food, water, wood, bridge; emotions: hatred, envy, love, regret;

In dealing with these ideas and items occurring in advertising, the translator is taking up a comparatively easy job and literal translation is preferred.

Example: You are better off under the umbrella.

--Traveler Insurance Company

To compare insurance to an umbrella is very easy to understand for the majority of people all over the world, except those whose dwelling areas are so arid that there is no such a thing as umbrella due to too limited rainfall. Here are two more examples.

Obviously, there is no much trouble in translating those advertisements.

在伞的保护下，您会更加安全。

--旅游保险公司

Pierre sports quilted jacket,

--well, who should know better than a duck how to keep warm?

羽绒运动夹克衫—有谁比鸭子更知道保暖呢？

2) Cultural Clash

In some cases, some cultural concepts in the source language have totally different meanings, connotations and denotations from their counterparts in the target language. Then cultural clash occurs. For example, in Chinese culture, “east wind” means being lucky, auspicious and propitious because in China the sea lies in the east and in the season of spring, the east wind is always pleasant bringing about rain and animation. Naturally there are too many advertisements that have adopted “east wind” either in the slogan or as the brand name. Nevertheless in Britain, owing to totally

different climates, being dry and fierce, east wind is unpleasant, troublesome and sometimes even evil.

Example: 东风小霸王, 世界看我行。

—东风汽车

“东风汽车”, one of the most famous automobile brand names, is credited highly with its originality in advertising. Then how to translate the brand name into English? Of course we can not translate it into “west wind automobile” although the cultural connotation of west wind in English is very close to that of east wind in Chinese. The reason is that the change is too much and the concept of west wind will be inconsistent with the images, slogans and a text of the company’s other advertisements. In some other cases, if the source language is literally translated and the form is exactly kept, misunderstanding will occur among the target language readers. When it happens, some adaptations must be made. My suggested version is “Dong Feng Automobile”. As to the cultural connotation of “east wind”, it can be explained and conveyed to the audience through other advertising means, including slogans, pamphlets, TV shows, etc.

Abroad there is a brand of shampoo named as “poison”. In the west, young people are keen on the pursuit of excitement and exotic things. Poison is designed to appeal to this trend. In Chinese culture, poison can never be associated with good things at any occasions, so the literal translation “毒药” will not be good. In order to open up a market in China, the brand name must be modified and it turns out to be “百爱神” in Chinese.

Sometimes the translator will run into some problems brought about by the cultural differences behind the text.

上海皮鞋厂向花牌女鞋消费者致谢。花牌女鞋被推荐为参加全国驰名商标评选。上海市著名商标。轻工业部、上海市优质产品。———花牌皮鞋

The text is easy to translate but the problem is whether it is necessary to translate those titles and awards. In Chinese culture, due to the feudal ruling lasting for more

than two thousand years, Chinese people have a deep belief in authority, especially the administrative authority. The average people believe such a product that has received recognition for its quality by the government. That is why too many advertisers are boasting of having won certificates or awards from governmental institutions for the good quality of their products.

This is not the case, at least in the U.S.A and U.K. It is unimaginable that the government intervenes in commercial activities in any form with any excuse. There is no officially recognized and recommended commodity and even if there is, they will hardly win the trust of the public. Therefore, while we translate the advertisement into English, those titles and awards are better off being neglected.

There are some other cultural ideas, concepts, traditions about which English and Chinese culture can hardly reach agreement such as pluralism and monism, egoism and collectivism, love of migration and desire for settlement, etc.

3) Cultural Vacuum

Cultural vacuum occurs when some cultural concepts or real objects in the source language can not find counterparts in the target language at all. For example, in Chinese culture, there are some concepts which are so abstract, peculiar and typical that only the native speakers can understand, such as Yin, Yang, Qi, Ba Gua, etc. All the terms mentioned above can be seen very often in Chinese advertising. Moreover, those ideas and concepts are the symbol that makes Chinese advertising distinctive at international advertisements festivals.

Example: 乌鸡白凤丸, 选用太和乌鸡, 补气养血, 调和阴阳。

—乌鸡白凤丸

Qi, a key word in Chinese traditional philosophy, is related to the law and order of the universe and the composing material of all matter. The universe is nothing but a

large quantity of Qi. Chinese traditional medicine, shadow boxing, martial arts, and many other traditional philosophies are constructed on the basis of Qi. Meanwhile, Qi outweighs anything else in keeping one sound and fit. The ancient Chinese believe that the universe is composed of Qi, so is the human body. To cultivate Qi within the human body is to require one to make himself more compatible with nature, his surroundings and his own everyday life.

The Chinese character“气”will be “gas” if translated literally. However, the literally translated version will not do in any way. In this case, making adaptations is necessary and it is even the only way out. A new form in English should be created accompanying with descriptive explanation. The translated word will remain foreign as an imported word from foreign languages until native speakers of English fully understand it. “Vital energy” is a preferred version through which the essence of the Chinese word Qi can be grasped by English native speakers with least misunderstanding. Transference, or another way to put it, naturalization, is the best option dealing with this kind of problem.

The absence of lexical equivalence in the target language to convey a concept, an idea or a real object in the source language results from the differences in the two cultures, concerning climate, custom, traditions, philosophies, and beliefs, etc. When those concepts and ideas are peculiar to only one culture, translators will run into great difficulties and making adaptations is necessary.

4) Cultural Substitute

Cultural substitute refers to the situation in which a new word needs to be created. A cultural substitute should have the same function in context as the original item, and be as close to the original form as possible. Transliteration is the most common way of creating this type of neologisms.

Example: Things go better with Coca-Cola. -----Coca-Cola

When Coca-Cola was first introduced into China, the brand name was originally rendered as “Ke-kou-ke-la”. However, this brand name appeared unpleasant to Chinese people because it meant “the taste of wax is wonderful”. Only after thousands of signs had been prepared for distribution, did the company find a suitable word from over 40,000 Chinese characters, “Ke-Kou-Ke-Le”, which could be interpreted as “happiness in the mouth”.

Neologism abounds in Chinese with the more and more frequent communication between China and western countries. The following groups of Chinese words are borrowed from English.

- 1) massage 按摩, Tsar 沙皇, poker 扑克牌, sauna 桑拿浴, Eskimo 爱斯基摩人 salmon 三文鱼;
- 2) Oxford 牛津, the Rocky 洛基山脉, Downing Street 唐宁街,
- 3) U-shaped magnet 马蹄形磁铁 X-brace 交叉支撑 T-square 丁字尺 Q-antenna 圆形天线
- 4) neon 霓虹 mango 芒果 club 俱乐部 mousse 摩丝
- 5) Dacron 的确凉 shampoo 香波 Goldlion 金利来

The five groups above represent the five most commonly used ways of loaning words from foreign languages. In the first group, transliteration is adopted plus a noun which suggests the function of the item. In the second group, transliteration and literal translation are employed at the same time. Descriptive translation is resorted to in the third group. The shape of the item is shown in its name. The transliteration words in the fourth group turn out to be consistent with the original words in the source language suggesting the same functions. In the last group, the brand names are transliterated in a more free way in order to add appeal to the names for commercial purposes.

Chapter Five: Chinese-English Advertisement Translation Strategies Based on Functional Equivalence Theory

As stated in the previous chapters, advertising language is closely bound up with culture, and each advertisement has its clear specified promoting function and target audience. Therefore, translation of advertisements shall satisfy the requirement of promoting function, aiming at its target reader and adapting to its target language and target culture. Being an influential and controversial theory, Nida's functional equivalence theory emphasizes the equivalent response of source reader and target reader, and is target language and target culture oriented. Therefore, the theory and the practical application can be and shall be combined together to achieve the ideal advertisement translation effect.

The problems in current Chinese-English advertisement translation are related with two aspects, linguistic factor and cultural factor. The inefficient situation in the field is caused by the translator's neglect of the target language's linguistic features and the target readers' cultural conventions. Therefore, the thesis will next suggest translation strategies applied to Chinese-English advertisement translation based on Nida's functional equivalence theory, from the aspects of linguistics and culture respectively.

5.1 Translating Based on Target Language Orientation

In order to make a linguistically authentic translation, consideration of the linguistic features of the target language is needed.

Generally speaking, a translator shall know the linguistic features of English advertising language with respect to the aspects of lexical usage, syntactic features,

grammatical rules and rhetorical devices etc. The thesis will give further study based on the four clues.

5.1.1 Translating Based on Target Language Lexicon

During Chinese-English advertisement translation, the lexical features of western advertising language shall be taken into account. For example, the features of adjectives and pronouns in English advertising language.

Advertising language pays much attention on the choice of words, especially adjectives. Whenever examining an advertisement, one can find that the most extensively used part of speech is adjective. This is very normal because the purpose of advertisements is to attract the reader's attention, to arouse the interest and to convince the reader to get action. The use of adjectives can ideally explain the appealing features of the product.

However, as to the choice of adjectives, especially the number of adjectives, it is quite different between Chinese and English advertisements.

Generally speaking, many Chinese advertisements adopt the strategies of four-character structure, and repetition of adjectives meaning more or less the same as enhancing the effect of an advertisement. However, four-character structure may cause great difficulty for the translator to well translate the structure into English. Furthermore, with regard to repetition of adjectives, direct translation will cause redundant effect to the westerners, since they pay more attention on the fact rather than flowery expressions.

Therefore, the translation of advertisement adjectives shall firstly call on translator's attention.

Let's see the following examples:

“京华白雪豪”系精选早春绿茶加优质茉莉鲜花精制而成。芽叶肥壮，汤色明亮，滋味干爽，香气鲜灵持久，是茉莉花茶中的极品，更是天然保健饮料。

“Jinghua Baixue Hao” is prepared from selected spring green tea scented with fresh jasmine flower. It has fat and bold buds, bright liquid and brisk taste, fresh and heavy flavor. It is a super-quality jasmine tea and natural health-keeping beverage.

The source text is suitable to the linguistic features of Chinese, which highlights the features and high quality of the tea. However, after the four-character structure adjectives are all directly translated, the style of the target text seems too flowery and indirect to the western people. Compared with Chinese, brief and clear is the writing style of western advertisements. Therefore, western people will be confused and fed up with the lack of enough information, which may result in the failure of communication.

The suggested translation is as the following:

Great care is taken to ensure the perfection of “Jinghua Baixue Hao”. It selects the finest spring green tea scented with fresh jasmine flower. The tender leaves are collected before they reach full maturity, thus the freshness brings the sweet aftertaste and lingering fragrance, which will satisfy both the connoisseur and newcomer.

In the suggested translation, information loaded words and expressions substitute the flowery adjectives to satisfy the lexical features of western advertisements for adjectives.

Another example:

该厂能生产大衣、西装、时装、衬衣、毛衣等不同类型服装的上千个花色品种纽扣，产品规格齐全、品种繁多、造型新颖。

The factory produces various new types of buttons in thousands of different

designs for coats, suits, fashion, shirts and sweats.

In this example, in order to not sound redundant, the translator summarizes the three four-character structures 规格齐全、品种繁多、造型新颖 into various new types of, to avoid the illusive effect to the target reader.

The second phenomenon which calls the translator's attention is the treatment of personal pronouns in advertisement translation.

Let's take the example for analysis. Some of the readers may have not found the inappropriateness of the translation.

接天下客, 送万里情

Ready to meet guests from all over the world,

Ready to speed them on their way.

From Tianjin Taxi Co.

The whole translation actually can be regarded as successful from the aspects of logic and readability. However, an error in the translated version is the unsuitable use of the pronoun. As advertisement is directly targeted at the reader, the second personal pronoun "you" and "your" are preferable to the third person pronoun, which will cause indirect communication effect. However, in Chinese advertisements, the personal pronouns sometimes do not directly appear in the texts but appear more in noun forms, as the case listed above, or simply the personal pronouns are omitted. In such a condition, careful consideration shall be made to satisfy the target language's requirements for pronouns.

Therefore, the suggested translation is as the following:

Ready to meet you from all over the world,

Ready to speed you on your way.

5.1.2 Translating Based on Target Language Syntax

Words are combined into syntax to make the separate words gain the concrete meanings in the sentence. The sentences in advertisements are normally short, brief and concise. Both Chinese advertisements and western advertisements conform to the linguistic features. However, during the process of Chinese-English advertisement translation, observance of the short, brief and concise features in advertising language is usually neglected, long and redundant sentences with low readability produce

Let's see the examples listed:

a. “皇冠”牌手表，日日创新，步步领先，年年夺冠。 (*Advertising English*)

The “Crown” brand watch brings forth new ideas every day, takes the lead every step, and carries off the first prize every year.

b. 人无我有，人有我新，人新我优。 (*Advertising English*)

We have what others haven't; ours are newer than the similar item of others; ours are superior to the similar new items of others.

Both advertisements of the original version can be regarded as excellent slogans to Chinese people with regard to manipulation of language. However, the translated versions are a little bit lengthy from the aspect of sentence structure of English, and incredible from the aspect of cultural value of the westerners.

Therefore, the suggested translations shall be as follows:

a. Endless endeavor to make innovation,

Persistent pursuit to be the best,

The “Crown” Watch, Your Ideal Choice.

b. We are always ahead of others!

In the suggested translations created by the author, not only the conciseness of the syntactic feature is retained, but also the features of the products are well embodied and strongly highlighted. Through slight adaptation, both linguistic features

and cultural preference of the advertisements are presented to the target reader.

In addition, translation of Chinese advertisements shall obey the grammatical rules of English. Otherwise, mistakes and even misunderstanding may arise. The author just wants to stress one point here, that inobservance of grammatical rules of the target language is not only a simple linguistic mistake, but also a kind of careless attitude to the target consumer. It will arouse the consumer's suspicious attitude toward the producer's strength and sincerity. If grammatical mistakes can appear in the advertisement without care, what kind of problems will occur in his product without responsibility?

5.1.3 Translating Based on Target Language Rhetorical Device

Rhetoric device contributes to the effective use of language and is the art of using language effectively. Rhetoric device is employed frequently in both western and Chinese advertisements. It is well known that if the writing does not involve in rhetoric devices, it cannot be good and effective writing. However, it is this kind of application of rhetorical devices to advertising language that causes great difficulty in advertisement translation.

How to deal with the translation of rhetorical devices in the source text? Nida's illustration on metaphor translation may give the translator some hints, which states that "In general, the translator always endeavors to render a metaphor so as to preserve the forcefulness of the original figurative expression in his translation. However, a literal translation of a metaphor may lead to irrelevant reading. If this is the case, the translator had better render the sense of the metaphor rather than the figure of the speech" (Nida & Taber, 1969:107). This statement embodies the spirit of functional equivalence theory, which stresses on the function of language instead of form.

Based on the above statements, the thesis summarizes the translation strategy of rhetorical devices applied in the source text. Faced with such a situation, the translator

shall try to keep the effectiveness of the rhetorical devices in the original version on one hand, and make the translated version understandable to the target reader on the other hand. When the two requirements can not be unified, the second one shall be observed to realize its specified function.

For examples:

- a. 不要用这种眼光看我！我不过是为你们多加了两排座位！（Personification）

Don't look at me this way. I just have a longer figure than the others.

Don't look at me this way. I just have more humps than the others.

玉柴汽车（加长型）

- b. 车到山前必有路，有路必有丰田车。（Parallelism）

A car will find its way round a hill when it gets there.

Where there is a road, there must be Toyota Cars.

丰田汽车

- c. 美女话西施，美酒推灵芝。（Analogy）

As the Emperor's favorite, Xishi was the most beautiful of women, so is Lingzhi Medicated Liquor the most beautiful wines.

张裕特制灵芝酒广告

- d. 桂龙咳喘宁，“咳”不容缓。（Pun）

Guilong cough prevention, a wonder drug for stopping coughing.

桂龙咳喘宁 (*Advertising English*)

All the four examples are excellent Chinese-English advertisement translation practices with regard to dealing with the rhetorical devices in advertisements. Of which, the first two practices well keep the vividness of the source text and realize the effectiveness of the target text through manipulation of rhetorical devices similar to the source text. The translation of the latter two advertisements applies the target language oriented principle and adopts the strategy of interpretation to certain degree, clearly conveying the information and achieving the function of the source text.

5.2 Translating Based on Target Culture Orientation

Any advertising language has very precise material goals and endeavors to arouse the consumer's buying motive, and is deeply rooted in a particular culture. Therefore, as Nida proposes in his functional equivalence theory that the target text, the linguistic factor and cultural factor shall be put on the extremely important place. In the previous section, the thesis introduces some English-Chinese advertisement translation methods from the aspect of linguistics based on the principle of target language orientation. Since cultural factor usually plays more important role in advertisement translation, as Nida argues that "for truly successful translating, biculturalism is even more important than bilingualism", and "cultural factors in translating are more significant than the purely linguistic differences" (Nida, 1997:110), the thesis will suggest some translation methods to the field of Chinese-English advertisement translation from cultural aspect based on the principle of target culture orientation.

5.2.1 Considering Cultural Implications of Lexemes

"The meaning of verbal symbols on any and every level depends on the culture of the language community." Therefore, in determining the meaning of lexical items, the translator must not only look at the systematic contexts but also the cultural contexts, for "the cultural contexts of words are the keys to understanding the meanings of texts" (Nida, 1998:4). Seemingly equivalent lexemes may have different cultural implications in different languages. Therefore, the translator must take the cultural implications of the translated lexemes into full consideration during Chinese-English advertisement translation based on target culture oriented principle. Literal translation shall be carefully avoided, for example:

2004 金神领带新款

2004 Gosun Neck Tie New Wave

This advertisement is quite short with impressive effect. When translating this advertisement, the translator considers more about the English speaking culture to meet the acceptability, and translate “金神” into Gosun instead of Golden God, since God is quite divine in the heart of westerners, and can not be described as Golden. Furthermore, Gosun here applies the way of transliteration, not only conforms to the rule of translation, but more importantly, embodies the people’s love and respect to the sun.

Another example quoted in the thesis may deserve some discussion here, that is the translation of “大宝 SOD 蜜”. It is well known that “大宝 SOD 蜜” is a very famous cosmetic brand in China, with SOD indicating a kind of biological component in the product, which is used to protect and smooth people’s skin. The brand is popularly welcome in China for its good image. However, in the author’s opinion, the translation of the brand – Dabao SOD Milk is not so satisfactory based on Nida’s functional equivalence theory. On one hand, the cultural connotation of SOD is neglected by the translator. In English dictionary, sod is explained as “something or someone considered unpleasant”, which actually is a sort of taboo to swear at or curse something or somebody. On the other hand, the translation does not achieve the equivalent reader’s response effect with regard to the popularity to the target consumers and sale volume in the international market. Therefore, the translation of the brand name can be regarded as a failure. The author’s suggested translation is Dabao Facial Cream, deleting the lexical item causing unpleasant feelings to the target reader.

Actually, it is no easy job to get to know the cultural connotations of certain lexemes. However, the principle of target culture orientation shall be observed to avoid the mistake of 白象 white elephant battery, of which white elephant means “big and not useful objects” in English.

5.2.2 Compensating Cultural Default

As we know, cultural default in the source text will cause understanding gap to the target reader. For the purpose of minimizing the understanding difficulties caused by the cultural default, compensation shall be made during translation process.

Let's examine the following examples listed:

鹤鹑蛋在《本草纲目》中被誉为动物人参...

Quail eggs were named Animal Ginseng in Compendium of Material Medicine...

神州鹤鹑蛋, 中外合资湖北神丹健康食有限公司

In the example,《本草纲目》is translated into Compendium of Material Medicine. To the Chinese, when 《本草纲目》 is mentioned, most people will immediately realize that it is an authoritative medicine book compiled by Li Shizhen, the famous ancient Chinese medical master. The purpose of choosing 《本草纲目》 by the writer is to emphasize the authority of the source and thus the customers could be persuaded to believe what the advertisement says is true. However, the translated version of it can not achieve such a purpose, if foreigners are not familiar with the Chinese history or culture, especially the background information of the book.

Therefore, 《本草纲目》 should be supplied with more cultural information, the suggested translation is as the following:

Quail eggs were named Animal Ginseng in Compendium of Material Medicine, which is universally recognized as the bible of Chinese medicine for centuries.

Usually, the cultural background information will be more commonly and easily found in the advertisements for tea and wine, since China has a quite long history of tea culture and wine culture. Translation of these kinds of advertisements needs the translator's more concern about the cultural root.

贵州茅台酒 43% (V/V) 系贵州茅台酒的科学方法精制而成的白酒。它既保持了酱香浓郁, 优雅细腻, 协调丰满, 回味悠长等贵州茅台酒的独特风格, 又具有加水, 加冰后不浑浊, 风格不变等特点, 深受国内外各界人士的欢迎。

The KWEI CHEW MOUTAI 43% (V/V) is one of the series distilled with traditional method and advanced scientific process combined. It possesses the unique

Moutai style and flavor and is an exclusively enjoyable drink. To add chilled water or ice to it still keeps its crystallized form. Moutai 43% (V/V) is a product that enjoys fame and recommendation the world over.

In the example, the sentence“它既保持了酱香浓郁，优雅细腻，协调丰满...”is translated into: It possesses the unique Moutai style and flavor and is an exclusively enjoyable drink. From the translated version, one could not find the corresponding part of 酱香浓郁. There is no information about the soy sauce flavor, which may mislead the English readers in understanding of the flavor of Moutai. The target reader may think this Moutai has the same flavor as other kinds of Chinese liquor. Therefore, the unique peculiarity of the flavor can not achieve the purpose of attracting the target readers' attention.

As a matter of fact, according to the Chinese wine culture, the flavor of soy sauce is one of the types of liquor in China, and Moutai is the leading representative of soy sauce flavor, while LUZHOU is the representative of sweet and refreshing flavor, and FEN is that of the aroma flavor.

This cultural background information is quite important, because English speakers may not know what soy sauce flavor is, even though it is a well-known fact to Chinese consumers. To promote the liquor in the foreign market, and realize the functional equivalence effect, the characteristic and cultural information of soy source flavor shall not be omitted; it shall be highlighted in the translation instead. Therefore, the following suggested translation provides more explanation on the status of Moutai and the characteristic of its flavor:

Moutai, the representative of sauce flavor liquors, is characterized as one with a gentle and rich soy sauce flavor.

5.2.3 Conforming to Western Advertising Culture

In addition to take the cultural implications of certain lexemes into consideration, particular attention shall be paid on the different Chinese and western advertising

culture, which may cause great difficulty during translation as well.

For example, Chinese advertisements usually pay great value on the awards of the authority, whereas western advertisements pay more attention on the fact of the product.

我厂轴承产品多次荣获国家金奖、国家质量金杯奖，并获重大科研成果奖。

These products have been many a time awarded gold medals by the state, Gold Cup for national quality as well as prizes for major findings in scientific research.

(English for Advertising)

In the example, the company emphasizes that the product has been awarded prizes by the state, which may appeal the Chinese audiences a lot. However, this information is not relevant to the target readers, as the foreign customers do not value Chinese awards. So the translated version seems textually boring without target culture in mind, and it will arouse little desire or buying action. Therefore, the equivalent reader's response can be hardly achieved. The suggested translation could be as the following, taking the target reader's cultural preference to fact of the product into account:

These products are finely machined and highly meet the specifications of relevant standards. Choose them, you are choosing the best.

Another example is the advertisement of Weili washing machine. Based on the conventions of western advertising culture, which emphasizes on personal freedom, the author gives the suggested translation as the following:

Weili Washing Machine, freedom for life!

In the suggested translation, the characteristic of the product is highlighted, conforming to western advertising culture.

5.3 Adaptation Strategies in Chinese-English Advertisement

Translation

The recommended strategies applied to Chinese-English advertisement translation are discussed from the aspects of linguistics and culture respectively. As a

matter of fact, linguistic factor and cultural factor usually coexist in an advertisement, and can not be separated. Therefore, the translator shall take the linguistic factor and cultural factor into consideration simultaneously.

Based on the specific function of advertisements and Nida's functional equivalence theory, adaptation strategies to the target language and target culture are definitely reasonable and unavoidable. As Belch suggests, "adaptation strategy is the dominant strategy used by international advertisers. It is also the type of advertising that is most interesting to examine in terms of translation" (1992). Therefore, the thesis will next give analysis to Chinese-English advertisement translation by applying adaptation strategy.

The root of applying adaptation strategy to advertisement translation mainly comes from the specific purpose and function of advertisements, which aims at the target reader and endeavors to arouse the target reader's interest and good feeling to the product, and consequently stimulates the buying desire of the target reader.

Therefore, translating an advertisement means to produce a new text in a target language setting for a target promoting purpose in order to appeal to the target consumers in the target cultural circumstances. Efficient translator performance in advertising translation largely depends on the degree of adaptive strategies, and the degree of adaptive strategies depends on the linguistic and cultural differences between the source text and the target text.

Based on Nida's functional equivalence theory, the thesis subcategorizes adaptation strategy into three types according to the linguistic and cultural differences between the source text and the target text, and the understanding difficulties to the target reader caused by the differences.1. Direct transfer is possible when there is no linguistic and cultural difference or the slight difference causes no misunderstanding

to the target reader. 2. Partial adaptation is applied when there are linguistic and cultural differences and misunderstanding caused by the differences can be minimized through adaptation to the target language and target culture. 3. Total adaptation to target language norms and cultural conventions shall be made when the source text can not be understood and accepted by the target reader according to the linguistic and cultural requirements to the target text.

5.3.1 Direct Transfer

Direct transfer is possible when there is no linguistic and cultural difference between the source text and the target text, or the difference between them is very slight that does not cause any misunderstanding to the target reader. Through direct transfer, functional equivalence can be achieved as well as formal equivalence.

The author summarizes two cases where direct transfer is applied: literal translation and transliteration.

5.3.1.1 Literal translation

Direct transfer is usually applied to advertisement translation when the source text is mainly composed of factual information about the product without linguistic manipulation and cultural background. In this case, direct transfer is called literal translation, by which the elements of the source text are kept in the target language without violating the language rule.

Let's see the following the examples:

英雄金笔厂是公司主体，创建于1931年，经过60多年的开拓发展，建树了“英雄”，“博士”两大著名品牌，产品饮誉海内外，英雄金笔成为我国重大国事活动的专用笔。

The Hero Pen Factory, the main subsidiary of Shanghai Hero Co. Ltd, was founded in 1931. After more than 60 years of growth, the company has become famous in China and abroad for its Hero and Doctor Brand pens and for its Hero golden pens which are used for important national affairs.

上海英雄股份有限公司

In this example, fact is put into an important place and no cultural background information is supplied in the original version, literal translation is applied with the purpose and function of the original version having been well conveyed.

Another example:

最新正版《2003 中国政府组织机构图》更新了！

全新《2003 中国政府组织机构图》推出了！此图表信息截止于2003年12月20日。包括各部委地址、电话、传真和网址等其它联系方式。

（老客户持旧图换新图享受人民币50元成本价格。）

2003 Chinese Government Chart Updated

The '2003 Chinese Government Organization Chart' has now been updated to December 20, 2003. New names and faces of the State Council ministries or deputy-ministers are added, together with their liaison information. Now, we are happy to announce that our clients who bought the charts could get the updated editions, providing they bring in the old charts plus 50 Yuan exchange fee.

From China Daily, March 25, 2004

In this example, the punctuation difference between the source text 《》 and the target text “ ” used to refer to the book title does not cause any misunderstanding to the target reader. Through literal translation, the information contained in the original advertisement is well translated into English.

5.3.1.2 Transliteration

The second case of applying direct transfer to Chinese-English advertisement translation is transliteration, which means to produce approximate equivalence of the sound. Transliteration is mainly used to translate the brand names of products. This is a common approach in the field of Chinese-English advertisement translation, and most transliterations are done through Chinese phonetic system. Generally speaking, the translated version of the brand name does not have any concrete meaning in the target language.

For example, “海尔”air conditioner is translated into Haier, “长虹”television is translated into Changhong, “万宝”refrigerator is translated into Wanbao, “娃哈哈” is translated into Wahaha etc.

As a matter of fact, there exist lots of translation practices by applying transliteration when the translator deals with brand name translation. The reason for the translator applying transliteration may come from consideration of convenience. However, in the author’s opinion, transliteration is really the most convenient way during brand name translation, but it is never the most efficient one. The thesis does not advocate transliteration unless the translated version can combine the pronunciation and certain favorable meaning together. For example, “倍舒特”is translated into best, “西麦”is translated into sea mild, “舒肤佳”is translated into safeguard etc.

5.3.2 Partial Adaptation

All languages possess certain devices to highlight the impact and strength of a discourse, and reflect particular culture which is familiar and understandable to the intended audience. Chinese advertisements are different from English advertisements in terms of linguistic features, advertising strategies and cultural conventions. When there exist linguistic and cultural differences between the source text and the target

text, adaptation shall be made to meet the target language features and the target audiences' expectations and cultural conventions to minimize the misunderstanding caused by the differences.

The following three adaptation types may be applied during Chinese-English advertisement translation.

5.3.2.1 Translating the Implication of the Source Text

According to Austin, "It is not individual words or sentences alone that are the basic elements of language communication, but rather particular speech acts that are performed in uttering words and sentences, namely illocutionary acts (illocution) or speech acts in the narrow sense" (Thomas, 1995:44). Equivalence of only words and meanings, even though semantically faithful, is not enough. Illocutionary force performed in uttering words and sentences should also be transmitted.

Sometimes if the source text is translated literally into the target text, some lexical items can not be understood because the implication behind the words and expressions, though it is clear enough to the reader in the source culture, makes little sense to the target reader in the target culture. Therefore, during Chinese-English advertisement translation, the translator should pay more attention to the implication of the source text, and illustrate the illocutionary force of the source text through the strategy of partial adaptation.

Let's see the following example:

西洋参，补而不燥，是四季皆宜的保健品。“喜悦牌”洋参含片含服不需开水，携带服用方便，服用后可起到消除疲劳的作用，特别适合现代人快节奏。

American ginseng is a kind of health-care product applicable to all the year. "Joy" brand American ginseng tablet is scientifically formulated from American

ginseng by scientific formula, which is taken orally without water. It can reduce content of after-motion serum urea nitrogen and blood lactate, lower consumption of liver, starch and take the effect of fatigue resistance. It is especially applicable to the requirements of modern people for speedy rhythm.

喜悦洋参含片，深圳太子行保健品有限公司

Two points of the example will be analyzed as follows:

1. 含服不用开水: Taken orally without water

As a matter of fact, the Chinese version is commonly occurred in the commercial product promotion advertisements, and is widely accepted by the Chinese audience. However, once it is literally translated into taken orally without water, it is firstly semantically incorrect, for the English version implies that it should not be taken with water, while actually ginseng will be medically effective whether taken with or without water.

Further, the implication of the Chinese version indicates the convenience of the product, which is not well embodied in the English version. Thus, the intention of this phrase does not achieve its original function. Therefore, the implication of the phrase shall be put in priority to its literal meaning.

The suggested translation is as the following:

Suck it and enjoy the convenience; or to take it, just suck it.

2. 特别适合现代人快节奏: It is especially applicable to the requirements of modern people for speedy rhythm.

In the sentence, “现代人快节奏” is really Chinese culture oriented. “现代人” to the Chinese, gives an impression of one who lives a modern life, an image of a person who dresses neatly and fashionably, eats foods of season, and works busily in relatively fierce competition owing to the possible importance of their work, and earns a considerable salary. “现代人快节奏”, is a popular expression in China along with the rapid economic development over the past ten years. According to Chinese culture, such a phrase implying a certain degree of career success is not an unfavorable image

in people's mind. However, when this phrase is translated into modern people for speedy rhythm, it on many occasions will in fact trigger negative association. As we all know, pressure from various sources – from heavy work, from laborious studies, from distorted family relationships – has become a serious social problem to western society. Therefore, modern people for speedy rhythm, even if it was a proper semantic expression, it would not lead to a favorable feeling to a westerner.

In fact, it is not difficult to get a possible implication from “特别适合现代人快节奏”, such as “忙碌的成功人士们应当服用这种西洋参”.

The suggested translation is as the following:

Joy American ginseng takes care of your health all the year round. Just suck a tablet to enjoy its agreeable convenience for easing fatigue and enhancing energy on your way to greater success.

Another example is an advertisement for tea, of which one sentence is:

清明前精心采制。

Carefully collected and prepared before the Tomb-sweeping Day.

君豪牌绿茶, 北京盛世通茶叶有限公司

In the example, “清明前” is translated semantically before the Tomb-sweeping Day rather than a literal Qingming Day, which shows the translator's effort to paraphrase of Chinese. But it still can not achieve the same function as the original version, since the term Tomb-sweeping Day is still quite obscure and strange to the westerner's ears.

In China, everyone knows the intention of the writer for an emphasis on the season of the tealeaves being collected and prepared, since China has a quite long history of tea culture. In south and central China, “清明” is the season when grass turns green and leaves and buds are sprouting and flowers are blossoming. The emphasis on the fact that the tea leaves are collected and prepared before “清明” indicates the leaves are tender, juicy and every drop of the essence of the leaves is preserved before they become too big to hold the best taste of the buds. Whereas, the translated version before Tomb-sweeping Day can not make any sense to people from

English culture, not to speak of achieving functional equivalence to the target reader.

Through adaptation strategy with emphasis on the implication of the source text, suggested translation is as the following:

The tea is prepared from tender leaves which are picked during early spring.

5.3.2.2 Capturing Kernel Points of the Source text

When discussing the process of translating, Nida borrows some technical terms from Chomsky's formulation of TG grammar, like "transformation" and "deep structure". Nida thinks the traditional approach to translation is to transfer the surface structure of one language into that of another language through an intermediate linguistic structure. This traditional approach is inadequate, and can be regarded as the process of achieving formal equivalence. In Nida's functional equivalence theory, he proposes a translation model of three steps, i.e., "analysis", "transfer" and "reconstructing".

This is basically Nida's three-step translation model, which is designed to help the translator accurately transfer the meaning of the original text into the target text. In this model, kernel level of the source text is given special emphasis to achieve the functional equivalence.

The author's own understanding on Nida's model above is as the following:

Because of the differences between Chinese and English, sometimes it is impossible to keep all the source language information in the translated version of the advertisements. However, since advertising translation is different from the translation of authoritative or scientific documents, one may define advertising translation successfully as long as the target language reader regards the translated text as equivalent to the source language does to the source text. Therefore, during Chinese-English advertisement translation, sometimes the translator shall capture the

kernel points of the source text and translate the kernel points into English. This process will certainly result in application of adaptation strategy to some extent.

Below are some examples that illustrate the above point:

三山六水一分地，十全十美理想居。

A land rounded with hills and rivers; an ideal place for residence.

In this example, kernel points of the source text hills and rivers are captured in the translation with ignorance of the number of the hills and rivers, highlighting the environment of the building which is an ideal place for residence. Through this partial adaptation, the translation is quite successful.

首付七八万，月供一两千

万柳青年社区，纯精装小户型

Light Arm, Absolute Youth

Street Slogan in Beijing

Similar to the first example, the translator captures the kernel points of the source text, which are “economical” and “for young people” and caters to the western culture as well.

5.3.2.3 Fitting into a Ready-made Pattern

Advertising language shall have the function of attracting the audience’s attention. The most efficient way of achieving this purpose is translating advertising slogan into “a ready-made pattern” in the target language, as Liu Jichun (2000) proposes. “A ready-made pattern”, satisfying the requirements of Nida’s functional equivalence theory for the target reader oriented and target culture oriented. In fact, regarding translating English advertising slogans into Chinese, this adaptation strategy is commonly used and has made very successful examples. Let’s take the examples for analysis.

Good to the last drop.

滴滴香浓，意犹未尽。

Maxwell House's Slogan

A diamond is forever.

钻石恒久远，一颗永流传。

DeBeers' slogan

During the translation, adaptation strategy is applied with the first translated version falling into the fixed pattern of Chinese four-character structure, and the second translated version paying attention to the Chinese pattern of parallelism and rhyme. By applying the strategy, the translated versions of the advertisements appeal the Chinese audience greatly, and realize the functional equivalence effect.

One can get hint from the above analysis and examples, and adopt the method in Chinese-English advertisement translation. The following examples can show the advantage of this strategy.

I Imitation of an English Proverb

As Chinese people would like to quote some proverbs to strengthen the word power of writing, imitating certain popular English proverb can achieve the function of attracting the target reader's attention. The following are examples of the Chinese advertisements being translated into English proverb or idiom:

中原之行哪里去？郑州亚细亚。

While in Zhengzhou, do as the Zhengzhouese do: go shopping in the Asian Supermarket.

This translation imitates the English proverb "While in Rome, do as the Romans do". This imitation makes the translation quite vivid and appealing to the target audience.

宁可食无肉，不可居无竹叶青。

Better a dinner where there Zhu Ye Qing spirit is,

Than a stalled ox and Zhu Ye Qing without.

This translation is an imitation of the English proverb "Better a dinner of herbs where there love is, than a stalled ox and hatred there with." By simply replacing the name of the product advertised into the original English proverb, an eye-attracting advertisement is made.

II Imitation of an English poem

Poem is usually regarded as the culmination of language. Imitating a poem can be a very effective way in advertising translation, as the translated version may thus become cultured and refined to the target audience. Examples are as follows:

今日的风采，昨日的绿世界。

Green World Evening Cream

Give me Green World,

Or give me yesterday.

The translation is an adapted version of the poem by Patrick Henry during the American Independence War. The original poem is "Give me liberty, or give me death". The adapted version in the advertisement suggests that by applying the Green World Evening Cream, the consumer can regain her youthful look, thus the consumer demands either to use the Green World Cream to look younger, or to go back to the good old days when she was physically young.

III Imitation of an old English advertisement

“美人”鲜花，倾诉衷肠。

Flowers by Beauty speak from the heart.

This is an easy adoption from the Interflora advertisement, which reads, "Flowers by Interflora speaks from the heart". Translating it this way avoids the possible errors in employing the target language and makes the most out of the already established version of advertisement in the target market.

蓝色的爱，清清世界。

Seagull washing powder

The Seagull brings you the world of purity and love.

This translation follows the advertisement for Stokely, which writes "Stokely

brings you the world on a platter”.

食在广州。

Two suggested translations are as follows:

1. East or west, the Guangzhou cuisine is best.

2. If you are what you eat, a visit to Guangzhou could make you a very interesting person.

While the first suggested translation comes from the English idiom “East or west, home is best”, the second is directly taken from a travel advertisement in North Carolina, USA, which reads “If you are what you eat, a visit to North Carolina could make you a very interesting person”.

5.3.3 Total Adaptation

Cultural factors in advertisements can be reflected in the different advertising cultures between China and western countries. For example, Chinese people stress on conformity to the authority, whereas western people focus more on the fact. Moreover, different countries may have different legislation to the strategy and content of advertisements. For example, China prohibits any public advertisement for cigarette. In such cases, direct transfer and partial adaptation of the source text can not achieve the equivalent reader’s response due to the different aesthetic values of different consumers and different legislation regulations of different countries.

In addition, there are products whose appeal is entirely different in different cultures. “French women drink mineral water to retain their slender figures; German women drink it because it is healthy; English women drink it because it is considered trendy” (Smith & Braley, 1997:183). In these cases, different marketing objectives need to be stressed in different cultures.

Furthermore, since all languages possess certain rhetoric methods to highlight the impact and appealing force of a discourse, advertising always uses unusual strategies

to impress the audience of the advertising texts and information. When these language-bound and culture-bound texts are transformed to the target language, the target advertisement frequently results in the loss of the persuasive force and change of function. "Sometimes what is clearly understood by the audiences in the source language may not be so easily understood by an audience of the target language. What seems like perfectly justifiable emphatic utterance in a source text may turn out to be outrageous nonsense in a receptor language." (Nida: 1982: 14)

In these cases, total adaptation to the target language norms and cultural conventions is needed. In fact, many western companies adopt this strategy when targeting to Chinese market, for Chinese and Chinese cultures are far different from English and western cultures. For example, the Coca Cola's slogan in China for Chinese New Year season: 新春新意新鲜新趣, 可喜可贺可口可乐. This advertisement is a total adaptation to the Chinese market with couplet structure and repeatedly plays with the words 新 and 可, satisfying the cultural preference of happiness and improvement in the new year.

In fact, total adaptation is the reflection of "specializing adverting strategy", which means all advertisements shall be made based on the linguistic features of target language and the cultural conventions of target reader. In other words, total adaptation equals to redesign an advertisement with the concept of "think globally, act locally".

Let's examine the example:

我厂轴承产品多次荣获国家金奖、国家质量金杯奖, 并获重大科研成果奖。

These products have been many a time awarded gold medals by the state, Gold Cup for national quality as well as prizes for major findings in scientific research.

(English for Advertising)

The author gives the suggested translation based on different advertising cultures

between China and western countries by applying total adaptation strategy as the following:

These products are finely machined and highly meet the specifications of relevant standards. Choose them, you are choosing the best.

Another example:

随身携带，有备无患；

随身携带，有惊无险。

速效救心丸广告

A friend in need is a friend indeed.

(Advertising English)

Due to the specific structure applied in the Chinese advertisement, this piece of advertisement is turned into 'a friend in need is a friend indeed', which is totally altered the original structure of the Chinese advertisement. The translated version through total adaptation raises the awareness of the English speaking consumers and may eventually lead to favorable result.

However, as the thesis has mentioned that the root of total adaptation is the specialization concept in advertising strategy, which advocates that advertising decisions and designs shall be made differently basing on different local markets and different target audiences. Therefore, with regard to total adaptation strategy, some people may raise questions about its nature, whether it can be regarded as translation or not.

Here, the author will not make further arguments on the nature of total adaptation. The reasons for the author mentioning total adaptation strategy in the thesis can be summarized into two points: firstly, to provide a kind of effective strategy in the field of Chinese-English advertisement translation, although the strategy has not receive enough attention in China; secondly, to keep the completeness and system of

adaptation strategy proposed in Nida's functional equivalence theory.

Chapter Six Conclusion

During the era of globalization, advertising, especially those written in English, has exerted its increasingly important influence on our lives. On the one hand, China's policy of reform and opening up has brought to us not only foreign technology and products, but also foreign advertisements. On the other hand, some successful Chinese enterprises have made up their minds to introduce their commodities into foreign markets. Therefore, a study on the practice of advertising translation between Chinese and English would be of great importance in the practice and the field of translation studies.

In this thesis, the functions of advertising are the focus of the whole thesis. In translating advertising, to achieve the functional equivalence is the first important task. The reason is that the purpose of putting up any advertisement is to promote sales of the advertised product. Thus in evaluating advertising translation, the touchstone is whether the translated version can function well in promoting the sales or not. In this thesis, Nida's functional equivalence theory is discussed as the theoretical basis. In Nida's theory, several factors are discussed in achieving equivalence in translating advertisements. Obviously, the first task for the translator is to produce a faithful and accurate translation. This is the elementary requirement but even at this linguistic level the translator may just as well come across many challenges, which are mainly caused by the flexible, creative and diversified language used in advertising. Furthermore, translators can not always find correspondents in the text language for any word or expression in the source language.

Secondly, in translating advertising, a large amount of cultural information is hard to be transferred in equivalence between English and Chinese. Cultural problem in translating advertising is so common that every translator just runs into it more often than not. Therefore, during the course of translating advertising, culture brings

about obstacles in one way or another and it is necessary to analyze the specific situations.

Thirdly, for a translator, the differences existing in the target language receptors should be kept in his mind. For any advertisement, there should be a target audience, who is most likely to purchase the advertised product. In order to be successful, advertisements should cater to the target audience's specific psychology, tastes, needs, etc.

Finally, in order to apply Nida's functional equivalence theory to guide Chinese-English advertisement translation, two clues are followed in the thesis to suggest according translation strategies. The first clue is from the linguistic and cultural factors in Chinese-English advertisement translation, according strategies to deal with the linguistic and cultural difficulties existed in the field based on the principles of target language orientation and target culture orientation. The second clue is from the argument of adaptation strategy, considering linguistic factor and cultural factor always coexist in an advertisement. Three types of adaptation strategies are introduced in the thesis. Direct transfer is possible when there is no linguistic and cultural difference or the slight difference causes no misunderstanding to the target reader. Partial adaptation is applied when there are linguistic and cultural differences and misunderstanding caused by the differences can be minimized thorough adaptation to the target language and target culture. Total adaptation to target language norms and cultural conventions shall be made when the source text can not be understood and accepted by the target reader according to the linguistic and cultural requirements on the target text.

To tackle the problems arising from those factors mentioned above, making adaptations is one very useful translation method. Of course adaptation could not be made as one pleases.

The advertising translation is a challenging, complicated and demanding task. The scope of discussion in this thesis is far from comprehensive. For instance, the translation of non-commercial advertisements has not been touched in this thesis. Still new problems will keep coming up with the development of advertising itself. However, I strongly believe that with the growth of Chinese advertising industry, this field of study will develop forward accordingly thanks to the painstaking efforts made by our translators and linguists.

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