

摘 要

随着经济不断发展，中国市场上的国外商品数量越来越多，国外化妆品是其中比较重要的商品，受到了消费者的欢迎。化妆品说明书是介绍化妆品基本信息的一种文字，是一种专业性、实用性很强的文体。化妆品说明书涵盖产品的成分、使用方法、注意事项等。消费者在使用国外化妆品时，首先会查看化妆品说明书翻译。因此高质量的化妆品说明书，直接触及顾客的心理，增加其对该产品的兴趣，更好地满足消费者的需求。

本文研究旨在英文化妆品说明书汉译进行分析研究，从化妆品说明书的语言特点出发，将其词汇特点和语句特点进行分析。从汉译方法入手，探讨汉译问题，寻求更有效的方法使化妆品说明书的汉译达到其预期的效果和目的，从而使国内消费者，尤其是女性消费者，能够更好的了解产品，进而提高化妆品的使用率和使用效果。

关键词：化妆品；说明书；汉译；方法；特点

ABSTRACT

With the continuous development of the economy, the number of foreign products in the Chinese market is increasing, and foreign cosmetics are one of the most important commodities, which are welcomed by consumers. Cosmetic instruction is a kind of text that introduces the basic information of cosmetics. It is a kind of professional and practical writing style. Cosmetic instructions cover ingredients, usage, precautions, etc. When consumers use foreign cosmetics, they will first check the translation of the cosmetics instructions. Therefore, high-quality cosmetic instructions directly touch the psychology of customers and increase their interest in the product, better meet the needs of consumers.

The purpose of this paper is to analyze the Chinese translation of English cosmetic instructions. Starting from the language characteristics of cosmetic instructions, the characteristics of vocabulary and sentence are analyzed. Starting from the methods of Chinese translation, this paper discusses the Chinese translation problems, and seeks more effective methods to make the Chinese translation of cosmetics instructions achieve its expected effects and purposes, so that domestic consumers, especially female consumers, can better understand the products, and then improve the utilization rate and use effect of cosmetics.

Key Words: cosmetics; instructions; Chinese translation; method; characteristic

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Chapter One Introduction

The cosmetics instructions is an important part of the cosmetics, which mainly records the relevant information of the cosmetics, which affects the use of consumers. Cosmetic instructions belong to the category of science and technology style, with the general characteristics of science and technology style. Cosmetic instructions have the dual attributes of advertising style and scientific style, and have their own unique genre style.

At the same time, cosmetic instructions have the function of advertising, which is a practical style with commercial value. Cosmetic translation is not a simple translation work. It is not only necessary to ensure the accuracy of translation, but also to stimulate customers' desire to buy and achieve the purpose of product promotion. With the development of the times, there are more and more types of cosmetics, and the difficulty of translating cosmetics manuals is also increasing.

Over the past few decades, more and more foreign cosmetics have entered China Chinese market and increasingly by domestic consumers, especially women Favor. In this process, the translation of English cosmetic instructions into .It is an urgent task for Chinese translators. Such as The translation of the instructions is of high quality and caters to the tastes of Chinese consumers. Then the cosmetics may have a firm foothold in the Chinese market. The cosmetic instructions themselves are advertising carriers and the link between producers and consumers. Good cosmetic instructions can stimulate consumers' desire to buy. Therefore, whether translating cosmetics instructions into English or Chinese, the characteristics of the two languages should be fully considered.

Generally speaking, cosmetic instructions mainly introduce the ingredients, efficacy use the methods and precautions, production date, expiration date, manufacturer. As a platform for manufacturers to promote their products, cosmetic instructions have two main purposes: first, to provide consumers with detailed and true product information as much as possible. Second, to attract customers to buy, to achieve the ultimate goal of selling products. That is to say, the language in the cosmetic instructions has both the function of presentation and appeal.

There are many kinds of cosmetic products on the market. A correct understanding of the English cosmetic instructions will help consumers make better choices and use the products better, and help businesses better use the product instructions to promote the products.

Chapter Two Language Characteristics of English Cosmetic Instructions

Cosmetic instructions are a special style and have their own unique writing style. If translators can carefully study the linguistic features of cosmetic instructions, they will be more aware of what words and sentence patterns are more appropriate in a specific situation. Ji Mingyang proposed that

“when translating cosmetic instructions, translators must also be familiar with the linguistic features and stylistic structure of cosmetic instructions, understand the differences in language expression habits between English and Chinese, and the differences between Chinese and Western cultures, and adopt certain translation methods.”^{[1]87}

Therefore, it is particularly important for translators to study stylistic features at different levels of cosmetic instructions.

2.1 Vocabulary Characteristics

The register is closely related to the choice of word, so the translator should choose the most suitable word when conveying the idea. Because the choice of words depends on the context of the text and the intended audience. In a given context, a word can be translated into its general meaning or its associative meaning. Words are the basic components of language and the use of words also reflects the difference of register. Therefore, the stylistic features of words play an important role in the use of language.

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2.1.1 Initialism

Cosmetic instructions are usually printed on the outer packaging, product bottle/bottom or appendix. In view of its large amount of information and small printable space, abbreviations are frequently used. Acronym: refers to the retention of the initials of each word, which is common in professional terms. This kind of can save space, so that consumers can avoid reading Measures the professional vocabulary to make the information pass quickly, such as: SPF 30(防晒指数), UV(紫外线), MSH(促黑素细胞激素), TWEL(经皮水分流失), etc. These technical terms show the technological advantages of the product and establish the high-end image of the product, thus stimulating consumers' curiosity and desire to buy.

2.1.2 Compound Word

By two or more orders Composition of word combination, it can highlight the important information of the two words synthesised, that is, the intention of the manufacturer. The content emphasised. For example: sunblock Cream; Oil-free formula. The use of compound words is also a feature of cosmetic instructions. The use of compound words in cosmetic instructions, such as “AVON 3-in-1”, can not only save a lot of space, but also break the rules in the writing, showing the difference. Therefore, the flexible use of some compound words can play a more encouraging effect.

2.1.3 Adjective

The instruction manual is full of common words. From the part of speech, the most commonly used is the adjective. In addition to the introduction of product ingredients, performance, characteristics and use methods, but also the role of advertising. In order to win the psychological identity of consumers, the cosmetic instructions are used to show the good quality and special effect of the products, in order to comply with the consumer psychology of beauty. Only when you impress consumers with beautiful words can you increase sales and market share. The choice and arrangement of words will help you achieve these goals.

2.1.4 Proper Noun

In the English instructions, there are a large number of terms associated with the use of cosmetics such as Essence, Primer, Blush, Highlighter, Eye cream, Cleanser, Moisturizer, Scrub. These terms indicate that the English description of cosmetics is technical. It's also a relatively unfamiliar concept to the uninitiated, as these terms are only used in cosmetics. Therefore, in order to accurately convey product information, it is inevitable to use such terms in cosmetic instructions. To some extent, the use of technical terms reflects the innovation of science and technology and highlights the characteristics of products, thus catering to consumers' pursuit of fashion and high-tech consumer psychology.

2.2 Sentence Characteristics

The cosmetic manual is a text composed of multiple sentences, including a variety of sentence patterns. The translator should keep the complete sentence pattern when translating the cosmetics manual, so that the information to be expressed in the manual can be accurately translated. The characteristics of sentence patterns are mainly manifested in two aspects: the first aspect is that there are many declarative sentences. The declarative sentence pattern is the most basic sentence pattern in the translation of cosmetics. For example, the composition of cosmetics and the role of cosmetics are

used in declarative sentences. Statements can let consumers understand the actual product information and increase consumers' trust in cosmetics. Translators should use more statements in the translation process, so as to improve consumers' satisfaction with the translation of cosmetics manuals.

Cosmetic instructions belong to the category of practical science and technology style. Like other product instructions, it plays an important role in introducing the performance, function, production process, use method and other information of the product to consumers. Its purpose is to comprehensively introduce and publicize the product. It can be seen from the case study that cosmetic instructions have both generality and particularity in style. Firstly, as a type of practical science and technology style, it has the characteristics of general science and technology style, such as language specification, formal tone, pay attention to grammar and so on. At the same time, as a specification, it also has the language characteristics of general explanatory text, such as concise, clear, light and so on.

2.2.1 Simple Sentence

On the one hand, the use of simple sentences can make the language of the product specification concise and clear, the hierarchy is clear. On the other hand, the use of simple sentences is easy to read and makes the reader quickly grasps the information contained in it. At the same time, they can be very easy to engage readers and arouse their interest in such products.

2.2.2 Imperative Sentence

Imperative sentences are characterized by such that the reader is thus able to obtain the corresponding in a short time Information. At the same time, the purpose of cosmetic instructions is to persuade and accept it products, which conform to the imperative function of cosmetic instructions, that is, affect the consumer's line for, for example: *Use twice a week for best results.Keep out of reach of children.*

In addition, cosmetics instructions also use negative imperative sentences, intended to tell consumers or readers what they should and should not do. These negative imperatives .The sentence often appears in the cosmetics instructions of the quality, warning, attention and other matters. Case for example: *Don't leave in contact with skin for long periods of time. Can not use it on whole face.*Imperative sentences are characterized by such that the reader is thus able to get the corresponding information in a short time. At the same time, the purpose of cosmetic instructions is to persuade consumers to accept the product, which is in line with the imperative function of cosmetic instructions, that is, to influence consumer behavior.

2.2.3 Exclamatory Sentence

Exclamatory sentences are always used to express the strong tone of the speaker and the use of exclamation marks can attract consumers' attention. For instance: *Love the skin you are in!* It expresses the manufacturer is very confident, but also suggests that consumers quality, excellent results, trustworthy. Make consumers believe that their products are the best choice, such as:

Text: *Plump and moisturize skin for a smoother appearance with our hydrating serum!*

Translation: 用我们的保湿精华液使皮肤丰满滋润, 让皮肤看起来更光滑!

This sentence is paraphrased. For the Chinese, choose these words to express efficacy in purchase. Consumers read the use method and matters needing attention by exclamatory sentences, □ feels there is a skin care specialist in the face of the face to do skin care for himself on to enhance confidence in the correct use of cosmetics in order to achieve the desired effect increases the credibility of products.

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