
目的论视角下商标翻译的原则及方法

一、论文选题的目的和意义

With the acceleration of the process of global integration, the rapid growth of the world economy, the world's people's demand for commodities has increased, and international circulation of goods has become more frequent. Want to have a place in the fierce international market competition, open the brand's popularity, the trademark plays a pivotal role in it.

Trademarks are the enrichment of commodities. They embody the characteristics and information of commodities, reflecting the company's culture as the intangible assets and huge wealth of enterprises. Trademarks are known as the circulation of goods in the market. Trademark translation can play a role in promoting promotional items. A good trademark translation can open up the market for commodities, which can arouse customers' desire to purchase and bring huge economic benefits to the enterprise. On the contrary, it will bring unpredictable losses to the company. Trademark translation is different from other styles of translation. It is a special translation style. Therefore, how to make the trademark reflect the characteristics and information of the product in the process of trademark translation, and it can be more important to attract consumers according to the customs and habits of other countries. Studying trademark translation and improving the level and quality of trademark translation are conducive to the development of enterprises, and also help Chinese culture to go out and promote the exchange of Chinese and foreign cultures.

二、国内外关于该论题的研究现状和发展趋势

The rise of German functionalist translation theory and the 1970s were first proposed by Catherina Reiss and brought functional categories to the field of translation. Later, her student Hans Vermeer broke through the limitations of equivalence theory and developed on the basis of behavioral theory. Created a translation teleology. In the article "Ordinary Translation Theory Framework" (1978), the basic principles of translation teleology are first proposed. He believes that the highest law in translation should be "the law of purpose." In other words, the purpose of translation is different, and the strategies and methods adopted during translation are different. In other words, the purpose of translation determines the strategy and method of translation.

With the acceleration of the process of economic integration, trade in countries around the world has become more frequent and competition has become increasingly fierce. The topic of trademark translation has also received more and more attention. Since the early 1990s, research on trademark translation has been scattered in individual foreign language journals. There are few studies on this topic at home and abroad. During this period, Achenbaum, Alvin A's *The Mismanagement of Brand Equity* (1933) put forward the importance of brand trademarks in sales, and then some scholars abroad have studied the sales strategy of trademarks. There are Chen Quanming and Li Guisheng in China, mainly focusing on literal translation, transliteration, and free translation. They also mention the role of cultural differences in translation, but the introduction is not comprehensive. Since China's accession to the World Trade Organization, there have been more and more researches on trademark translation. The discussion on this research in this period mainly focused on the influence of cultural differences on trademark translation. Later, scholar Zhang Wei described the problems in the trademark translation method. Later, some scholars proposed metaphorical thinking in English trademarks, and further studied the influence of cultural differences on the clan psychology. However, there have been few scholars who have discussed trademark translation from the perspective of Skopos

theory. In recent years, Zhang Haili and other scholars have discussed the translation of trademarks from the perspective of teleology, which has certain positive effects. At the same time, more and more research on the cultural principles in trademark translation, the embodiment of brand culture in trademark translation, the principles and methods of trademark translation, and corresponding solutions. These studies focus on the methods, principles, and influence of culture in translation. The aesthetic principles of trademark translation and the embodiment of corporate culture in trademarks are rarely mentioned. An in-depth study of this aspect will be of great significance.

三、论文的主攻方向、主要内容、研究方法及技术路线

主攻方向： This study mainly discusses the principles of trademark translation and the feasible methods of trademark translation from the perspective of Skopos theory.

主要内容： This paper mainly discusses the principles and methods of trademark translation from the perspective of Skopos theory. First, the introduction mainly explains the research background, purpose and significance of this paper. Second, the literature review mainly focuses on domestic and international research in this field. Third, this part mainly introduces the teleology. Fourth, this section mainly introduces the definition of trademarks, the role of trademarks, and the characteristics of trademarks. Fifth, this section mainly introduces the translation method of trademarks. Six, summarize the research results

研究方法及技术路线：

This paper mainly uses qualitative analysis and thinking methods to conduct research. Qualitative analysis method: mainly uses induction, deduction, analysis and other methods to process the translation of trademarks and reveal the internal laws. When discussing the principles and methods of translation, it is first necessary to classify,

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