

## 摘 要

随着我国社会主义市场经济的发展和改革开放的深入，人们的商品意识日益增强，商务广告正在深入到社会生活的每一个角落，其翻译的作用也随之显露出来，而研究商务英语广告的翻译特点和技巧，将会更好地再现这些广告的本质内涵，使商品宣传达到更佳的效果。商务广告翻译对于推动我国企业在经济全球化环境下开拓国际市场具有重要而深远的意义。本文以商务广告翻译为研究对象，通过对商务广告进行简单地介绍引出其相应的翻译特点和翻译技巧，然后结合实例翻译，例如在翻译可口可乐、唐伯虎等广告时，先以跨文化为背景，再运用各种翻译技巧去翻译，然后体现其深层次的文化内涵。本文通过采用文献研究法、案例研究法、定性定量分析相结合的研究方法对商务广告翻译，可以得到在翻译商务广告时要符合其特点的启发。

**关键词：**跨文化背景；商务广告；翻译特点；翻译技巧

## ABSTRACT

With the development of China's socialist market economy and the deepening of reform and opening up, people's awareness of goods is increasing. Commercial advertisements are penetrating every corner of social life, and their translation role is also revealed. Studying the translation characteristics and skills of commercial English advertisements will better reproduce the essence of these advertisements and achieve better results in product promotion. Translation of business advertisements has important and far-reaching significance in promoting Chinese enterprises to explore international markets in the context of economic globalization. This article takes the translation of commercial advertisements as the research object, and introduces their corresponding translation characteristics and skills through a brief introduction. Then, it combines examples for translation. For example, when translating advertisements such as Coca Cola and Tong bohu, cross-cultural background is taken as the first step, and various translation techniques are used to translate, reflecting their deep cultural connotations. This article uses a combination of literature research, case study, and qualitative and quantitative analysis to study the translation of commercial advertisements, which can provide insights into the need to conform to its characteristics when translating commercial advertisements.

**Key words:** Cross-cultural background; Commercial advertisement; Translation characteristic; Translation technique



## Table of Content

|                                                                                                       |    |
|-------------------------------------------------------------------------------------------------------|----|
| <b>Chapter One Introduction</b> .....                                                                 | 1  |
| <b>Chapter Two Brief Description of Commercial Advertisement</b> .....                                | 2  |
| 2.1 The Concept of Commercial Advertisement.....                                                      | 2  |
| 2.2 The Characteristics of Commercial Advertisement.....                                              | 2  |
| 2.3 The Structure of Commercial Advertisement.....                                                    | 3  |
| <b>Chapter Three The Characteristics and Techniques of Commercial Advertisement Translation</b> ..... | 4  |
| 3.1 Characteristics of Commercial Advertisement Translation.....                                      | 4  |
| 3.1.1 Localization.....                                                                               | 4  |
| 3.1.2 Commercialization.....                                                                          | 6  |
| 3.1.3 Nationalization.....                                                                            | 7  |
| 3.2 Techniques of Commercial Advertisement Translation.....                                           | 9  |
| 3.2.1 Compensating Technique.....                                                                     | 9  |
| 3.2.2 Substitution Technique.....                                                                     | 10 |
| 3.2.3 Using Rhetorical Device.....                                                                    | 11 |
| <b>Chapter Four Constraints on Commercial Advertisement Translation</b> .....                         | 13 |
| 4.1 The Constraints of Market Regulations.....                                                        | 13 |
| 4.2 The Constraints of Marketing Strategy.....                                                        | 13 |
| 4.3 The Constraints of Advertisement Laws.....                                                        | 13 |
| <b>Chapter Five The Inspiration of Commercial Advertisement</b> .....                                 | 15 |
| 5.1 Paying Attention to Cultural Differences in Translation.....                                      | 15 |
| 5.2 Creative Thinking in Translation.....                                                             | 15 |
| <b>Chapter Six Conclusion</b> .....                                                                   | 17 |

|                               |    |
|-------------------------------|----|
| <b>Bibliography</b> .....     | 18 |
| <b>Acknowledgements</b> ..... | 19 |

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## Chapter One Introduction

With the development of China's socialist market economy and the deepening of reform and opening up, people's awareness of goods is increasing. Commercial advertisements are penetrating every corner of social life, and their translation role is also revealed. Studying the translation characteristics and skills of commercial English advertisements will better reproduce the essence of these advertisements and achieve better results in product promotion. Translation of business advertisements has important and far-reaching significance in promoting Chinese enterprises to explore international markets in the context of economic globalization. Under the cross-cultural background, commercial advertisement translation is an important condition for national enterprises to go abroad and take root in overseas markets. People in different cultural regions have different cognition, commercial advertisement translation and other translation also exist great differences.

Faced with this phenomenon, we cannot help but have some questions: what rules should be followed when translating commercial advertisements? What are the characteristics and skills of commercial advertisement translation that need comprehensive consideration? What differences do we take into account when translating commercial advertisements? The purpose of this paper is to better realize the cultural adaptability of business English advertisement translation and improve the cross-cultural value and economic value of business English advertisement. On this basis, this paper has carried on the concrete discussion and uses a combination of literature research, case study, and qualitative and quantitative analysis to study the translation of commercial advertisements, which can provide insights into the need to conform to its characteristics when translating commercial advertisements.



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## **Chapter Two Brief Description of Commercial Advertisements**

The term "advertisement" originates from the Latin word "advertere", it means to make people aware, and its purpose is to promote a certain product or service to the public. Dr. Salian Çullhaj and Dr. Elvis Bramo pointed out in *The Intercultural Competence in Advertising Translation* that the translation of advertising texts is a relatively difficult type of translation.

### **2.1 The Concept of Commercial Advertisement**

Commercial advertisement refers to the advertisement in which the commodity operator or service provider undertakes to directly or indirectly introduce the commodities or services to be sold through certain media and forms. It is a profit-oriented advertising, mainly through the media of goods, services, markets, concepts and other aspects of advertising communication activities. No matter what the information content of the commodity advertisement is, the ultimate goal is to make profits for the advertiser's enterprise or individual. Commercial advertisements must clearly define the "advertiser", and the advertiser shall be legally responsible for the authenticity of the information he sends, so that consumers can buy the goods for which the advertiser advertises with confidence. This is different from news and publicity. As a link of commodity sales, commercial advertisement has its own target market and target object, which is determined by the target market of the enterprise's goods or services.

### **2.2 The Characteristics of Commercial Advertisement**

Commercial advertisement is for profit purposes, is spread by a variety of means. It has the following characteristics. First of all, a person of foresight. Commercial advertisement is prophetic, mainly refers to the occupation of the market through the commodity brand, to achieve visibility of the publicity, so that the enterprise's entire advertising activities to achieve good display effect, advertisement has a certain strategic vision in planning, can objectively grasp the achievement of the advertising objectives. What's more, dynamic. Commercial advertisement is not immutable, it will change with the development of a series of factors. From the consumer side alone, consumers' requirements for products are constantly changing, which makes the status of products in the hearts of consumers is also ever-changing. If consumers' requirements for products are constantly

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deteriorating, commercial advertisement needs to change the form of advertisement, and adapt to the development strategy of market demand according to these changes. Last but not least, purposiveness. The purposefulness of commercial advertisement is another feature of the precise results it represents. In fact, the purpose of commercial advertisement is mainly to promote the brand, through publicity to increase the amount of marketing, to achieve revenue, it can be said that the nature of commercial advertisement is advertisement, the purpose is to make profits. The creation of commercial advertisement itself is a dynamic process and also a kind of artistic creation with certain artistry. However, unlike the pure artistic creation and other expensive popular literature creation, commercial advertisement has a selling intention, which is a kind of modern mass cost cultural and artistic creation activities with the intention of commercial sales.

## **2.3 The Structure of Commercial Advertisement**

In cross-cultural background, a complete written commercial usually consists of two parts, the verbal part and the non-verbal part. The language part is also called advertising copy, which generally includes three components, namely title including subtitle, text and slogan; The non-verbal part includes the selection of trademarks, illustrations and photos, layout and fonts of advertisements. This part focuses on the "added value" of advertisements and is an additive to achieve great advertising effect. These two parts through the clever arrangement of advertising design personnel, combination, so that it is mixed together, to create an attractive effect, beautiful mood and the enjoyment of stealing joy, in order to stimulate consumer desire to consume. When we look at commercial advertisements, we mainly appreciate them from the above two aspects, and when translating advertisements, we mainly involve the language elements of advertisements.

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## **Chapter Three The Characteristics and Techniques of Commercial Advertisement Translation**

Commercial advertisements should conform to translation characteristics and follow translation techniques when translating. It can better showcase the connotation of commercial advertisement and achieve the purpose of promotion.

### **3.1 Characteristics of Commercial Advertisement Translation**

When translating commercial advertisements, it is necessary to follow their characteristics. Generally, there are three characteristics: localization, commercialization and nationalization.

#### **3.1.1 Localization**

Localization is the process of transforming something into something that meets specific local requirements. Localization is a process of displaying heterogeneous diversity and context-specific elements. The best effect of translation localization is to adapt to local requirements and keep the original context-specific meaning of resources as much as possible.

Coca-Cola, as we all know, has achieved localization in terms of brand name translation, advertising content and advertising presentation. Its Mezhiiyuan fruit and orange products have been launched in China for only five years, and have become a brand worth billions of dollars. It reflects Coca-Cola's ability to grasp and display the essence of cross-cultural advertising communication.

First of all, brand name translation reflects Chinese culture. At the beginning of entering China, in order to make the products acceptable to more Chinese people, Coca-Cola Company specially invited Chinese Americans who are proficient in language and writing and familiar with consumer psychology to design Chinese translations, and after a long time of hard thinking, translated them into the classic "Coca-Cola", replacing the former "kekekenla". The translated name adopts the way of double tone and rhyme, which is good in pronunciation and meaning, and is easy to read. At the same time, it also shows the efficacy of the beverage and the psychological needs of consumers. This Chinese name, which is highly appreciated by translators, is even considered to be a more beautiful translation than the original name. Coca-Cola is rapidly

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becoming a household name in China, and this name is indispensable. What's more, using local image. In Coca-Cola's advertisements, pop stars is the eternal theme of Coca-Cola. After entering China, Coca-Cola began to use celebrity celebrities widely known in China when shooting advertisements. First, Chen Mei's advertising slogan is "Sprite, ice and bright, cool and penetrating"; Then came the new generation of idol Xie Tingfeng, who starred in Coca Cola's "Digital Elite Mobilization". At the end of 2000, the company launched the "Moon/Skateboarding" article of the three-person group of "Xie Tingfeng, Lin Xinru and Zhang Zhenyue". The famous stars of Hong Kong and Taiwan, Chen Huilin, Lin Xinru, Zhang Huimei, Liang Yongqi, etc., were employed to vigorously reflect the keynote of "vitality is always Coca Cola" and take the route of "youth". After the Spring Festival in 2001, Fu Mingxia, the diving star, the winner of three Olympic championships and the Chinese diving queen, signed a contract with Coca-Cola (China) Beverage Co., Ltd. to become the first advertising spokesman of the "Sprite" corporate image in China in the new century, and shot two consecutive advertising films in the year. Last but not least, attaching importance to local culture. In terms of product packaging, Coca-Cola began to localize and fully tap the national characteristics of China. In the Spring Festival of 2000, Coca-Cola launched the "Lion Dance". The dragon is the traditional mascot of China, and the dragon dance is one of the celebration programs of Chinese traditional festivals, which shows that Coca-Cola has begun to throw away the "American flavor" and get close to Chinese tradition. In the new year of 2001, Coca-Cola launched another "New Year's Day ad" specifically for the Chinese market after the advertisement of "windmill" and "lion dance". The outer packaging of the clay dolls of Coca-Cola for the Spring Festival is still fresh in people's memory: the smiling golden girls with Coca-Cola in their arms, which is very warm and eye-catching in the bustling market of the New Year; The other is the new package of the zodiac: a set of easy-to-pull cans of the zodiac, which is said to be the first set of souvenirs with Chinese theme in the world. The packaging with strong local characteristics is the first memorial packaging with collection value designed by Coca-Cola Company in the world using Chinese culture. The vivid and lovely twelve Chinese zodiac images with personality are printed on a set of 12-can Coca-Cola packaging. As a New Year's work, Coca-Cola Company has its own originality. It is not difficult to see that Chinese traditional culture has become the market inspiration for Coca-Cola to meet the new century, and further communication with consumers has been achieved through the auspicious local image of the new year.

In the trend of economic globalization, Coca-Cola timely adjusts its strategies, adopts localization strategies in advertising production and corporate publicity, acknowledges the differences between its own culture and the culture of target consumer groups, and uses local elements to carry out advertising communication. When communicating in foreign markets,

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