

A Report on the C-E Translation of *Yatai Group Corporate Brochure*

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Abstract: This is a report on the C-E translation of Yatai Group Corporate Brochure. The source text belongs to international publicity text, focuses on the information function with a lot of data and achievements.^[1] Features with: many enterprise slogan and award name; Multi-VP sentences, no-subject sentences. Under the guidance of the Vermeer's skopos theory, the author illustrated the translation process. From lexical level and syntax level, examples were given to show translation skills-amplification, omission, conversion, division and combination. Enterprise international publicity translation plays an important role in propaganda. Good translation helps enterprises to enter the international market smoothly. It is hoped that this translation can provide reference for the translation practice of similar texts.

Keywords: international publicity, skopos theory, domestication, foreignization

Introduction

Translation of international publicity is of great significance to the construction of China's international communication capacity, and its research attention is on the rise. Although there is a large number of translation practices in external publicity and international communication work, the academic circle has not yet raised it to the height of due theoretical understanding.^[1] This report mainly study on translation of international publicity text under Skopos theory. An adequate analysis of translation examples were given under theoretical perspective.^[3] This article is hoped to be served as a reference for subsequent similar texts.

1. Overview of translation

This is a report on the Chinese-English translation of Yatai Group Corporate Brochure. This chapter consists of background of translation task, review of international publicity translation and significance of translation.

1.1 Background of translation task

International publicity translation can narrow the distance between each country of the world and accelerate the globalization process. Exquisite language arrangement can achieve the best marketing effect. Due to the variety of audiences, the received information always be different from people.^[7] Good international publicity translation is persuasiveness, reflecting the cost performance. So the translation strategy is flexible, and we should pay attention to the bottom logic meaning under Chinese sentence. Since China's reform and opening-up, the real estate has gone through its "golden-age", the real estate propaganda are mostly high-end and luxurious.

The translation task is selected from the Yatai Group Brochure of Yatai Group Co., Ltd., Jilin Province. The author was entrusted by the group to complete the translation. When the translation were accepted, the translation task completed.

The source text mainly includes two sections: Yatai real estate and Yatai Building Materials.

1.2 Review of international publicity translation

In recent years, the translation study on international publicity is based on Skopos theory, Polysystem theory, Translation-communication Theory, Functional Equivalence Theory, Perspective of Ecological, Transdisciplinarity, Cultural differences, Cultural integration.^[4]

Translation principle for international publicity text in China mainly includes: The principle of "three closenesses"^[5]and Zhu Yihua's "three-step" strategy^[11].

1.3 Significance of Translation

1.3.1 Practical significance

The training of translation talents in China has been expanded from academic talents to the pattern of both academic and practical talents. Through professional degree training, practical translation talents can meet the needs of applied talents. Applied graduate students should mainly focus on practical ability. Translation practice report can show students' translation ability, that is, understanding, expression and flexibility.^[6]

Enterprises should enhance the competitiveness of the international market. it is of great significance for enterprises to establish a good international image that analyzing and summarizing the difficulties of international publicity translation.

1.3.2 Theoretical Significance

The translation practice report will summarize the translation characteristics of the international publicity text, sort out the translation methods and skills of words, sentences and texts, and provide experience for the future translation practice activities.

2. Translation description

This chapter is mainly divided into Task qualification, pre-translation, while-translation, post-translation, features of source text, and problem and difficulty description.

2.1 Task qualification

The Brochure is printed by the enterprise, and provided for enterprise popularity to expand customers, instead of publication and sale. Yatai Group has foreign shareholders, so has high requirements for translation quality. The task requires translators to have TEM-8 or CATTI-3 above qualification certificate. The author got this opportunity because she has translated for the company every quarter since 2018, and the translation is highly accepted.

2.2 Pre-translation

In order to complete the task of commissioned translation, the author analyzes the source text, collects the top 5 enterprise websites in the same industry and have bilingual version of Chinese and English as parallel texts. The terms of building materials and S&T were also collected; the terms related to awards will be search in the bilingual official webs.^[8]

2.3 While-translation

In the process of translation, the key and difficult points are marked and classified: what the author depends on to conquer difficulties in the translation; how to use search engines to get information about corporate brochures translation; why it would be a valuable question.

2.4 Post-translation

Translation went through three rounds of reviews: first, self-review; then the supervisor and experienced teachers with professional knowledge; finally, the target text was sent to the entrusting party. After completed the translation task, the author compiled this translation practice report which include reflections of the translation process.

2.5 Features of source text

The author's translation practice belongs to the international publicity text, The literally translation is "external

propaganda" in China. "External" is compared to "inner", which is closely linked to "translation"; "propaganda" reflects the mode of communication. Features of the source text: more enterprise slogan and award name; attributive structures; no-subject sentences.

2.6 Description of problems and difficulties

Translation is a means to achieve the integration of different cultures. The purpose of the international publicity text is to attract more customers, and the expression should be persuasive, authenticity-based, and full of aesthetic feeling.^[1] Text translation words and sentences should refer to high sentence patterns.

3. Introduction to skopos theory

This chapter is mainly divided into Background of Skopos Theory and Three Rules of Skopos Theory. The history of skopos theory will be introduced here briefly.

3.1 Background of skopos theory

The term Skopos was introduced by Vermeer (1979: 100) to refer to the purpose of a translation as the main factor guiding the translation process. It comes from the Greek σκοπός, which means, among other things, "aim", "purpose".

3.2 Three Rules of Skopos Theory

3.2.1 skopos rule

Skopos holds that the primary principle of all translation activities is the "principle of purpose", that is, the translation should be able to act in the translation context and culture, according to the expectation of the recipient.

3.2.2 coherence rule

Coherence means that the translation must meet the standard of intra-textual coherence, that is, the translation is readable and acceptable, enabling the recipient to understand that it is meaningful.

3.2.3 fidelity rule

The principle of fidelity means that there should be interlanguage coherence between the original text and the target text (or inter-textual coherence). This degree and form of loyalty to the original text depends on the purpose of the translation and the translator's understanding of the original text.

3.3 The standard of translation

The criterion for the translation will emphasis on whether the usage of Skopos theory adequacy or not rather than equivalence. Under the theoretical framework of teleology, adequacy means catering to the requirements of the purpose of the translation. This is a dynamic concept related to the translation behavior.

4. Case study

Case study is the focus of this report which is the means to test the effect of translation. I chose this report topic through literature research method and case analysis method. Under the guidance of Skopos Theory, the translation method of conversion, omission, division and amplification were used.

4.1 Lexical level

The source text introduces the purpose of each subsidiaries of the group, lists projects and achievements, many of which do not have the corresponding official English expression. We should pay attention to the needs of the client.

Chinese characteristics mirror national beliefs and values that are rooted in Chinese cultural. There are many registered remarks which contain Chinese culture-loaded characters, such as "Jindinglu" "Dinglu", "Swan", "Mountain Shanquan", "Longtan Mountain", "Tiexin", "Jianba", Chinese pinyin will be the best, because the Chinese words can give its own unique story.

4.1.1 Term translation

We can choose special terms here from China daily or China international communications group, or draw on the experience of some credibility journals in overseas and domestic.

Example 1

Many awards are related to real estate projects, the "building project" appears frequently. We can get the key point from The American real estate Art Shoppe Lofts and Condos, which is characterized with lofts and condos. So, we can translate building project into townhome, apartment, condo, or detached house, etc. According to the project building products, The winning project Changchun Yatai Cherry Garden is a project of high building, so the award name will be Changchun Real Estate Star of the year as Leading Condos.

Example 2

Chinese like to repeat, "green" and "environmental protection" always couple appearance in Chinese sentence. In translation, we only reserve one of them is fine, otherwise, it will be Chinglish. So Green Model Eco-District is better for the award name.

4.1.2 Enterprise slogan

The source text is mostly use neat four-character words, which is catchy and easy to remember. Translation should be in line with the target grammar.

Example 3

In the brochure, the translator chose ①Accurate Design, ②Refined Products with ③High-Quality Materials, ④Dedicated Process and ⑤Devoted Service to express five kind of accurate to avoid repetition.

4.2 Syntax level

English and Chinese shares two distinct logic: English emphasis on explicit cohesion, while Chinese are meaning-focused. Many Chinese typical political and economic documents includes a large number of Chinese no-subject sentences, flowing sentences. In translation, the logical relationship of Chinese sentence should be clarified.

4.2.1 Add conjunctions and hyphens

In English, conjunctions play an important role in making complete sentence, because English emphasize hypotaxis. In Chinese, several verb-object paragraph can be listed in parallel, so translator should use conjunctions according to coherent rule to show the logical relation between sentences.

Example 4

As the parent company of the Yatai Real Estate Group, Jilin Yatai Real Estate Development Co., Ltd. ①founded in 1986—②The group's existing 14 sub-enterprises have ③formed a complete industrial chain integrating housing design, land consolidation, property development, construction, decoration, environment engineering, logistic service and heat supply—and ④became the famous real estate developer.

Analysis: Both ① and ④ are the main context of the whole sentence; ② and ③ is the inserting information, so adding hyphens which makes the semantic connection by logical reasoning.

4.2.2 Division and combination

Chinese focus on parataxis, that is, data and facts can be superposed without any conjunctions, the results depend on reader's understanding, but if in English, that will be disorder and unintelligible. In accordance with coherent rule, we should work through the whole Chinese sentence and find the core component abide by English grammar.

Example 5

①Under the leadership of Mr. Song Shanglong, the founder of the group, we have(add subject) ②implemented a development strategy of industrial expansion, ③formed a mechanism of "diversified industry structure and unified management". Yatai Group has ④set up five industrial groups of building materials, real estate, medicine, energy and

commerce, and ⑤holds Northeast Securities and Shares in Jilin Bank. Thanks to the previous achievements (add parenthesis), Yatai Group has now ⑥become a corporate group with strong influence in both the capital market and regional markets.

Analysis: The complex sentences connected with six verbs in this case. We can divided the whole complex sentence into two part: ①-③ and ④-⑥. ①-③can be understood as Yatai Group's achievement. Subject "We" were added in ②. ④-⑤show how "diversified industry structure" come into being, ⑥is to sum up the achievement the group has got via doing①-⑤, so here added parenthesis.

4.2.3 Omission

English is concise, neat with clear theme. According to coherence rule, the sentence should in line with English native speaker's style. To avoid repeating we can use"that of"to represent the aforementioned noun.^[10]

4.3 Textual Level

Textual Analysis is a broad term and refers to a range of analysis skills to decode the content, structure, and functions of a particular text. Coherence between sentences are important in translation. It is a given that the real estate propaganda are mostly high-end and luxurious, and bilingual version should put emphasis on high mark expression. We should make English version more smooth, let recipients get the point idea easily. When they read, the magnificent scene with excellent picture will come into their mind.

Example 6

It has also established 17 cement grinding bases with total cement productive capacity of up to 27.58 million tons in Changchun city, Jilin city, Tumen city, Tonghua city, Yitong county, Nong'an county in Jilin province, Harbin city, Hailun city, Anda city in Heilongjiang and Tieling city, Liaoyang city, Dandong city, Dengta city in Liaoning province.

Analysis: English is right-extending, while Chinese is left-extending. In Chinese version, all of modifiers are before or on the left of the main point"17 cement grinding bases"which will be behind or put to the right of all the modifiers in English version.

5. Reflexive commentary

This is a report on the C-E translation of Yatai group corporate brochure. Examples were given to deliberate how to find main idea, how to translate attributive structures. Translation is a kind of creative rebellion.^[9] Translation is also a process of innovation, we should pay attention to the richness and aesthetic nature, avoiding monotonous repetition. We should avoid uniformity, dead level, and try to make the translation clean and neat.

5.1 Conclusion

Through this translation practice, the author has accumulated more building materials terms and professional knowledge points. The procession of studying and summarizing the relevant translation strategies and skills can tribute to translation ability improving.

5.2 Limitations and reflection

Although the translation task was successfully completed, there are still some shortage in word-processing skills. In the process of translation, I deeply feel that I'm lack of words when I want to describe something. In the future, I should look up the dictionary frequently, read more foreign journals to master the flexible usage of words, accumulate classic sentence patterns, to improve the translation quality and the sense of language.

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Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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