

**MODERN VECTORS OF SCIENCE
AND EDUCATION DEVELOPMENT
IN CHINA AND UKRAINE**

中国与乌克兰科学及教育前沿研究

Harbin Engineering University

State institution "South Ukrainian National Pedagogical University named after K. D. Ushynsky"

Educational and Cultural Center "Confucius Institute"

Odesa, Ukraine

Harbin, the People's Republic of China

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The ninth issue of the materials represented by the Ukrainian and Chinese scholars are dedicated to the relevant issues of General and Contrastive Linguistics within the Chinese, English, Ukrainian, Turkish and Korean languages; linguodidactic problems of teaching native and foreign languages within polycultural educational space; peculiarities of cross-cultural communication in geopolitical space alongside education-related aspects regarding profession-oriented training of future specialists under conditions of multicultural environment and military actions in Ukraine; post-COVID-19 pandemic challenges.

The given articles may be of use to researchers, graduates, postgraduates and practising teachers who are interested in various aspects of Sinology, Cross-cultural Communication, Linguistics, Pedagogy and Psychology.

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A STUDY ON TRADEMARK TRANSLATION STRATEGIES FROM CROSS-CULTURAL PERSPECTIVE

***Abstract:** As a communication medium, business English plays as a pivotal role in international communication and cooperation, among which trademarks translation plays as a significant part. A good trademark can stimulate consumers' desire to purchase and help enterprises become outstanding in the fierce international competition. Therefore, trademark translation is of great significance in expanding the sales market of products for an enterprise. However, while paying attention to translation rules, translation of trademarks should also take into account cultural diversity. This paper summarizes translation principles and specific manifestations of cultural differences. Meanwhile, the paper explores the trademark translation strategies and methods from the cross-cultural communication perspective. It is believed that this essay will be helpful for trademark translation.*

***Keywords:** trademark translation; cultural diversity; foreignization strategy; domestication strategy*

1. Introduction

“Trademark, the name or other symbol used to identify the goods produced by a particular manufacturer or distributed by a particular dealer and to distinguish them from products associated with competing manufacturers or dealers(陈晓瑾, 2022:

176).” As a product of commodity economy, trademark plays as an active role in promoting commodities in the international trade. Under the current conditions of our country, strengthening trademark management is of great significance in standardizing the translation of the name to protect trademark rights, prompting producers to ensure the quality and maintaining the reputation of the goods. It can also protect the legitimate interests of consumers and promote the development of market economy(胡开宝&陈在全, 2000: 34).

A good trademark contains profound meaning and can leave a good impression on consumers. In the fierce market competition, a good trademark is closely related to the survival of the brand, but it must also bring great pressure to the personnel engaged in trademark translation. It is by no means an easy thing to transform a trademark from one language to another, and to preserve its original style, flavor and connotation.

2. Trademark Translation Principles

Trademark Translation is the bridge connecting marketers and consumers. The ultimate purpose of various trademarks is to promote sales and to exploit markets. To achieve this purpose, a good trademark should be attractive enough so as to arouse the curiosity of potential consumers. As an effective tool to persuade customers to buy the products, a trademark should at least fulfill principles as below.

2.1 The Informative Principle

Trademarks are effective business cards for producers and goods. Most trademarks would provide consumers with some information about the products, such as the information of the place of production, the material used for the products, the function of products, the name of the producer or even target consumers etc(姜妹, 2014: 67). At the same time, trademarks can make consumers know the source of products and services.

2.2 The Advertising Principle

Instantly advertising can even form and lead a fashion, encourage and persuade consumers to purchase certain products. A good trademark and its translation represent as effective forms of advertising, which can not only promote sales but also spread the

cultural information. To some extent, a creative trademark and translation can lower the cost of sales, because the creative trademark can deeply impress customers and highlight the characteristics and functions of products by itself. Customers may bear them in mind at the first sight and choose the products with the trademarks without hesitation when needed.

2.3 The Protecting Principle

Legally, a trademark is the only protected name registered in the product domain. By obtaining a trademark from a licensing authority, usually a government agency, you can protect the brand from being used by others. For owners, a trademark provides protection, ensuring that they have the exclusive right to use the trademark to identify goods or services, or to authorize others to use the trademark in exchange for payment(李毓, 2018:106).

2.4 The Localization Principle

When translating a trademark, the national and cultural characteristics of the target market should be respected first. While attaching great importance to the cultural differences of the target market, there should be no ambiguity in the political significance, religious belief, moral concept, value orientation and other aspects of the translated trademark. The study of trademark translation must firstly study the potential national culture, living habits and social customs in order to avoid cultural conflicts, which may lead to the failure of trademark translation.

2.5 The Aesthetic Principle

In today's increasingly fierce commercial competition, in order to make consumers like producers' products and obtain psychological satisfaction, it requires the aesthetic characteristics in the design and naming of trademarks. That is, the translation of trademarks should note the beauty of sound and artistic conception. Only under the premise of ensuring the beauty of sound and artistic conception, the trademark will enter the psychology of the consumer public, so that they can be associated with good things and formed a sense of identity for the product. In short, a successful trademark is a successful "work of art".

3. Trademark and Culture

Trademark translation is not just a simple conversion between two languages, but more of a language and cultural exchange. It is basically a reflection of different social and cultural backgrounds, rather than a word-for-word mechanical conversion from one language to another.

Culture is of great importance in brand naming. And a trademark is to appeal customers, to satisfy both their physical and emotional needs, thus, to promote the sales. Yet, culture is a very comprehensive concept, and it has its own characteristics with regard to brands. From the formation of trademarks, it is obviously that almost all the trademarks reflect, to some degree, some cultural factors. As the unity of social physical formation and spiritual formation, brands are also the combination of both consuming psychology of modern society and trends of cultural values. Brands and culture are integrated into each other. Most brands are the carriers of culture. They embody a wealth of connotations of culture, through which their value is enhanced; on the other hand, culture is transmitted through brands. These two aspects supplement and complement each other, not even one of the two aspects can be dispensed with.

4. Strategies in Trademark Translation

In the international commodity circulation, trademark translation plays an extremely important role. Excellent trademark translation makes the product icing on the cake, easy to be accepted by consumers in the target market and plays as a great role in commodity sales. In trademark translation, domestication and foreignization, which seem to be opposite, are both ways and strategies to achieve cultural information exchange through the conversion of language questions. Therefore, in the process of trademark translation, the emphasis should be placed on whether the translated name can be accepted by the readers from the perspective of consumers, and the strategies of domestication and foreignization should be applied flexibly to achieve the desired effect.

4.1 Domestication

Domestication refers to the translation strategy that adopts a fluent and unobtrusive style in the translation process. It fully processes the originally difficult translation effect, integrates more national language meanings, and accurately

expressing its original meanings. It has richer and more substantial brand language connotations, so as to minimize the foreign language text's strange and distant feeling to the target language readers. It believes that the target language or the target readers should be the destination of the translation. So Domestication advocates smooth translation. When the readers read the translation, they may feel just like reading the native language articles (Newmark, 2001: 13). This theory is more widely used in trademark translation.

4.2 Foreignization

Foreignization refers to the translation process in which the vocabulary, sentence patterns, grammar, and cultural features of the source language are introduced into the target language unchanged, thus completely breaking the inherent tradition and balance of the target language. Foreignization in trademark translation can digest and absorb many types of foreign languages, establish a communication bond between some different types of language systems, enrich the national language system, and improve the national cultural connotation (Nord, 1998: 474). If foreignization is properly used, it will create unexpected and wonderful effects, especially to meet the needs of young consumers in different countries.

4.3 The Combination of Domestication and Foreignization

In trademark translation, it is necessary to use an appropriate method to convey the meaning and connotation of the original trademark. Eugene Nida, an American translation theorist, believes that the translation refers to reproducing the information of the source language with the closest and most natural equivalent from semantics to style. “The reader of the translation should be able to understand and appreciate the translation in essentially the same way as the reader of the original. (Nida, 1969: 209)” In trademark translation, the translator should express the meaning of the trademark expressed in the source language with the target language. In order to achieve such functional equivalence, traditional methods such as transliteration and literal translation sometimes cannot fully achieve the effect of translating trademarks into target language. On the basis of literal translation and transliteration, more methods, including zero translation, Chinese Pinyin translation, conversion and so on, should be

adopted based on different situations.

5. Methods of Trademark Translation

As a significant bridge between the product and customers, the trademark is an intangible asset to the company it belongs to, and it could be even more important than the product itself (Steiner, 2001: 595). When a company wants to make a successful step into the international market, it is essential to firstly translate the trademark of the product into the target language.

5.1 Literal Translation

Literal translation is one of the most popular translation methods in international trade. Literal translation mainly focuses on the logic based on the norms of the original language, preserving the cultural and emotional elements contained in the original language, so as to make the translation result more suitable to the actual culture of the original language (Wilss, 2001: 29). Through Literal translation, the brand of commodity translated can not only fully reflect the basic function and characteristics of the commodity, but also fully show the foreign cultural elements, which has good market effect. Generally speaking, if the meaning of the original trademark name has no negative meaning in the target language, the literal translation can be adopted. It is worth paying special attention to that translation should achieve, especially, localization principle.

For example:

(1) Source language: 熊猫香烟 (cigarette)

Target language: Panda

Analysis: Panda is the national treasure of China and is loved by not only Chinese people, but people from all over the world. The translation of this trademark, “熊猫” into “panda”, not only reflects its noble taste, but also contains people's affection(于伟, 2021: 17).

(2) Source language: Pioneer (electrical appliance)

Target language: 先锋

Analysis: This logo translates as “pioneer”, which is easily make people to associate

it with the first-rate quality, technology and nature of this product.

The above examples shows literal translation can remain the characteristics of original trademarks, easy to make consumers arouse association, leave a good impression on the products. So it is adopted in many situations as an efficient technique in translating trademarks.

5.2 Transliteration

Transliteration is a commonly used method in trademark translation. Generally speaking, the main object oriented transliteration method is the foreign word with incomplete meaning. When the original trademark does not have a complete meaning, under the condition that it does not violate the language norms of the target language or cause wrong association or misunderstanding, according to the pronunciation of the original trademark name, this method of translation refers to selecting words in target language similar to the pronunciation of original language. This method is simple and easy to translate, which can not only retain the beauty of the original charm and the exotic flavor of the goods, but also may greatly attracts the attention of consumers.

For example:

Source language: Marlboro (cigarettes)

Target language: 万宝路

Analysis: This brand, which translates as “万宝路,” may conjures Chinese people up the beautiful fantasy of “rolling fortunes” and immediately attracts the consumer.

The brand of goods translated by transliteration looks simple, but contains a rich sense of rhythm. In translation, the target language that sounds pleasant, looks pleasing and reads smoothly is selected, so that the translation mark is short, concise, catchy, and easy to remember. Using transliteration method is simple and easy, which can not only retain the beauty of the original trademark, but also reflect the exotic flavor of the goods and give people a variety of beautiful associations and tips, which can leave a deep impression on consumers.

5.3 The Combined Method of Literal Translation and Transliteration.

The combined method is the combination of transliteration and literal translation. With the advantages of both, this method can explain the use of the product,

characteristics, and functions, reflect the cultural characteristics, shape personalized marks, and appeal consumer attention. Compared with the traditional literal translation and free translation, this method emphasizes the relevance of pronunciation and semantic association, which reflects the beauty of the sound and of the artistic conception of the trademark.

For examples:

(3) Source language: Hisense (home appliances)

Target language: 海信

Analysis: Hisense actually a combination of the words “high” and “sense”. It not only sounds similar to the original, but also shows a full range of functions.

But the combined methods of transliteration and literal translation in some cases would make the translated trademarks meaningless or confusing, and sometimes those two methods would make trademarks complicated or strange in the target language.

5.4 Zero Translation

With the enrichment of international cross-cultural communication, countries have more understanding of each other. This leads to a common phenomenon in translation, that is, the native language mixed with some foreign words. Zero translation is also called loan translation. It means to use the source language in the target language directly without much translating or changing. This method is always used when the original trademark is very neat, smart, and easy to be understood or remembered, like the initials, numbers etc. However, it is still necessary to pay attention to the localization principle of trademark translation when choosing not to translate. Some trademarks that directly use Chinese pinyin as English words without translation may fail in trademark translation due to cultural differences and other reasons.

For example:

(4) Foreign trademarks: SKII (cosmetics), IBM (computer), AT&T (American Telephone and Telegraph Company)

(5) Chinese Trademarks: TCL (electric appliances), 999 (medicine)

This method is always applied when the products are youth-oriented, which means the target consumers are young, well-educated and have relatively high social

status. That's because these consumers have no difficulty in understanding and accepting the original names. Besides, in some degree, the original flavor could even be more attractive to these people psychologically in showing their different status and taste.

5.5 Pinyin

Pinyin usually means to simply use the Chinese pinyin to translate the trademark as the target language trademark in the process of exporting Chinese goods.

For example:

(6) Source language: 哇哈哈 (beverage)

Target language: Wahaha

This method can promote our country's brand recognition simply.

5.6 Conversion

Conversion usually means that the original trademark name and the target language trademark name are translated without considering transliteration or literal translation, but only select relevant information suitable for marketing from the target language and create a new trademark brand.

For example:

(7) Source language: Wrigley (candy)

Target language: 箭牌

The translation method enables the translator to maximize his imagination and creativity.

5.7 Special Symbols or Made-up Words

In order to achieve publicity purposes, there are also some trademarks, which need to use some special symbols or made-up words to create an image of unique.

For example:

(8) Source language: 特步 (sportswear)

Target language: Xtep

Analysis: X means “negation and rebellion” and step means “future”. These two words together highlight the vitality and beauty of youth.

5.8 Homophony

Homophony does not simply translate according to the pronunciation but makes the translated name similar to the original trademark through the harmonic sound, pays more attention to the ideogram of the translated name, chooses to use those words with beautiful shape and easy to remember, in order to guide the audience to have a positive association, so that they are impressed by the product and have desire to purchase.

For example:

(9) Source language: Dove (shower gel)

Target language: 多芬

Analysis: The American shower gel brand Dove is translated into Chinese translation of the name “多芬” which reflects the smell of fragrance after the bath, making people have a good association.

6. Conclusion

Trademark is not only a literal symbol, but also an economic symbol. Whether a brand can be successful and accepted by consumers determines the future fate of the brand. New, unique, and creative trademarks can quickly attract the attention of consumers, to achieve unexpected, good results. The translated trademark should not only conform to the packaging design characteristics of the original trademark, but should be unique and distinctive, so as to accurately convey the commodity information and achieve the purpose of establishing the brand reputation. Therefore, in the process of translation, translators should fully follow the rules of trademark translation. Based on the objective and practical needs of cross-culture, they should comprehensively use a variety of different translation methods and means, to retain the essence of national language, highlight international characteristics, and accurately grasp the surface and deep cultural connotation of trademarks, so as to enrich the brand image with infinite charm and lay a solid foundation to improve the international competitiveness of commodities and to optimize the economic benefits in international trade. Only in this way can the translator create more excellent trademarks under the condition of today's economic globalization and gain a favorable position in the fierce competition of international shopping malls.

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跨文化视域下商标翻译策略研究

摘要: 在当今全球化的时代, 国际交流与合作日益频繁, 一个好的商标可以激发消费者的购买欲望, 帮助企业在激烈的国际竞争中脱颖而出。因此, 商标翻译对于企业拓展产品销售市场具有重要意义。然而, 在注意翻译规则的同时, 商标的翻译也要考虑到文化的多样性。本文结合具体实例总结了商标翻译过程中所体现的翻译原则和文化多样性的具体表现。本文旨在为未来的商标翻译提供一定的参考。

关键词: 商标翻译; 文化的多样性; 翻译策略