

## **An Analysis of Cultural Differences and Translation Strategies in Trademark Translation Based on Adaptation Theory**

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**ABSTRACT:** *As the golden business card, the trademark is quite unique for commodity and closely related to the survival and development of an enterprise. A good trademark not only conveys the basic information of the product but also impresses the consumers and even triggers them to buy the product. As a popular saying in Chinese business circle goes like that "Trademark is soft power". Trademark translation is a complicated process. Trademark itself has the characteristics of recognition, transmission, aesthetics, adaptability and modernity, so trademark translation is endowed with cultural pragmatic function. This study is theoretically based on the adaptation theory proposed by Jef Verschueren, a famous Belgian linguist and secretary-general of the International Association for Pragmatics. This article discusses the application of adaptation theory in trademark translation. Adaptation theory refers to how a translator can adapt to different cultural and linguistic environments to ensure that the translated trademark name has the same commercial appeal and conveys the same brand image. The article emphasizes the need for translators to understand the cultural and commercial significance of the source language trademark, select an appropriate trademark name that appeals to the target audience, and ensure the trademark is legally and commercially acceptable in the target language environment. Overall, adaptation theory is crucial for ensuring that trademark names are translated effectively across different cultures and languages. With a number of successful examples and failures of existing trademark translations, this study will analyze the cultural differences reflected in the translation of trademarks from the perspective of consumer psychology, customs, aesthetic concepts, religious*

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*beliefs and cognitive differences. Several basic trademark translation methods including transliteration, literal translation, combination of transliteration and literal translation, free translation will also be proposed and analyzed. This paper seeks to provide a reference value for seeking more appropriate trademark translations in the future. In addition, through the prediction and analysis of the trend of trademark translation, the author believes that the future direction of trademark translation is diversified, especially from the perspective of the cultural communicative function of trademarks, the emphasis of trademark translation will be on the exploration of cultural transmission and pragmatic function.*

**KEY WORDS:** adaptation theory; trademark translation; cultural factors

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## INTRODUCTION

A trademark is a recognizable sign or design which identifies products or services of a particular source from those of others. A trademark identifies the brand owner of a particular product or service. "Trademark" is sometimes used interchangeably with terms such as "mark", "brand" and "logo. "Trademark", however, also includes device, brand, label, name, signature, word, letter, numerical, shape of goods, packaging or colour which is capable of distinguishing goods and services of one business from those of others. However, in this thesis, trademark is referred to its main form—name (word or phrases). For consumers, a trademark is a sign that identifies a good or service. If consumers are satisfied with the mark, they are likely to repeat the purchase, saving them much time and effort in selecting the product. For companies, to figure out what role a company's trademark will play in a particular cultural context is critical. Because consumers have a clear understanding of a brand name, they inevitably think of a the product's special image or service. Acting as a medium, a trademark can reflect various cultures, the concepts of a product even of enterprise. With the rapid development of economic globalization, trademark plays a critical role in the sales of product and trademark translation accordingly becomes an indispensable role in business activities. A sound translated trademark is a necessity for a product to win in the global market. There is an increasing amount of companies that have gradually realized that trademark is one of their important intangible assets.

Trademark translation has so far attracted the attention and research of more and more domestic scholars. The main achievements are revealed in forms of monographs and over 2,000 essays on academic journals, which discuss trademark translation from different perspectives ranging from Skopos theory, intercultural communication to

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equivalence of function. Among monographs worth mentioning, *Trademark English*(《商标英语》) and *International Brand: Naming Examples and Brand Strategy*(《国际品牌—命名案例及品牌战略》), both written by He Chuansheng(贺川生), provide a comprehensive knowledge of trademarks from the aspects of linguistics, psychology, culture, marketing and the influence of trademarks in modern languages. Jin Huikang discusses trademark translation from the perspective of culture. His book “Intercultural Communication Translation” (金惠康, 2002) systematically explores the principles, strategies, and techniques of trademark translation. Other monographs include *Study of Trademark Naming*(《商标命名研究》) by Zhu Yajun(朱亚军), “Trademarks and Urban Economy”(《商标与城市经济》) by Fang Huiping(方惠萍)and so on. Overseas research on trademarks mainly comes from the United Kingdom and the United States. The outstanding achievements in the field of trademarks mainly come from John Murphy and Adrian Room in the United Kingdom. As a trademark expert of Inter-brand in the UK, John Murphy is quoted of his *Brand Strategy* immensely by scholars worldwide. Adrian Room, a linguist specializing in the study of proper names (including brand names) published a dictionary of trademark names. Famous American brand experts including Kevin Keller, David Ark, and Stephen King have made significant contributions to brand research, such as Kevin Keller's *Strategic Brand* and David Ake's *Building Strong Brand*. These famous works are the classics of brand theory and lay a solid foundation for the modern brand theory. From the above we can see that the themes about trademark translation and Adaptation Theory are especially popular and attractive for many researchers. But the study of these two themes is not comprehensive, which turns to be the significance of the current study. This paper attempts to explore trademark translation on the basis of adaptation theory proposed by Verschueren in 1999. According to the adaptation theory, the process of using language is a process of continuous making of choices, consciously or unconsciously. Translation is a process of dynamic adaptation, during which trademark translators need to constantly make flexible choices to adapt to the communicative context, and to adapt to the linguistic structure in all aspects. Because language is part of culture, and trademark is part of language, and also trademark is a carrier of culture. Therefore, the translation of trademark is generally a process of cultural adaptation which entails a number of cultural elements including religious belief, consumer psychology and cognitive differences.

### **Verschueren’s Adaptation Theory**

Jef Verschueren is a renowned linguist and discourse analyst who has significantly contributed to the field of adaptation theory. Adaptation theory is concerned with the study of how language and communication are adapted or modified to suit different

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contexts, situations and audiences. Verschueren's adaptation theory emphasizes the importance of context and situational factors in shaping language use and communication. He argues that language is not a fixed and static entity, but rather a dynamic system that is constantly adapted to meet the changing needs of different social situations. He also emphasizes that communication is a collaborative and interactive process that involves negotiation and adjustment between speakers and listeners. According to Verschueren, successful adaptation requires speakers to have a good understanding of the social context and the expectations of their audience. Speakers must also be able to recognize and accommodate the communicative needs of their listeners, using appropriate linguistic and non-linguistic cues to convey their message effectively. In addition, speakers must be flexible and ready to adapt their language use according to the changing dynamics of the situation. Verschueren's adaptation theory has been widely applied in various fields, such as intercultural communication, language teaching and learning, and translation studies. His work has helped to shed light on the complex and dynamic nature of language use and communication, and has provided valuable insights into the strategies and techniques that speakers use to adapt their language to suit different contexts and audiences.

In his book entitled *Understanding Pragmatics* (Verschueren, 2000), he interprets the use of language from a completely new perspective. In the long history of pragmatics studies, pragmatics has been regarded as a branch of linguistics that enjoys the same ratings as syntax, phonology, semantics and morphology. However, according to Verschueren, pragmatics is a general representation of all aspects of language, and his conception of pragmatics fully considers complexity of cognitive, social and cultural functioning. In his book *Understanding Pragmatics*, pragmatics is specified as "a general, cognitive, social, and cultural perspective on linguistic phenomenon in relation to their usage in forms of behavior" (Verschueren, 2000). Regarded as a very complicated dynamic process, using language, interpreted by Verschueren, must consist of the continuous making of linguistic choices, consciously or unconsciously, for language-internal (i.e. structural) or language-external reasons". The possibility of making choices in language use should be attributed to the three properties of language: variability, negotiability and adaptability. Variability defines that the range of choices can be made. Variability means that the utter has various ways to express his ideas, because the utterance is open to many interpretations. Negotiability can be expressed that instead of being made mechanically, choices are guided by some flexible strategies and principles. So we can come to the conclusion that language use is actually based on different principles and flexible strategies, rather than fixed rules or associations between form and function. Adaptability allows language users to make linguistic

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choices from various possibilities in order to obtain satisfaction and meet basic communicative needs which are aroused in particular and specific context. Adaptability is also the core of language use.

Therefore, according to the Adaptation Theory, the translator must adapt to consumers' needs from different perspectives, considering the consumer's social culture, psychology, and their aesthetic expectations and acceptance capabilities.

### **Verschuieren's Adaptation Theory on Trademark Translation**

Verschuieren's Adaptation theory in trademark translation mainly concerns how to adapt to the needs of different cultural and linguistic environments to ensure that the translated trademark names have the same commercial appeal and convey the same brand image. First of all, translators need to understand the cultural meaning and commercial value represented by the brand name in the source language. They must then be translated into the target language trademark name to ensure that it has the same meaning and value in the target language environment as the source language trademark name. This may require consideration of the language structure, language habits and cultural context of the target language to ensure appropriate tonality and brand image. Second, the translator needs to choose a trademark name that will appeal to the target audience. This means that the appropriate trademark name must be selected according to the cultural and linguistic environment of the target audience, and the appropriate linguistic style and semantic techniques must be used to ensure that the trademark name has the same commercial value and brand image. Finally, translators need to ensure that trademarked names are both legally and commercially acceptable. This may require an in-depth study of trademark law, trademark registration systems and business standards to ensure that the use of the trademark name in the target language environment is legal and valid and complies with business standards.

It has been emphasized above that according to the adaptation theory, trademark translation is a process of continuous selection both in form and strategy. Each method and strategy has its own advantages and disadvantages, so translators need to make choices in accordance with highly flexible norms and strategies. For example, the translator should match the choice of wording and style with the aesthetic belief or consumers' psychology of the target consumer. No matter what kind of language choice the translator is making in trademark translation, the choice should be adaptable to all elements in the communicative context. Especially when the name of a potential source has a variety of meanings, the translator needs to decide which meanings should be transferred to target consumers or should be rejected. Among various factors

Publication of the European Centre for Research Training and Development -UK influencing the choice of trademark translation, this paper will focus on the cultural influence of trademark translation. Culture is such an influencing factor that when a word is adopted in another culture, it has to change into another word. Therefore, in trademark translation, adaptation plays an vital role so that the target consumer can accept the target trademark.

In conclusion, the theory of adaptation in trademark translation is the key to ensuring that trademark names convey the same commercial appeal and brand image in different cultural and linguistic contexts. Translators need to understand the cultural meaning and commercial value of the source language, choose appropriate trademark names and ensure legal and commercial acceptability.

### **The Effect of Cultural Factors in Trademark Translation**

Here discusses the effect of cultural factors in trademark translation, which includes consumer psychology, religious belief, customs, aesthetic values and cognitive differences.

### **Adaption to Religious Belief**

Religion plays an important role in many people's spiritual life and most countries in the world are ones with religious beliefs. Religion is deeply rooted in culture and at the same time makes much contribution to people's concepts and mindsets and religious constitutes often bring out taboo. If these religious factors are involved in trademark translation, translators need to be cautious and make flexible adaption so that the foreign version could be recognized and favored in target market.

Chinese people are deeply influenced by the philosophies of Confucianism, Buddhism and Taoism. These religious beliefs are an important part of culture and has laid a solid foundation for Chinese culture. Chinese people are therefore featured by characters such as perseverance, elegance, and modesty. These characters are well symbolized by pine (松), bamboo (竹), plum (梅), which are always called “岁寒三友” (three friends in winter) as well as orchid (兰花) and chrysanthemum (菊花), ect. These plants are naturally welcomed in Chinese trademarks.

For example, a Chinese company in Suzhou named its products of sprayers as "Hei Mao"(黑猫). If it is literally translated into "Black Cat", it would not be an ideal name in Christian countries, for Christians are averse to black cats. Similarly, “龙” (dragon), which is one symbol of China, is quite popular in trademarks because the Chinese people are proud of being the offspring of the Chinese dragon, which is also a symbol

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of power. Chinese consumers tend to buy goods branded with “龙”, such as “金龙”(golden dragon) and“飞龙”(flying dragon). However, Westerners usually have a strong abomination to such trademarks because in the Western culture, a dragon looks different from its Chinese counterpart, and it is a symbol of fierce and brutal creature and it often refers to an evil monster with three to nine heads which can spit fire. Although dragon is one of China’s totems, it should not be used indiscriminately as a trademark in western countries. To sum up, when it comes to trademarks involved with religious factors, we should be cautious to make sure that the new trademark would not fall into disfavor because of cultural conflicts.

### **Adaption to Consumers’ Psychology**

Consumer's psychology refers to "the mental or psychological activities of consumers in their realization, adjustment, and control of purchasing and consuming actions according to their own needs abilities under the influence of the general social environment of consumption and economy".(顾文均, 2002). Whether consumers like a trademark or not can influence their final decision of purchasing to a great extent. Therefore, the translation of trademarks should cohere with the consumers’ psychology in the target market.

For trademark translation, the final purpose is to stimulate the potential consumers’ willingness of purchasing so as to promote sales. That is to say, it is a kind of consumer-oriented translation. Although people in different cultural backgrounds vary from each other in consumer's psychology, they share something in common such as the pursuit for good luck and elegance.

### **Pursuing Good Luck**

Chinese people tend to purchase those products whose names have favorable meanings like happiness, success, luck, health, beauty and so on. They believe that these characters can convey propitious, good and promising ideas. However, it is evident that these pursuits are not limited to Chinese people but the common interest for people in any culture. Many characters are quite frequently used in Chinese trademarks such as“喜”(happiness),“健”(health), “美”(beauty),“顺”(smoothness), “益”(benefits), “富”(richness), “佳”(goodness), “能”(capability),“吉”(luck), etc. Many kinds of trademarks contain such characters like “双喜”(double happiness), “福满多”(full of happiness), “益寿”(beneficial to health) and so on.

As a result, when some foreign enterprises want to enter the Chinese market, they tend to translate their products with these characters. On typical example is "Luxus", the

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name of a Japanese car. When its cars are imported into China, the name is translated into "Ling Zhi"(凌志) in view of cultural difference. The Chinese version derives from the poetic lines “久有凌云志，重上井冈山” written by the former Chinese leader Mao Zedong. The new name has not only similar pronunciation with the original but also conveys positive message of "big dreams and high ambitions", making the name more charming and attractive. By adapting to the Chinese culture while retaining the equivalence in sound, the new trademark achieves success in Chinese market.

### **Pursuing Elegance**

Nowadays, with the improvement of people's living standards, when purchasing, consumers not only seek for material satisfaction but also the spiritual entertainment. If a product, especially those targeted at women consumers, has a name that sounds elegant and beautiful, it will get more chance of winning consumers' favors. So in trademark translation, the translator needs to take into account this factor to entitle an elegant trademark.

For example, in “玉兰油”, a cosmetic brand, “玉兰”is one of Chinese people's favorite flowers which can bring in a pretty imagination of a woman's beauty, elegance and purity. Similar trademarks include “雅芳”, “飘柔”, “美加净”, “倩碧”, “舒蕾”and so on. Because these trademarks are good reflection of women's tenderness and grace, they give the target consumers the feeling of enriching their lives and spirits.

### **Adaption to Customs and Habits**

Customs, as a vital part of culture, not only reflects the specific characteristics of a nation but also affects the kinds of products that are consumed and how and when they are consumed. Some customs and habits are similar in different cultures, while some are poles apart. Trademark translation should follow the old saying "when in Rome, do as the Romans do". Only when adapted to social customs of the target market can the translated trademarks bring positive effect and avoid the confusion or dislikes of consumers in the target market.

Many trademarks are connected with classical stories in a certain country which, if translated improperly, may lose the cultural beauty or the emotional resonance among consumers. “女儿红”(daughter's wine) or “状元酒”(Scholar's Wine), which is a kind of famous rice wine in China, is a good example. This kind of wine is produced in Shaoxing, Zhejiang Province. It is said that in ancient Shaoxing, the family would bury a jar of rice wine under the ground when a child was born. If the child was a girl, when she grew up and became a bride, the host would dig out a jar of wine to serve the guests



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attending the wedding, and this kind of wine was called “女儿红”. If the child was a boy, the jar of wine would convey the hope of the family that the boy could go to the top in the imperial examination. When the dream came true, the jar of wine would also be dug out and be named “状元酒”(Zhuangyuan ). The story has been passed down from generation to generation, and since then, these two kinds of wine have become famous trademark by which consumers can express their sincere blessing to their children. This kind of trademark which convey the cultural information would be unique to the local people, however, when it is translated to foreign version such as “daughter’s wine” or “scholar’s wine”, it would cause the confusion among foreign consumers who don’t know the origin of the wine. Many other trademarks which are connected with the myth, fables or legends may also face this kind of obstacle, so the translators should be particularly cautious in this sort of situation, trying their best to keep the original cultural meaning.

### **Adaption to Different Thought Patterns and Cognitive Differences**

Due to different cultural influence, people in the east and the west, tend to have different thought patterns. Influenced by Confucianism, China is a nation that is subtle, modest and conservative. (金惠康, 2002). Take the attitude for love for example, Westerners and Chinese people’s attitude to sex are different to a good extent. Most westerners are open to sex and they are not that shy or embarrassed when they talk topics about sex or love in public places. Compared with westerners, Chinese people, influenced by traditional Confucianism, are more conservative, shy and humble. The old saying “红豆寄相思”, which means expressing the lovesickness with red bean, is a good illustration of Chinese people’s love value. That’s also the origin of the shirt trademark “红豆”(red bean). On the contrary, some English trademarks like “Onsex” (women’s underwear), “Forget-me-not”(perfume) and “Kiss me”(lipstick) show the westerners’ open attitude towards love and sex.

Take “Kiss me” for example, it is a trademark of cosmetics, which literally means "kissing someone". The trademark attempts to convince women consumers that with this product, they will be charming and full of temptation. If "kiss me" is literally translated as "吻我", this trademark may lose some potential Chinese women consumers due to their customs. Therefore, ‘kiss me’ was translated into “奇士美”, with the phrase“奇士”sounding like “骑士”, meaning hero and the character“美”meaning "beauty", both of which have good association. This kind of translation combines“hero”and “beauty”, which is definitely popular among Chinese female consumers.

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As we may see in a number of trademarks, names of plants, animals and color are used. In different cultures, these words may contain different cognitive connotations. Take plants for example, in the Chinese culture, “水仙花(narcissus) is respected as the flower with characteristics as being noble, elegant and neat. Many local companies intend to adopt it into their trademarks. However, westerners usually associate it with beautiful youth or self-love, even excessive self-admiration. The reason is that narcissus comes from a role in Greece, a beautiful youth whose name is Narcissus. According to the mythology, Narcissus fell in love with his reflection in water, who died later and was transformed into the flower that bears his name. Therefore, it symbolizes excessive self-admiration for many westerners. So it is not strange that a product that is associated with self-admiration cannot achieve great success. Other plants like orchid, bamboo, and lily may also encounter this cognitive obstacle. The table below compares the differences of some plants.

**Table 1**

Chinese trademark	Equivalent in English	Connotation in Chinese	Connotation in English
百合	lily	noble	bad luck and death
竹	bamboo	uprightness and modesty	emptiness and hollowness
兰花	orchid	elegance and fragrance	reproductive organ
水仙	narcissus	beauty and purity	self-center, ego, narcissus

There also exist different cognitive connotations towards animals. The same animal may also represent different meanings at cognitive level. In Chinese culture, some typical totems like “龙”(dragon) and “凤凰”(phoenix) are symbols of power, dignity and luck. Other popular animals such as “海燕”(petrel) and “孔雀”(peacock) are also frequently used in trademarks. However, it is better to translate the trademark “金龙” (appliance) into “Gold Tiger” rather than “Gold Dragon” for “dragon” is not that welcomed in the west.

The cognitive difference may also reflect in the colour preference in different cultures. Take the color of "black" for example. “黑妹”, which is a Chinese trademark of the toothpaste, whose name is to show the effect in cleaning teeth. The word “black” symbolizes dignity and nobility and achieve the contrast effect that teeth are white and clean after using the product. However, the westerners usually associate it with disasters, influenced by the terms “Black Friday” and “Black Tuesday”. If it is literally translated

Publication of the European Centre for Research Training and Development -UK into "Black Sister", it would possibly get involved in racial discrimination. Almost every aspect of our life is closely connected with color and different colors are used in a number of trademarks, for which the translators need to respect color preference of different races to promote sales. The following table shows different cognitive connotation in colors.

**Table 2**

colors	Chinese connotation	English connotation
white	death, unfortunate, sorrow	purity, hope, loyalty, elegance
red	honor, auspicious, happiness	anger, violence
yellow	power, pornography	shy, timid
green	hope, new life	inexperience
blue	pure, relaxed	sorrow, melancholy

### Adaption to Aesthetic Psychology

A good trademark needs to convey with itself the aesthetic value, usually through the form, sound, rhyme, the meaning or the good image the trademark may bring in. The trademark designer should develop a keen awareness of the target consumers' aesthetic psychology, sometimes different from culture to culture. As exemplified in the trademark“海尔(an electrical appliance), its translation of "Haier" not only keeps the sound of the original one but also sounds like "Higher", which conveys to consumers its higher quality and better service. With the strategy of homophones, the English version conforms to the operation philosophy of “海尔”group — “to achieve a higher goal”. Similar successful translated trademarks include the trademark“美加净”(cosmetics), whose translation "MAXAM" conveys the aesthetic form and meaning, as well as the trademark "Tides"( washing powder), whose Chinese translated version“汰渍”creates a picture for consumers that dirt can be washed away immediately by using "Tides."

According to He Chuansheng, image in the trademark mainly lies in content image which the trademark indicates, scene image is associated from its words and further image beauty is sensed from its scene image.(贺川生, 1997). For example, the famous perfume "Poison", which was released to market by Christian Dior in 1985, was very popular with female western consumers. The name of this perfume illustrates an mysterious image, with an special and unforgettable smell, the perfume was particularly popular among those female consumers who are fond of mysteries and adventures. However, if translated directly into “毒药”as the English name literally means, the legendary business success in western market would not win the Chinese market due to

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different aesthetic and cultural values. So when entering the Chinese market, it was translated into "Bai Ai Shen"(百爱神) by adopting the semantic transliteration strategy. The the translated version "Bai Ai Shen"(百爱神) bears an image of a goddess full of love, instead of the evil and danger image that "poison" may bring, therefore, the Chinese version better coheres with Chinese women's tendency to be reserved, gentle and quiet.

## **METHODS**

In translation, many methods and strategies have been proved to be effective, which can also be used in trademark translation. According to Verschueren's Adaptation Theory, it is necessary to take the cultural factors in target market into account, and to choose the methods flexibly to achieve the best effect.

### **Transliteration**

Transliteration means the trademark is translated according to the pronunciation of the original one rather than its verbal meaning. The application of this method has several advantages: first, it shows that this commodity is from foreign country thus can add more exotic flavour to it. Second, it can help preserve the rhyme and rhythm of the original one. Third, when it is hard to find an equivalent version, especially when the original trademark has no specific meaning or is named after its founder, inventor or manufacturing place, transliteration can be adopted. For instance, "Honda" is translated into "本田" and "Sony" is translated into "索尼".

A special use of transliteration when the trademark is translated from Chinese into foreign languages is Chinese Pinyin. It is well known that the use of Chinese Pinyin is used in many successful trademarks such as Changhong (长虹 TV set) and Jian Li Bao (健力宝, beverage). In addition, the use of the abbreviation of Chinese Pinyin is also frequently adopted: LC (浪潮) group and LL (露露) group. However, when transliteration is used, it requires special attention to make sure the transliterated version carries no specific meaning and no negative connotations in the target culture. An example that fails to adhere to this principle is "芳芳"(lipstick). This cosmetic's Pinyin is "Fang Fang", and the Chinese version conveys to the consumers the image of a beautiful and young girl. However, the word "fang" means the poisonous teeth of snake in English, which gives the reason why this product fails in the western market.

Although transliteration has several advantages, its limits or weakness are also obvious. The translated trademark often cannot convey meaning as the original one, thus making

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the consumers confused from time to time. For example, the famous Chinese alcohol trademark “五粮液”, its name refers to its ingredients: rice, wheat, bean and two kinds of millet, which are called five cereals in Chinese. With the translation “Wu Liang Ye”, it cannot convey the special emotion for five cereals of Chinese people. However, as “五粮液”has got its reputation throughout the world nowadays, “Wu Liang Ye” is also well accepted. The following table lists some trademarks that successfully use the method “transliteration”.

**Table 3**

Foreign trademark	Chinese version	Chinese trademark	English version
Motorola(mobile phone)	摩托罗拉	格力(appliance)	Gree
Johnson(child skincare)	强生	李宁(shoes)	Lining
Siemens (electronics)	西门子	方太(cooker)	Fotile
Reebok (shoes)	锐步		
Mazda (automobile)	马自达		
Chevrolet(automobile)	雪佛兰		
Dell(computer)	戴尔		

**Literal Translation**

According to Peter Newmark, by literal translation, "The SL are converted to their nearest TL equivalents but the lexical words are again translated singly, out of context". (Peter Newmark, 2001:46) This method can best keep the verbal sense of the original trademark and make targeted consumer get the same feeling when they see the trademark as the consumers in the source language market. The purpose of using this method is also to make sure the translated trademark can adapt to the consumers' habits, psychology, customs, values and other cultural factors in the target market without bring in negative associations. Take “Microsoft” (an American software giant enterprise ) for example, “micro” is translated into “微”, and “soft” is translated into “软”literally, the trademark successfully conveys the characteristics of the software: tiny but delicate.

There are many other trademarks which successfully use this method as listed in the following table.

**Table 4**

Chinese trademark	English version	Foreign trademarks	Chinese version
英雄(pen)	Hero	Crown (automobile)	皇冠
猴王(candy)	Monkey King	Modern (automobile)	现代
红双喜(sports ware)	Double Happiness	Contac (medicine)	康泰克
天堂(umbrella)	Paradise	Apple (electronics)	苹果
七匹狼(men's suit)	Septwolves	American Standard (bathroom supplies)	美标
熊猫(TV set)	Panda		

**Combination of Transliteration and Literal Translation**

Combining the sound and the semantic meaning of the original trademark is a method adopted when the Chinese trademark can find the correspondence in English with the same or similar pronunciation while keeping the basic meaning. This method calls for higher requirements for the translator because he or she needs to be proficient in both Chinese and English to have the wild imagination. A successful example is a Chinese sports shoe trademark “回力”. Its English version is “warrior”, which sounds like “Hui Li” (the Chinese Pinyin of “回力”). Besides, “warrior” conveys the meaning of “power, the capability of conquering”, and “回力”literally means recollecting the strength and power. Therefore, this translation is quite successful. Other trademarks using this method are listed below:

**Table 5**

Foreign trademarks	Chinese version
Quick (medicine)	快克
Canon (camera)	佳能
Colgate (toothpaste)	高露洁

Chinese trademarks	English version
方正(computer)	Founder
安秀(women's clothes)	An Show
昂立 1 号(health products)	Only One

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### Free Translation

Free translation, or creative translation, is a complement of the above three kinds of methods used in trademark translation. In this method, some skills such as blending, acronym and the addition or deletion of some characters or words are used. Sometimes, the translator may misspell the word on purpose to achieve the expected effect. An innovative trademark can bring the manufacturer more competitiveness in today's market, so lots of trademark translators choose to create a relatively or totally new version to catch the target consumers' attention. For example, sometimes the deletion of a word can make the trademark sound simple and easy to remember. “飞鸽” is an old Chinese bicycle trademark, according to the method of liberal translation, it should be translated into “flying pigeon”. However, there is no need to add the “flying” to it because “pigeon” itself has the meaning of “flying”. Besides, a single word is easier to remember. Sometimes the creative translated version seems to have remote association with the original one, but the free translation leaves much space of imagination for translators and it can best adapt to the target culture. The following table lists some other examples.

**Table 6**

Chinese trademarks	English version
功臣再欣(medicine)	Cuccess
半球(electronics)	Peskoc
舒蕾(shampoo)	Slek
美加净 (cosmetics)	Maxam

Foreign trademarks	Chinese version
P&G/ Rejoice (shampoo)	飘柔
Spirit (beverage)	雪碧
Kent (cigarette)	健牌

To sum up, in the process of trademark translation, the final purpose is to convey the nice information and make it acceptable and popular among targeted consumers and promote the sales.

### CONCLUSION

In this increasingly competitive and globalized commercial world, the importance of

Publication of the European Centre for Research Training and Development -UK trademark translation has been fully recognized. According to Verschueren's adaptation theory, trademark translation is regarded as a continuous and dynamic process of choice making, aiming at adapting to target consumers linguistically, culturally and commercially. It is not a simple process, and as a translator, he or she should consider quite a few factors, especially cultural ones. This paper has explored several cultural factors that trademark translation should adapt to based on the adaptation theory. To put it in detail, translators need to consider target population's psychology, thought pattern, religious belief, customs, aesthetic values and cognitive differences. Then, in this paper, four basic methods, namely transliteration, liberal translation, combination of transliteration and liberal translation, and free translation, of trademark translating have been proposed and analyzed. No matter which method is adopted, the translator should keep in mind the final purpose is to make the trademark best show the manufacturer's commercial value or concept and make it accepted and welcomed by consumers.

The fast development of society has put forward higher requirements to translators and English scholars since trademark translation involves elements like language, culture, linguistics, and the quality of it can not be guaranteed, so deeper and more profound exploration into this field is urgently needed. Besides, the cultural difference between Chinese and English trademark is one of the major concerns for its translation. Also, the collected trademarks and their corresponding target texts are not sufficient for a perfect study. And just like what the author believed in this paper, trademark translation is a dynamic process. Both the source texts and the target texts are to be changed with the development of companies and society. So the results of this study cannot keep its reference values all the time. Since the author's limited experience and knowledge, only several paragraphs are written to explain the culture differences. It is suggested that a deeper discussion of cultural differences between Chinese and English brand names should be carried out.

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