

Study on the Language Features and the Translation Methods of Commercial Advertising

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ABSTRACT

As the process of enterprise internationalization continues to accelerate, the promotion of merchandise competition among countries has become increasingly fierce. And as one of the important promotion methods, advertising has been paid more and more attention by people. Whether in China or foreign companies, there is a problem of advertising internationalization and globalization, that is, the translation of product advertising. How to properly translate advertisements has long been one of the guarantees for products to remain invincible in the fierce international competition. This article takes commercial advertising translation as the research object to carry out research on translation teaching methods. Through the analysis of the language features of commercial advertising, starting from the difficult problems of commercial advertisement translation, in business English teaching, this article analyzes the difficulties of commercial advertisement translation, and deeply studies the principles and methods of commercial advertising translation. This research has a certain reference value for commercial advertising translation and the improvement of translation teaching methods in business English.

Keywords: *language features, translation methods, commercial advertising*

I. INTRODUCTION

Advertising originated from Latin (Advertere), which means "attracting", to make someone pay attention to something, and then gradually evolved into "let everyone know something". With the continuous development of commercial activities, advertising has been given new meanings. Nowadays, the commercial advertising people often talk about refer to economic activities in which commodity producers or distributors use certain media to disseminate commodities and economic and trade information as the main content. Commercial advertising is an important business way for companies to promote their products, shape their corporate image, increase their influence, and expand sales. In today's rapid economic development, advertising has become one of the "fast, accurate and ruthless" tools for businesses to seize the opportunity. The translation of commercial advertising is obviously an indispensable means for companies to go international. In commercial advertising, whether rhetoric and translation methods can be used correctly determines the success of advertising.

II. LANGUAGE FEATURES OF BUSINESS ADVERTISING ENGLISH

A. Vocabulary

Most of the advertising language is simple, clear and concise, highlights the theme, is easy to catch, and is easy to remember. It often uses oral vocabulary, adjectives and their comparative and superlative levels. Some of the advertising language invents new words, or even makes false spellings, aiming to achieve unexpected advertising effects.

1) *Using common oral vocabulary:* Advertising English generally chooses simple vocabulary. In order to make consumers see it clearly, obscure vocabulary is rarely used, let alone esoteric vocabulary.

For example:

Always Coco-Cola. 永远是可口可乐。

The language used in the Coca-Cola slogan is straightforward, easy to understand and easy to remember. The two words enhance the impression of "Coco-Cola".

2) *Using a lot of adjectives:* When advertisers promote products to consumers, they will use "easy,

long, new" and other strong evaluative adjectives to stimulate consumers' purchasing power.

For example: Long and rich experience. 历史悠久、经验丰富。

3) *Using newly created vocabulary*: Advertisers will misspell the familiar words and add prefixes or suffixes to create new words, in order to enhance the memory value, aesthetic value, and emotional value of advertising, thereby giving the product great charm. This can achieve the purpose of attracting people's attention and effectively disseminate commodity information.

For example:

Give a Timex to all, to all a good time. 拥有一块天美手表, 拥有一段美好时光。(1)

Two gather: the ultimate all inclusive one price sun kissed holiday. 两个人的旅行, 一人买单。(2)

In Example (1), Timex is the abbreviation of Time+Excellent, which means the name of the watch, and it is also reminiscent of "time" and "excellent". This fully emphasizes the accurate timing characteristics of the watch, and consumers can also judge the meaning of the word at a glance and achieve the purpose of publicity. The "two gather" in Example (2) is taken from the pronunciation of "together". Advertisers spelled "to" into "two", using "two" to indicate that couples travel together on holiday, adding a romantic interest in life.

B. Syntax

The basic syntactic features of business advertising English are the use of simple sentences, imperative sentences, interrogative sentences and elliptical sentences.

1) *Using simple sentences*: Advertising is for all consumers, which requires more simple sentences in the language structure, so that consumers can read them easily and understand them easily.

For example:

Coke adds life. 可口可乐为你的生活增添光彩。

2) *Using many imperative sentences*: The imperative sentences have the function of requesting and calling people to do something. The sentences are short, concise and motivating. Sometimes short, powerful or even slogan-like imperatives are used in advertising language to increase persuasiveness and appeal.

For example:

Just do it. 想做就做。

3) *Using interrogative sentences*: Interrogative sentences are also popular in advertising English. Its main function is to ask questions and ask about the situation. The reason is that interrogative sentences enable consumers to think and associate actively.

For example:

Have you driven a Ford lately? 你最近开过福特牌的车吗?

4) *Using elliptical sentences frequently*: Omission is a grammatical rhetorical means to avoid repetition, highlight new information and connect the context closely. In order to make advertising achieve the best publicity effect within a limited time, the use of elliptical sentences in advertising English is also quite frequent.

For example:

No caffeine. Virtually no calories. Just a unique, sparkling citrus taste. 不含咖啡因, 不含卡路里。独特的柠檬味碳酸饮料。

C. Rhetoric

Advertising English uses a lot of rhetoric in literature in order to enhance the expression effect of the language and make the advertisements concise, vivid, humorous and imaginal to attract attention.

1) *Simile*: Simile refers to comparing two things or phenomena with common characteristics.

For example:

Light as breeze, soft as cloud. (Silk women's clothing) 轻如风, 飘若云。

The use of two similes expresses the texture and comfort of the clothing, and reminds consumers that they will feel soft, comfortable and elegant after wearing the brand's clothes.

2) *Metaphor*: Metaphor can help consumers establish imaginative connections and replace the advertised product with a beautiful thing. Its purpose is to enhance the beauty of language and people's imagination, so it is quite favored by advertising creatives.

For example:

You'd better off under the umbrella. 你最好在保护伞下。(Advertisement of a travel insurance company)

Safety is the top concern of every traveler. This travel insurance company captures the psychology of tourists and uses the umbrella as a metaphor to vividly make people feel: buying insurance can make going out on a long journey like being under an umbrella and make people enjoy the fun of traveling. "Better off" means "freedom and happiness". In other words,

purchasing this kind of insurance can make travelers' travel life more free.

3) *Personification*: Personification means to regard things as humans to make them full of vitality, personality and emotion. Successful use of personification can shorten the distance between consumers and products and easily move consumers' hearts.

For example:

A red tie does not have to shout "look at me". 红色领带无须叫喊“看我”。

Merchants make use of the eye-catching and splendid features of red, cleverly use personification, and use "shout" to make the tie "self-reported" in the first person, which is vivid and lively.

4) *Puns*: Puns are characterized by being funny, humorous, playful, and funny, which can enhance the appeal of advertising and leave a deep impression on consumers.

For example:

3-U Furniture UUU, Unrivalled quality, Unbeatable prices and Unreserved service. “三优”牌家具：优质，优价，优服。(Advertisement for "三优 3-U" furniture)

This advertisement achieves a balance between meaning, form and sound. The translator makes use of the homophonic pun between the English letter "U" and the Chinese "优" to make "U" correspond to the word "优", which not only allows consumers to remember the "三优" furniture, but also exaggerates the characteristics of "three excellent" in quality, price and service.

5) *Repeat*: In order to deepen the impression and highlight the main body of the information content, the advertising language achieves the publicity effect by repeating a certain word or phrase.

For example:

Extra Taste, not Extra Calories. 额外的口味，并无额外的热量。

By repeating "extra", it shows that the food is a healthy food that does not increase fat, making the food more attractive.

6) *Parallelism*: Parallelism is common in advertising translation, because it has a neat and symmetrical structure, neat sentence pattern and clear rhythm, which coincides with the distinctiveness, persuasiveness, and aesthetics of advertising.

For example:

Maybe she's born with it

Maybe it's Maybelline.

美来自内心，美来自美宝莲。

Every sentence in this ad starts with the same structure, forming a parallel structure.

7) *Exaggeration*: Exaggeration is using rich imagination to purposefully enlarge or reduce the image characteristics of things on the basis of objective reality, so as to highlight certain characteristics or characters of things, enhance language appeal, and give people a deep impression.

For example:

Look young in only two weeks. 两周之内变年轻。

III. ADVERTISING TRANSLATION METHOD

A. *Literal translation*

Literal translation is a semantically faithful translation of advertising in the most traditional way.

For example: Air France's advertisement:

Winning the hearts of the world. 赢取天下心。

B. *Free translation*

Free translation is a translation method that only conveys the original content without maintaining the original form.

For example:

All is well than ends well. 越抽到后头越有味儿。

Although the keywords in the translation do not correspond to the original text, and do not conform to the structural form of the original sentence, as long as people carefully explore it, the deep meaning of the original advertisement is still reflected in the translation.

C. *Fixed translation*

Fixed translation means that when translating, neither transliteration nor free translation of new words is used, but the existing vocabulary in the native language is used to apply it, such as idioms, proverbs, aphorisms or epigrams, etc. It is a method of advertising translation by changing a certain keyword.

For example: a public service advertisement for safe driving:

Better late than the late. 迟到总比丧命好。

"Better late than never (晚来总比不来好)" is from a well-known idiom. "Late" here is a noun which means death. At the same time, late is a pun. The use of puns makes public service advertising about traffic touching and impressing.

D. *Additional translation*

Additional translation means that, by adding, filling, expanding, extending, and even associating, the

meaning of the translated advertisement is richer than that of the original advertisement.

For example: Longines advertising:

Elegance is an attitude 优雅态度真我性格

Some words have been added to the Chinese translation to reproduce the information function and aesthetic function of the original text.

E. Condensed translation

Condensed translation is to condense the original advertising language to make the translated language more concise and simple.

For example: Vacheron Constantin advertising:

Time set free Overseas free true meaning 自由真义

F. Four-character structure method

This translation method is only used to translate from English to Chinese. The vocabulary of Chinese advertisements is characterized by careful use of words, often expressed in four-character structures or idioms to enhance the artistic appeal of advertising.

For example: Insurance door advertising:

One Warrior in the pass and ten thousand lose heart.

一夫当关，万夫莫开。

IV. CONCLUSION

In summary, in the process of translating business English advertising, the most important thing is to understand the language features of business advertising English if translators want to accurately translate the purpose of business advertising. It is also very important to use appropriate rhetoric to express the advertising content concisely and vividly. Meanwhile, it is necessary to use different translation methods flexibly, not only to translate the connotation of the original text, but also to translate the elegance and appeal of the original text, so as to stimulate and arouse consumers' desire to buy and realize the commercial purpose of advertising.

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