

## On the English Translation of Publicity Materials from the Perspective of Memetics of Translation

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**Abstract:** The purpose of publicity translation is to accurately convey the information of foreign publicity through the way that foreign audiences like it. As a window for China to shape and disseminate its national image, it is of great significance for China to further enhance its international voice and world status. As the main media and means of external propaganda, the importance of foreign propaganda translation is self-evident. If an enterprise wants to enter the international market smoothly, the first thing to do is to translate its propaganda materials into English. Translation memetics evolution itself is the result of the continuous replication and dissemination of translational memes, and some translational memes die out because they are not universally accepted. This paper combines the specific corpus of corporate propaganda materials from the perspective of translation memetics, to analyze and explore the basic principles of English translation of corporate external materials, and propose a more reasonable translation strategy.

### 1. Introduction

With the process of economic globalization, Chinese enterprises have gradually risen. China's foreign economic and trade activities are becoming more and more frequent, and Chinese enterprises have more opportunities to enter the international market and participate in international competition [1]. More and more state-owned and private enterprises begin to actively explore overseas markets for further development. English is the main international language in international trade. As the main media and means of external propaganda, the importance of foreign propaganda translation is self-evident [2]. If an enterprise wants to enter the international market smoothly, the first thing to do is to translate its propaganda materials into English. The purpose of publicizing translations is to enable foreign audiences to receive promotional information accurately and without error. Memetics is a new theory based on Darwin's theory of evolution that attempts to reveal the evolution and inheritance of human culture [3]. The evolution of translation theory itself is the result of the continuous replication and dissemination of translational memes, and some translational models die out because they cannot be universally accepted [4]. The translation meme theory can be used to analyze the characteristics of the data of the company's external propaganda and its expectation norms, and to explore the meme of the translation strategy of the enterprise's external propaganda materials under the translation meme theory.

Some large enterprises, although the text quality of English publicity materials is high, does not meet the cultural requirements of corporate information in English-speaking countries. As a cultural phenomenon, translation phenomena naturally contain cultural genes, and the cultural genes that convey and reflect translation and translation theory are translated cultural genes [5]. The translation of the external information of the corporate website plays an increasingly important role in the external publicity of the enterprise. Professional education institutions, such as universities, are needed to help students understand and master the basic principles of relevant style translation in the process of translation teaching [6]. Only in this way can we ensure that future professionals who enter the translation industry can accurately grasp the stylistic features and textual functions of enterprise publicity materials, and the purpose of publicity translation is to achieve communication and information communication. It pays more attention to the target audience and information transmission, aiming at achieving the best communication effect [7]. From the perspective of translation memetics, this paper combines the specific corpus of corporate publicity materials. This

paper analyses and discusses the basic principles of English translation of enterprise publicity materials, and puts forward some reasonable translation strategies.

## 2. Publicity Translation in the Context of Memetics of Translation

When translating enterprises and publicity materials, the translator should be aware that although the types of corporate propaganda materials are similar in both Chinese and English cultures, there are still differences. Translation is not only a simple conversion of information between source and target, but also an intercultural communication [8]. From the perspective of memetics, the translational meme is the propagation of the original memes. Since the memetic propagation process is the same as the gene, the expression process is similar. The study of knowledge is to better guide the practice, therefore, to cultivate students' interest in learning. Words with Chinese characteristics often appear in external publicity materials. English readers don't know much about Chinese culture and political background, and translators need to explain it. For foreign readers who do not understand Chinese culture, hard translation will not attract their attention, but will make it difficult for them to understand and accept that teachers should fully integrate knowledge with practice. Let students feel the power of knowledge, can learn and apply, thus stimulating students' interest in learning. Translators are bound to reduce the resistance of meme cross-cultural communication and thus enhance the possibility of meme cross-cultural reproduction.

In the world trend of economic globalization and political multi-polarization, China's comprehensive national strength is increasing day by day, and its international status is also improving. Individual explanatory power data from three dimensions of translation environment show that both learning behavior and situational support have significant explanatory power on learning effect. But the data show that the interpersonal support coefficient is not significant. As shown in Table 1.

Table 1 Estimation results of learning environment by constructing three-dimensional translation environment

| Constant              | Standard error | Standard coefficient |
|-----------------------|----------------|----------------------|
| Learning behavior     | 1.326          | 0.513                |
| Interpersonal support | 0.136          | 0.051                |
| Scenario support      | 0.037          | 0.117                |
| Learning result       | 0.042          | 0.031                |

For the translators engaged in external propaganda work, the most important key point is to study the psychological thinking mode of foreign culture and readers. There are a lot of mistakes in the English texts of many companies. Including spelling mistakes, grammatical errors, expression errors and many other errors [9]. Translation is not only a linguistic transformation, but also a cultural exchange. The problems we are going to explore are not linguistic errors or spelling mistakes, but related issues that may hinder the spread of information across cultures and affect corporate image and publicity. The translated text can not only truthfully express the information of the original text, but also conform to the mode of thinking and reading habits of the readers of the translated text, so as to achieve the effect of external publicity. Before translating a brief introduction of an enterprise, it is necessary to rewrite its content and rhetoric in order to adapt to the habits of foreign readers. Memetics provides a new way for the translation of corporate publicity materials and a great convenience for solving practical problems in translation.

## 3. The Definition of External Publicity and the Characteristics of External Publicity Translation

Teachers should set an example and constantly strengthen the construction of teachers' morality and style. Whether in class or in life, they should understand and care for students. Because most of the words and sentences in political style have Chinese characteristics, there are many new words, phrases and expressions aiming at China's national conditions, policies and basic national policies.

The translation of publicity and publicity should not only conform to the grammatical rules of English, but also make the readers feel happy, clear and understandable. Ideological and political courses in Colleges and universities, though different from natural science, can make students intuitively feel the magic of knowledge through experiments. The purpose of translation of publicity materials is to achieve communication and information exchange. Therefore, in the translation of corporate publicity materials, more attention should be paid to the target audience and information transmission. If you are not cautious when translating political words, or too rough. It will make it difficult for foreign readers to understand and unacceptable. Sometimes it can cause ambiguity and even lead to political accidents.

**Audience Culture Target** readers have become accustomed to reading texts that conform to the textual specifications of Western companies, and there is bound to be a resistance to lengthy translations. Compared with the method, the content should be paid more attention. While learning English language knowledge, teachers should incorporate cultural background knowledge into the process of language as part of language knowledge. Communication ability consists of three parts, as shown in Figure 1.

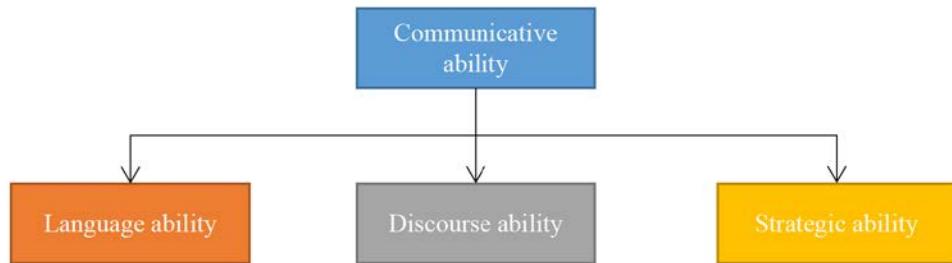


Fig.1. Communicative competence

Due to the complexity of the original information, if the translator does not know the English textual stipulations, the original information will be directly transmitted in English without processing, which will easily lead to redundant information. The ideological and political teachers in colleges and universities are vulnerable to the feelings of students at this stage, and their thoughts are easily influenced by extreme thoughts. To improve the quality of translation of existing corporate promotional materials, we must not only improve language quality. In order to meet the reader's expectations, the translator will make changes to the potential translation. This is often due to some problems in the potential translation that need to be addressed [10]. For example, it is not grammatical, semantic ambiguity, and pragmatic effect is not enough. If the translator knows the relevant differences well and operates the information reasonably in translation, he will inevitably be able to give a text that conforms to the cultural conventions of the target. Publicity translation belongs to the translation of practical texts. According to the different linguistic characteristics and structural levels of Chinese and English, foreign interpreters need to adopt some necessary translation strategies. According to the principles of translation memetics, comparative reading and learning from others can help translators solve related problems.

#### 4. Conclusions

In the strategic environment of culture going out, the translation of propaganda materials in enterprises and institutions is no longer just for the display of images, but also a positive attempt for enterprises to really take the first step into the international market. Successful external publicity is to make foreign audiences really understand China. Translation is a cross-linguistic and cross-cultural communication. When conducting publicity translation, the translator should convey clearly and clearly the contents expressed in Chinese to foreigners who use foreign languages. Translators should always pay attention to the textual conventions followed by similar texts in the target culture, and try their best to make the translation approach or comply with the textual conventions of the target culture. Foreign-speaking translations should focus on foreign readers and truthfully convey the information they need. External translation is not an easy task, and it requires

a lot of effort and effort from the translator. Read the original text of the study carefully in a serious and responsible manner. In cultural exchanges, in order for a cultural factor to achieve maximum effectiveness into the target culture, resistance must be minimized. The resistance to the translation must be reduced, and the acceptability of the translation is bound to increase. Flexible selection of translation strategies to create a strong meme to comply with the cultural habits of the target language can achieve the best publicity.

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