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*Original Paper*

# On Problems and Strategies in Enterprise External Propaganda Translation

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## Abstract

Enterprise external propaganda translation plays an increasingly important role in promoting international exchange and cooperation in emerging industries, shaping a good corporate image, expanding international markets, and promoting cross-cultural communication. However, due to differences in language habits, values, and ways of thinking in different cultural backgrounds, enterprise external propaganda translation also faces many challenges. This article analyzes the problems of insufficient psychological analysis of recipients and weak language and cultural awareness in the translation of foreign enterprise publicity, and proposes countermeasures to improve the level of enterprise publicity translation from the aspects of talent cultivation for enterprise publicity translation, reform of translation courses in universities, and establishment of enterprise translation studies.

**Keywords:** enterprises; external-propaganda translation; problems; countermeasures

Enterprise translation refers to the activity related to the operation and management of enterprises, involving the conversion of different language information within the scope of the enterprise itself, between enterprises, and between enterprises and society. This article intends to analyze the problems in corporate external communication translation and propose countermeasures to improve the level of corporate external communication translation, in order to promote the improvement of corporate openness to the outside world.

## 1. Objectives and principles of corporate external communication translation

Corporate external communication translation is of great significance to the development of emerging industries. Corporate external communication translation can help emerging industries build international brands, enhance their technological innovation image, and global influence. In the context of global informatization, corporate publicity translation spreads corporate information around the world through the Internet, social media and other channels, so that more people can understand the development trends and innovative achievements of emerging industries.

### *1.1 Objectives of Enterprise External Communication Translation*

Firstly, the primary goal of corporate external communication translation is to accurately and vividly convey the company's core values, brand philosophy, product and service information. This requires the translation to be not only accurate in language, but also culturally and contextually appropriate, so that the target market audience can understand and accept it. Secondly, through external translation, companies hope to establish a positive and professional brand image in their target market. This requires the translation to not only convey the basic information of the enterprise, but also pay attention to language style to meet the aesthetic and expectations of the target market.

Thirdly, corporate external communication translation is also a way of cross-cultural exchange. Through translation, companies can overcome language and cultural barriers, effectively communicate and interact with the target market audience, and enhance mutual understanding and trust.

Fourthly, the ultimate goal of corporate external communication translation is to expand the international market, enhance the company's international influence and competitiveness. Through translation, companies can help more international customers understand and recognize their brand and

products, thereby increasing sales and market share.

### *1.2 Principles of Corporate External Communication Translation*

Accuracy is the primary principle of corporate external communication translation. Translators must accurately convey the information of the original text, including product description, corporate philosophy, service content, etc., to avoid misunderstandings or ambiguities caused by translation errors. Corporate external publicity materials usually involve industry terminology and professional knowledge, so translators need to have relevant professional background knowledge to ensure the accuracy and professionalism of the terminology. During the translation process, translators should maintain consistency in translation style, terminology usage, and other aspects, so that readers can feel the unified image of the enterprise when reading different materials. Considering the cultural background and language habits of the target language, the translation should be as authentic as possible, avoiding the stiffness and abruptness caused by literal or hard translation. Corporate external communication translation should adapt to cultural differences in different countries and regions, respect local customs and regulations, and avoid misunderstandings or conflicts caused by cultural differences. On the basis of maintaining information integrity, the translation should be concise and clear, avoiding lengthy expressions to attract readers' attention. Corporate external publicity materials may involve trade secrets and sensitive information, and translators should strictly abide by confidentiality agreements to ensure information security.

## **2. Problems in enterprise external publicity translation**

### *2.1 Weak language and cultural awareness*

Corporate external communication translation includes the translation of company profile, product introduction, trademarks, advertising slogans, etc. Sun Xueying et al. (2014) pointed out that "there are problems in the current foreign propaganda texts of many domestic enterprises, such as neglecting the target audience's information needs, cultural differences, and expected functions of promotional texts." When translating foreign propaganda texts, attention should be paid to the intertextual relationship between the source language and the target language culture. Corporate external publicity materials often carry the corporate culture and products

According to statistics, more than 50% of Chinese well-known trademarks of enterprises use transliteration for important information such as product characteristics and market positioning. In addition, there are also problems such as mixing Chinese and English and ignoring cultural taboos in the translation of corporate trademarks. Some companies have spelling errors, grammar errors, and vocabulary errors in their external communication translations. Some companies' external communication translations are too rigid and do not take into account the cultural background and common usage of the target language, resulting in difficult to understand translations.

### *2.2 Lack of psychological analysis of target language recipients*

The analysis of the recipients of corporate translation can help us re-examine the neglect of traditional translation theories on the active creative role of translation recipients and translators in the translation process of corporate translation. It can also enable researchers of corporate translation to move beyond the narrow space of only focusing on isolated and static original and translated texts. At the same time, it can also diversify the standards of corporate translation, rather than being limited to the equivalence between the translation and the original text. The fidelity of the translation to the original text can enrich the theoretical research of corporate translation. (Wen Jun, Chen Mei, 2003), while corporate translation lacks psychological analysis of the target language audience.

## **3. Translation strategies and improvement measures for corporate external publicity**

### *3.1 Combination of literal translation and free translation*

Literal translation and free translation are the two basic strategies in translation. Literal translation can preserve the literal meaning and cultural characteristics of the source language, while free translation focuses more on conveying its deeper meaning and context. In corporate external publicity translation, translators should flexibly use literal translation and free translation according to specific situations to

achieve the best translation effect. Translators should make flexible choices based on specific contexts and translation purposes, taking into account the uniqueness and professionalism of the conveyed enterprise, while ensuring that the translation is easy to understand and accept.

### *3.2 Combining additional and reduced translations*

Additional translation refers to adding necessary explanations or clarifications during the translation process to help target language readers better understand the source language. Reduced translation is the process of removing unnecessary modifications or repetitive content while retaining the main information of the original text. The translator combines addition and subtraction to make the translation more concise, clear, and easy to understand. In corporate external communication translation, additional translation is usually used to supplement cultural background information, explain professional terminology, or add logical connectors. This approach helps target language readers better understand the meaning and background of the original text, enhancing the readability and acceptability of the translation. Subtraction translation is usually used to remove irrelevant information, duplicate content, or vocabulary that does not conform to the target language expression habits. This can make the translation more concise and clear, and improve readers' reading efficiency.

### *3.3 Combining cultural transformation with cultural compensation*

During the translation process, due to cultural differences, certain cultural elements in the source language may not be directly expressed in the target language. At this point, the translator can handle it through cultural conversion or cultural compensation. Cultural conversion refers to the process of transforming cultural elements from the source language into familiar cultural elements for the target language readers, in order for them to better understand; Cultural compensation refers to supplementing explanations or clarifications in translation to help target language readers understand the cultural connotations in the source language. The application of cultural transformation and cultural compensation is crucial in corporate external communication translation. On the one hand, through cultural transformation, enterprises can ensure that their promotional information can be accurately understood and accepted in different cultural backgrounds, thereby avoiding misunderstandings and conflicts caused by cultural differences. On the other hand, through cultural compensation, enterprises can fill the semantic gaps caused by cultural differences, enhance the effectiveness of information dissemination, and improve their image and influence in the international market.

### *3.4 Foreign related enterprises should strengthen the cultivation of external publicity translation talents*

However, currently most companies do not attach great importance to this. Some rely on connections to have translators provide free services, while others pay low fees to have bilingual but non translation personnel translate company materials. The results can be imagined. Enterprise external communication translation is related to the promotion of the company's image and business expansion. Enterprises should consciously and systematically cultivate external communication translation talents. Translators recruited by enterprises generally have a solid language foundation, but enterprise translation has professional and comprehensive characteristics. To be competent in external publicity translation work, translators need to have extensive knowledge reserves in addition to foreign language proficiency, as well as professional ethics such as sense of responsibility and social responsibility. All of these require careful cultivation by enterprises.

### *3.5 Foreign language and translation departments in universities should accelerate the pace of translation teaching reform*

Professor Xu Jun believes that the reform of translation teaching is an aspect of the reform of teaching content and curriculum system for foreign language majors in higher education institutions towards the 21st century. However, the current common problems are: unclear understanding of the purpose of translation teaching, lack of effective theoretical guidance, arbitrary setting of translation courses, outdated and low-quality textbooks, shortage of qualified teachers for translation teaching, outdated teaching concepts, and single teaching methods. (Xu Jun, 2000). The existence of these problems seriously restricts the effectiveness of translation teaching, which directly leads to a shortage of translation talents and cannot meet the requirements of today's economy and politics. Therefore, the

reform of translation teaching in universities is imperative.

### 3.6 The translation academic community should establish a complete system of corporate translation studies as soon as possible

In October 1992, the first National Symposium on Translation for Large and Medium sized Enterprises was held in Shanghai. "Shanghai Science and Technology Translation" published the album of the first National Symposium on Translation for Large and Medium sized Enterprises, which included more than 70 academic papers on enterprise translation. Enterprise translator Liu Xiangang proposed the new term "Enterprise Translation Studies". However, some translation practitioners and researchers in current enterprises often equate enterprise translation with technology translation, believing that enterprise translation is language conversion according to the rules of technology translation. However, enterprise translation covers a much wider range than technology translation. Enterprise translation not only involves various fields of technology translation, but also social sciences, literature and art. Therefore, using only the theory of technology translation to guide enterprise translation is inevitably far fetched. In addition, due to the scarcity of research literature on corporate translation, some corporate translation practitioners and researchers can only seek rules from scattered literature such as technology translation, economic and trade translation, legal translation, and official document translation to solve practical and theoretical problems. It can be seen that the construction of the enterprise translation system is urgently needed.

## 4. Conclusion

Corporate external communication translation is a challenging task, and translators need to fully consider cultural intertextuality factors while mastering rich translation skills. By flexibly utilizing strategies such as literal translation and free translation, addition and subtraction of translation, as well as cultural transformation and compensation, translators can improve the quality and effectiveness of corporate external communication translation, and promote communication and integration between different cultures. In future research, we should further explore how to apply these strategies to specific translation practices to improve the pertinence and effectiveness of corporate external communication translation.

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