

Study on Chinese Translation of Automobile Trademark Names from the Perspective of Skopos Theory

Jing Zhang^{1, a}, Shude Zhang^{2, b}

¹ School of foreign languages, Guangxi University of Science and Technology, Guangxi 545006, China

² School of foreign languages, Guangxi University of Science and Technology, Guangxi 545006, China

^a zhangjingacca01@163.com, ^b 3313893206@qq.com

Abstract

With the development of global automobile industry, automobile trademark as a commercial concept not only represents the commodity, but also presents commercial opportunities for commodity producers because of its rich cultural connotation. Since the beginning of the 21st century, China's economic strength has been greatly enhanced, and the automobile industry has entered a period of rapid development, but most of the mainstream automobile products still come from abroad. In order to compete for the huge market in China, foreign automobile enterprises are trying to maximize the publicity and sales of their products, and the Chinese translation of automobile trademark names plays a crucial role in this process. The ultimate purpose of automobile companies to create trademarks and translate trademark names is to promote product sales and stimulate consumers' desire to buy. Taking some examples of Chinese translation of automobile trademark names, based on Skopos theory, this thesis analyzes some successful and infelicitous Chinese translation of automobile names, and summarizes translation strategies such as domestication and foreignization and translation methods such as transliteration, literal translation, free translation, transliteration and free translation combination and creative translation, with the aim of providing translation methods and strategies research of automobile trademark names with reference.

Keywords

Skopos theory, Automobile trademark names, Translation strategies, Translation methods.

1. Introduction

Today, the competition in the automobile market is becoming increasingly fierce. If an enterprise wants to expand product publicity and win in the market competition, it is crucial for it to own good automobile trademark names. High-quality automobile trademark names can attract consumers' attention and arouse their desire to buy. This is one of the necessary and important ways for enterprises to realize the sustainable sales value of its products. When translating automobile trademark names, translators should fully consider the differences of the cultures and customs of the two countries, eliminate language barriers and avoid cultural conflicts, so that the Chinese translation can be accepted by Chinese consumers and gain a firm foothold in the Chinese automobile market. Therefore, it is of great significance to study the Chinese translation of automobile trademark names.

For a long time, Chinese and foreign scholars have conducted extensive research on trademark translation from different perspectives. German functionalist translation theories break

through traditional translation concepts and enrich translation research methods. Skopos theory, as the core of German functionalist translation theory, provides a new perspective for trademark translation research. According to Skopos theory, any form of translation, including translation itself, is regarded as an act, and every act has a purpose. The ultimate goal of translating automobile trademark names into Chinese is to stimulate consumers' purchasing desire and maximize the sales of automobile products.

The success of Chinese translation of automobile trademark names is related to the sales of products in China. In the process of Chinese translation, it is particularly important to adopt appropriate translation methods and strategies. Properly applied translation strategies and methods of automobile trademarks can help produce successful Chinese translation of names, which can not only accelerate the circulation of goods, but also play an immeasurable role in promoting the products of enterprises and improving their market competitiveness. However, if the translation strategies and methods are not properly applied, it will not only make the products unable to cross the language and cultural barriers, resulting in failed Chinese translation of names, but also damage the trademark image. The typical Chinese translation cases of famous automobile trademarks are worth learning from exploring a new way for domestic automobile trademarks to enter the international market. While the failed Chinese translation cases of automobile trademarks are also worth drawing lessons from. The Chinese translation of automobile trademarks should not only meet the translation theory requirements of "faithfulness", "expressiveness" and "elegance", but also respect regional cultural differences, satisfy the trademark's market positioning and embody certain "purposefulness". At present, there are many researches on the translation of automobile trademarks from the perspective of traditional translation theories, and relatively few researches on the translation of automobile trademarks under the guidance of Skopos theory. Based on Skopos theory, this thesis compares and analyzes some examples of Chinese translation of automobile trademark names, and summarizes the methods and strategies of Chinese translation of automobile trademark names, aiming to provide reference for the study of translation methods and strategies of automobile trademarks, in the hope that China's well-known automobile brands with novelty and distinctive trademark names in both Chinese and English can successfully enter the international market in the future.

2. Skopos Theory Overview

2.1. The development of Skopos Theory

In the 1970s, Skopos theory, a functionalist translation theory, emerged in Germany and its development went through the following stages. First of all, Katharina Rice introduced the functional concept into translation criticism for the first time, related language function, text type and translation strategy together, and developed a model of translation criticism based on the functional relationship between source text and target text, thus putting forward the embryonic form of functional theory. Later, Hans Vermeer put forward Skopos theory, which freed translation studies from the bondage of the original-centered theory. The theory holds that translation is a purposeful and result-oriented act based on the original text. Hans Vermeer believes that the highest principle in translation should be the "principle of purpose", which determines the translation strategy and method. After this, Jasta Hertz-Mantari drew lessons from the theory of communication and behavior, and proposed the behavioral theory of translation, which further developed the functionalist theory of translation. This theory has much in common with teleology. And Vermeer later fused the two. Afterwards, Kristina Nord comprehensively summarized and improved the functionalist theory. Kristina Nord, systematically expounds in English for the first time the internal and external factors that need to be considered for textual analysis in translation, and how to formulate translation strategies

that are suitable for translation purposes based on the functions of the original text. Kristina Nord sorts out various functionalist theories and proposes that translators should follow the guiding principle of “function plus loyalty”, thus perfecting the theory.

2.2. Three Rules of Skopos Theory Translation

2.2.1. The Principle of Purpose

The principle of purpose means that translation should work in the context and culture of the target language in the way expected by the target audience. In the process of translation, the translator must take some measures to ensure that the function of the translation can be played in its environment, and ensure that the translation meets the requirements of users and functions according to users' wishes. The target audience is one of the most important factors to determine the purpose of translation. Nord summarizes the theories of Rice and Vermeer, and she believes that the highest principle of translation is the principle of purpose. That is, “the end determines the means”. Vermeer believes that any translation activity is a purposeful act. In the whole process of translation, the purpose of translation directly determines what kind of translation strategy or method should be adopted, that is, the purpose of translation determines the precision of the method. The principle of purpose requires the translator to make clear the specific purpose of translation in the process of translation and apply corresponding translation methods according to this purpose.

2.2.2. The Principle of Coherence

The second principle of Skopos theory is the coherence principle, which Vermeer sometimes calls “intralingual coherence”. The coherence principle means that the translated text must conform to the expressive habits of the target language, the situation and knowledge level of the target audience. Besides, the translation can be understood by the target readers and has meaning in the target language culture and the communicative context in which the target language is used. The coherence principle emphasizes the internal coherence of the target text and the readability, comprehensibility and acceptability of the target text for the recipient, which reflects the consciousness of serving and facilitating the target text readers. In translation practice, any text is just an information provider. The translator filters the information consistent with the target language and target audience according to the determined translation purpose, and then ensures the readability and acceptability of the translation through language processing.

2.2.3. The Principle of Fidelity

The fidelity principle is also called “interlingual coherence”. The fidelity principle emphasizes that there should be some correspondence between the target text and the source text, and that the target text should maintain interlingual coherence or consistency between them. Skopos theory of translation is oriented towards the target language, overturning the authority of the source text, and arousing the criticism and concern of other translation schools, that is, whether the translator will deviate from the source text without restriction, thus making Skopos theory develop into radical functionalism. Therefore, Nord revised Skopos theory and put forward the principle of “function plus loyalty”. Function refers to the way in which the target text functions in the target language as expected by the reader, while loyalty refers to the translator's responsibility to all parties involved in the translation interaction. This can not only solve the relationship between translators and authors as well as readers, but also solve the translation problems caused by cultural differences. The translator's loyalty to the author of the original text means that the translator should truly understand the author's writing intention, understand the meaning of the original text, and translate the original text correctly and faithfully. Meanwhile, the translator should respect and abide by the author's intention. The linguistic school represented by Newmark emphasizes that the translator should respect the

intention of the original author, that is, emphasize the authority of the original text. The translator's loyalty to the target language readers means that the translator needs to be responsible for the target language readers in the translation process and explain the reason why he does so in the translation process, so that the target language readers can better understand the real original work.

3. The Application of Skopos Theory in Chinese Translation of Automobile trademark names

3.1. Translation Strategies of Automobile trademark names

Domestication and foreignization are two translation strategies proposed by Lawrence Venuti, a famous American translation theorist, in the *Translator's Invisibility* in 1995. Domestication can make the translation clear and smooth, and reduce the strangeness of the original text to the minimum, so as to achieve the purpose of being loyal to the target language readers. However, foreignization retains the exotic flavor of the original text, so that readers can feel different national emotions and experience the differences of culture and language in different regions, which is conducive to cultural exchange and reflects the faithfulness principle of teleology.

3.1.1. Domestication

Domestication is to localize the source language, requiring the translator to be close to the target language readers, and the translation must become authentic native language. It is a typical domestication translation technique to make associations based on the pronunciation of the original commodity or to start with the nature of the commodity, to get rid of the literal meaning of the original trademark names and to create a translation name with characteristics and in line with the aesthetic concept of the target language people.

The most classic example of domestication is the translation of BMW (Bavarian Motor Works), which is an acronym. If translated directly into Chinese, it is too long, neither simple nor beautiful. However, if the initials of BMW are retained, it is not in line with the language habits of Chinese people. The translator started with the English letter "B" and associated it with the initials [B] to create "bao", which means precious and precious, reflecting the rare quality and expensive value of the automobile. The translator's second letter "M" is associated with the horse, a means of transport before the invention of automobiles, thus producing "宝马". This classic translation name is not only beautiful and loud, but also distinctive, which conforms to the purpose principle of Skopos theory and adds the aesthetic concept of Chinese cultural information. BMW goes fast, a thousand miles a day. This Chinese translation reflects the appearance and function of this automobile incisively and vividly. From sales data in the real market, it does stimulate people's consumption desire.

Another example is Legacy, a British automobile trademark. If translated literally as "遗产", it is considered unlucky by Chinese people and is considered to be something used by the dead. But translated as "力狮", it is refreshing at once. In Western culture, "lion" is a symbol of strength and belligerence. In Chinese culture, "狮子" refers to being successful in one's official career. Therefore, no matter from the perspective of both Chinese and western cultures, "力狮" is a successful representative of Chinese translation of automobile trademark names. It not only conforms to the aesthetic concept of China and the West, but also is endowed with good cultural association meaning, which properly embodies the principle of faithfulness of Skopos theory.

3.1.2. Foreignization

Foreignization can accommodate the linguistic characteristics of foreign cultures and absorb foreign expressions. Foreignization can not only consider the differences of national cultures, preserve and reflect the characteristics of different ethnic regions and language styles, so as to preserve the exoticism for the target text readers, but also enable the readers to better experience the foreign culture and make the target text faithful to the original text.

For example, Cadillac is named in honor of Anthony Mens Cadillac, a French royal and noble officer who boldly explored the new world. Generally, automobile trademarks named by family names, place names or invented words are mostly transliterated, which not only retains the cultural connotation of the source text, but also reflects the exotic and commemorative significance of the products.

Another example is Beetle automobile made by Volkswagen, which looked like a "Beetle". When it was exhibited at the Berlin Auto Expo in February 1973, a American reporter of Time Magazine called it "Beetle" in a report. But Hitler's original name, KRAFT—DURCHFREUDE, is unknown. Translated as "甲壳虫" in Chinese, it is not only vivid and novel, but also impressive and easy to publicize and promote. Foreignization in translating automobile trademark names not only retains the exotic flavor of the original text, but also makes readers feel different national emotions and cultural differences, which is conducive to the communication between Chinese and western cultures.

3.2. Translation Methods of Automobile trademark names

As a special form of language, trademarks contain different cultures. Therefore, in the process of Chinese translation, translators need to carry out creative translation of trademarks just like literary works, and apply different translation methods to achieve the expected functions and purposes of trademarks. Automobile trademarks and other trademarks aim to improve the automobile trademark recognition, reflect the performance and information of automobiles, play the purpose of publicity and so on. Therefore, the following analysis of five Chinese translation methods of automobile trademarks under the guidance of Skopos theory: transliteration, free translation, literal translation, transliteration and free translation combination and creative translation.

3.2.1. Transliteration

Transliteration refers to the translation method of writing or reading out foreign words or phrases with similar pronunciation in Chinese according to the International phonetic alphabet, without violating the language norms of the target language and without causing wrong associations. Transliteration is an indispensable translation method. When translators translate trademarks into Chinese, direct transliteration of some trademarks not only retains the beauty of the original name, but also reflects the exotic flavor and characteristics of the products, so that consumers feel that it is an authentic foreign import, thus arousing their desire to buy. Transliteration is generally applied to automobile trademarks named after family names, place names or invented words. The pronunciation of the original trademark is translated into similar Chinese names with no specific meaning. The main technique of this translation method is to pay attention to the choice of words in the target language to be catchy, auspicious, in line with the rhythm of Chinese cultural appreciation habits, so as to achieve the purpose of impressing consumers.

For example, there are some automobile trademarks named after people, such as Buick, Cadillac, Chevrolet, Ferrari, Ford, Lincoln and Rolls-Royce; There are some automobile trademarks named after places, such as Elysee, Santana; There are also some automobile trademarks named after innovative words or invented words, such as Elantra and so on. The automobile trademarks mentioned above are relatively common in the Chinese market, and occupy a

certain proportion and market influence, which is inseparable from the successful word selection of transliteration.

However, improper transliteration can also have bad effects. For example, Suzuki is a Japanese automobile company founded in 1920. Although highly praised for its technology, Suzuki was not desired in China because the Chinese translation of its name sounded like “mausoleum”, ominously. This type of Chinese translation is neither loyal to the original trademark nor to the target language consumers. In addition, DS is the French automotive industry’s top design luxury trademark. The full French name for DS is Déesse, which means “goddess” in French, but when transliterated into Chinese, it sounds like “diaosi”, and few people choose this automobile with bad connotations. Therefore, DS in the Chinese automobile market has a very low rate of retention, even few people know the existence of this automobile brand. This kind of transliteration name not only does not conform to the loyalty principle of Skopos theory, but also has a bad influence on the trademark and cannot achieve the actual purpose of promoting sales. It is undoubtedly a failure of transliteration name.

3.2.2. Free Translation

Free translation, also known as interpretive translation, aims to achieve functional equivalence between the source language and the target language. Due to differences in cultural background, life customs and other aspects, if some trademarks are literally translated, they may not be able to fully express the connotation of the trademark, or some trademarks have several layers of literal meaning, which cannot be fully expressed in another language with concise words. At this time, translators must get rid of the bondage of literal meaning, broaden their thinking, and find a new way. In order to pay attention to the verve, translators must expand and innovate the meaning of trademarks and combine the performance characteristics of products to create trademark names with both the beauty of rhyme and artistic conception.

For example, Murano is the name of Nissan’s off-road automobile trademark, which is the name of an Italian island north of Venice known for its colorful glassware. Murano’s glass artisans are respected for their innovative spirit and artistic talent. Nissan hopes to give the new SUV a unique meaning, drawing on the local spirit of innovation and a century of artistic sophistication. In China, Loulan is a small ancient country in the Western Region period. It was once a part of the Silk Road, and it is a legendary place comparable to Murano Island. Translators translated Murano automobile trademark into Chinese as “楼兰”, which not only fully shows the pioneering and unique artistic temperament of the automobile, but also brings the driver the spirit of exploration and challenge.

For example, Land Rover is a automobile trademark, but Rover is a Nordic nation famous for its good fighting, known as the tiger of the sea. When Land Rover is translated into “路虎” in Chinese, it can highlight the automobile’s excellent performance on various road conditions.

Another example is Toyota’s trademark, Lexus, if translated into Chinese as “奢华”, it is easy to cause the aversion of Chinese consumers. Since Chinese culture advocates introversion rather than publicity, literal translation is not in line with Chinese expression habits and violates the coherence principle of Skopos theory. However, Toyota company used the method of free translation, the Chinese translation of the trademark as “凌志”, which not only enables drivers to experience the heroic feelings, but also reflects the quality of the trademark. In the process of free translation of trademarks, translators need to consider the national language and culture, ways of thinking, expectation psychology, cognitive ability and many other factors of target consumers, so there are not many cases of free translation in the process of Chinese translation of automobile trademark names.

3.2.3. Literal Translation

Literal translation is the direct translation of the literal meaning of the original word into the Chinese meaning. This method can not only retain the image meaning of the original language, but also reflect the cultural implication behind the language. Literal translation is mostly suitable for Chinese translation of automobile trademarks named after some common words or invented words. Most of these words have beautiful meanings, elegant connotations and gorgeous words. And translations of these words better convey the meaning of the original product and have the same promotional effect as the original trademark.

For example, Chinese translation of Crown in Toyota Company is “皇冠”, Whether in Chinese or English, this trademark name can reflect the royal and luxury style of automobiles and also reflect the corresponding relationship between the translation and the original text, which is in accordance with the principle of fidelity of Skopos theory.

For example, the Chinese translation of Blue Bird in Nissan Company is “蓝鸟”, which comes from the pantomime Bluebird by Maurice Maeterlinck, a Belgian writer. It symbolizes future happiness. Li Shangyin, a poet in the Tang Dynasty, said “To the three fairy hills it is not a long way; Would the blue birds oft fly to see you on the height”. In Chinese, blue bird is the emissary of pengshan Fairyland, and both “qing” and “lan” refer to the same color. Therefore, the Chinese translation of “Blue Bird” is not only catchy, but also reflects the similar cultural connotation and follows the principle of faithfulness of Skopos theory.

For example, Rolls-Royce, the world’s top luxury automobile manufacturer, has several models: Phantom, Wraith and Dawn. The naming of these models reflects their mysterious and unpredictable characteristics. As Torsten Muller-Otvos, a CEO of Rolls-Royce, says: “Wraith refers to an imperceptible but powerful feeling that cannot be tied down to the earth”. The implied meaning of the phantom is mysterious, sensitive and dynamic, reflecting an unfettered spirit. Its ethereal and powerful image perfectly illustrates the quality of automobiles.

3.2.4. Combination of Transliteration and Free translation

The translation of trademarks emphasizes that people do as the local people do. The pronunciation and meaning of the original text should be considered comprehensively, and Chinese characters with similar pronunciation should be chosen according to the pronunciation of foreign trademarks. The selected words should not only conform to the meaning of the original trademark, but also reflect some characteristics of products, so as to guide consumers to make beneficial associations and impress trademarks deeply. This translation method not only avoids the disadvantages of single translation method, but also fully combines the advantages of the two translation methods, and is now widely adopted by manufacturers. This method of combining transliteration and free translation is widely used in the translation of automobile trademarks.

For example, Ford Company has a crossover SUV, Edge, and it is called “锐界” in Chinese. From the pronunciation, the phonetic symbol of edge is [edʒ], and “界” in the Chinese translation is similar to [dʒ]. In terms of meaning, edge means an intense, sharp or striking quality. The translation of “锐界” not only matches the original meaning of Edge, with similar pronunciation in Chinese and English, but also reflects the positioning of the automobile, which is to pursue freedom and self-respect, not restricted by traditional ideas. Compared to the original translation “爱虎”, “锐界” is obviously more successful.

Another example is Mercedes Benz, a famous German automobile offered by Karl Felitlich Benz and Gottlieb Daimler to their customer, Emil Jellinek after the merger of Daimler Benz in 1926. It was named after Jellinek’s daughter, Mercedes. Mercedes means peaceful and gentle. Translation scholars have translated Mercedes Benz into Chinese as “梅赛德斯-奔驰”, which not only conforms to the original English pronunciation, but also reflects the automobile’s

dignity and elegance, as well as a bit of love. However, Mercedes Benz in Hong Kong is translated as “平治” in Chinese, which refers to self-cultivation, family governance and world peace. In Taiwan, it is translated as “宾士” in Chinese. By contrast, the Chinese translation name of Mercedes-Benz in Hong Kong and Taiwan is elegant but not loud enough, while the Chinese translation name in the mainland reflects the superior performance of the automobile, which can make passengers experience the feeling of riding the automobile galloping before they have taken it, thus stimulating people's desire to buy it.

3.2.5. Creative Translation

The aesthetics or cultural information contained in some trademark names is far from the cultural psychology and aesthetic custom of Chinese consumers. Therefore, no matter transliteration or free translation is adopted, it is difficult to find the corresponding words in Chinese for these information, or even if it can be found, it does not conform to the characteristics of concise trademark language, prominent theme information and inducement. Therefore, when some automobile trademarks enter the Chinese market, translators adopt the method of renouncing the original sound and meaning and re-shaping, which is called the creative translation method. Creative translation is the most flexible translation method, which can put aside the form or pronunciation of the original trademark word, maximize the translator's imagination and creativity. According to the characteristics of the product, translators can produce a loud and eye-catching new name that fully conforms to the cultural environment and aesthetic psychology of the target country.

For example, Volkswagen's Sagitar, comes from the Latin root “Sagitt” and “Sagittarius”. In Europe, sagittarians are known for their speed, freedom and passion. However, Chinese consumers are not familiar with this cultural background, and it can be translated as “速腾”, which can remind consumers of the speed of automobiles. For example, FIT is a small hatchback automobile launched by Guangqi Honda in 2008. In English, fit means suitable. However, When Chinese people name automobile trademarks, they are more in pursuit of aura and beauty. Therefore, the Chinese trademark translation of FIT is “飞度”, which can also highlight the product functions of automobiles.

Although the re-shaping of trademarks can give automobile trademarks a lot of space to create, but some trademarks excessively cater to Chinese consumers to pursue the psychology of artistic conception, inevitably fall into the rut. For example, the Chinese translation names of automobile trademarks with the word “雅” are: 本田-雅阁、丰田-雅力士、现代-雅绅特、现代-雅科仕、宾利-雅致、大发-森雅、日产-风雅; And Chinese translation names of trademarks with the word “威” are: 丰田-威驰、凯迪拉克-赛威、别克-君威、欧宝-威达、日产-骊威. When there is a lot of repetition in Chinese translation names of trademarks, it is not only easy to cause the loss of identification of the automobile product and make consumers confused, but also can not achieve the purpose of promoting publicity.

Successful automobile trademark naming and Chinese translation has become one of the common goals of domestic and foreign automobile manufacturers. Therefore, when translating automobile trademarks into Chinese, translators should understand the background culture and characteristics of automobile manufacturers, fully consider the cultural differences between the two countries at first, so that the translation of automobile trademarks can cater to the aesthetics and consumption habits of Chinese people, and there should be some corresponding relationship between the translation and the original text. Secondly, translators should clarify the specific purpose of translation in the process of Chinese translation, such as promoting brand promotion, promoting product sales and so on. Thirdly, translators should flexibly adopt translation methods and strategies so as to produce a successful Chinese translation name of automobile trademarks. A successful Chinese translation of trademark

name can stimulate consumers' desire to buy, develop the automobile sales market, so as to bring good economic and social benefits for enterprises.

4. Conclusion

At present, due to the rise of the domestic automobile industry, a large number of domestic automobile products will be exported to the international market, so when studying the naming and translation of foreign automobile trademarks, we should also consider the problem of domestic automobile brand naming. Only based on the understanding of similar foreign product names, we can find a suitable translation for domestic automobile trademarks, so the Chinese translation of automobile trademark names has great practical significance and broad research prospects.

The major findings of the thesis can be summarized as follows:

1) The primary principle of Skopos theory is "the principle of purpose", which is consistent with the ultimate goal of the translation of automobile trademark names, and the ultimate goal of automobile trademark translation is to promote the sales of automobile products. Therefore, the purpose of trademark translation should be put in the first place when translating automobile trademark names into Chinese.

2) "The principle of coherence" of Skopos theory emphasizes the internal coherence of the target text and its readability, comprehensibility and acceptability to the recipient. Therefore, when translating automobile trademark names into Chinese, the Chinese trademark names should first be accepted and understood by readers. Positive and favorable meanings can be used as the first choice for the Chinese translation of trademarks, while the Chinese translation of trademarks with unlucky and unfavorable associations should be avoided.

3) "The principle of fidelity" of Skopos theory emphasizes that there should be a corresponding relationship between the target text and the source text, and that the target text should maintain interlingual coherence or consistency between them. Under the guidance of the principle of "function plus loyalty", the translator should be loyal to the authors of the original work and the target readers. Therefore, when translating automobile trademarks into Chinese, translators should fully consider cultural factors such as the cultural tradition, expression habits and social customs of the importing country and the target country. In addition, the translation should be loyal to both the concept of the original product and the target consumers, so that the translated automobile trademarks can be welcomed by the target customers and stimulate their desire to buy.

This thesis has certain theoretical and practical significance. Theoretically, Skopos theory provides a new practical perspective for translation compared with traditional translation theories. According to Skopos theory, translators can flexibly choose translation strategies and methods according to different purposes. Functional equivalence is no longer the only principle to be followed in translation. This thesis has revealed the "purposiveness" of the Chinese translation of automobile trademark names and the factors influencing the Chinese translation of automobile trademark names under the guidance of Skopos theory. Therefore, Skopos theory has a certain practical guiding significance for the Chinese translation of automobile brand names, this will help to enrich the research on its application in non-literary translation. In practice, this thesis proposes two translation strategies and five translation methods in order to achieve the ultimate goal of automobile brand translation under the guidance of Skopos theory, which is to promote the sales of automobile products. This study enriched the research on the principles and methods of Chinese translation of automobile trademark names, provided a reference for the translation of automobile trademark names, and broadened the research perspective.

Acknowledgments

Natural Science Foundation.

References

- [1] Reiss, Katharina. (2004). Translation Criticism: Potential and Limitations[M]. Shanghai: Shanghai Foreign Language Education Press.
- [2] Newmark Peter. Approach to Translation[M]. Oxford: Pergamon, 1981.
- [3] Christine Nord. (2001). Translating as a Purposeful Activity: Functionalist.
- [4] Ingrid Piller. (1996). American Automobile names. Essen: Die Blaue Eule.
- [5] Newmark Peter. (2001). Approaches to Translation [M]. Shanghai: Shanghai Foreign Language Education Press. 69.
- [6] Nida, E. A. (1984). Approaches to Translating in the Western World [M]. Beijing: Foreign Language Teaching and Research.
- [7] Nida, E. A. (1964) Toward a Science of Translating [M]. Brill Academic Publishers. 159.
- [8] Richard Hise. Basic Marketing[M]. Massachusetts Winthrop Publisher Inc. 1979.
- [9] Vermeer, Hans J. (1987). Literary Translation as an Attempt at Intercultural Approaches Explained [M]. Shanghai Foreign Language Education Press. 67-72. Communication [M]. Munchen: Iudicium. 321-332.
- [10] Vermeer, Hans J. (1989). Skopos and Commission in Translational Action [J]. In Chesterman, Anderw(ed.). Readings in Translation Helsinki.
- [11] Li Beibei. Study on Chinese Translation of Foreign Automobile Brand Words from the perspective of Skopos Theory [D]. Jilin University, 2014
- [12] Li Xiangyun. The source of Automobile brand name and its Chinese translation Strategy [J]. Journal of Luliang University, 2020, 10(06): 20-23.
- [13] Liu Youquan, XIE Yan. Naming and Translation Strategies of Automobile Trademarks [J]. Journal of Qiqihar Teachers College, 2020(05): 63-65.
- [14] Liu Ning. On the Translation of Automobile Trademarks from the perspective of Skopos Theory [D]. Central South University, 2009.
- [15] Liu Hongcheng. A Case Study of Automobile Model Translation from the perspective of Skopos Theory [D]. Beijing Foreign Studies University, 2016.
- [16] Li Shuailing. Translation of Long academic English Sentences from the perspective of Skopos Theory [D]. Nanjing University, 2017.
- [17] Luo Xiaohong. Reflection on the Domestic research Status of Skopos Theory of Translation [J]. Journal of Science and Education (Zhong Xun), 2016(04): 168-170.
- [18] Zhu Feng. Automobile Trademark Translation under the guidance of Skopos Theory [J]. Journal of Anhui University of Science and Technology, 2016, 30(05): 110-113.
- [19] Shen Yuanyuan, Ren Xiaofei. Translation of Foreign Automobile Trademarks and Skopos Theory of Translation [J]. Journal of Taizhou Vocational and Technical College, 2008(02): 42-46.
- [20] Xu Jun. "Domestication" and "alienation" in Automobile Brand Translation [J]. Frontier Economy and Culture, 2013(11): 117-118.
- [21] Liu Song. Inspiration of Chinese and Western Cultural Differences on Automobile Trademark translation [J]. Chinese and Foreign Entrepreneurs, 2013(30): 266-267.