

Application of "Three-Beauty" Principle in Trademark Words Translation

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ABSTRACT

To win the foreign market, a proper translation of trademark words is the first and foremost matter to consider. According to aesthetic pursuit of customers, this paper analyzes the features and translation skills of trademark words based on the "Three-Beauty" Principle proposed by Xu Yuanchong. Based on the analysis of examples, it can be seen that a good trademark word and trademark translation should reflect aesthetic features in sound, image or (and) form. And proper translation skills like transliteration, literal translation and literal transliteration can be applied to realize the beauties and bridge the gaps in different cultures.

Keywords: "Three-Beauty" Principle, trademark words, translation skills

I. INTRODUCTION

With the rapid development of the global economy and marketing globalization, foreign products entered China and opened up the Chinese market. Similarly, Chinese products have been exported to the rest of the world. In such a highly competitive market environment, it has become a priority for entrepreneurs to make domestic products and services universally recognized by consumers.

A trademark is a symbol for goods and services. The creation of trademarks is critical to the success of businesses, and a trademark word is a part of a trademark that can be vocalized, namely, the character part, including characters, words, letters, numbers and so on, which is the core component of a trademark (Pride William, 2003). It is generally agreed that a well-known trademark is a valuable asset and can promote more sales than an unknown trademark. When a product enters another country, its trademark especially the trademark word needs to make certain changes. The trademark words translation from one language into another has a direct influence on the sales of the products in the target market. So the trademark words translation is becoming more and more significant in the economic competition.

Aesthetic pursuit is the common nature of human beings and human language. One feature of trademarks is apt to arouse consumers' certain association (Gu Weiyong, 2012). A good trademark word does not only provide enough information of the trademark but also satisfy the consumers' psychological requirement and stimulate consumers' desire to purchase. Therefore, a good trademark word should be informative, short,

novel, distinct, sweet-sounding, catchy and easy to remember (Huges, 2002). In a word, a good trademark word should bear beauty in sound, form and meaning.

To reach the standard of beauty in translating a trademark word, a proper translation principle is badly needed. After compared and researched, Xu Yuanchong's "Three-Beauty" Principle is superior to others.

II. THEORETICAL STUDY

As a prominent translation theorist, Xu Yuanchong (2018) regards translation as an art which transfers one language into the other language. Based on his "similarity in sound, meaning and form", he puts forward the "Three-Beauty" Principle: "beauty in sound, image and form" when discussing poetry translation. As has been stated previously, it is necessary that a trademark word, and accordingly its translation, be striking to customers. So this theory of "beauty in sound, image and form" is also applied to trademark words translation and guides translators to reflect aesthetic features in sound, image and form at trademark words translation. The "Three-Beauty" Principle is significant to trademark words translation; it better explores aesthetic features in trademark words, finally caters to aesthetic psychology of the target consumers and stimulates their purchasing desire.

A. Beauty in sound

Beauty in sound means that the trademark words of the commodity should be sonorous and smooth to read, and have clear rhythm full of sense of music and provide consumers enjoyment in sense of hearing.

Successful trademark words translation should also be in conformity to these principles.

Being an important strategy of trademark naming, phonetics intends to inspire consumers to associate trademarks with other related things, and this association is so called "phonetic symbolism." (Zhu Yajun, 2003)

Trademark words designed with phonetic forms create effective psychological image in consumers. "Yahoo", the trademark for a computer company in America, imitates the sound when people show exclamation, surprise or cheering. It brings about associations of consumers' exclamation and surprise when consumers purchase Yahoo product or use Yahoo service. "Burple Yum", the trademark for chewing gum, also imitates people's expression. When people taste delicious food, they always express "Yum, it's delicious".

Another beauty of trademark words sound is that homophone is applied to trademark word. It means that different language signs share the same pronunciation and the same language sign has different pronunciations. Homophones must be used on the condition that it brings about favorable associations to consumers. For instance, "海尔 (Chinese pronunciation: Hai Er)", the trademark for electrical appliance, is transliterated as "Haier", which has been popular with westerners and proved to be a successful trademark words translation. Part of its success lies in its beauty in sound, for it adopts the strategy of homophones: "Haier" sounds like "Higher". "Higher" conveys to consumers the higher quality product, better service and promise.

B. Beauty in form

The first impression that the trademark word leaves consumers is its form, and the beautiful form strikes consumers deeply and drives them to purchase the product. Xu Yuanchong points out that beauty in form is one of the necessary conditions for translation. Beauty in form can appeal to the eyes. An impressive form of the trademark word brings about the sense of beauty and the first favorable impression to consumers. As far as trademark words translation is concerned, it is required to be easy for reading, comprehension, memory and conveying aesthetic sense.

The trademark word has many forms of beauty, among which is its symmetric beauty. Symmetric beauty is conveyed through the repetition of words or letter and symmetry of letters. Symmetric beauty of trademark words is exemplified in the following:

AMOUR AMOUR (perfume)

OMO (washing powder)

SUGUS (candy)

Just as original trademark word does, trademark words translation also takes symmetric beauty into consideration. For instance, biscuit trademark "Oreo" is translated as "奥利奥 (Chinese pronunciation: Ao Li Ao)" and the famous cosmetics trademark "美加净 (Chinese pronunciation: Mei Jia Jing)" is translated as "MAXAM". Both English and Chinese trademark words are symmetric and pleasant to ears.

C. Beauty in meaning

Xu Yuanchong argues that meaning beauty is the most important and should be given over priority. Among sound beauty, form beauty and meaning beauty, meaning beauty in trademark words translation is given more priority than the other two. Hu Kaibao and Chen Zaiquan define meaning beauty in trademark words as follows:

Meaning beauty in trademark words means certain sense is pictured out by word association or word connotation of trademark words, inspires consumers to produce rich associations and stimulates them to strive for pursuit of beautiful things and produces beauty in consumers' mind. Therefore, the trademark words of commodity can be remembered clearly and makes consumers enjoy it. [the author's translation]

For instance, "crown", a circular headdress worn by a king or a queen, which symbolizes the high honor and authority. The car produced in Japan is named "Crown". This trademark word not only has the semantic meaning but shows the high status of the car owner.

D. United beauty

The three beauties are not isolated from each other but have very close relationship in a trademark word. The best and most famous trademark words translation is the integration of sound beauty, form beauty and meaning beauty. It has been proved that a trademark word with the three beauties has great commercial value.

Someone once stated that even though all the asset of Coca Cola was burnt out, the company still can start again as long as the company has the trademark "Coca Cola". According to the latest brand assessment, the trademark equity of Coca Cola amounts to 67.39 billion U.S. dollars, which ranks the top one among all the trademark words. The important reason is that the essence of form beauty, sound beauty and meaning beauty. There are alliteration and rhyme pronunciation, and it sounds loud and rhythmic; its spelling is brief and symmetric; it is inclined to associate with juicy and delicious coco. The Chinese version of "Coca Cola" is "可口可乐 (Chinese pronunciation: Ke Kou Ke Le)" which also has these beauties, especially it fits Chinese people's psychology. When they read "可口可乐" they will think of deliciousness, happiness and refreshment.

Undoubtedly, the Chinese translation of "Coca Cola" is successful.

III. TRANSLATION SKILLS

Translating involves not just two languages, but a transfer from one culture to another. Cultural differences are sometimes bigger obstacles to successful translation than linguistic ones. Proper trademark words actually offer some of the most straightforward examples of the basic issues in cultural adjustment, for trademark words usually reflect the features of different nations, each of which has its own way of life and mode of thinking. Therefore, translators should always bear in mind that the potential customers hold different opinions and knowledge about the world. So the translators should bear cultural differences in mind when applying translation skills.

A. Transliteration

Transliteration, as the name implies, refers to a method of literal translation taken from the state of pronunciation during the translation process. Catford (2000) and Aexela (2007) believe that transliteration can best generate the nearest phoneme equivalent in the target language in the translation of proper nouns. Its main feature is to analyze the pronunciation of the trademark in the source language, and then find words with the same or similar pronunciation in the target language. Generally speaking, transliteration can be used when the original trademark does not constitute a complete meaning, is novel or exclusive, or is a person name or place name.—

For example:

青島啤酒 — Tsingtao Beer (beer)

李宁 — Lining (sportswear)

Lincoln — 林肯 (car)

Champagne — 香檳 (sparkling white wine)

Adidas — 阿迪达斯 (sportswear)

"LUX" is a soap trademark produced by Unilever, and popular all over the world. "LUX" is a Latin word, which means sunshine. People can not help associating the soap with sunny day and healthy skin, even the romantic holiday at beach. Furthermore, "LUX" sounds like "Lucks" and "Luxury", which are both blessing words. So when translated into Chinese, these favorable associations should not be neglected. The Chinese version "力士 (Li Shi)" shares the similar pronunciation to "LUX" and shows the soap is powerful to release dirt. Undoubtedly, "LUX Soap" wins Unilever not only millions of dollars, but invaluable fame.

It is necessary to pay attention to the pronunciation habits of consumers in the target market when using

transliteration. For example, the pronunciation of "c, x, q" in Chinese is different from the pronunciation of English and it is hard for foreigners to pronounce these three letters in Chinese. For example, the foreigners have difficulty in reading and understanding the cultural connotation of Shanxi liquor "Xing Hua Cun(杏花村)" and Beijing roast duck "Quan Ju De(全聚德)".

B. Literal translation

Literal translation consists of syntactic literalness and lexical literalness. This translation method preserves the form and content of the original text, also known as word-for-word translation, that is, "the grammatical structure of the original language is converted into the closest corresponding structure in the target language, but the vocabulary is still one-to-one, without considering the context" (Peter Newmark, 1976). Some of the trademark words are made up of only one or a few words; it is effective to adopt literal translation to deal with the literal meanings of the words or characters in trademark words. However, when translating such names, translators should pay attention to "beauty in meaning" as previously mentioned. The positive association can arouse the interest of the potential customers.

For example,

小天鵝 — Little Swan (washing machine)

英雄 — Hero (pen)

七匹狼 — Septwolves (men's suit)

Apple — 苹果 (Electronic products)

Playboy — 花花公子 (magazine)

Times — 时代周刊 (magazine)

Literal translation should also follow the principles of easy-to-read, easy-to-remember, easy-to-understand, and positive association. For example, the sports brand "骆驼 (Luo Tuo)" is translated as "Camel", which is short, easy to read and familiar to consumers and gives consumers an impression that the shoes are very durable.

Literal translation is often adopted in many cases as an effective technique for achieving functional equivalence in translating trademark words. Nevertheless, it is likely that English versions produced by this skill should be acceptable in English culture and are not negative in the target market. When translating from Chinese to English, the use of literal translation should not only embody Chinese culture, but also respect foreign culture and consumer psychology, otherwise it will affect product sales. For example, famous battery trademark "白象 (Bai Xiang)" was literally translated as "White Elephant", it didn't win any American customers. Because in Western culture,

white elephant refers to expensive and useless things. "Silver Elephant" will be a better choice, which retains the core words of the original text and avoids bad associations

C. Literal transliteration

Literal translation and transliteration are both approaches frequently adopted in trademark words translation. Sometimes they should be combined to add the creativity and appeal of the trademark words. Literal-transliteration belongs to the compensatory translation technique. It endows positive meanings to the translated version with the similar pronunciation to the original trademark and uses the meaning of the translated version to compensate for the semantic loss in the translation process. Using this method can not only make the pronunciation of the translated trademark similar to that of the original trademark, but also stimulate consumers' intentional association to achieve the effect of form and meaning beauty.

For example,

Budweiser — 百威(beer)

Ericsson — 爱立信(mobile phone)

Johnson's — 强生(baby-care)

Cillette — 吉列(razor)

可伶可俐 — Clean and Clear(skincare)

乐凯 — Luck(film)

Soap brand "舒肤佳 (Shu Fu Jia)" is very famous in China. The Chinese trademark contains positive meaning: comfortable and the best. It is translated as "Safeguard" which contains three consonants /s/, /f/, and /g/ close to the pronunciation of "s, f, j" in the Chinese version. And it is also a compound word consisting of "safe" and "guard", which means protecting the safety and reminds people that the soap is safe. So both the Chinese and English version of the trademark bear the beauty in sound, form and meaning.

IV. CONCLUSION

The process of trademark words translation is a complex one. It involves the consideration of many aspects: the surface meaning of the source text, the deep meaning of the source text, cultural factors, the response of the target consumers, and the like. In general, the process of trademark words translation can be summed up as follows.

- Step one: Translators should, first of all, truly and fully understand the meaning of the source text. Understanding the meaning of the source text, the basis of the translation, includes the understanding of the surface meaning of the source text as well as the deep meaning, for

sometimes it is not the surface meaning that works, but the deep meaning affects the customers deeply.

- Step two: As it was mentioned above, the process of trademark words translation is to communicate with the target customers, who are living in different cultural environments. In order to guarantee the communication going on smoothly, translators should take into consideration the elements of culture when translating trademark words. If the two cultures are similar, it is effective to translate the trademark words with correspondent words. On the other hand, it is necessary to do some adjustment. Trademark words translation should be culture-oriented.
- Step three: This is the final step—adjustment. It involves the organization of the lexical and cultural features of the transferred text so as to provide maximal comprehension and appreciation on the part of the target consumers. After adjustment, the translation should be as smooth as the original one so as to arouse the curiosity and desire of the potential consumers.

It is clear that trademark words translation is neither purely liberal translation nor simply purchases phonetic equality, but needs maturely considering the association of different words, and then translators should look for a proper translation method to realize the beauty in sound, beauty in form and beauty in meaning in order to avoid target consumers feeling uncomfortable and puzzled even rejecting the products.

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