

The Principles of the Evaluation of China's Company Websites Translation From Perspective of Eco- Translatology

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ABSTRACT

The Belt and Road has built a good international environment for the development of China's enterprises in abroad, promoting the development of them in abroad. In this process, however, China's companies have encountered with kinds of barriers. The problems in the construction of China's companies' English websites are needed to be settled urgently. To solve the problems in the translation of the websites of China's companies, a research, on the principles of the evaluation of China's company websites, has been made from perspective of Eco-translatology. Based on the three dimensions (linguistic dimension, cultural dimension and communicative dimension) theory of the Eco-translatology, the comparisons between the English websites of China's companies and Western companies have been studied. The results show that, nowadays, there are still various of problems in the English websites of China's companies which block their development in abroad, however, translators can adapt to the translational eco-environment well by following the guidance of the three dimensions theory, and their adaptive selection can improve the quality of the translation of the websites of China's companies well promoting a better "going out" of China's enterprises.

Keywords: *Eco-translatology, Three-dimensional transformations, Translation of company's websites, Principles of evaluation, "Going out" of China's enterprises.*

1. INTRODUCTION

The proposition of building the "Silk Road Economic Belt" and the "the 21st Century Maritime Silk Road" (hereafter referred to the Belt and Road) was put forward respectively by China's Chairman Xi in 2013, drawing high attention from the world. The Belt and Road has built a good international environment for the "going out" of China's enterprises, promoting the development of them in abroad [1]. In this process, however, China's companies have encountered with kinds of barriers, such as the propaganda of enterprises. With the development of science and technology, website has played a pivotal role in propagandizing enterprises, exploiting oversea markets, developing internationally famous brands and building positive public image of companies. However, currently the role

of the English websites of China's companies still cannot play very well, because there are many problems in them which hinder the the "going out" of China's enterprises. [2-3] Therefore, the problems in the translation of China's companies' websites should be settled urgently. From perspective of the Eco-translatology, the principles of the evaluation of English websites of China's companies have been researched in this passage to make contributions for the improvement of quality of English websites of China's companies and their better "going out".

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1.1. Principles of Evaluation of Translation from Communicative Dimension

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2. ECO-TRANSLATOLOGY AND THE TRANSLATION OF COMPANY WEBSITES

Translation as adaption and selection is a translation theory paradigm which is guided by the basic principles and thoughts of Darwin’s theory of “adaption/selection”, based by the thematic concept of “translation is adaption and selection”, centered on the translation theory of “translator centredness” and can make new explanations to the translation itself [6-9].

A company website is a platform for internet marketing and image propaganda on internet, as an internet business card of companies. The primary function of company websites is to transform company’s information to clients in targeted countries or regions. In general, all the contents can be divided into two parts.[10] One is text information, mostly including About Us, Products & Services, News, Careers, Contact Us, etc. The other is the design of the websites which includes the overall arrangement, web design, the matching between text information and videos and pictures, etc. The translation of company website mainly concerns the contents of the first part, namely the translation of text information. The text information of company websites is dominated by the publicity materials the aim of which is mainly propagandizing company image to attract foreign clients.[11] The translation of China’s company websites is a selection active of translators to adapt the Eco-environment of translation.

3. THE PRINCIPLES OF THE EVALUATION OF CHINA’S COMPANY WEBSITES TRANSLATION

Principles mean “the rules or standards of talking or acting”. In this way, the evaluation of China’s company websites translation is the rules or standards of China’s company websites translation. Whether the translation can reach the expected propaganda functions of the company’s Chinese websites is the fundamental standard of the evaluation, which mainly reflects the evaluation of the “degree of the holistic adaption and selection”.[12-13] The translational Eco-environment is an amalgamation of multiple factors influencing the adaption and selection of translators, including the different worlds that were showed by the Chinese and English websites text namely the contents concerning language, culture, community and society. Besides translators, authors, readers, consignors and others, if any, are also concern with this environment. However, the authors and consignors of the process of website translation are the companies themselves and the readers mostly are domestic and abroad clients.[14] Therefore, for a better propaganda effect of company’s English websites, the companies’ Eco-environment of translation as well as the requires and need of companies and clients should be concerned firstly to achieve the best “degree of the holistic adaption and selection”.

3.1. Principles of Evaluation of Translation from Linguistic Dimension

The adaptive translation from perspective of linguistic refers to translators’ adaptive selection of linguistic form in the translation process which is operated in different aspects and levels, including the writing style, the sentence structure, stylistics, etc.

With the accelerated pace of “going out”of China’s companies, more and more of them have their own English websites. Mainly because of the differences on language expression, these websites still have some problems in linguistic, such as catachresis, grammatical mistakes, rigid translation and so on. These problems have made negative impressions of careless and not rigorous companies on clients, hindering the transformation of company information and the shaping of company image. Therefore, whether translators can fully consider the eco-environment of translation and pay attention to the word selection and sentence structure transformation is one of the most important principles of evaluating company website translation.

Example 1 : 在逾半个多世纪的发展历程中，南光积极进取，勇于开拓，走过了一段艰苦创业、自强不息的不平凡里程。

Version 1: Over its history of more than half a century, Nam Kwong forged ahead with great courage and has gone through an extraordinary course of development through hard working and perseverance.

Version 2: Since its establishment, we have made numerous great achievements through hard working over more than fifty years.

The sample 1 shows that most expressions in China's company websites are exaggerated and subjective in four-word structures to make a strong rhythm and a vigorous atmosphere, however, have limitedly practical meaning. In version 1, this sentence is translated word by word. Even though the translation is a faithful one, it is too tedious for clients to know a company briefly. Version 2 shows a translation through selection in neat expression, highlighting the development process of the company.

Example 2: 自改革开放以来，由于工业、农业、城市化的发展，生态环境进一步恶化，因此，改善我国的社会生态和自然生态环境是我们面临的迫切任务。(http://www.nnfe.com.cn/list-63-1.html) (新毅控股有限公司)

Version 1: Due to the development of industry, agriculture and urbanization and the further deterioration of ecological environment since the reform and opening up, to improve the social ecology and natural ecological environment of our country has become an urgent task facing us.

Version 2: The development of industry, agriculture and urban sprawl China has witnessed since it initiated reform and opening-up in 1978 have taken a varied toll on our environment. In this condition, we must urgently improve our society and nature ecological environment.

This sample is from the address made by one of the company's leaders, which mainly talks about the background of the foundation of the company. Most of the sentence structures in China's company websites are loosely organized without obvious logic. As a precise language, English possesses clear logic and integrity. In version 1, appropriate adjustment doesn't be made to the sentence structure which is mainly organized by the parallel sentences without appropriated logic. Through analysis of this sentence, the version 2 is reorganized to express more logically, and the source sentence is divided into two shorter ones according to their logic relation, making the sentence logic clearer.

3.2. Principles of Evaluation of Translation from Cultural Dimension

Different languages and cultures enjoy differences in their nature and contents. So translators should adapt to the targeted cultural system, focus on transmitting the information of the source language, overcome the

cultural barriers made by cultural differences, and try to avoid cultural misunderstandings.

Company websites are the epitome of various cultural traditions and values in different countries and regions. So one of the most important evaluation principles of website translation is whether translators can adapt well to the cultural system of the source language's translational eco-environment and avoid cultural misunderstandings and information distortion.

Example 3: (公司)被浙江省工商总局评为“重合同，守信用”单位。

Version 1: (The company) Zhejiang Provincial Administration for Industry and Commerce and was rated "contract, the word" units.

Version 2: Our company is rated as the trustworthy group by the Administration for Industry and Commerce of Zhejiang Province.

Word is a reflection of one civilization. Even for the same word, people in different culture may have different understanding. In Chinese, "unit" refers to organs, groups or groups belonging to an organ or a group, showing the collective consciousness of Chinese people. In English culture, people, with different cultural traditions from Chinese, mostly use more precise words, such as company or group. In the first version, except the problems in linguistic, the word of unit has too broad meaning, while in the second version, "group" is more adapted to the reading and thinking habits of English clients, which can be understood better.

Example 4: 改革开放以来，中国银行牢牢抓住国家利用国外资金和先进技术加快经济建设的历史机遇。

Version 1: During China's reform and opening up period, the Bank seized the historic opportunity presented by the government's strategy of capitalising on foreign funds and advanced technologies to boost economic development, and became the country's key foreign financing channel by building up its competitive advantages in foreign exchange business.

Version 2: Since the reform and opening up of China in 1970s, our group have seized the historic opportunity presented by the government's strategy of capitalising on foreign funds and advanced technologies to boost China's economic development.

Vocabularies with Chinese characteristics, such as the "12th Five-year Plan", the Eighteenth National Congress of CPC, etc., are often found in China's company websites. These words are well known in China; however, the targeted language readers know little about them. The rigid translation of them may cause understanding barriers for foreign clients and even the cultural conflict. In the version 2, the translator with the awareness of culture, add the specific time to the

“reform and opening up” to help foreign clients have a better understanding to the company even to China.

3.3. Principles of Evaluation of Translation from Communicative Dimension

The communicative dimension means that translators should focus on the adaptive selection of the bilingual communicative intention and the realization of the communicative aims of the source passages. The main aim of the company websites is to propaganda company in the internet. Therefore, whether the English websites can achieve the communicative effect equaled with or even better than the Chinese ones is one of the important principles of evaluation of the translation.

Example 5: 中国石油化工集团公司(英文缩写 Sinopec Group)是 1998 年 7 月国家在原中国石油化工总公司基础上重组成立的特大型石油石化企业集团, 是国家独资设立的国有公司、国家授权投资的机构和控股公司。

Version 1: China Petrochemical Corporation (Sinopec Group) is a super-large petroleum and petrochemical enterprise group, established in July 1998 on the basis of the former China Petrochemical Corporation. Sinopec Group is a state-owned company solely invested by the state, functioning as a state-authorized investment organization in which the state holds the controlling share.

Version 2: China Petrochemical Corporation (Sinopec Group), established in July 1998, is an extra-large petroleum and petrochemical enterprise reorganized from the former China Petrochemical Corporation.

Generally, in order to draw attention of clients and get their trust, all China's companies underline the support and recognition from governments and list their honors and so on. For Chinese clients, this method is useful because its a good and general way in China to show a company's strength and fame. But it may not also useful in foreign counties or regions because they seldom talk about the corporate property and demonstrate their strength by objective data, like annual turnover and the number of employers, public praises and great contributions. All information about the company property are included in the version 1 which neither can well show the company strength, nor can draw attention from foreign clients. In version 2, the translators pay more attention to the translational eco-environment and select the useful information for foreign clients to draw their interest reaching the communicative aim.

Example 6: 公司总部位于北京, 掌控的资产总规模达到 1.6 万亿元人民币, 其中资产总额 8139 亿元, 金融业务管理资产 8142 亿元, 境外机构、资源

项目与承建工程遍布全球 60 多个国家和地区。2016 年, 公司实现营业收入 4355 亿元。

Version 1: Headquartered in Beijing, CMC controls the total assets of RMB 1.6 trillion yuan, and it has the assets of RMB 813.9 billion yuan, of which financial business management assets of RMB 814.2 billion yuan. CMC's foreign institutions, resource projects and construction projects are operating in more than 60 countries and regions. In 2016, CMC achieved operating income of RMB 435.5 billion yuan.

Version 2: Our company, headquartered in Beijing, operates abroad institutions, resource projects and construction projects in over 60 countries and regions. The total assets of our company reaches RMB 1.6 trillion yuan, of which the assets is RMB 813.9 billion yuan, financial business management assets is RMB 814.2 billion yuan. In 2016, the operating income of our company reached RMB 435.5 billion yuan.

Generally, China's companies express in a third person by using the name of their companies to make an objective and practical atmosphere. In this sample, there are many numbers to emphasize the asset and sizes of the company leaving clients feel it is formal and authorized. However, the abroad company websites usually express in the first person, like we and our, which is one of the communicative eco-environment that translators should adapt to. The version 1 is translated from the third person; keep a psychology distance from clients. The communicative habits of targeted readers are considered in version 2, which is expressed from the first person to show a large and strong team struggling together. In this way it is easy to be closer with clients and achieve the communicative aim of companies, namely enhance clients' trust to companies.

4. CONCLUSION

Based on the three dimensions theory, this research proposes the principles of the evaluation of China's company websites translation from perspective of Eco-translatology, gaining the solutions to the problems currently in English translation of Chin's company websites. Following the guidance of the three dimensions theory, translators can adapt the translational eco-environment better. The adaptive selection of translators can improve the quality of the translation of the websites of China's companies well promoting a better “going out” of China's enterprises. Eco-translatology has a strong vitality and adaptivity, which can offer guidance for the putting forward of the principles of the evaluation of China's company websites translation, but also provide new thought to the research of the company websites translation.

On the linguistic dimension, translators should adapt to the linguistic system of eco-environment of

translation in the targeted language, pay attention to the selection of words and transformation of sentence structures. On the cultural dimension, translators should adapt to the cultural system of eco-environment of translation in the targeted language, avoid cultural misunderstandings and information distortion.

AUTHORS' CONTRIBUTIONS

H. and S. P. conceived and designed the topics; F. H. wrote the paper and analyzed the data; S. P., D. L., H. B., Q. Z. and Y. W. collected data.

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