



How College Counselors Can Manage Classes Effectively

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Abstract. Counsellor is the manager of class in the university, are the organizer, coordinator and guider, the link between school, family and society. The class is the basic organization of school. The great class can trait students' integrated quality, and gives free rein to all kinds of capabilities. I will explain "how college counselors can manage classes effectively" from loving students, good communication, training of class cadres, formulating reasonable rules and regulations.

Keywords: Advertisement · Translation · Skill

1 Introduction

Advertisement is not only an economic activity, but also a cultural exchange program me, which influences business operators and consumers psychology and the behaviour and then affects countries advertising campaign largely [1]. Therefore, advertisement translation needs to research the difference of countries language, cultural traditions, consumer psychology and aesthetic value. Advertisement translation should be fully reflected the stylistic features to achieve the commercial goals, that is, the theme of attracting consumers purchasing behaviour [2].

2 Purpose of the Advertising

The first one is function of conveying information. This is the most fundamental one of advertising It means that advertisements must fulfil the responsibility to convey the necessary information of the advertised product or service to the consumers. So the advertising language must be at least easy to understand to its target or potential consumers. To be more specific, informative function is very important to make consumers aware what they plan to buy. Infact, before they make the decision to buy something, tonsure's must first obtain some relevant information. And through advertisements, the information about the product, such as its nature, its features, its functions, its superiority, and its culture can be instilled into the readers mind and then the image of the product can be established [3].

The second one is function of direction. Directive function is another typical feature of advertisements Language, pictures and other devices are employed to influence the

consumers action, emotions, beliefs and attitudes, and to persuade, recommend and induce consumers to try or purchase the products or services and to suggest reuse.

The third one is function of attraction. Attractive function means that advertisements should be able to beautify the image of the advertised products or services by using various kinds of literary means or other devices to attract consumers' attention. Otherwise, consumers may have no interest in buying certain goods. A good advertisement should not only be informative, but also attract and please people. Such attraction and pleasure make people willing to purchase the products or services advertised. Advertising words should be vivid so that they can present the excellent features and functions of the products or services, and attract those prospective consumers. In general, in order to be attractive, advertisements should be of aesthetic value.

The fourth one is function of persuasion. Advertising persuasion can influence people and persuade them to take purchasing action. Advertisers intend to stimulate the consumers' interests and induce them to act. It is usual that people may have desire to buy certain products or services they have only heard about, but they may often hesitate because the products or services in question may be unfamiliar to them. At this time, a successful advertisement can get rid of their hesitation or doubt and encourage them to buy the advertised products or services. In addition, in order to realize the persuasive function, advertisements must first perform its informative, directive and attractive functions. That means only when advertisements are informative, directive and attractive can they make people become interested and persuade them to make decisions to purchase.

The fifth one is function of reflection. Reflective function means that advertising is not only a marketing tool but also a social actor and a cultural artifact; it not only reflects the culture in which it is created and spread, but also exerts great influence on the culture and, in a way, helps to shape the value and structure of the culture; it can tell people something about the culture just like a mirror which reflects certain aspects of the value and structure of the society; and it directly or indirectly lets people know what is appreciated or disgusted in the society and unconsciously changes people's mind and helps to build new cultural standard gradually.

The above-mentioned functions of advertisements are closely interrelated and are of equal importance to fulfill the ultimate purpose of advertisements.

3 The Language Feature of the Chinese-English Advertising

Advertising language is not only a simple commercial language, but also an agitation language which puts together literature, aesthetics, psychology and market. It, with the phonology beauty of poetry and a vivid image of painting, contains simple and accurate science, and can set up products' value of exterior and arouse consumers' curiosity. Therefore, no matter to Chinese advertisement, or to English advertisement, it must possess exterior value, memory's value, expression's function, guidance's function and aesthetic function, which appeal potential consumers to recognize goods, inciting these desire of shopping, and lead to achieve this behaviour (purchase goods) [4]. As a result, advertisement must attract more people in a vivid language so that consumers cannot forget it within a long time. Generally there are six features of advertisement in the language [5].

3.1 Endless Stream of New, Wonderful and Odd Words

In the vocabulary, most of advertisement adopts endless applying of limited methods. They prefer to use brilliant depicted adjectives to stand out superior functions. These adjectives are usually pleasant to read, and more used to be the highest level. Sometimes, it is to create some new and strange words so as to remember it.

3.2 Some Beauty as Poetry

The designers of Chinese and foreign advertisement think deeply and use splendid language to mold product's great image. Although their languages are kind of over sentence rules, they could be unforgettable after they think deeply. In this context, the artful Chinese advertisement is obvious. Foreign advertisers, particularly in Japan and America, are deeply knowledge of cultural competence and mental characteristics of Chinese customers. Therefore when their products are entering the Chinese market, they try their best to unconsciously influence on Chinese people by using and rearranging Chinese ancient verse.

3.3 Unceasing Rhetoric

It can be said that the use of rhetoric is part of advertisers' stock-in-trade at home and abroad. A few words can be entrusted with characteristics of the products, or give the product to a strong human touch or structure proportioned, contrast, rhythm or melody.

3.4 Brief and Easy to Understand

Advertisement's biggest taboos are false, big, empty, because they may result in psychology of the reader. Good advertisements inspire people's desire of beauty, and make people think about them, because they have new ideas, modernized methods, simple and specific aim, vivid impression and familiar lively colloquial style, and also because they are interesting and easy to be remembered. Structure of four or six words in Chinese advertisements, the limit and small sentence in English advertisement, artistic characteristics were reflected by the features.

3.5 Showing Humor

One of the world's top ten advertising agencies of Singapore head of Ogilvy once said "humorous advertisements and wonderful advertisement brings out the best in each other, and lies in journey and the future will ruin the product." Humorous advertising language not only cleverly tunnels out of the product characteristics and the image, but also forestalls one's opponent by a show of strength, making people aware of product information at the same time, accessing to art of enjoyment and fun of life, and thus is more easily accepted.

3.6 Combing Virtue and Firm

One of the taboos of advertising language is false brag. But it does not exclude the propriety of an exaggeration. Some of the advertisements use ‘virtual’ to catch their weakness. Advertising between true and false actually reveals an era of elegant flair and bold courage, attracting inherently in showing products consumers’ psychology of work, “I may as well try,” the desire to buy.

4 Methods of Translation of Chinese Advertisement

Every style has its unique purpose and function. Advertisement is a special style. In addition to functions with publicity, there is the function of the promotion of sales of goods, In English-Chinese translation, western countries learn about China over the advertisement. Its target reader is consumers or relevant institutions in the West. Therefore, translation’s skill of Chinese advertisement should fully consider the advertisement object, culture, psychology and other factors, and besides should be consistent with the characteristics of English advertisement, so they could be accepted by the English audience, and meet or exceed the expected advertising goals.

Chinese and English belong to different languages. Although there are many common elements, many differences still remain. In terms of words, English advertisement words, with the characteristic of conciseness and vividness, use common words and spoken forms; Chinese advertising words use very delicate and obvious structures, such as four characters or six characters, or advertising formula, Generally speaking, four-character structure is universal accepted. In terms of syntax, English advertisements have more simple sentences, imperatives, negative sentences, more active sentence, and more questions. Moreover in English advertisement, the careful use of sentence is extremely rocked and separate sentence is omitted; coordinate structure are more used, while master-slave structures are less used. Chinese advertising uses more rhetoric, long sentences, complex sentences more, as well as imperatives and interrogatives. In English advertising, the common rhetorical methods are metaphor, personification, parallelism, pun, contrast, repeat, exaggeration, rhyme, etc. Just as that in English advertisements, for the highlight effect, Chinese advertisement also uses a lot of rhetoric. In English translation of Chinese advertisements, it is difficult to do formal equivalence. Therefore, when the Chinese advertisement is translated into English, we should fully understand the sense of Chinese advertisement. Advertising objectives and functions should be in compliance with the characteristics of English advertisement by making use of common words, phrases, sentences in English advertisements and adopting flexible meaning of the expression of Chinese advertisements. English translation of Chinese advertisements, by general, can be adopted by French Translation, Free Translation, and Substitution Translation etc.

5 Skills of Translation of Chinese Advertisements

Above can be seen from the analysis of art features of the advertising language, and its beautiful vividness and telegenicness, the artistic image must be comprehensive, integrated, multi-level and zoom distance to translation.

Just like the poetry translation, it is difficult to achieve the harmony and unity of sound, rhyme and meaning in advertising translation. There are many components which cannot be translated. Such as some phonological means. But those “untranslatable” things just can’t be translated. United States translator Eugene. Anita notes that translation is to accept the language with the original language information which copied from the closest natural equivalent body - first in terms of meaning, and secondly in terms of style. From significance, advertisement translation can do that ‘copy out Angle of the closest natural language information such as body’, only is the original language and accept language in “style, between the gaps widened just. In order to overcome this divide, we have to put up on the bridge which is free translation, and are rarely French translation.

5.1 Straight, with the Essence

Nada notes that ‘stick to the content, regardless of the form’. On the other hand, in order to reproduce style, sacrificing meaning can only create an impression but cannot transmit information. In terms of advertising translation, particular attention should be paid to the contradictions between form and content, a content-oriented, charming form supplement. On the premise of care for the content of the original, the original text should be adapted by breaking its structure and form of restraint, caring to cumbersome translation of its essence, with the combination of literal translation and free translation, to show the charm of the product.

5.2 Famous Poem and Sentence

Practice has proved that people are for romance, charm and strong, rich colors of philosophical poems. Famous advertisement language always feels interesting, more cordial. In the translation of Chinese advertisements, the creation of the original artistic conception, which can shape the product performance, image, and beauty, will cause the product to market opening.

5.3 Endless Rhetoric

Sometimes, according to the background of Chinese advertisements, trademarks, and other knowledge, English translated texts boldly use various rhetorical methods, because English rhetoric is rhythmic and beautiful, emotionally sincere, structural and sonorous. If used properly, it can not only subtly convey the verve, but also can produce vivid image. Some rhetoric are mentioned.

- (1) Metaphor
Metaphor is the ontology as metaphors that describe the things.
- (2) Personification
Personification is of inanimate things used as a person to describe, give it the life.
- (3) Pun
Pun is a word or sentence with two layers of different meanings, making the language lively funny.

- (4) Alliteration
The so-called alliteration, the beginning syllables in a phrase line is the same letters.
- (5) Antithetical parallelism
Antithetical parallelism is called parallelism, which is a kind of common rhetorical tactics. It uses the format of sentences or phrase tied two or more things to highlight comparison.
- (6) Rhyme
In a phrase or a sentence, the last word does the suffix syllable rhyme, making the language the intonation of distinct musical rhythm.

6 Conclusions

In order to translate English advertisements with high quality, first of all, we must grasp the artistic characteristic of advertisement language well, and thoroughgoing understand brands, background information and purport of the primitive advertisements. Second, we must combine the specific circumstances, break through the original limit, grasp the heart of primitive advertisements, and grasp the regular technique of expressions. Next, we must promote simultaneously French translation and free translation on the basis of advertisement aesthetics and marketing psychology, and appropriately use rhetoric and the styles that are familiar to English people in order to develop the advertisement language that not only exactly shows the glamour of products, but also arouses English potential people's feelings.

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