On Optimizing the Translation of Chinese Green Tea Product Description for Cross-Border Online Shops

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Abstract. Cross-border e-commerce platforms are one of the important channels for Chinese green tea to be sold globally, and the description of green tea products is a key factor affecting its sales. Therefore, optimizing the translation of product descriptions will positively promote the overseas sales of Chinese green tea. With a quantitative comparative analysis based on a self-built small comparable corpus, this study identified similarities and differences between the translated texts offered by Chinese vendors and the native texts offered by English-speaking vendors in the aspect of product information and textual functions, and it is proposed that the translator could resort to native texts as references to optimize their translation of product descriptions for online shops on cross-border e-commerce platforms.

Keywords: corpus-based approach · optimization · translation of product description · Chinese green tea

1 Introduction

In recent years, China has placed great emphasis on the development of its tea industry, aligning it with the national development strategy. This industry serves as not only an important tool for targeted poverty alleviation, a key component for future rural revitalization, but also an effective means of inheriting and promoting Chinese culture. Therefore, it is of significant importance to promote the overseas sales of Chinese green tea. It should be recognized that the translation of product descriptions plays a crucial role in determining the sales volume on cross-border e-commerce platforms.

It is advised that different stylistic texts require different translation strategies due to variations in language forms, styles, communicative functions, and purposes. As an attempt in exploring a strategy to optimize the translation of Chinese green tea description, this study has conducted a quantitative comparative analysis between the translated texts and the native texts in terms of their informative and vocative functions, using a small self-built comparable corpus of green tea product descriptions from Chinese

vendors and green tea product descriptions from English-speaking vendors. The aim is to identify English expressions that better meet the expectations of the overseas market audience and optimize the English translation of Chinese green tea product descriptions on cross-border e-commerce platforms, ultimately boosting sales of Chinese green tea products.

2   Literature Review

A school of scholars have examined various strategies and tactics applied in pragmatic translation, providing implications for the translators and practitioners designated the task of translating product description. K. Reiss, C. Nord, and other representative Skopos theorists advise translators to produce their target texts adapting to the needs of target text readers [1]. To date, among the very few studies on the translation of product description, Qian Lixia applied Skopos theory in the C-E translation of the product manuals for cross-border online shops [2]. Xu Yan's study probed further to discuss the principles of C-E translation of rich evaluation words in product descriptions in order to address the problem that many of the target texts are found failing to meet the expectations of the target audience [3].

Recent years have seen the corpus-based approach introducing an additional perspective to enrich the studies on pragmatic translation. Professor Mona Baker of the University of Manchester formally proposed Corpus-based Translation Studies in 1995 [4]. Hu Kaibao noted that corpus-based translation studies is a systematic examination of the nature, process, and phenomena of translation, utilizing corpora as the primary research object. It employs data statistics and theoretical analysis as research methods, and draws on linguistics, literature, cultural theories, and translation theories [5]. Corpus translation studies emphasizes the use of corpus technology and software to study bilingual or translated corpora extensively. Translation corpora, derived from real translated texts, possess timeliness, objectivity, and authenticity, enabling them to accurately reflect language translation rules. Additionally, corpus translation studies has successfully introduced quantitative research methods to translation studies. By deducing rational conclusions from specific data, it effectively overcomes subjectivity in translation studies [6]. Through extensive corpus investigations and data statistics, it often reveals translation phenomena that are not visible to the naked eye. Parallel corpora, comparable corpora, translation corpora, and interpretation corpora are commonly employed in translation studies, each having its own composition and characteristics suitable for different research fields within corpus translation.

3   Methodology

3.1   Theoretical Orientation: Comparable Corpus-Based Translation Studies

This study resorted to a quantitative comparative analysis of translated and native texts using a monolingual small comparable corpus consists of a subcorpus containing the translated text and a subcorpus containing the native text of the same language English.

According to Dorothy Kenny, a corpus refers to a large collection of texts gathered based on certain principles [7]. Wang Kefei defines a corpus as a vast collection of real texts stored in a computer, following specific linguistic principles and intended for language research purposes using computer technology. These corpora are partially annotated to facilitate easy retrieval and can be utilized for descriptive and empirical research [8]. The development of corpora has progressed through three stages. The corpus of the third stage (from the 1990s until now), when corpus-based translation studies started to emerge, has made significant advancements in terms of scale, types, annotation and application, thanks to the progressive computing technology. Diverse corpora of large-scale, varied types, extensive processing, and broader applications have emerged, aligning with Wang Kefei's definition.

While large-scale corpora have yielded noteworthy results in language research, language teaching, lexicography, and other relative domains, there has been a growing interest in self-built small corpora. The size of a corpus depends on the design principles, research objectives, and the challenges involved in acquiring corpus resources [9]. Developing and constructing a large corpus is an extensive undertaking that requires substantial human and material resources. However, for regular users, building a small corpus for their specific research purposes is sufficient to serve their purpose [10].

Specifically, the benefits of a comparable corpus have also been advocated. A comparable corpus refers to a corpus designed and structured in a way that allows for comparison at various levels. Comparable corpora can be categorized into three types: monolingual, bilingual, or multilingual. A bilingual or multilingual comparable corpus generally consists of texts in two or more languages that are comparable but lack direct translation relationships. Such corpora are primarily used for comparative language studies. According to Mona Baker, a monolingual comparable corpus consists of a subcorpus containing the original text and a subcorpus containing the translated text of the same language [11]. Both subcorpora exhibit similarities in terms of fields, language variants, and temporal duration, and their sizes are approximately equal [6]. Specialized monolingual comparable corpora concentrate on specific aspects of language, such as particular topics, text types, or language variants. Due to their specialized nature, they facilitate the investigation of specific language usage patterns that cannot be achieved with general corpora. Hu Kaibao asserts that through the use of monolingual comparable corpora, we can compare and analyze the lexical, syntactic, semantic, and textual similarities and differences between translated and native corpora. Such analyses sheds light on the characteristics of translated language and allows for exploration of translation criteria within specific historical and cultural contexts [5].

Braithwaite Laviosa conducted a quantitative analysis of class-to-form ratio, lexical density, and average sentence length in The Guardian's translated English corpus and native English corpus, using a comparable corpus of English newspaper articles, which consists of the Guardian's translated English subcorpus and native English subcorpus. The analysis revealed a tendency towards simplification and normalization in translation corpora [12]. By focusing on the translation itself and conducting statistical comparisons of word frequency and specific syntax with corresponding native texts, we can investigate how the translation is influenced by the original text and identify certain characteristics of translation, known as "translationese" [13]. Thus, an objective and comprehensive

quantitative comparative analysis of translated and native texts allows for translation criticism and provides translators with effective means of translation evaluation.

This study, therefore, is intended to explore a translation optimization strategy by analyzing the communicative similarities and differences represented in the two types of texts pertaining to green tea products.

3.2 Corpus and Tool

The comparability of a corpus is a crucial characteristic of a comparable corpus, as it is closely linked to the success of its construction. Comparability can be understood as the shared standard against which languages or language variants are compared or contrasted [5]. Mona Baker emphasized that the two sets of corpora within a comparable corpus should be nearly identical in terms of fields, linguistic variants, corpus length, publication time, and other factors [11].

Adhering to the above principle, the comparable corpus for this study was compiled by collecting green tea product descriptions from the Chinese vendors and English-speaking vendors on Amazon. Additionally, both groups of corpora were compiled during the same period, coinciding with the rise of cross-border e-commerce. A total of 40 descriptions of green tea products with relatively high sales volume, including 20 native texts from English-speaking vendors and 20 translated texts from Chinese vendors. To facilitate corpus retrieval, the texts were stored in plain text format (TXT) with UTF-8 encoding.

In this study, the author employed AntConc 4.0 for corpus retrieval purposes. AntConc is a prominent tool used for retrieving corpus data. And it is freely available and easy to use but offers many powerful retrieval functions for analyzing corpora, including concordancing, collocation search, and word frequency, keyword, and n-grams lists.

4   Corpus-Based Optimizing Strategy for Green Tea Product Description Translation

Peter Newmark, the influential theorist in pragmatic translation, categorizes texts into three types: expressive texts, informative texts, and vocative texts [14]. Product description texts feature a focus on information transmission and reader response. These texts often possess prominent informative and vocative functions, aligning with Newmark's propositions of informative and vocative texts, which serve as the theoretic framework for the following discussion.

4.1 Data Retrieval and Analysis

First of all, the overall word style of the two groups of texts was observed, as is shown in Table 1.

In an corpus-based analysis, the term "token" refers to the individual words present, similar to the concept of "word" in everyday language. On the other hand, "type" represents a unique word form within the corpus text, meaning tokens that are not counted

Table 1. Overall Word Style

Texts	Translated Text	Native Text
Tokens	7435	8633
Types	1310	1756
Type-token ratio (TTR)	0.176	0.203

repeatedly. As Table 1 shows, it can be observed that native texts contain more tokens than translated texts, indicating a richer description content. The type-token ratio of translated texts is smaller compared to that of native texts, suggesting that translated texts have lower lexical density and a higher rate of word repetition, while native texts have higher lexical density and more varied vocabulary.

To examine the topic content of both text types, the author utilized the Wordlist function to generate a Frequency List, which arranges the corpus in order of frequency. The analysis reveals that high-frequency words in both translated and native texts mainly revolve around green tea products. Moreover, there is a significant overlap between these high-frequency words in the two text types, while the non-overlapping portions mostly consist of low-frequency words. The author categorized these words by their part of speech and arranged them according to frequency, as illustrated in Table 2.

It is observed that both the translated and native texts contain high-frequency words primarily related to green tea products. At a first glance, it appears that both text types revolve around the same theme, demonstrating a high level of consistency in conveying information. They both aim to highlight various aspects of green tea products, including their appearance, ingredients, taste, aroma, and benefits. Some descriptions even demonstrate a certain level of professionalism. For instance, through collocation retrieval, both texts use the term "loose" to indicate that the tea leaves are packaged in bulk, with "loose leaf tea" being the most frequent word cluster associated with this term. Additionally, they use "smooth" to describe the taste or flavor of their green tea, with "smooth flavor" and "smooth taste" being the most frequent word clusters related to this concept.

Furthermore, it is evident that in both text types, nouns are primarily employed to describe green tea products, followed by adjectives, while verbs are used less frequently. This indicates that important information is generally conveyed through nouns or adjectives. In summary, the frequency list reveals a high degree of overlap between the use of nouns and adjectives in the translated text and the native texts, indicating the quality of translation in the product descriptions of green tea by Chinese vendors on Amazon.

To further examine the differences in product descriptions between the two text types and visualize them more intuitively, the author extracted the Keyword List, which presents keywords arranged based on their keyness. Keywords are words that occur significantly more frequently than a specific standard. The occurrence frequency of certain terms differs greatly in specific types and fields of corpora compared to others, and this difference is referred to as keyness [10]. The author used the native corpus as the reference corpus and compared it with the translated corpus. Given the small size of the self-built corpus, in order to obtain more accurate research results, the author set the Threshold as "p < 0.0001 (15.13 with Bonferroni)" and employed Log-likelihood

Table 2. Frequency List

Freq_Translated Text						Freq_Native Text					
Noun		Adjective		Verb		Noun		Adjective		Verb	
tea	384	green	127	have	58	tea	419	green	140	have	35
leaf	105	organic	28	make	38	leaf	56	organic	64	make	27
taste	54	fresh	26	brew	16	ingredient	48	natural	35	support	19
water	46	natural	25	pick	15	product	41	delicious	22	help	17
China	43	high	21	drink	14	cup	40	fresh	22	believe	16
aroma	40	loose	20			quality	40	certified	19	enjoy	16
health	32	sweet	17			flavor	37	loose	19	brew	12
quality	28	famous	16			taste	31	whole	17		
spring	27	smooth	14			health	30	smooth	15		
cup	23	healthy	13			water	27	black	14		
time	23	hot	13			standard	22	sustainable	13		
flavor	22					blend	21				
color	18					trade	19				
ingredient	16					sustainability	17				
product	16					time	17				
grade	15					commitment	16				
brand	14					source	14				
minute	14					spice	13				
caffeine	13					aroma	12				

as a likelihood measure. The results are presented in Table 3. Positive keywords indicate words that appear significantly more frequently in the translated text than in the native text, while negative keywords are those that appear significantly less frequently in the translated text compared to the native text.

The proper nouns "China", "Longjing", and "Hangzhou" primarily indicating the origin and specific names associated with green tea, is emphasized a lot in the translated texts. Additionally, while the term "ship" appears more frequently in translated texts and not in native texts, further analysis reveals that the word clusters "ship from" and "choose ship" are the most common collocations. The frequent use of this term in translation can be attributed to the change in the target readership of the text. Since the export of green tea products falls within the realm of foreign business, it is understandable and justifiable to emphasize transportation. However, the above terms cannot reflect cultural differences in the functional expression of the two text types, so they do not carry much significance and are excluded from analysis. In summary, based on the research results, the positive keywords in the translated text are "spring" and "is" while the negative keywords are "our", "teas" and "we'.

Table 3. Keyword List

Positive Keywords				
Rank	Type	Freq_Translated Text	Freq_Native Text	Keyness (Likelihood)
1	China	43	2	52.519
2	longjing	31	0	47.849
3	spring	27	1	34.278
4	ship	22	0	33.943
5	Hangzhou	21	0	32.398
6	is	174	103	31.089
Negative Keywords				
Rank	Type	Freq_Translated Text	Freq_Native Text	Keyness (Likelihood)
1	our	26	160	89.281
2	teas	10	88	60.474
3	we	25	119	53.893

4.2   A Comparison of Text Functions

4.2.1   Informative Function

Through a comparative analysis of overall tokens, types, and Type-Token Ratio (TTR) of the two corpora sets, it can be observed that the translated text exhibits a certain degree of simplification. Simplification, as described by Mona Baker, refers to the subconscious tendency of translators to simplify the language or information from the original text in the target language text [9]. This simplification is manifested in the use of fewer words and increased word repetition in the translated text compared to the native text, reflecting a certain level of simplification [5]. However, for product descriptions, this is not conducive to effective information transmission. In contrast, the native text uses a greater variety of words and demonstrates more flexibility, enabling readers to better understand the product descriptions.

Upon extracting and sorting the Frequency List, a considerable degree of similarity is found between the two lists. However, the unique high-frequency words in the translated text reflect specific characteristics. Among these high-frequency words, there are more terms that emphasize the brand influence (grade, brand, famous) and the process of brewing green tea (minute, hot).

For example:

(1) Different Tea Taste in Different *Grade. Grade* B tea taste enriches a half of the mouth. *Grade* A tea taste enriches your mouth, giving a slight sweet feeling in the throat. *Grade* S tea taste enriches your mouth and throat.
(2) Established as a trusted *brand* in the health and wellness market, Prince of Peace has the products you need to support healthy habits.
(3) This is the *famous* West Lake Longjing Green Tea's dried tea leaves.

(4) Steep tea leaves in *hot* water at 70. C (158. F) to 80. C (176. F) for 1 *min* for the first and second brewing.

The frequent use of "Grade" is intended by the Chinese vendors to confirm the quality of green tea to some extent, indicating the brand's social influence and credibility. However, as the tea grades and brands mentioned in the domestic context may not be familiar to the target audience, the expected effect as in China cannot be achieved. Moreover, excessive repetition can hinder understanding. Additionally, the emphasis on brewing steps in the translated text neglects a specific presentation to traditional Chinese tea culture, for solely focusing on the brewing process fails to fully convey the richness and significance of Chinese tea culture, potentially creating an impression of inconvenience for potential foreign customers.

On the other hand, among the unique high-frequency words in the native text, there are more terms that emphasize product standards (standard, certified) and ecological environmental protection and humanistic care (sustainability, sustainable, commitment).

For example:

(1) USDA Organic products are grown and processed according to *standards* addressing soil and water quality, among other factors.
(2) Over 95% of the ingredients that we import are *certified* organic according to the USDA NOP *standard*.
(3) The Rainforest Alliance seal stands for more *sustainable* farming methods that help improve farmer livelihoods and mitigate climate change.
(4) We have made a public *commitment* to positively impact our employees, customers, community, and suppliers.

The mentioned certifications and standards, such as USDA Organic, serve to emphasize the superior quality and reliability of the tea products. These certifications are recognized as professional and highly authoritative, providing readers with assurance of the products' high standards. USDA Organic, in particular, is regarded as the most esteemed organic certification in the United States, having been awarded by the United States Department of Agriculture. By highlighting these certifications, the aim is to instill trust and confidence in the readers' perception of the tea products, ultimately earning the trust of potential buyers.

Moreover, the native texts also align with the consistent consumption concept of the target readers by highlighting sustainable consumption, which is a key principle advocating protection of the environment to the greatest extent possible while ensuring economic growth and securing adequate resources and benefits for livelihoods. According to a survey conducted by MBA Library, a significant percentage of consumers in the United States, Germany, Italy, and the Netherlands (77%, 82%, 94%, and 67%, respectively) consider sustainable development factors when making purchasing decisions compared with less than 20% in China. By emphasizing the sustainability aspect in the product description, not only can the brand enhance its social responsibility and gain the trust of consumers, but it can also align with the consumption habits and concepts of the target audience. This makes the product an appealing choice for consumers and positions it favorably against similar-level green tea products in terms of quality and sustainability.

Furthermore, with the recurrence of various environmental issues, such as climate warming, people worldwide are increasingly concerned about environmental protection. This is particularly evident in developed countries where the economy has reached a certain level of maturity. In such countries, there is a proactive and conscious awareness of environmental protection. For instance, when purchasing a car, consumers tend to prioritize environmentally friendly options rather than focusing solely on performance.

Still, the translated texts highlight the cultural significance of the keyword "spring" and emphasize the importance of spring tea valued much in Chinese culture. In China, the growth and harvest of tea trees are seasonal, with spring tea being highly regarded due to favorable climatic conditions and abundant nutritional accumulation. Spring tea benefits from the tea plants' winter recuperation and plentiful energy storage, as well as the low temperature that preserves nutrients while consuming minimal amounts. As a result, the overall quality of spring tea tends to be better than autumn tea, even when both are harvested from the same tea garden. Also, the influence of the four seasons on life is often associated with birth, growth, harvest, and hibernation. "Spring" symbolizes birth, growth, and vitality, representing the period when human vitality is at its peak throughout the year.

Hence, it is crucial to consider the cultural background and knowledge gap of foreign consumers when translating the concept of spring tea. Unlike Chinese consumers who immediately associate spring tea with the highest quality, foreign consumers may lack the understanding of its significance due to different climatic and geographical contexts. They might be unaware that spring tea is considered the best tea in China, or they may not grasp the underlying reasons. Consequently, there is a risk that they might struggle to accept the higher price of spring tea and opt for other alternatives. Therefore, when translating important selling points or supporting key information that justifies the higher prices, it is essential for translators to account for the target language's cultural and environmental differences. This may require amplification and interpretation to a certain extent, aiming to enhance the informative function of the translated text. Regrettably, the translated tea product description in this study lacks this aspect, significantly weakening its ability to provide relevant information to the readers.

4.2.2   Vocative Function

It is recognized that for product description texts, the primary and inherent function should be the vocative function. This is because the ultimate goal of a product description is to captivate consumers and elicit a desire to purchase. The emphasis lies in the post-lingual effects that stimulate consumers' purchasing impulses.

Upon examining the high-frequency verbs used in both types of texts, it becomes evident that the native text employs a significant number of verbs that effectively convey the vocative function. These verbs include "support," "help," "believe," and "enjoy," which serve to appeal to consumers. However, there are also verbs in the native text that fulfill the informative function, such as "make," "have," and "brew."

Examples:

(1) We have created our new delicious range of Superblends as small steps that can *support* your everyday well-being routine.

(2) We *believe* each cup of tea should add a little joy to your day, whether you're drinking it as your morning tea or as an afternoon refreshment.
(3) Twinings is committed to providing a wide range of hot and cold beverages specially crafted to suit your unique needs and *help* you thrive.
(4) This green tea blend is best *enjoyed* as a hot tea to feel most invigorated; drink it in the morning or *enjoy* it as an afternoon tea.

The use of the above verbs enhances the product description text by adding vibrancy while conveying specific information. Most of these verbs are grounded in readers' everyday lives, placing themselves in the readers' shoes and considering their emotions. They establish a strong connection between green tea products and consumers' lifestyles, effectively amplifying the effectiveness and benefits of green tea. Conversely, the translated text lacks these relevant descriptions, resulting in a less vocative tone.

Moreover, the keyword analysis reveals that the two texts have distinct approaches to information description. The native text emphasizes a descriptive perspective through the use of referential words. Notably, the translated text predominantly employs the third-person perspective, as evidenced by the frequent occurrence of the word "is," which appears 174 times. The subject of the sentence, marked by the Be verb "is," typically refers to a third-person entity. Examining the word clusters, it is evident that the subject most commonly associated with "is" is "tea," which appears 41 times, followed by "it," which appears 25 times.

A notable contrast to the prevalent use of third-person referents in the translated text is the extensive utilization of first-person referents in the native text. Terms such as "our" and "we" appear 160 times and 119 times, respectively, in the native text.

Examples:

(1) These are all important elements of *our* business that can ensure *our* ability to continue providing healthful, organic teas and botanicals to *our* customers for generations.
(2) *We* are a sister and brother who believe in taking care of *our* global family and this planet *we* live on.

In the native texts, the English-speaking vendors adopt a conversational tone, as if they are personally engaging with the readers and introducing their green tea products face to face. This creates an immersive reading experience and makes the text more enjoyable to read. While the product description targets a general audience, it feels as if the merchants are directly addressing "you" with an enticing proposition, making readers more receptive to their point of view and creating a sense of resonance. This approach bridges the gap between the merchants and customers, adding realism to the description and fostering a sense of warmth and friendliness. Ultimately, it encourages readers to trust the product descriptions and make a purchase.

Conversely, the translated texts appear to be more straightforward and distant in tone. They lacks emotion and seems to be describing a product that is detached from the Chinese vendors or translators themselves. It is understandable that they may want to provide an objective description of the product and increase the credibility of the text. However, in doing so, they unintentionally create a greater distance between themselves and their target audience, exacerbating the already significant cultural and cognitive gap

between domestic and international audiences. As a result, the vocative function of the translated texts is considerably weakened.

4.2.3 Implications on Translation Optimization

Based on the comparative analysis of the translated texts and native texts presented above, both texts share the common goal of enticing readers to make a purchase. However, they differ in how they fulfill this text function. As stated by Wang [15], translation is the process of expressing the meaning of one language in another. In light of our findings, it is evident that employing a corpus-based strategy can assist translators of green tea production descriptions in optimizing their translations by leveraging insights from native texts regarding information presentation and the fulfillment of text functions.

When translating green tea product descriptions, it is important for translators to choose a suitable approach based on the amount of information provided in the original text. Considering the intended purpose of the translation, translators can assess whether the original text contains excessive or insufficient information, and then apply specific methods such as additions or deletions. The target readers of the Chinese green tea description text and its English translation differ in terms of cultural background and knowledge structure. Information that may be self-evident in the Chinese text could be unfamiliar to foreign readers, making it difficult for them to understand and accept it. Therefore, to achieve the desired function of the translation, translators should identify any missing information in the original text and incorporate it through additions, annotations, explanations, and so on. Additionally, translators should take into account the psychological adaptability of customers and ensure that the translations align with local consumption habits, concepts, and cultural values. Otherwise, if the presentation of information is poorly translated, the product may be overlooked, and the intended goal of sales will be impaired. For instance, when discussing tea brewing norms, translators can add the Chinese tea culture behind it which may satisfy the curiosity of foreign consumers. This approach can help readers understand the context without making them feel overwhelmed by the complexities of brewing.

Upon conducting the comparative analysis, it becomes apparent that there are certain differences between the product descriptions offered by Chinese green tea vendors and those by English-speaking vendors on Amazon. It is challenging to determine which translation is superior in terms of text quality. However, the latter can serve as valuable and inspirational references. In this study, they act as comparable texts for quantitative comparative analysis, contributing to important insights. Comparable corpora offer translators direct language input and cultural context, serving as a crucial reference source during the translation process. They provide information on pragmatics, culture, language, and translation methods, fostering accuracy and appropriateness in translations. In some cases, a comparable corpus can serve as a specialized resource, enhancing translation professionalism within a specific field. For instance, the specialized comparable corpus mentioned in this paper, focused on green tea product descriptions, allows for the extraction of a Frequency List from the native texts. This list reveals professional descriptions of green tea, such as "smooth taste" and "fresh flavor," which contribute to the translation process.

5 Conclusion

This study conducted a quantitative comparative analysis of translated texts of green tea product descriptions from Chinese vendors and native texts from foreign vendors on the Amazon platform, utilizing a self-built comparable corpus specifically designed for green tea product descriptions. Through this analysis, various aspects such as textual density, high-frequency words, keywords, and word cluster collocations were examined, revealing disparities between the two texts in terms of their textual functions, specifically the informative function and vocative function. These disparities arise from the translators' failure to adopt appropriate translation strategies based on the text type of the product description.

The primary objective of producing a product description is to facilitate sales for Chinese vendors. Consequently, the translation of product descriptions goes beyond mere information conversion and aims to evoke similar effects in the domestic market as the original text does in the original language audience. Due to cultural differences between Chinese and foreign consumers, they differ a lot in their ways of thinking, language expressions and consuming mindset. To achieve the desired effect, translators of product descriptions are advised not only to follow the fidelity and coherence rules, but also refer to native texts in a comparative manner, getting themselves oriented and familiarized to historical, cultural, social, and lifestyle of the target language audience, so that they can understand how to make appropriate adaptations and modifications to their translation. With the findings from this study, the corpus-based approach proves able to ensure that the translation of product descriptions more informative and appealing to the international market.

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