

The Explanatory Power Study of Brand Name Translation From the Perspective of Translation Aesthetics

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Abstract: Brand name translation is an important link for an enterprise to expand its overseas market. This paper, from the perspective of translation aesthetics, illustrates the explanatory power of translation aesthetics on brand name translation through the beauty of sound, meaning and form.

Keywords: Brand name; Translation aesthetics; “Three Beauties” theory

1. Introduction

With the advancement of globalization, the world has become a global village. The imported goods are surprisingly overwhelming. Brand name plays an important role in the process of developing its market, imperceptibly guiding consumption and forming the first cause effect. Moreover, the translation quality of brand name directly affects the advertising effect. Whether an advertisement translation is “beautiful” or not, almost determines the purchase behavior of the consumers. From the perspective of translation aesthetics, this paper analyzes the explanatory power of brand name translation.

2. Review of the literature

“When reciting a word, you have got three aspects to focus: the shape, sound and meaning—oral recitation, hearing its sound, observing its shape and understanding its meaning. Only with the above three aspects, the usage of a word is acknowledged. The article, . . . , has three beauties: one is the beauty of meaning, another is the beauty of sound, and the beauty of form. (Lu Xun. 2014:2)

Zhu Guangqian, a famous aesthetician, put forward his unique views on literary translation. He pointed out that there are two goals in translation: one is to be faithful to the original text, the other is to be fluent and easy to read. On the relationship between thought and language, Mr. Zhu Guangqian had always stressed that “refining words is not so good as refining meaning”, and advocated that the key to unclear language expression is unclear thought. The proper process of translation should be from source text to thought, and then from thought to Chinese translation.

Xia aoting (2011) thought that the excellent advertising language should be emotional and limited by studying the beauty of advertising language. We should adhere to the principle of “beauty in words, beauty in meaning and beauty in form” in order to make translation own a better publicity effect^[1]

Luo Cheng (2012) analyzed the aesthetic embodiment of luxury advertising. He believed that the Chinese comment on the decoration advertisement should not only convey the meaning of the original text, but also recreate it. Consumers tend to the beautiful sound, clear meaning, and the sense of beauty, so as to having the desire to purchase.

2.1 Xu Yuanchong’s “Three Beauties” theory

Translation is the art of transforming one language into another, which mainly solves the contradiction between the content of the source language and the form of the translation. In the masterpiece of *The Art of Translation, Beauty of Meaning, Beauty of Sound and Beauty of Form: Three Beauties* (Xu Yuanchong, 2006:74), the mater put forward that “Mao Zedong’s notional words are works of art with beauty of meaning, beauty of sound and beauty of form. The translation of Mao Zedong’s poems should convey the “Three Beauties” of the original poem as far as possible. “But it should be explained here: among the three beauties, the beauty of meaning is the most important and resumes the first place; the beauty of sound is secondary and resumes the second; the beauty of form is more secondary and the third. On the premise of conveying the beauty of the original text . . . Strive to make the three beauties complete. “(Xu Yuanchong. 2006:81) “Beauty of meaning” requires the translator to achieve “similarity of meaning” first of all, not to omit translation, mistranslate, or add translation. Translators should accurately convey the meaning of the original text, on this basis of which, to create artistic conception and convey the implied meaning. Aftermath, Xu Yuanchong put forward the principle of “the kite keeps on flying”. As long as the translation does not violate the original, “the kite” does not deviate from “the line”. Then the addition, subtraction and the change of words can better convey “the beauty of meaning” and make the kite fly higher. The beauty of sound, means that the translation chooses rhymes similar to the original. By the usage of the skills like rhymes at the beginning or the end, two tones, rhyming binomes to show the beauty of sound, so as to make the translation and the original owning a pleasant rhythm. “Beauty

of form” mainly refers to the beauty of form in the structure of poetry, including conciseness, tidiness, sentence length, antithesis and the same side (Xu Yuanchong, 1988).

2.2 “Three Beauties” in brand name translation

Feng Xiuwen (2010) believes that Xu Yuanchong’s “Three Beauties” theory in poetry translation is aimed at the translation of ancient Chinese poetry in literary translation, which is based on the premise of equivalence between the source language and the target language; however, the three beauties of sound, meaning and form in trademark brand translation are different from the former.

“A brand name which is easy to read, sounds clear and pleasant, can give consumers the most aesthetic feeling.^[3] In this sense, the most important thing in brand name translation is the beauty of sound. “As soon as you hear or see the translated name, you can have a good association. Such a brand name translation will be remembered by potential consumers. It can be seen that the beauty of meaning is in the second place, and the beauty of form is in the last (Feng Xiuwen, 2010:133)

2.3 The explanatory power study of brand name translation from the perspective of translation aesthetics

2.3.1 The beauty of sound

The beauty of sound refers to the beautiful rhythm, catchy, and having a sense of pleasure in hearing. There are four scales of tones in Chinese: Yinping, Yangping, Shangsheng and Qusheng. They are rhythmic and orderly. Xu Yuanchong (2006) proposed that “poetry should have rhythm, rhyme, smoothness and pleasure, which is the beautiful sound of poetry”. When translating brand names, we often choose words with similar pronunciation, auspicious meaning and brand characteristics to stimulate potential consumers^[4] desire to purchase the product. Phonetic beauty is to strengthen the aesthetic feeling of phonetics. The phonetic beauty in the source language can be transplanted to the target language to the maximum extent, so as to attract the attention of consumers.

Example 1: “tide” Translation: “汰渍”. Tide is a famous detergent brand of P & G, the world’s leading fine daily company. It is also one of the largest detergent brands in the world, leading the development of washing technology and product trend in the world. “Tide” means “潮水、潮流”. In literal translation, it cannot literally express the purpose of the product. The translator uses its pronunciation for reference and translates it as “汰渍”, which seems to present a picture in front of consumers—— with tide washing powder, the dirty things on the clothes being washed like tide, and the ability of decontamination can obviously be seen.

Example 2: “Benz” Translation: “奔驰”. Mercedes Benz is a German luxurious car brand. “Mercedes” means “lucky” in Spanish, and the “three star” on it symbolizes landing on water and in the air. The word “Benz” reflects the performance of the product, and it is full of dynamic and vivid images. The scene of flying fast and showing majestic posture seems to come into our eyes.

2.3.2 The beauty of meaning

The beauty of meaning is to bring positive, beautiful and associative meaning or to create a beautiful artistic conception to the audience through the transmission of meaning. A good brand name translation should not only show the functional characteristics of the product, but also contain rich connotation and beautiful artistic conception. Only in this way can the brand name move the potential consumers and arouse their aesthetic resonance. Example 3: “pampers” Translation: “帮宝适”. From the brand name of a baby diapers produced by P & G, “pamper” means “宠爱, 娇惯”. In accordance to this kind of good willing, the homonym is translated as “帮宝适”, as if using the diapers of “pampers” can make the baby very comfortable. The brand name reflects the good function and quality of diapers, winning the trust of Chinese parents and stimulating the desire to purchase it.

2.3.3 Beauty of form

Beauty of form refers to the choice of words with beautiful and symbolic meaning. Usually, it avoids the usage of uncommonly used words, and is simple, easy to remember, so that potential consumers have the desire to purchase it.

Example 4: “Leonardo” Translation: “老人头”. Leonardo is a famous brand of male shoes, originated from the name of Leonardo da Vinci. Because there is a self-portrait of Leonardo da Vinci, an old man with a big beard on the icon, the translator adopts the way of translation to highlight the distinctive feature of the old man’s head, so as to meet the aesthetic needs of the target consumers. The translation is eye-catching and easy to remember, so that people can get different intuitive feelings and visual experience.

3. Conclusion

Brand name is a kind of intangible assets for an enterprise. Whether the translation of brand name is appropriate or not has a significant or even decisive effect on an enterprise or a brand.^[5] From the above examples, we can see that in the translation of advertisements and trademarks, the emphasis on the beauty of sound is in the majority, which can not only give readers a kind of exotic feeling and fascination, but also give full consideration to the product positioning and potential consumer groups. It provides the readers to give full play to the imagination and make the translation shine. It is not only catchy, but also can produce a wonderful and positive association, which makes people remember and have a positive effect.

References

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