

## Analyzing Decision-makings in Translating China's Auto Ads: An Eco-translatology View

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### Abstract

As Chinese auto accesses the international market, advertising has become one of the efficient ways for consumers in the overseas market to understand Chinese auto products and brand culture. From the perspective of Eco-translatology, translation is analyzed from integrated ecology, and its macroscopic rationality is instructive for studying the English translation of China's automobile ads. According to Eco-translatology, translators consider the linguistic, cultural, and social elements of the target language to ensure the adaptive transformation of China's auto ads in linguistic, cultural, and communicative dimensions, to make translations fit the ecology of the target language. On this basis, the English translation of China's auto ads can realize the marketing-oriented communication purpose while spreading Chinese traditional culture, and provide a reference for decision-making in the English translation strategy of China's auto ads.

**Keywords:** China's auto ads, eco-translatology, translation strategies, decision-making

### 1. Introduction

In the context of economic globalization, international trade is increasingly frequent. With the rise of China's auto manufacturing industry and relevant technology, China's automobiles have been gradually exported to Europe, Asia, Africa, America, and other regions. They are sought after by consumers in the overseas market. Although the auto market has seen a continuous downturn since the outbreak of the COVID-19 epidemic, the international market share of Chinese autos still shows growth, and its development trend is shown in Figure 1. According to China Passenger Car Association (CPCA), in terms of production and sales, China's auto production reached 21.28 million units in 2021, of which 1.342 million units were exported, accounting for 6.3%. Concerning international market share, China's auto accounted for 30% in 2018, dropping to 29% in 2019, but still with an absolute advantage. China's share rebounded to 32% in 2020, remained at 32% in 2021, and rose to 33% from January to March 2022. By the end of 2021, compared to the 25% share of Chinese automobiles in 2011, the overseas market share of China's auto grew by 8% during the ten years. Regarding market share, China was already close to 33% in 2021, which is more than the total market share of the United States, Japan, Germany, and France, and has been the first for 13 consecutive years.<sup>1</sup> This shows that, in recent years, Chinese auto manufacturing and international sales have been owning a significant share in the auto market and maintaining a positive development trend, which has shown sustainable potential in the overseas market. From the perspective of economic development in the post-epidemic era, overseas marketing of automobiles has also become a significant growth point to promote China's economic recovery.

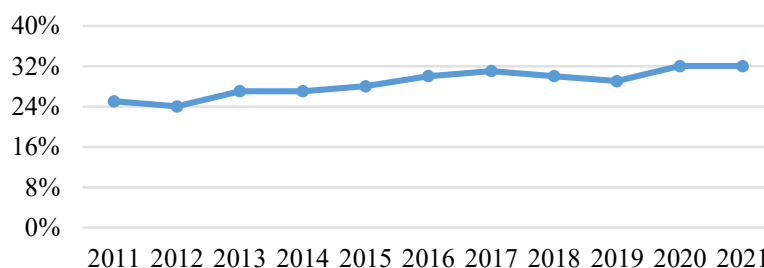


Figure 1. China's auto international market share between 2011 and 2021

Since the implementation of the Reform and Opening-up Policy, the forms, and channels of communication between China and Western countries have gradually diversified. As national enterprises enter the international market, it is necessary to confront whether national enterprises can be accepted by consumers rooted in foreign cultures. Generally,

<sup>1</sup> Data source: China Passenger Car Association (<http://www.cpcauto.com>)

advertising is one of the efficient ways for consumers to learn about a product. What kind of impression the advertisement gives consumers, what kind of image it conveys to consumers, and whether it can stimulate consumers' purchasing behavior are essential factors in raising product awareness.

Automobile advertising is a crucial tool for auto marketing. However, at present, a high-quality auto ad is made at high costs and is limited by language in the scope of advertising. Nevertheless, a sound English translation of an automobile advertisement can effectively break through the language and cultural barriers, reduce duplication of production and expand the scope of advertising, thus reducing the cost of automobile marketing and publicity, and enhancing the competitiveness of China's auto in the international market at the same time. Therefore, the English translation of Chinese auto ads is a significant link in boosting sales and enhancing the brand identity of China's auto in overseas markets.

In recent years, with the continuous development of China's auto manufacturing industry, Chinese autos have entered international markets and gradually become known by overseas consumers. As one of the factors affecting marketing, China's auto advertisements need to be translated and fit into the linguistic and cultural ecology of the target countries. In the process of the translation of China's auto ads, translators need to take into account the similarities and differences between the cultures of the source language and the target language, corporate and brand culture, target groups, consumer psychology, marketing strategies, auto culture, and other factors, to ensure that the translation is adapted to the linguistic and cultural ecology of the target language while preserving the cultural and business value of Chinese advertisements. This issue has also attracted the attention of experts and scholars in many fields such as sociology and translatology. It has been studied from multiple perspectives, but there is still a gap between theoretical research and practical application.

Current research on translating Chinese product advertisements has achieved fruitful results, with diverse themes, theories, methods, and perspectives, but still lacks an inherited study from language to culture. Firstly, there are a few studies about the translation of Chinese automobile ads. In the CNKI (Chinese National Knowledge Infrastructure) database, only nine papers related to the search term "the translation of automobile advertisement". Secondly, theories applied in the research are primarily focused on Western translation theories, such as Functional Equivalence (Xiong et al., 2017), Skopos theory (Jiang & Li, 2015), Relevance theory (Wang & Long, 2017), Multi-modal theory (Sun & Cao, 2019). Finally, research is mainly from the perspectives of cross-cultural communication (Zang, 2018), stylistic features (Su, 1996), advertisement functions (Li, 2015), and communication (Tang, 2014). This paper researches the English translation strategy of China's automobile advertisements under the guidance of Eco-translatology theory, which expands the theoretical application in auto advertisement translation research and provides reference and new thinking for deciding on the English translation strategy of Chinese auto ads.

## **2. Theoretical Framework**

Eco-translatology is a brand-new translation theory proposed by Hu Gengshen, a famous professor at Tsinghua University. As an interdisciplinary theory, Eco-translatology integrates two disciplines, "ecology" and "translatology", and takes the traditional Chinese philosophy of "Human beings are an integral part of nature" and "It is not the strongest of the species that survives, nor the most intelligent, but the most responsive to change" proposed by Charles Darwin as bases. The eco-translation environment is the sum of the interaction of subjective and objective factors related to the two languages and cultures constructed by the translator in the translation process, including four key factors: the translator, the source context, the target context, and the interaction of elements (Fang, 2020). By analogy with nature, Professor Hu summarized that there are correlations and interactions between translation activities and nature, i.e., between translation ecology and natural ecology, and thus sorted out a cognitive extension with an internal logical connection from "translation" to "nature", which is the Sequence Chain. In short, since translation is the transformation of language, language is a part of the culture, culture is the accumulation of human activities, and human is a part of nature, a logical sequence and correlation interface of "translation-language-culture-human-nature", which is the progressive extension of human cognitive vision, is outlined (Hu, 2011). The focus of translation research shifts from the text to language, culture, and human ecology, which expands the research scope of translation, thus making the research more systematic and comprehensive, and applicable to philosophical principles and basic natural laws.

Eco-translatology can be understood as a kind of translation research with an ecological approach or from an ecological perspective (Hu, 2008: 11). Hu put forward the translation concept of "translation as adaptation and selection" and "translator-centredness", and studied translations with ecological rationality and ecology perspective. Therefore, the "adaptation and selection" is relative to the translator in translation decision-making. For a translator, the decision-making process combines selection and adaptation. In adapting, the selection is made, i.e., adaptive selection, and in selecting, adaptation happens, i.e., selective adaptation. Hu also specified the interpretative function of "adaptation and selection" for translated texts. Firstly, the translation process, which is the alternating cycle process of the translator's adaptation and selection. Secondly, the translation principle, which is the multi-dimensional selective adaptation and adaptive selection. Thirdly, the translation method, which means "three dimensions", that is, the transformation from linguistic, cultural, and communicative dimensions. Fourthly, the evaluation criterion is the degree of multi-dimensional transformation, reader feedback, and translators' quality (Hu, 2008: 13). Three-dimensional transformation can be

understood as the process of the translator adapting and selecting the linguistic form, cultural connotation, and communicative intention, and transforming the source text into the translated text adapted to the ecology, inclusive of the international buyer's psychology and target language formalities, of the target culture (Wang, 2019: 62).

### 3. Research Methods

Firstly, the authors adopt the qualitative method to sort out China's auto ads, clarify their market positioning, product characteristics, target groups, and overseas marketing strategies, and explore the information, cultural connotations, and commercial values in the context of Chinese culture. Secondly, the authors adopt the literature review to enhance the understanding of the translational eco-environment of automobile advertisements in the context of target cultures through researching overseas automobile culture, marketing strategies, and consumer psychology among other factors, and reviewing reports on auto technology and overseas auto market. Finally, with the help of descriptive analysis and the case study, the present study collects more than 40 auto advertisements both in Chinese and English from the top 10 China's auto brands in international sales. It then analyzes six ads of them, with the data mainly coming from the official websites of Chinese automobile brands, forums, and business reports. Under the guidance of Eco-translatology, the existing translated China auto ads are used as the case study to analyze how different translation methods can adjust the appropriateness of adaptive selection to fit the linguistic and cultural ecology of the target language while preserving cultural and business values under linguistic and cultural ecology of the target language, such as target groups, consumer psychology, brand identity, product characteristics, and other factors, and to explain how to realize the transformation from linguistic, cultural and communicative dimensions.

### 4. Analyzing Translations of China's Auto Ads from the Perspective of Eco-translatology

Through multi-channel overseas advertising publicity, the current international market share of Chinese automobiles has been expanding, and their English translation of advertising taglines have formed a positive social influence and commercial function of stimulating consumption. Based on the three dimensions of Eco-translatology, the case of an English translation of advertising taglines of famous Chinese automobile brands placed overseas is now discussed and analyzed under the translational eco-environment of countries placed China's auto advertising taglines.

#### 4.1 Adaptive Selection from the Linguistic Dimension

Under the theory of Eco-translatology, the adaptive selection from the linguistic dimension refers to the translator's adaptive transformation of linguistic forms in the translating process. Linguistic form involves multiple elements, including not only the elementary level of vocabulary, sentence structure, rhyme, and stylistic form but also the deeper level of linguistic thinking, language philosophy, and metaphor techniques. Under the Eco-translatology theory, the translator is the center of the translation activity, and the linguistic selection should be a selection of the linguistic form based on the translator's understanding of the source text and the translational eco-environment of the target language. Therefore, translated text should be aesthetically appropriate in terms of the form of the target language, and faithful to the source text in terms of information and connotation, to achieve a balance between the language form and the abstract core idea.

Because of the concise style of the auto advertising taglines, the information that can be conveyed by the text is insufficient, and it is necessary to clarify the connotation of the taglines using the product information and cultural background of the source language. To ensure the faithfulness of the translation to the source text, the translator should base on the source text's thought and style, and try to restore the grace of the source text.

Case 1: the tagline of ORA Funky Cat

ST: 新世代智美潮跑。

TT: New generation of sport EV with smart and beauty.

The translation adopts the literal translation, which restores and conveys most of the informative elements that can be conveyed by the source text. The source text is made in the endocentric structure, in which “跑” is the qualified core word, originally meaning “sports car”, which corresponds to “Sport EV” in the translation. The words “新时代” and “智美” are both modifiers, corresponding to “New generation of” and “with smart and beauty”. Although “潮” is omitted as a qualifier, “EV” can add the information of car specification, i.e., ORA Funky Cat is an electric vehicle. What is more, the relevance of “潮” to car products lies in the appearance design, and energy type. At the same time, the images in the video advertisement can make up for the absence of textual information. The absence will not affect the communication effect of the tagline in the auto advertisement.

Case 2: the tagline of Hongqi L5

ST: 领袖座驾，传奇回归。

TT: A leader of limousines, the return of legend.

The translation adopts literal translation and rewriting, preserving the stylistic features of the antithesis with four Characters. The structure of the source text is the coordinate construction, and the relationship between the two clauses is subordinate construction. In the source text, “领袖座驾” means “a designated vehicle to national leaders”, which is

used as a stimulating message to highlight the social function of the product as a status symbol and strengthen the “celebrity effect” to stimulate consumers’ desire to purchase. By rewriting and translating “领袖座驾” as “A leader of limousines”, the covert connotation from the source culture is expressed overtly.

In addition, although the above cases adopt different translation methods, they all achieve explicit expressions and adequate information conveyance, conforming to the logical expression habits of the target language, while achieving faithfulness to the source text in terms of style and sentence structure, realizing both form and spirit, and meeting the requirements of adaptive selection from the linguistic dimension.

#### 4.2 Adaptive Selection from the Cultural Dimension

Under Eco-translatology theory, the adaptive selection from the cultural dimension refers to the transmission, transformation, and mutual adaptation of cultural implications between the source language and the target language. In other words, translators need to focus on the differences between the culture of the source language and the target language in the translation process, avoid cultural conflicts and untranslatable problems caused by cultural heterogeneity and defaults, and strengthen the attention to the cultural system to which both languages belong. Cultural factors are present throughout the translation process. While completing the code-switching, the socio-cultural factors that influence the formation of translated text need to be considered, such as target groups, consumer psychology, automobile culture, brand marketing strategy, aesthetic value orientation, etc. Therefore, in the process of translating Chinese automobile advertising taglines, translators should go beyond the limitations of language and culture, extend the vision of translational ecology to the whole translation process and socio-cultural context, optimize the multicultural connotation structure and ensure that the translation fits the cultural ecology of the target language.

Case 3: the tagline of Geely Preface

ST: 青出于蓝，家轿新标杆。

TT: An uncompromising disruptor.

The translation adopts free translation, which, although the cultural origin of the allusion is missing, condenses the connotation of the tagline and enhances the conciseness, making it easy to remember and transmit. In the source text, the phrase “pupil outdoes the teacher” comes from Xunzi’s *Encouraging Learning*, which refers to the later generations outperforming their predecessors, and there is a semantic logic inheritance relationship with “家轿新标杆”, meaning that the new product has become a new standard for measuring the family sedan over the old one. Based on this, Geely selected “An uncompromising disruptor” as a metaphor to fully reflect the superiority of the new product, highlighting that the new product is “superior” to the previous product in design and specification, and the brand is committed to continuous innovation and transcendence. This is the manner to target consumers and meet their expectations for the new product’s “sense of superiority” and is in line with Geely’s overseas marketing strategy of capturing international market share.

Case 4: the tagline of Geely Azkarra

ST: 三好 SUV。

TT: An Evolution in All Dimensions.

The translation adopts creative translation to convey the implicit cultural connotation of the source text in an explicit expression that is understandable to readers of the target language. In the source text, the concept of “三好” originates from the honorable title for outstanding students awarded by schools under the Chinese education system, which refers to “students who are good in study, morality, and health”. In Western culture, the corresponding concept is “merit student”. However, the definition of “三好” by Geely is “fashionable design, easy driving, and sharp smartness”, which means that the new product is excellent in appearance design, driving experience, and intelligent configuration, which is a creative rewriting of Chinese social culture. The translator adopted “An Evolution”, the benefit of evolution, as a metaphor referring to “好”, and used “in All Dimensions” to deepen the idea that the excellence of the new product is “comprehensive and thorough”. Thus, the product image, “advanced, high-end, new concept”, and the Geely “technologically advanced, people-favored” identity are established. It meets the consumer’s expectation of a “high quality, high technology and high performance-price ratio” for cars.

#### 4.3 Adaptive Selection from the Communicative Dimension

Under the Eco-translatology theory, the adaptive selection from the communicative dimension refers to transforming communicative intentions between the source text and the translated text. The communicative purpose of automobile advertising taglines is to stimulate consumption for marketing purposes, and the realization of its communicative intention depends on the information and imagination functions of the taglines. In other words, in the translation process, the translator should take the communicative intention as the focus of selection and transformation; translated text should be able to restore the communicative intention of the source language through the language function and stimulate the consumers of the target language to purchase to realize the enterprise marketing purpose. The quality, function, and position of the product are necessary parts that translators should understand. They also need to understand the standards of the product, the culture of the company, and its connotation (Pan & Zhou, 2019). The effects of stimulating

consumption of automobile advertising taglines are governed by factors such as product characteristics, market positioning, consumption purpose, and brand marketing strategies, and translators need to integrate the stimulating information to formulate different communicative strategies to achieve the transformation of communicative intention between the source text and the translated text.

Case 5: the tagline of GWM Tank 300

ST: 无路，闯出路！

TT: Find a way out of no way!

The translation adopts the free translation. Although the sentence structure has changed, faithfulness to the source text has been achieved at the semantic level. Tank 300 is an “intelligent luxury off-road SUV” created under the brand WEY, which considers off-road sports, luxury, and comfort, creating a new category in the off-road SUV market. Its market positioning determines that its consumer groups are those who prefer off-road sports and pursue self-style; while the brand WEY is a Chinese luxury SUV brand under the GWM, the corporate goal is to create a luxury SUV affordable to the general public. Given this, the translation uses imperative sentences to enhance the emotion of the advertising tagline and to highlight the wild and unrestrained temperament that matches the off-road SUV. The translation is semantically faithful to the source text, which also enables the translation to accurately express the connotation of the source text through the function of language information and imagination while using “find a way” and “no way” to form a logical contradiction, which is conducive to arousing readers’ attention and thinking. The translation also links the image of the “army tank”, king of the land, with the product. By using the imperative sentence and the language information function and imagination function, translated text encodes the stimulating information into a communication strategy that conforms to the cognitive rules and expression habits of the consumers of the target language, and finally realizes the marketing purpose of stimulating consumers.

Case 6: the brand tagline of BAIC Senova

ST: 为性能执着。

TT: A Passion for Performance.

The translation adopts free translation to restore the semantic connotation of the source text, and the sentence structure is concise. Senova, the high-level car brand of Beijing Automotive Industry Corp. (BAIC), has its cultural core of performance, and its target consumer group is the rational and enterprising new generation of the social middle class who are persistent in their career and family. Therefore, its consumer group runs with the characteristics of serious and persistent, enterprising, modern and simple, and trustworthy, which are also the features of Senova. This consumer group’s auto consumption demand is that auto products should meet business and daily family travel use, and they demand a lot in performance of the auto. In the translated text, “A passion” is used instead of “执着” (It means “be persist in or hold fast to”), which is more humanistic and highly similar to the social identity and quality characteristics of the new generation of the middle class. In that way, it makes the target consumer of the product clearer and enhances the association between the product and the consumer’s identity. In addition, the preposition “for” is used to show the relationship between “A passion” and “performance”, restoring the core position of “performance” in the source text, which is in line with the needs of the target consumers and brand culture. In this way, the information of “consumer needs = brand pursuit” is delivered to consumers to win their trust and favor for Senova and its products.

## 5. Conclusion

With international marketing as the core purpose, the translation of Chinese auto ads must be able to effectively avoid cultural conflicts, follow the language expression habits of the target language readers, promote the complete transformation of the information, and realize the functional equivalence. From the perspective of Eco-translatology, translators must pay attention to the multiple linguistic and cultural factors that affect the adaptation and preferential selection of the translated text in the linguistic, cultural, and communicative dimensions from the view of Eco-translatology when code-switching between the source text and the translated text. The free translation does not stick to the structural form and rhetorical device of the source text, but regards the information transmission in the first place, and is faithful to the connotation of the source text. Therefore, the C-E translation of Chinese automobile ads for the international market has the advantages of integrating language, culture, communication purpose, and other factors.

To translate China’s auto ads and convey their connotation and spirit, it is essential to analyze the sentence structure correctly and accurately understand the rhetoric, expressions, and allusions, among other factors in the cultural context. In addition, it is necessary to master the translation methods, accumulate knowledge in various fields and understand the cultural characteristics and social environment of relevant countries, to translate auto advertising with Chinese characteristics and introduce China to overseas more accurately and comprehensively.

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## Appendix

<b>SAIC Motor</b> (Brand Tagline of MAXUS)	生而与众不同	BRING IT ON.
MAXUS EV90	出色轻客 纯电科技	The Future of Transport in NZ
MAXUS T70	你喜欢的澳 IN	You bewdy.
<b>Chery Auto</b> (Brand Tagline)	精彩无限	FUN TO DRIVE
Arrizo 5	正青春 爱领跑	Dynamic. Young. Avant-garde.
Tiggo 8	燃动你的时刻	Light Your Inner Fire
<b>Changan Auto</b> (Brand Tagline)	科技长安 智慧伙伴	Driving Change With You
Alsvin	满足无限 超值之选	Change the Power of Choice
CS35 Plus	明日座驾青春版	Lead Freely, Live Freely.
CS75 Plus	明日座驾 实力爆款	Change Your View of Confidence.
CS95	环球自驾神器	Change To Your Prime
UNI-T	未来科技量产者	The producer of future
<b>Dongfeng Motor</b> (Brand Tagline)	让汽车驱动梦想	Drive your dream
AX7	大有可为	WIT TO LEAD THE FUTURE

AX7 PRO Joyear S50	硬核智慧 SUV 幸福 就是和你在一起	Robust Smart SUV CARE FOR EVERY PERSON CARE FOR EVERY VEHICLE
<b>GWM</b> (Brand Tagline of WEY) ORA Funky Cat	走在前面的人 新世代智美潮跑	The man is leading the way. New generation of sport EV with smart and beauty
TANK 300	无路 闯出路	Find a way Out of no way
TANK 300 Border TANK 500	境·无止境 强大即正义	VISION LIMITLESS INTEGRATING VARIOUS CAPACITIES REACHING PRIME LEVEL
<b>Geely Auto</b> Atlas	为智能出行而生	Bold but graceful, a key driver in our Refined Cars For Everyone brand promise
Azkarra Coolray Emgrand 7	三好 SUV 看我绽放, 智能全面超越; 动力全面超越; 享乐全面超越; 节能全面超越	An Evolution in All Dimensions Young. Fashionable. Confident. Beyond Your Expectation
Emgrand GS Emgrand GT Emgrand X7	活出动静 大美中国车 7万级超值精品 SUV	Smart. Prepared. Ready. Chinese Roots, Global Focus. Great performance and superb quality
ICON LC	弄潮科技 SUV 更多安全 更多爱	An ICON in Paradise MORE SAFETY MORE LOVE
Preface Tugella	青出于蓝 家轿新标杆 中国星高性能 SUV	An Uncompromising Disruptor When You're in the Tugella, You're in "The Moment." A Symphony of Space and Time
Xingyue L Lynk & Co 01	中国星旗舰 SUV 全能智驾 SUV	This car is pretty extra.
<b>BAIC</b> (Brand Tagline of Senova) A315	为性能执着 北欧控	A Passion For Performance Everyday Have Fun
<b>JAC Motors</b> (Brand Tagline) J7 X7	创造美好车生活 掀·动自由 全能智驱 SUV	Better Drive,Better Life Ignition of Inspiration young generation first car
<b>Sinotruk</b> HOWO A7	它在潮流在 它动趋势动	It is in the trend in Dynamic trend move
HOWO T5-G	一步到位 步步到位	ONE STEP IN POSITION EACH STEP IN POSITION
<b>FAW</b> Bestune T33	全系高配物联 SUV	A Real Intelligent Connected SUV Model
Bestune T77 PRO	全息智控 SUV	The new flagship of the brand's model line-up
Bestune T99 Hongqi H9 Hongqi HS5	大五座智慧旗舰 SUV 一步一时代 当红不让	The New Flagship SUV of Bestune New Era, New Hongqi The First B-class Luxury SUV of Hongqi Brand

Hongqi HS7	气势如虹	The First Full-sized Luxury SUV of Hongqi Brand
Hongqi L5	领袖座驾，传奇回归	A LEADER OF LIMOUSINES; THE RETURN OF A LEGEND
<b>BYD Motors</b> (Brand Tagline) Tang	新能源汽车引领者 因创造而荣耀	Electrifying the Future A new SUV for a new era
<b>Yutong Group</b> (Brand Tagline)	宇通 为美好出行	Better Bus Better Life



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