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A Contrastive Study of Multimodal Advertising in China-foreign Automobile Enterprises and the Translation Strategies

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Abstract

China's automobile production and sales have ranked first worldwide for 12 consecutive years, but the automobile industry is still in an embarrassing situation of "big but not strong." Its brand value is much lower than that of the internationally renowned automobile manufacturers. By comparing and contrasting the design features, marketing techniques, and creative strategies of graphic advertisements from the perspective of multimodality and design science, the present study is intended to help Chinese auto companies better understand the advertising design of international auto brands (including language-level rhetorical techniques and visual modal graphic design) and marketing strategies (brand highlighting, functional characteristics highlighting, and corporate social responsibility highlighting), and promote Chinese enterprises to build their brands and "go global."

Keywords: auto enterprises; multimodal advertising; brand image; translation strategy; "go global"

1. Introduction

According to the data released by the Association of Automobile Manufacturers, China's auto sales in 2021 totaled 23.489 million cars, an increase of 1.6% over the same period in 2019. Among them, the cumulative sales of new energy vehicles in China were 2.99 million units, a yearly increase of 121.1%. The growth continues, and the market potential is enormous. It can be seen that despite the continuous impact of the epidemic, the automotive industry (especially new energy vehicles) has a bright future, providing a dream opportunity for the rise of second-tier companies. At the same time, the automobile industry is full of competition. For example, Tesla Motors, a rising star in the same line of business, has developed a strong interest in the new energy vehicle by virtue of its development "Master Plan" ^① and amidst the waves of electrification and intelligence of automobiles, under the impact of which both traditional auto companies and new energy vehicles are pouring human and financial resources in auto marketing. Like other industries, automobile marketing strategy determines its marketing value and the survival of the fittest.

Compared with the automobile industry, its academic research lags behind, with some scattered investigations. Take the perspective of translation as an example. By searching "automobile" and "translation" in the Journal Database of China National Knowledge Infrastructure (CNKI), we can only find 109 pieces of literature, nearly half of which focused on the translation of automobile brand names (i.e., 45.87%), the others studied automotive English (16.51%), automotive advertisement translation (12.84%), automotive text translation (11.01%), automotive manual translation (8.26%), automotive webpage publication (2.75%) and automotive regulations translation (0.92%). By further analysis, we can find that existing studies focus on the wording and sentences of auto publicity on the mono-language level, with other modes untouched. As Wang (2019, 2022) pointed out, Chinese enterprises' overseas publicity research is fragmented, making the translation projects and practices in the shortage of principles and strategies. Given this, the present study is intended to compare and contrast the features of automobile advertisements from the multimodality perspective and on this basis, explore the translation strategies for Chinese auto companies to "go global." Therefore, the findings would be significant for the marketing and publicizing of auto companies in today's "digital media" ecology and "visual age."

2. Features of Auto Ads

It is found in literature that automobile advertising slogans are concise, vivid and novel in wording, short and symmetrical in sentences, and rich and catchy in rhetoric, but reveal different psychologies and values of Chinese and foreign cultures (Ji, 2017: 73). These language features are the universal features of auto advertising slogans. They are the reflection of the auto marketing in a single mode, but cannot reflect all the features of auto advertising. Wang and Liang (2018: 11) point out the gaps in the translation research of multimodal advertisements, and further analyze the characteristics of multimodal advertisements (including static graphic advertisements and commercial videos). Namely, foreign advertisements employ the unique combination of pictograms and fonts to highlight the attractiveness of the products, and the mix of pictures and texts to pursue an associative and easy-to-remember validity; they also make full use of time and space resources to design engaging scenarios, and create metaphorical tension between pictures and texts to achieve vivid image effects (Wang & Liang, 2018: 12-18).

2.1 A Contrastive Study of Verbal Ads

By building a small-scale corpus of Chinese auto slogans (a total of 3200 characters), we can find that the high-frequency words in the slogans include “bargain (吃亏),” “driving (驾驭),” “technology (科技),” “Chinese road (中国路),” “lines of the car (外型),” “world (世界),” “dynamic (动感),” “movements (动静),” “Life (人生),” “Model (典范),” “Excellent (卓越),” “Luxury (卓越),” among others. We use Tuyue Software to visualize the high-frequency keywords extracted from the database, as shown in Figure 1. It can be seen that driving experience, technology driving, and car appearance are the fundamental aspects highlighted in words. In addition, the Chinese car slogans are typically put in four-character formats or Chinese proverbs, and the Chinese cultural context. For instance, “坐红旗车, 走中国路” (Take Hongqi auto and the Chinese road) and “杰作天成, 一见如故” (An old acquaintance is born to be a masterpiece, VW Golf’s slogan).



Figure 1. A Nephogram of Hi-frequency Characters in Chinese Auto Slogans

Similarly, we build a small-scale corpus of foreign auto slogans (a total of 2400 words). We can find that such high-frequency words as “car,” “new,” “life,” “future,” “road,” “enjoy,” “dynamic,” “beauty,” “technology,” “better,” “never,” “excellent/excellence,” “beyond,” “power,” “performance,” “moment,” “leading,” “control,” and the like. Besides, three classifications of slogan formats can be abstracted here:

(1) To stress the appeal of the brands, “the essence of/the pursuit of/at the heart/director of”

Buick: *In search of excellence.*

Benz CLS: *The essence of the temptation.*

Mazda 6: *Charm of science and technology.*

LEXUS: *The relentless pursuit of perfection.*

Mazda: *Qualities are at the heart of every Mazda.*

Buick: *Full of enthusiasm, determined to forge ahead.*

Hyundai: *The pursuit of excellence to create happiness.*

BMW: *I am the one no one believed, a vision, a dream, a crazy idea.*

Audi A3: *Director of wonderful life. Confident and energetic and dynamic and clear, always the essence of freedom to break the usual driving standards, this is the Audi A3.*

(2) To highlight qualities or features of the product, “with/blend of/together/gathered/and...”

Skoda: *Simple, Smart.*

Toyota: *Farther and more freedom.*

Cadillac: *The strength, speed and luxury blend.*

Buick: *Line with the heart, static and dynamic one.*

Mazda: *Harmony of style and performance set this new Mazda 6.*

Fiat: *Create a new era of Fiat, reborn, menacing, super Leimax 1000.*

Benz CLS: *Free and smooth lines gathered in one place: with your heart.*

Volvo: *Performance and Safety: At Volvo we believe they go very well together.*

Mercedes-Benz: *Agile and flexible, dynamic and excellent demeanor, fully shown between the new C-Class.*

Audi A1: *Audi A1, with small see big. From the small and flexible appearance, to the simple personality of the color equipment; from the dynamic interior of the intelligent load, to the precise and comfortable power control.*

(3) To trigger cognitive or mental vibration, “spirit/determined”

Hyundai: *Managing modern achievement.*

Buick: *Full of enthusiasm, determined to forge ahead.*

Mercedes-Benz: *Engineered to move the human spirit.*

like these ancient buildings, are made with hands, and the brand name on the building (pillar) gives potential buyers the feeling that the brand is as old as the city and it is part of Italian history.



Figure 3. Brand-prominent Feature

2.2.2 Function-foregrounded Features

The brand power is closely related to the characteristic functions of automobiles, and vice versa. To build their brand and company image, many automobile companies highlight specific designs and functions of their products to enhance their distinct advantages. For example, Toyota is famous for its hybrid technology and many models (as a selling point); Honda is well-known for its turbo engine and chassis power technology; Mercedes-Benz and BMW of the German series are a perfect mix of luxury high-end and precision machinery; last but not least, American brands have the advantage of ample space and complete equipment. Take Audi and Mercedes-Benz in the 70 creative car advertisements selected by Design Your Way website as an example; the following analysis is made.



Figure 4. Design-prominent Feature

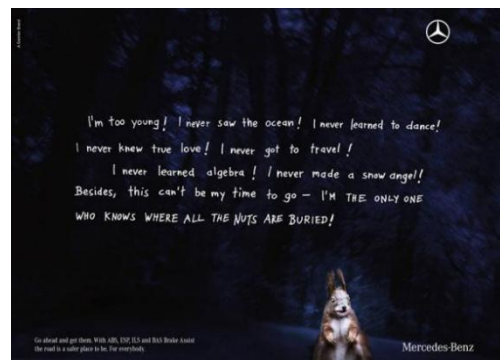


Figure 5. Function-prominent Feature

As one of the representatives of German cars, Audi is often regarded as a successful example of the German machinery industry. As shown in Figure 4, the advertisement for Audi A1 is a graphic with few words. From “A1” in the upper left corner to “End” in the lower right corner, various auto part icons are arranged in an orderly manner, and the text “BIG IDEA CONDENSED” in the middle gives the impression that the car is “condensed” from precision parts and big ideas from beginning to end, thus creating the outstanding simplified design and the structural feature of new Audi’s.

Another case is Mercedes-Benz, shown in Figure 5. It has adopted a different creative approach to marketing its safety technology features. The design of this advertisement is relatively simple, and there are more words: the text is in the tone of a little rabbit in the snowy forest, expressing its wishes, that is, “I’m too young! I haven’t seen the sea! I haven’t learned it yet. Dance! / I don’t know what true love is yet! I haven’t traveled yet! / I haven’t learned algebra yet! I haven’t built a snowman angel yet! / And, I can’t die because only I know where all the nuts are buried I’m too young! I never saw the ocean! I never learned to dance! / I never knew true love! I never got to travel! / I never learned algebra! I never made a snow angel! / Besides, this can’t be my time to go - I’M THE ONLY ONE/WHO KNOW WHERE ALL THE NUTS ARE BURIED!” Also, the smaller font below the picture, like a voice-over, comforts and encourages Bunny or readers: “go, go get the nuts! Equipped with an anti-lock braking system, electronic stability program, intelligent lighting system, and brake assist system, the road is safer. Everyone does. (Go ahead and get them. With ABS, ESP, ILS, and BAS Brake

Assist / the road is a safer place to be. For everybody.)” The advertisement highlights one of the prominent features of Mercedes-Benz, that is, safe driving.

2.2.3 CSR-Highlighting Feature

Corporate Social Responsibility (CSR) is the obligation of an enterprise to maintain and promote social interests in addition to seeking to maximize the rights and interests of owners or shareholders, including humans (such as employees, creditors, and consumers), the environment (e.g., environment, resources, climate, species) and society (e.g., investment, philanthropy, community service). The responsibility of enterprises to the subjects as mentioned earlier is an essential factor that constitutes competitiveness and brand images. As far as the automobile industry is concerned, corporate social responsibility is particularly prominent in the environmental aspect, that is, minimizing the impact of the production and use of automobiles on energy and the environment is an essential manifestation of its social responsibility. For example, Tesla Motors disclosed in its *2020 Environmental, Social and Corporate Governance (ESG) Impact Report* that accelerating the world’s transition to sustainable energy is Tesla’s mission; specifically, in 2020, Tesla has saved a total of 5 million tons of carbon dioxide emissions during the use of cars and solar panels around the world, which has dramatically improved its corporate influence.

Here is an example of a multimodal ad from Fiat. Fiat, the largest automaker in Italy, manufactures one model of Fiat, one breed that focuses on corporate environmental awareness in its marketing ads. As shown in Figure 6, the advertisement picture shows a panda driving a Fiat, with the text “Engineered for a lower impact on the environment / THE LOWEST CO₂ EMISSION CAR RANGE IN EUROPE); “Environmental Impact” and “CO₂ Emissions” in the text activate readers’ associations with the natural environment and animals (such as pandas), showing the environmental concerns during the engineering of the breed.



Figure 6. Corporate Social Responsibility Highlights

Through the analysis of the above advertisements, it can be seen that car manufacturers create corporate images and market different concepts by highlighting different characteristics in their marketing advertisements, either brand image or special functional characteristics, or corporate social responsibility. Unlike single-modal slogans, multimodal advertisements, on the other hand, deepen the reader’s impression of the different characteristics of the autos through the stimulation of the visual image in the interaction between visual and verbal modes. These are significant for the creative design of marketing programs and translation of Chinese automobiles.

3. Strategies for Translating Multimodal Auto Ads

Existing literature on the translations of automobile advertisements can be reviewed and summarized as follows. First, the research object is mostly automobile advertisement slogans, that is, researchers focus on a single mode of language, especially the rhetorical research of automobile advertisement language (see Hu, 2013; Wang, 2021). Second, studies are generally done by drawing on popular translation theories, and the most-cited one is Skopo Theory. Third, most research corpora are often-cited car slogans rather than creative multimodal ads. The present study expands the discussion by employing multimodal theory and translation concepts to explore first-hand multimodal ads. This is for the purpose of research and design to provide reference and inspiration for Chinese auto companies to “go global.”

3.1 Pragmatic Equivalence Principle for Graphical Puns

In our selection of car ads, puns and metaphorical advertisements take the lion’s share. Among them, a pun is a play on words that can produce humorous effects either by using a word that entails two or more meanings, or by exploiting similar sounding words with different meanings. This rhetoric device can leave a deep impression of the brand image and thus urge potential consumers’ desire to buy (Wang, 2021: 62). In English, the word “drive/driven” is often exploited to carry across two meanings. For example, in Ford as “Better ideas. Driven by you,” the word means that ideas come from clients, and cars are created for clients. Also, it is the same in GM’s ad “Drive your passion,” and Ford’s “Everything we

do is driven by you.”

When analyzing the translation of Audi A1 advertising slogans, researchers tend to discuss the text in the monomodal context, explaining that “the small model A1 is a perfect combination of high performance and innovative design. The integration of the compact model and the upgraded standard configuration reflects the excellent design ideas of Audi A1” (i.e., 玲珑小巧的奥迪 A1 是高性能和创新设计的完美结合 in Chinese) (Lu & Wang, 2014: 45). By putting the slogan in the visual-verbal context, we can easily connect the words with the pictorial factors, and we can understand that the “big” in the text modifies the idea or design concept, the “condensed” font is the smallest and placed at the end, and the parts of the car are “compressed” together with the text; so the “condensed” in the multimodal context is a graphic pun, that is, it not only expresses the pragmatic intention of “reducing the integration of auto parts and condensing the design concept,” but also expresses the design concept of “the fusion of language symbols and other graphic symbols” through picture symbols. Therefore, when translating, we should pursue the equivalence of the compounded meaning of graphic, text, and pragmatics, and translate it in its original verbal-visual context. One possible version could be the following one: “大创意 精简至,” which is equivalent to the original slogan in both lingual and pictorial modes.



Figure 7. Transcreation of Multimodal Ad of Audi A1

3.2 Transcreating Principle for Visual Metaphors

Metaphors are often used in advertising, and are generally used as a metaphorical expression (form) in a single-modal slogan. In contrast, multimodal metaphor is a mix of more than one mode, such as verbal-visual combination and verbal-video one. Existing studies have analyzed (multimodal) metaphorical auto advertisements qualitatively, quantitatively, or combined. For example, Gong (2011) investigates conceptual and pictorial metaphors in auto ads, and finds out that they are designed “concisely, exclusively, easy-to-understand and beautiful.” Wang and Xiang (2016) classify 250 pieces of auto print advertisements into seven types, according to source domain (SD), target domain (TD), image (I), and text (T), and conclude that Chinese auto ads employ more SD-T +TD-I, while foreign prints tend to be primarily I+TD graphic metaphors. Based on these findings, Wang and Liang (2018) point out that the translation of metaphorical multimodal advertisements needs to create the metaphorical tension between pictures and texts, to achieve a similar effect of vivid images, namely, transcreation is required.

In 2002, Ford Fusion made its debut at the Geneva Motor Show. It transcended the traditional models of ordinary and small cars by fusing the modern style with spacious interior space, creating the first “Urban Activity Vehicle” (UAV, see Figure 8). In the print ad, we can see the car key looks like a miniature of various buildings in a city, and the words read “The city is in your hands,” forming an image metaphor and belonging to the TD-I + T type (namely, image-target domain graphic and text category metaphor). Translation majors render the slogan into “城市在您的手心里,” and translations like the one mentioned fail to reconstruct the similarity of the imagery meaning creatively. To achieve this, we transcreate the slogan as “福特在手，说走就走” (With a Ford in hand, you can go whenever you like) or “福特座驾，满城度假” (福特座驾，满城度假) by achieving rhythms.

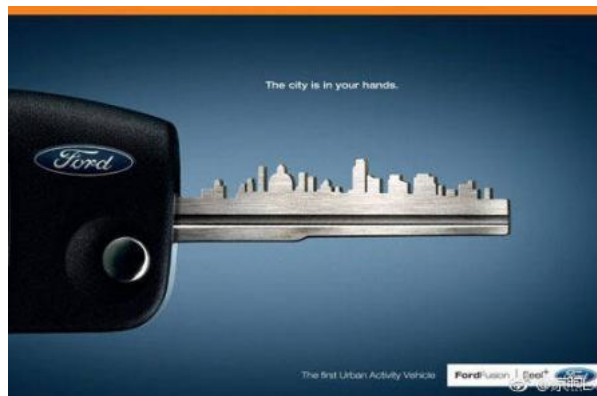


Figure 8. Metaphorical Ad of Ford Fusion

3.3 Recreation Principle for Multi-devices and Multiple Meanings

Verbal-visual advertisements have the features of “prominence, fancy and creativeness” (Wang & Xiang, 2016: 91). To achieve this, advertisement designers use various rhetorical devices and design theories to create. The former includes the combination of various rhetoric, such as pun and oxymoron mentioned above, and pun and metaphor to be discussed below; the latter refers to the integration of specific scenes and product features. Multimodal multi-devices are essentially “a cognitive process of establishing the cross-domain mapping relationship between the source domain and the target domain and completing the meaning representation through the synergy of multiple modal resources” (Zhu, 2020: 93), the translation of which is “a dynamic online processing process” (Xie & Fang, 2021: 86).

Take one of Honda’s ads for example. It is created to promote the engine start-stop tech of one breed (see Figure 9). This advertisement combines the engine start-stop technology with cosmetics, which belongs to the above-mentioned graphic metaphor. In the auto context, the eyelash brush, powder pad, and blush in the picture lose the meaning of cosmetics, but represent the senses of street lights, airbags, and lanes, respectively. The pictures and the text both express the meaning in the target domain (automotive products). Translation majors render it into “停止化妆，安全驾驶,” which is a word-for-word translation and thus neglects the pictorial meaning. Feng (2011: 29) thinks that in advertising, “the meaning of the metaphor is mapped onto the target domain and supplemented by images;” this idea is also suggested by Wang and Xiang (2016). Thus, we can say that the multi-layered meanings of multi-devices and multi-modes are integrated and constructed in the mind of the translator.

In our case, the meaning of the ad comes from the pictures, the text, the font, and even the scenes. Specifically, the words “STOP” and “START” beside the red button trigger our cognition and help us learn that it is the start-stop switch; then, “SAFE” in red is foregrounded and contrasts with the damaged scenes; finally, “MAKE-UP” is the difficulty in understanding and translating the slogan. As the target domain here is the car (driving) rather than cosmetics, the sense related to the cosmetic application is backgrounded. At the same time, that of replacement (i.e., material added to replace material that has been used up) is activated and mapped onto the target domain. Thus, this metaphorical-pun ad carries a warning to drivers (both women and men) and a prominent feature of the brand. So we may translate it as “停下粉饰，‘驶’于安全” to transfer the metaphorical and the pun meaning.

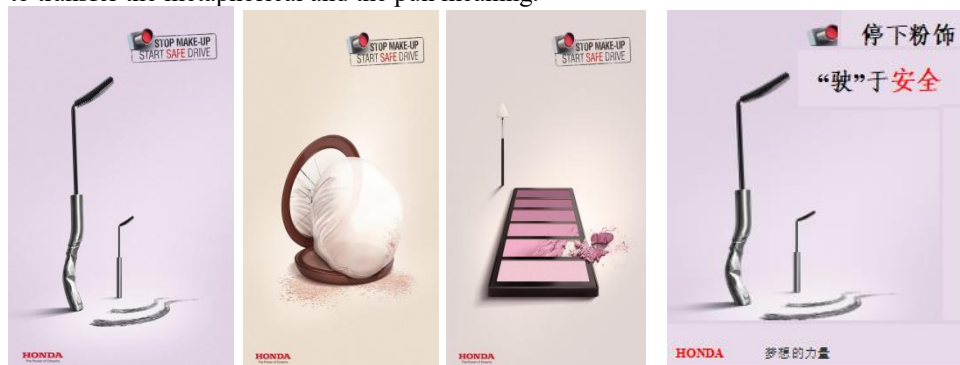


Figure 9. Metaphor-puns in Honda Ad and Its Transcreation

4. Conclusion

China’s automobile industry is booming, but it is in urgent need of going-global and foreign markets. The present study first carries out a comparative and contrastive study of the monolingual and multimodal features of Chinese and foreign car ads. It then proposes several strategies for translating the auto publicity. In addition to verbal-visual ads and the rhetoric analyzed above, other modal synergies and rhetorical devices are open to further research.

Notes:

① In 2006, Elon Musk revealed his “master plan“ for Tesla, a long-term strategy that consists of three steps: (a) Build an expensive sports car named “Roadster”; (b) Use the money earned to build a cheaper car called Model S/X; 3. Use the money earned to build a more economical and popular model named Model 3.

② See <https://www.designyourway>

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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.¹ 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.

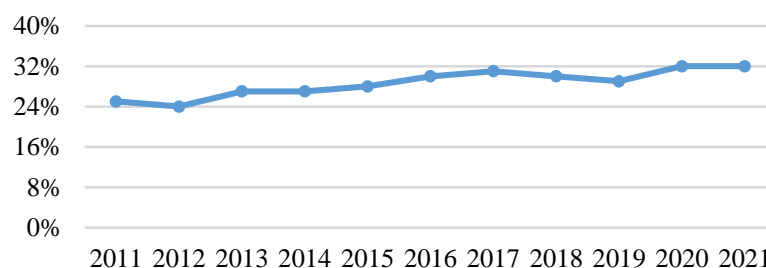


Figure 1. China's auto international market share between 2011 and 2021

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,

¹ 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

SAIC Motor (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.
Chery Auto (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
Changan Auto (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
Dongfeng Motor (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
GWM (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
Geely Auto 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.
BAIC (Brand Tagline of Senova) A315	为性能执着 北欧控	A Passion For Performance Everyday Have Fun
JAC Motors (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
Sinotruk 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
FAW 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
BYD Motors (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
Yutong Group (Brand Tagline)	宇通 为美好出行	Better Bus Better Life



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Exploring the Strategies for Translating China's New Energy Vehicles into English: A Translation Variation View

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Abstract

In recent years, more and more scholars have been using the theory of translation variation to guide their research on the translation of product introduction, but the scope of previous studies has mostly focused on the translation of product introduction in a broad sense, instead of a specific field. In this research, the researcher built a bilingual corpus of product introduction to new energy vehicles in both Chinese and English, analyze the C-E translation of product introduction to China's new energy vehicles with examples, discuss the relevant translation strategies in the context of the translation methods of translation variation, and summarize their expression effects and their value in the translation of product introduction. This research provides reference and new thinking for the use of C-E translation strategies for internationally publicizing China's new energy vehicles.

Key Words: New Energy Vehicles, English, Translation Variation, translation strategies

1. Introduction

China has now become the world's largest market for new energy vehicles, with the production and sales of China's new energy vehicles exceeding 3.5 million units in 2021. This line of business has also entered a period of rapid growth in China, and various enterprises have arranged to enter overseas markets to seek a larger market share. To meet the increasingly fierce international competition, many Chinese automobile enterprises have had their product introduction translated into English. Product introduction is an important means of external publicity and introduces information about the products to consumers at home and abroad to stimulate consumers' desire to buy and to achieve the purpose of sales. The translation of the product introduction is reader-oriented, which is a cross-cultural communication with the participation of multi-subjects. It is not only the conversion of two languages but also the bridge of cross-cultural communication. Therefore, the translator needs a strong bilingual cultural communication ability to flexibly apply translation strategies according to the original text of the product introduction, the features of the product, the requirements of the product manufacturer, and the characteristics of the target audience, to truly convey the information of the original text, and hope to achieve the same publicity effect as the original one.

The theory of translation variation has certain significance for theoretical guidance for the translation of product introduction to new energy vehicles. The theory was proposed by Huang Zhonglian, and its core principle is "variation", that is, on the premise of not violating the faithfulness of the original text, the core information of the original text is taken into the greatest extent, and the source text is adapted to the greatest extent by deleting the complicated and simplifying, removing the coarse and extracting the essence. The specific application of the theory involves such means as supplement, deletion, compilation, summarization, reduction, combination, and remodeling. According to the theory, the specific need of specific readers under specific conditions is one of the most important factors in determining translation. The theory also pays attention to the target language readers' cultural background knowledge, their expectations for the translation, and their communicative needs. At the same time, the theory endows translators with great initiative and creativity to convey information.

More and more scholars have been using the theory of translation variation to guide their research on the translation of product introduction in recent years, but the scope of previous studies has mostly focused on the translation of product introduction in a broad sense, instead of a specific field. In this paper, the researcher analyzes the C-E translation of product introduction to China's new energy vehicles with examples, discusses the relevant translation strategies in the context of the translation methods of translation variation, and summarizes their expression effects and their value in the translation of product introduction. This can expand the scope of theoretical application of research on the translation of product introduction to new energy vehicles and provides reference and new thinking for the use of C-E translation strategies for internationally publicizing China's new energy vehicles.

2. Theoretical Framework

In the translation of product introduction to China's new energy vehicles, there are a large number of problems. The root cause is that translators do not realize that the translation of product introduction should be reader-oriented. In the process of translation, the translator often ignores the communicative purpose of product introduction, and the translation is limited to a purely linguistic level, without considering whether the translation can achieve the effect of the enterprises' publicity or whether it can be understood and accepted by foreign consumers. Secondly, the translator usually ignores the expectations of the target readers. Most of the readers of the translated texts of product introductions are foreign consumers. The purpose of translation from Chinese to English is to help these consumers better understand the information about the enterprise and its products. If the translators ignore the language and cultural habits of the target readers, the translation would not be easily accepted by potential consumers. In addition, the translator often blindly pursues formal equivalence. Limited by the original text, the translator blindly pursues linguistic equivalence without processing the original text and uses the methods of a literal translation. Therefore, the publicity effect of the translated text cannot be achieved.

To solve the problems mentioned above, this article discusses the C-E translation strategies of product introduction to new energy vehicles based on the theory of translation variation. The theory was put forward by Huang Zhonglian based on his translation practice and research in the 1990s. Specifically, translation variation is an intelligent and interpretive activity of a person or/and machine that takes in cultural information of language A in language B to meet the specific needs of specific readers under specific conditions. The reason and purpose of translation are exactly "the specific needs of specific readers under specific conditions". The theory is different from other translation theories, and its core principle is "variation". Without violating the context of faithfulness to the original text, the core information of the original text is taken to the greatest extent, and the source text is adapted to the greatest extent by deleting the complicated and simplifying, removing the coarse, and extracting the essence. The specific application of the theory involves such means as supplement, deletion, compilation, summarization, reduction, combination, and remodeling. The translator is given great initiative and creativity to convey information.

We believe that the theory of translation variation can solve the current problems existing in the C-E translation of product introduction to new energy vehicles. First of all, the core of translation variation theory lies in "variation", which coincides with the concept of flexible translation methods required for the translation of product introduction. Secondly, the theory of translation variation is reader-centered, and similarly, the translation of product introduction attaches great importance to readers' reactions and feelings. Finally, the theory of translation variation emphasizes the translators' subjectivity and encourages the translator to make appropriate rebellious adaptations to the source text according to the readers' needs.

The translation of the product introduction also emphasizes that the translator should take the initiative to make appropriate addition and deletion to the product introduction to adapt to the reading habits of the target language readers so that they can get a similar reading experience as the source language readers, and cross the language and cultural barriers to the maximum extent, to achieve the purpose of product introduction. In a word, the C-E translation of new energy vehicles needs variation.

3. Research Methods

This article will answer the following three questions:

- 1) What are the features of the product introduction to new energy vehicles?
- 2) Under the guidance of translation variation theory, what translation principles should be followed in the C-E translation of product introduction to new energy vehicles?
- 3) Under the guidance of translation variation theory, what translation strategies should be adopted for the C-E translation of product introduction to new energy vehicles?

To answer the above questions, we will build a bilingual corpus of product introductions to new energy vehicles in both Chinese and English, analyze the text features and further discuss the principles of translating this kind of text. Last but not least, this article will probe into the translation strategies of product introduction to new energy vehicles under the guidance of translation variation theory.

The corpus includes the product introduction texts from 20 Chinese new energy vehicle enterprises and 21 foreign enterprises respectively. This article selects the product introduction to China's new energy vehicles, including "Wei Xiao Li" (NIO Auto, Xiaopeng Auto, and Li Auto), and the product introduction texts of Tesla, the representative of American new energy vehicles, as the main corpus for comparative analysis. "Wei Xiao Li" and Tesla are relatively large new energy auto enterprises in China and the United States, and their product introduction texts are comparable.

The specific steps and methods for this research are as follows:

First of all, this article will analyze the text features of Chinese and English product introduction to new energy vehicles. The comparative analysis includes three aspects: the differences in language style, the information structure, and the lexical features of the product introduction. Based on this, we also analyze market positioning, product characteristics,

and target consumer groups of new energy vehicles in China, and focus on the analysis of consumer psychology and needs of potential consumers in China and English-speaking countries.

Secondly, this article will discuss the principles that should be followed in the translation of the product introduction to China's new energy vehicles. The key subjects of the translation of product introduction to new energy vehicles include automobile enterprises, translators, and readers. The author will study market survey reports on the new energy vehicle industry issued by the China Association of Industrial Automobile and learn the needs of relevant subjects in the translation of product introduction to China's new energy vehicles. The translation of product introduction to new energy vehicles should comprehensively consider the purpose and needs of the translation subjects to select the corresponding translation strategy.

Finally, this article will explore the translation strategies of product introduction to China's new energy vehicles under the guidance of translation variation theory and analyze the collected examples.

4. Research Results and Discussion

The product introduction to new energy vehicles is mostly multi-modal in the form of text, pictures, and videos, which is an all-around display of product details. The translation of this kind of text first requires a perceptual understanding of bilingual product introduction text type, information structure, wording characteristics, audience aesthetic taste, cognitive thinking, and psychological differences.

4.1 Analyzing the Textual Features of C-E Product Introductions to New Energy Vehicles

The article will analyze the language style, information structure, and lexical features of the product introduction to new energy vehicles, to provide perceptual understanding for translation strategies and principles for the theoretical research on the translation of product introduction to new energy vehicles.

4.1.1 The Language Style of the Product Introductions

The analysis of Chinese and English product introductions to new energy vehicles reveals that the wording style of English automobile product introduction texts is highly subjective and less sensational, while the Chinese automobile product introduction texts are loaded with a lot of sensational and expressive words. For example, the product introduction texts on the official website of Tesla Auto perform mainly informative functions, while the product introduction texts on the official website of BYD are a mixed text mainly performing summoning or inducing functions.

4.1.2 The Information Structure of the Product Introductions

The product introduction to new energy vehicles mainly introduces appearance, interior setting, configuration, function, color, size, and other information.

From the perspective of macrostructure, the English product introduction to new energy vehicles represented by Tesla highlights design features, car performance, and safety configuration, supplemented by pictures or videos, so less summoning text is used.

Chinese product introduction to new energy vehicles, represented by BYD Auto, covers information about appearance, interior design, safety configuration, function, and use scenarios, which is too complicated, and the cognitive ability of the audience under multi-modal recommendation is not fully considered.

In a word, English multi-modal product introduction to new energy vehicles is practical and concise, which includes information about the range, safety performance, appearance design, interior configuration, and so on. However, Chinese product introduction to new energy vehicles is relatively complicated, and it often introduces information about appearance design, interior configuration, use scenario, range, and safety performance.

4.1.3 The Lexical Features of Product Introduction to China's New Energy Vehicles

Since product introduction texts are concise, this article examines them from the aspect of vocabulary. In terms of vocabulary, the lexical features of Chinese and English new energy vehicle product introduction texts are very different. A comprehensive understanding and utilization of these features can help translators choose appropriate translation strategies to attract target consumers to purchase products and services.

By analyzing the bilingual product introduction texts from 21 domestic new energy vehicle companies, we found that the product introduction to China's new energy vehicles has five lexical features, namely the use of four-word phrases, the preference for numbers, the use of personal pronouns, the frequent use of verbs, and the use of terminology in the automotive field.

4.1.3.1 The Use of Four-Letter Phrases

In China, four-character phrases are frequently used in product introductions. The author finds that four-character phrases are often used to introduce the configuration information of new energy vehicles, which are concise, catchy, and easy to

disseminate, and are conducive to enhancing the promotional effect of the products. When translating Chinese product introduction to new energy vehicles into English, translators need to consider the language habits and cultural backgrounds of western countries, and appropriate cultural transformation can make the translation more attractive to consumers. For example, Chinese is characterized by the use of four-character words, which are literary and euphemistic, while English is very straightforward, so translators need to translate from the audience's linguistic and cultural habits.

For example, the product introduction of NIO ET5:

ST: 造型犀利, 蓄势待发

TT: Sleek and Progressive

The English version extracts the key information and translates it into simple adjectives that are concise and in place.

Another example is the product introduction of Li ONE:

ST: 可油可电

TT: Fuel Powered or Full Electric;

The last case for this point is the product introduction of NIO ES7:

ST: 格局大开, 自由伸展

TT: Spacious Enough for a Good Stretch

4.1.3.2 The Preference for Numbers

The product introduction to China's new energy vehicles mainly introduces the configuration and performance-related parameters of new energy vehicles. The use of numbers allows readers to intuitively understand the configuration and performance of the vehicles and other related information, making the information conveyed in the product introduction text more objective and persuasive.

Example:

ST: 21 个扬声器, 功放最大功率高达 2160 瓦, 搭载杜比全景声, 把音乐厅搬到车里。(理想汽车 L9)

TT: The Dolby Atmos audio system incorporates 21 speakers and a power amplifier with a maximum power of 2160W to provide a concert-like experience in the vehicle.

Example:

ST: 高级音响系统配备 22 个扬声器, 总功率高达 960 瓦, 包含主动道路降噪功能, 为每一位乘客提供堪比录音室音质的沉浸式音效。(特斯拉 Model S)

TT: A 22-speaker, 960-watt audio system with Active Road Noise Reduction offers immersive listening and studio-grade sound quality.

4.1.3.3 The Use of Personal Pronouns

The product introduction to Chinese new energy vehicles mostly uses the second person- you - and the third person - it (referring to new energy vehicles). Among them, the second person is used most frequently. The use of the second person "you" by the authors gives potential consumers a very intimate feeling, and consumers may have a sense of immersion as if they were driving the car themselves, which can better stimulate consumers' desire to buy and achieve the purpose of publicity and promotion.

Example:

ST: 你有多久没有仰望天空? EC6 全景天幕式玻璃天窗, 超大采光面积, 为你时刻呈现天空的最美瞬间。采用双层隔热玻璃, 隔绝 83% 热量和 99.9% 以上紫外线, 满足视觉享受, 也能时刻舒享。(蔚来汽车 EC6)

TT: When was the last time you looked up at the sky? The EC6's panoramic moonroof maximizes natural light in the cabin for you to witness the beauty of the sky at any moment. The laminated glass insulates against 83% of heat and over 99.9% of UV rays. It looks good and feels even better.

Example:

ST: 全景玻璃天幕, 可隔绝 99.9% 的紫外线。采光面积达到 1.28 平米, 远超同级车型; 让你不错过每一寸完美天空。(蔚来汽车 ET5)

TT: The 1.28 m² all-glass roof protects against 99.9% of the sun's harmful UV rays. In addition, the best-in-class skylight makes sure you won't miss an inch of the sky.

4.1.3.4 The Frequent Use of Verbs

Chinese is a dynamic language. It likes to use verbs to make sentences. There may be more than one verb in one sentence. The product introduction to new energy vehicles often uses verbs to connect each word into a sentence to make the text coherent. Frequent use of verbs can provide the reader with an immersive experience as if he or she were driving a car.

Example:

ST: 六个座椅标配座椅加热, 一二排座椅通风和 SPA 级十点按摩功能, 缓解旅途疲劳。(理想汽车 L9)

TT: All six seats come standard with heating. First and second row with heating. First and second row seats are equipped with a ventilation feature and support 10-point massage to shake off the travel fatigue.

Example:

ST: 搭载蔚来第二代高效电驱平台, 整车最大功率 480kW, 最大扭矩 850N.m。(蔚来汽车 ES7)

TT: Equipped with NIO's second-generation high-performance electric drive platform, the ES7 boasts 480kW maximum power output and 850N.m peak torque.

4.1.3.5 The Use of Terminology in the Automotive Field

As a product featured with science and technology, automobiles have the characteristics of professionalism. Therefore, the text of an automobile product introduction can also be regarded as a kind of scientific and technical text, and the use of terminology in the automotive field is commonly seen.

Examples:

综合续航里程 combined range

对外发电 power source

星环大灯 halo light

侧面轮廓 silhouette

氛围灯 ambient lighting

全景天幕 panoramic sunroof

双电机 dual motor

4.2 Translation Principles of Product Introduction to New Energy Vehicles

According to the theory of translation variation, the purpose of translation activities is to meet the specific needs of specific readers under specific conditions. As mentioned above, the translation of product introduction to new energy vehicles needs to consider the purpose and needs of the translation subjects, which include the vehicle company, the target language reader, and the translator. The demand of automobile enterprises should be to pursue the best promotion effect and equivalent acceptance of readers at home and abroad. The target language readers would like to capture key information and browse reader-friendly texts. The key information that new energy vehicle consumers want to know mainly includes the safety performance, appearance design, interior configuration, and range of new energy vehicles. For China's new energy vehicles to go global today, the translators need to consider not only the needs and demands of car companies and the translators. More importantly, they need to consider the demand of target language readers of the new energy vehicles (foreign consumers), and take into account such factors as the web design, promotion strategy, enterprise ethics, cultural context and discourse structure, modal design, expressing habit, the dimension of aesthetic psychology and cognitive thinking, to achieve external publicity effect.

4.2.1 Cater to the Psychology and Serve Target Consumers

According to the theory of translation variation, the translator needs to consider the needs of the target readers. As one of the means of publicity, auto product introduction plays a vital role. The product introduction to new energy vehicles can spread the information about configuration and function, and improve the public's awareness and understanding of new energy vehicles. The product introduction needs to pay attention to consumer demand and touch target consumers straightly to the POINT. According to the surveys published by the China Association of Automobile Manufacturers, the main "pain points" of China's new-energy vehicle consumption are insufficient driving capacity, vehicles' not retaining their value, too long charging time, second-hand car trading difficulties, quality and safety concerns. Therefore, the product introduction to new energy vehicles needs to focus on introducing the vehicle range, and safety facilities, which are the key information that consumers need to capture. After determining the purpose and type of the text, the translator needs to consider the cognitive psychology and needs of the target consumers, redesign the language from the perspective of the audience, and output a new translation.

4.2.2 Accord with the Language and Cultural Habits of the Audience

According to the theory of translation variation, translators need to consider the language habits and cultural background of English-speaking countries when translating the product introduction to China's new energy vehicles into English. Proper cultural transformation can make the translation more attractive to consumers. For example, Chinese is characterized by the use of four-character words, which are elegant, while English texts are very straightforward and

directly describe product characteristics. Therefore, translators need to start from the language and cultural habits of the audience.

4.2.3 Flexible Use of Translation Skills

After clarifying the purpose of product introduction to new energy vehicles, the translator needs to flexibly use translation skills according to its language characteristics and audience needs. The translator should reorganize the sentence structure according to the purpose of the original text to make the translation more readable and acceptable.

4.3 The Analysis of Translation Strategies of Product Introduction to New Energy Vehicles

As mentioned above, the seven methods based on the theory of translation variation include supplement, deletion, compilation, summarization, reduction, combination, and remodeling. This article will discuss the four most frequently used translation methods in the product introduction to new energy vehicles, which include supplementary translation, deletion translation, compilation translation, and summary translation.

4.3.1 Supplementary Translation

Under the guidance of translation variation theory, the technique of supplementary translation is the most commonly used strategy in the translation of product introduction to new energy vehicles in China. Supplement refers to the translator's need to appropriately add the translated information to help the translated readers, namely potential consumers of new energy vehicles, better understand the original text. The commonly used translation methods in the English translation of product introduction of new energy vehicles include adding personal pronouns and adding proper nouns.

Example 1:

ST: 专属设计的二排右侧座椅, 配备四向电动腿托, 提供头等舱级别的体验。(理想汽车 L9)

TT: The right seat in the second row is designed with a four-way electric leg rest to provide you with a first-class experience.

Example 2:

ST: 智能新风空调系统和香氛系统, 将清新怡人的空气带给家人。(理想汽车 L9)

TT: Smart climate control with air purification and fragrance system provide fresh and pleasant air for your family.

Example 3:

ST: 第三排放倒, 载物空间更大。第三排放倒时, 后备厢容积达 640L, 露营装备、滑雪板, 自行车都能带在身边。(理想汽车 L9)

TT: More Space for Luggage With the Third Row Folded

The trunk space comes to 640L with the third row folded. Bring your camping equipment, skis, and bicycle with you anywhere.

In the three examples listed above, the translator uses the technique of supplementary translation by adding personal nouns into the translated text. According to Chinese language habits, the frequency of using possessive pronouns in Chinese is not particularly high, while English utterances often restore all implied personal pronouns clearly through the form of language. In example 1, the translator uses "provide you with a first-class experience" to translate the Chinese words "提供头等舱级别的体验", which could better cater to the customers' need to be valued. In example 2, the translator uses "provide fresh and pleasant air for your family" to translate the Chinese words "将清新怡人的空气带给家人", which has an implicit meaning that "you" are the owner of the car. Similarly, the translation of "自行车都能带在身边" into "bring your camping equipment, skis, and bicycle with you anywhere" has the same purpose.

Example 4:

ST: ET5 完美融合了蔚来超跑基因与为自动驾驶而设计的理念, 引领自动驾驶时代的外观设计。(蔚来汽车 ET5)

TT: NIO ET5, a mid-size electric sedan, is a perfect blend of NIO's supercar DNA and technological aesthetics.

In Example 4, the translator uses the technique of supplementary translation by adding proper nouns. The translator adds "a mid-size electric sedan" as additional information to explain the car NIO ET5. In this way, the readers could get more detailed information about the car, which is quite reader-friendly.

4.3.2 Deletion Translation

Deletion translation refers to deleting some redundant and meaningless information without affecting the main idea of the original text or the understanding of the target language readers, and finally reconstituting a concise English text to make the translated product introduction text more refined.

Example 5:

ST: 可油可电, 能源模式更灵活、更便捷。(理想汽车 Li One)

TT: Fuel Powered or Full Electric

In Example 5, the translator uses the technique of deletion translation by deleting repetitive words. In Chinese, “可油可电” means the car could be fuel-powered or fully electric, which has an equivalent meaning as “能源模式更灵活、更便捷”, which means “flexible energy mode”. By doing so, the translated text is simplified, impressive, and reader-friendly.

Example 6:

ST: Design for AD 瞭望塔式传感器布局, 蔚来引领的自动驾驶时代外观设计语言, 首次用于 SUV, 完美融入外观造型, 站得高, 看得广; X-Bar 家族式前脸设计, 简洁而有力量, 赋予 ES7 独树一帜的风格。(蔚来汽车 ES7)

TT: NIO's watchtower sensor layout and concept of Design for AD are rendered on an SUV for the first time. Its iconic fascia with the pure and powerful X-Bar makes NIO ES7 distinctive.

In Example 6, the translator uses the technique of deletion translation by deleting unnecessary words. The Chinese words “站得高, 看得广” describe the benefit of the car's layout. However, if the translator uses the technique of literal translation by translating it word by word, it will only make the readers feel confused. Therefore, by deleting this unnecessary information, the translated text is concise.

Example 7:

ST: Double-Dash 日间行车灯, 采用立体镶嵌式设计, 光源饱满细腻, 富有冲击力; 远近光一体式集成 LED 大灯, 深邃耀目。(蔚来汽车 ES7)

TT: The characteristic NIO Double-Dash daytime running lights with three-dimensional design are stunning at first glance. The dual-beam LED headlights are as glamorous as stars.

In Example 7, the translator uses the technique of deletion translation by deleting unnecessary words. The Chinese words “光源饱满细腻” describe the strength of the lights. However, if the translator translates it word by word, it's difficult to find the equivalent words in English to translate “饱满细腻”, and it will only make the readers feel confused and it will be a waste of time reading it. Therefore, by deleting this unnecessary information, the translated text can save time for readers.

4.3.3 Summary Translation

Summary translation is a translation method that is based on the content of the original text and it changes the way of expression. In short, the translated text has the same meaning as the original text, but with a different way of expression.

Example 8:

ST: 理想 L9 的气囊和窗帘覆盖全车 12 个位置, 第一排配备 2 个正面气囊和 2 个侧面气囊, 第二排配备 2 个侧面气囊, 车内两侧的贯通式窗帘有效保护全车三排成员。(理想汽车 L9)

TT: Li L9 stands out with airbags covering 12 positions throughout the vehicle, featuring 2 front and 2 side airbags for the first row, 2 side airbags for the second row, and curtain airbags on both sides running through all three rows.

In Example 8, the Chinese words simply list the information about the equipment in the car. The English version uses “stand out with” to highlight that the layout of the airbags is really great and they can protect the passengers in a good way. Therefore, the translated text could meet the potential consumers' need for safety.

Example 9:

ST: 设计上没有复杂和多余的线条, 侧面姿态优雅大气, 隐藏式门把手具备防冰冻功能。(理想汽车 L9)

TT: Thanks to a clean design, Li L9 stands out with a refined side profile featuring flush door handles with anti-freeze protection.

In example 9, the translator uses the technique of deletion translation by omitting unnecessary words. The translator does not translate “设计上没有复杂和多余的线条” word by word, but instead, uses “a clean design” to describe the car Li L9.

Example 10:

ST: ES7 将现代家居设计格调和自然气息带入车内, 开阔的环抱式空间, 纯粹而有层次感的视觉秩序, 营造出安心舒适的氛围。

TT: The ES7 brings contemporary elements of the modern home and natural vibes into its space of deep reassurance where the open and cocooning feeling as well as the pure and well-organized structure come together.

In Example 10, the translator does not care about the sequence of words, only to convey the meaning, the original content of the order to adjust the “安心舒适的氛围” in advance, at the same time, the use of “reduction” means, omitted the category word “氛围”.

4.3.4 Compilation Translation

Compilation means that translators edit the information of the original text to make the content of the original text more organized, and the translated text is full of logic and beauty, to attract the attention of readers.

Example 11:

ST: 采用前双叉臂和后五连杆的结构, 配合毫秒级响应的 CDC 减振系统, 适应更多路况, 提供了旗舰级的驾驶性能和乘坐舒适性。(理想汽车 L9)

TT: Thanks to the double-wishbone front Suspension and five-link rear Suspension and the CDC that responds in milliseconds, Li L9 conquers challenging road conditions to provide flagship driving and riding comfort.

In example 11, the translator uses “thanks to” to manifest the logic between the Chinese words “采用前双叉臂和后五连杆的结构, 配合毫秒级响应的 CDC 减振系统” and “适应更多路况, 提供了旗舰级的驾驶性能和乘坐舒适性”. The translated text is full of logic and beauty.

Example 12:

ST: 17°后风挡溜背角度设计, 风阻系数低至 0.26, 完美平衡空气动力学和内部空间表现, 设计、性能、空间体验一步到位。

TT: With its 17°gracefully inclined rear windshield, 0.26 low drag coefficient, and uncompromised cabin space, the EC6 epitomizes the pinnacle of design, performance, and space.

In example 12, the translator uses “with” to manifest the logic between the Chinese words “17°后风挡溜背角度设计, 风阻系数低至 0.26, 完美平衡空气动力学和内部空间表现” and “设计、性能、空间体验一步到位”.

5. Conclusion

At present, there is relatively little research on the translation strategy of product introduction to new energy vehicles at home and abroad. This article provides reference and new thinking for the use of C-E translation strategies for product introduction to China's new energy vehicles. The translation strategies of product introduction to China's new energy vehicles include supplementary translation, deletion translation, summary translation, and compilation translation. We found that nearly two-thirds of China's new energy vehicle enterprises have not set up their own global websites yet, so the English corpus collected in this study is small and fragmented. In addition, the needs and responses of target readers are abstract and difficult to measure. We highly recommend that in the subsequent research, the researchers should conduct surveys and interviews to learn the feelings of potential consumers of new energy vehicles before and after reading the translated product introduction and their willingness to buy the products, and make a comparison.

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An empirical study on the influence of fiscal expenditure structure on the level of rural revitalization: Evidence from China

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Abstract

In rural revitalization, as an essential supporting force, the fiscal agriculture-related expenditure has attracted more and more attention from the whole society, especially the expenditure structure. There are many methods to evaluate the level of rural revitalization. This paper selects the target method to build a comprehensive evaluation system, selects the panel data of eastern, central and western China from 2016 to 2020, and uses the fixed-effect regression model to empirically analyze the influence of the structure of fiscal agriculture-related expenditure on the level of rural revitalization. The study found that the level of rural revival varied considerably among the middle and western regions, consistent with its economic status and financial input. Among them, the structure of fiscal expenditure related to agriculture had different contributions to rural revitalization and development. The significance of the empirical analysis is obvious, which is necessary to prompt the government to optimize the expenditure structure based on increasing the financial investment related to agriculture. At the national level, we need to deepen regional cooperation in the eastern, central, and western regions to achieve shared prosperity on a broader scale.

Key Words: Rural revitalization, Fiscal agriculture-related funds, Expenditure structure

1. Introduction

The economic base determines the superstructure, and any public utility cannot do without financial support, including rural revitalization. The "hand of the market" often fails in issues relating to agriculture, rural areas, and rural people, and the "visible hand" of the government must regulate and protect them appropriately. The state has permanently attached great importance to issues related to agriculture, rural areas, and rural people. After determining the rural revitalization strategy, it has continued to increase government expenditure related to agriculture. At present, from the perspective of rural revitalization, many scholars have discussed the structure of fiscal standpoint, and they have formed distinct views. From the perspective of the role of finance in rural revitalization, Liu (2019) believes that finance has a vital tool and policy orientation, which can play a role in taxation, subsidies, and public services, and effectively activate the power of rural social development in the new era. Zhang and Ouyang (2021) believe that the fiscal expenditure on agriculture is significantly different in terms of the total spending and the regional effect in different periods.

However, there are still many problems in the process of financial support to help rural revitalization. Jiang et al. (2020) believed that there was a general tendency to emphasize expenditure over management and government over the market in fiscal costs related to agriculture. At the same time, some supportive policies are out of line with the actual demand, the performance of fund utilization is not high, many agricultural support projects have not formed advantages and financial withdrawal difficulties. To better support the financial support of rural revitalization construction, the researchers also put forward some countermeasures and suggestions. Wang (2020) believes that monetary funds related to agriculture should be "guaranteed under pressure", focusing on providing primary, public welfare and significant agricultural projects. Chen and Sun (2021) believe that the critical factors in fiscal policy formulation are sound budgetary operation, scientific control, and effective implementation of fiscal policy.

Even today, there are specific differences between urban and rural areas, which is not only unbalanced in regional development but also vividly manifested in the rural areas. This gives us the "blank" place to study, that is, learn the differences in rural revitalization based on different regions. This paper is to check the reasons for the differences in rural revival among other areas. Regarding the phenomenon, natural attributes such as location, climate, and resources are important factors affecting rural development. In addition, the other structures of fiscal expenditure have also led to uneven rural revitalization and development. Based on this, this paper thoroughly considered the differences in rural revitalization levels under different regional backgrounds, focused on the in-depth analysis of the impact of fiscal agriculture-related expenditure structure on rural revitalization, took the structure of financial expenditure as the explanatory variable, constructed a measurement index system, and comprehensively evaluated the level of rural revival. Among them, the empirical study on the structure of fiscal agriculture-related expenditure highlights and also innovation points, and it puts forward countermeasures and suggestions to better support rural revitalization.

2. Comprehensive Evaluation of Rural Revitalization

We have mainly built an index system for rural revitalization from five aspects: thriving businesses, pleasant living environments, social etiquette and civility, effective governance, and prosperity, and have set up 12 corresponding second-level indicators to measure the first-level indicators accurately. The data calculated by the secondary index system are obtained from *China Rural Statistical Yearbook* (2016-2020) and *China Statistical Yearbook* (2016-2020). Due to different index units, we nondimensionalized indexes, and then used the entropy weight method to calculate the weight of each index. The results are shown in Table 1.

Table 1. Rural Revitalization Index System (2016-2020)

Level 1 Index	Level 1 Index Weight	Level 2 Index	Calculating Methods	Level 2 Index Weight	Attribute
Thriving businesses	0.414	Grain yield per unit area (kg/ha)	Total grain output/Food crop planting area	0.063	Positive
		Unit area value of agricultural machinery power (kW/ha)	Total power of agricultural machinery/Total crop planting area	0.054	Positive
		Per capita electricity consumption of rural residents (KWH/person)	Rural electricity consumption/Rural population number	0.297	Positive
Pleasant living environments	0.052	Personnel of the unit population clinic (person/ten thousand persons)	Rural health clinic staff/Rural population number	0.034	Positive
		Strength of chemical fertilizers (kg/ha)	Fertilizer usage/Crop planting area	0.018	Negative
Social etiquette and civility	0.145	The ratio of education, culture, and entertainment consumption expenditure (%)	Spending on education, culture, and entertainment/Total consumption expenditure	0.015	Positive
		Number of township cultural stations per unit population (one/ten thousand persons)	Number of township cultural stations/Number of the rural population	0.130	Positive
Effective Governance	0.068	The growth rate of farming, forestry, animal husbandry, side-line production, and fishery (%)	The added value of arming, forestry, animal husbandry, side-line production, and fishery/Gross agricultural product	0.026	Positive
		Governance degree of urban-rural integration (%)	Per capita disposable income of rural residents/Rural disposable income of urban residents	0.042	Positive
Prosperity	0.312	Consumption expenditure of rural residents	Total rural consumption expenditure/Rural population number	0.211	Positive
		Engel coefficient of rural residents	Total food expenditure of rural residents/Total consumption expenditure of rural residents	0.038	Negative
		The proportion of rural residents receiving subsistence allowances	Minimum living allowance for rural residents/Rural population	0.063	Negative

According to the division of eastern and western parts of our region, the above entropy weight method is used to get the weight. The total score of rural revitalization in three western and central areas of China was calculated. The conclusion is as follows: there are specific differences in the level of rural revival in eastern, central, and western China, with the high level of rural regeneration in the east, little difference in central-western China, and rapid growth rate of rural revival in the west of the region. The results are similar to that of Zhang et al. (2022).

3. Empirical Analysis of Fiscal Agriculture-related Expenditure Structure on Rural Revitalization

The level of rural revitalization is very different in various regions in China. One main reason is the differences in natural resources. The economy in North China, the Yangtze River Delta, and the Pearl River Delta are relatively developed. With population gathering, economic growth, and the trans-regional flow of human capital and technology, the economy

of the eastern region will get better and better. However, the western areas, such as Yunnan and Guizhou, have relatively slow economic development: since the economic development level of rural areas is very different. Therefore, the government needs to adopt financial means to intervene and support. The structure of the government's agriculture-related fiscal expenditure leads to the inflow of capital, which affects the rural development structure, and then affects the development level of rural revitalization. Therefore, this section mainly discusses the impact of fiscal agriculture-related expenditure structure on rural revival in a practical way. It provides some reference for the improvement of rural revival.

We first gave the index variables of rural revitalization level and fiscal expenditure related to agriculture. The explanatory variable is the rural revitalization level (XCZX). The total rural revitalization score obtained in the previous section was used to indicate the rural revitalization level of each region. The explanatory variable is the variable of the structure of fiscal agriculture-related expenditure. We chose four variables from the two aspects of agricultural production expenditure and public service expenditure. Per capita fiscal expenditure on water affairs in agriculture and forestry (AP) was selected for rural productive spending, and the specific index was fiscal expenditure on agriculture, forestry, and water affairs/rural population. In terms of public service expenditure, we choose rural education expenditure (ES), urban-rural community integration expenditure (CE), and housing security expenditure (HE). The leading indicators are education expenditure, urban and rural community expenditure, and housing security expenditure. Residents' education level (EL) was taken as the control variable, and the main index was the population / total population with a junior college degree or above. The above index data are from *China Rural Statistical Yearbook* (2016-2020) and *China Statistical Yearbook* (2016-2020). Based on the actual economic significance of variables, we make the following hypothesis:

Hypothesis 1. The per capita fiscal expenditure on water affairs in agriculture and forestry (AP) not only has a positive impact on rural revitalization but also can affect the level of rural revitalization by influencing the expenditure of urban and rural communities.

Hypothesis 2. Education expenditure (ES) and housing security expenditure (HE) have a positive impact on rural revitalization, which is mediated by urban and rural community expenditure to affect the level of rural revitalization.

The empirical model of the study is as follows:

$$XCZX_{it} = \alpha_0 + \alpha_1 AP_{it} + \alpha_2 ES_{it} + \alpha_3 CE_{it} + \alpha_4 HE_{it} + \alpha_5 EL_{it} + \varepsilon_{it}$$

Where “XCZX_{it}” represents the total score of rural revitalization in the “t” year of Province “i” (autonomous region or municipality directly under the central government), “a₀” is the constant term, “a₁, a₂, a₃, a₄, a₅” are the coefficient that needs to be estimated, and “ε_{it}” is the random error term.

We first performed basic descriptive statistics on the data, and the results are shown in Table 2. The mean value of the total score of rural revitalization obtained from Table 2 is around 0.2419, and the score of all regions is between 0.7709 and 0.1439. The average per capita fiscal expenditure on water affairs in agriculture and forestry was around 0.5578, with a standard deviation of 0.4164, indicating no significant difference in the index value among different regions. The standard deviation of education expenditure, urban and rural community expenditure, and housing security expenditure is relatively large, indicating that the importance of these three indicators varies significantly from each region.

Table 2. Descriptive Statistics

	Sample Size	Minimum Value	Maximal Value	Mean Value	Standard Deviation
XCZX	155	.143997499	.770899548	.24192210103	.111199678856
AP	155	.164404156	2.022906574E0	.55779288874	.416441524615
ES	155	152.57	3510.56	9.8913E2	609.36367
CE	155	105.26	2413.84	6.8159E2	475.72152
HE	155	38.38	762.03	2.0071E2	119.62463
EL	155	4.69	86.70	15.1566	9.44835

There is some correlation between the explanatory variable between urban and rural community expenditure and education expenditure (ES), housing security expenditure (HE), and per capita fiscal expenditure on water affairs in agriculture and forestry (AP). To verify the proposed hypothesis, we first conducted a regression analysis of urban and rural community expenditure (CE) using the panel data as the explanatory variable, with education expenditure (ES),

housing security expenditure (HE), and per capita fiscal expenditure on water affairs in agriculture and forestry (AP) as the explanatory variables. The regression results are shown in Table 3.

Table 3. Regression Results of the Fixed-effect Model of the Influencing Factors of Urban and Rural Community Expenditure (CE)

Estimation of Regression Coefficients						
Model		Unstandardized Coefficients		Standardized Regression Coefficient	t value	P value
		B	Standard Error	Beta		
1	(Constant)	4.532E-17	.032		.000	1.000
	Zscore(ES)	.462	.062	.462	7.428	.000
	Zscore(HE)	.221	.055	.221	4.000	.000
	Zscore(AP)	.246	.035	.246	7.120	.000

a. Dependent Variable: Zscore(CE)

The regression coefficients of the explanatory variables available from the regression results were all significant at a significance level of 0.05, with a model-adjusted R2 of 0.7121, indicating a good model fit. It can be seen from the results that the influence coefficients of education expenditure, housing security expenditure, and per capita fiscal expenditure on water affairs in agriculture and forestry on urban and rural community expenditure are all positive. For example, the influence coefficient of education expenditure on urban and rural community expenditure is 0.462, indicating that for every additional unit of education expenditure, urban and rural expenditure increases by 0.462 units. At the same time, education expenditure has the most significant impact on urban and rural community spending.

With the level of rural revitalization (XCZX) as the explained variable, the per capita fiscal expenditure on water affairs in agriculture and forestry (AP), the urban and rural community expenditure (CE), and the control variable resident education level (EL) as the explanatory variable, the fixed effect model of panel data were used for regression analysis. The regression results are shown in Table 4.

Table 4. Regression Results of the Fixed-effect Model of the Influencing Factors of Rural Revitalization Level (XCZX)

Estimation of Regression Coefficients						
Model		Unstandardized Coefficients		Standardized Regression Coefficient	t value	P value
		B	Standard Error	Beta		
1	(Constant)	1.190E-15	.035		.000	1.000
	Zscore(AP)	.836	.041	.836	20.394	.000
	Zscore(CE)	.249	.036	.249	6.921	.000
	Zscore(EL)	.060	.042	.060	1.430	.155

a. Dependent Variable: Zscore(XCZX)

The regression coefficients of the variable AP available from the regression results and CE are significant at a significance level of 0.05, with a model-adjusted R2 of 0.8325 and a good regression fit. From the results, the influence coefficient of per capita fiscal expenditure on water affairs in agriculture and forestry (AP) and urban and rural community expenditure (CE) and education level positively impact rural revitalization. The influence coefficient of per capita fiscal expenditure on water affairs in agriculture and forestry on rural revival is 0.836, indicating that for each additional unit, while other spending remains unchanged, rural revival will increase by 0.836 units. At the same time, the per capita fiscal expenditure on water affairs in agriculture and forestry has the most significant impact on rural revitalization, followed by urban and rural community expenditure.

Based on the regression estimation of these two fixed effects, it can be concluded that education expenditure (ES) and housing security expenditure (HE) indirectly affect the level of rural vitalization through the expenditure on urban and rural communities, in which the level of education expenditure (ES) on rural vitalization is $0.249 \times 0.462 = 0.115$. The influence coefficient of housing security expenditure (HE) on the level of rural vitalization is $0.249 \times 0.221 = 0.055$. The influence coefficient of per capita fiscal spending on agriculture and forestry water affairs on the level of rural vitalization is $0.249 \times 0.246 = 0.061$. Both hypothesis 1 and hypothesis 2 are verified by the regression model analysis of two fixed effects.

4. Conclusion and Suggestion

4.1 Main Conclusions

Through the empirical analysis of the detailed data, the research results show that, on the whole, the most critical factor affecting rural revitalization is the total financial investment in agriculture, which is easy to understand. The larger the total amount of investment, the greater the impact on the level of rural revitalization. Based on this conclusion, compared with the central and western regions, the eastern part has the muscular financial strength and excellent natural conditions, mainly by climate, soil, and water resources, making the overall level of rural revitalization in the east area also relatively high.

To study the relationship between the structure of fiscal expenditure on agriculture and the effect and level of rural vitalization, this paper conducted an empirical analysis. It concluded that there was a positive correlation, but it should be noted that the correlation coefficients of each forecasting index were different. In terms of structure, different types of fiscal expenditure had other impacts on rural revitalization. Based on other regions, the conclusions can be drawn from the empirical results as follows: the per capita fiscal expenditure on agriculture, forestry, and water affairs (AP) has the most enormous impact on the rural vitalization level, with the impact coefficient of 0.897, followed by the rural-urban and rural community expenditure (CE) with the impact coefficient of 0.249. The influence coefficient of education expenditure (ES) on the level of rural revitalization is 0.115, and the influence coefficient of housing security expenditure (HE) on the level of rural revitalization is 0.055.

4.2 Policy Suggestion

Based on the previous conclusion, the development level of rural revitalization in the eastern and western areas is uneven, and the story of the eastern regions is much higher than that of the western and central regions. This paper proposes that the fiscal funds related to agriculture should exert force in the following aspects.

(1) Policy makers are suggested to give full consideration to the multiplier effect of input and output, and increase the intensity of financial information. This paper has concluded that there is a positive correlation between agriculture-related financial investment and the level of rural revitalization. And the development of rural finance has a significant and positive effect on the level of rural revitalization (Liu et. al. 2018). Then based on living a tight life on their own, governments at all levels should make overall fund-raising arrangements, increase the input of financial funds related to agriculture, and at the same time, scientifically promote the distribution of critical factors, strive to improve the efficiency of the use of funds, and earnestly reduce the burden on peasants, effectively reduce the cost of agricultural production, and earnestly raise the efficiency of the agricultural output (Yu, 2018). Relevant functional departments should pay attention to research and discovery, give full play to the leverage role of fiscal policies, integrate direct subsidies into project subsidies, and use policy-based financial tools scientifically and rationally. At the same time, policy makers need to remove various policy obstacles in agriculture, and actively guide private capital to participate in rural revitalization, so that private capital is willing to enter, can enter, and can go out, to dispel the concerns of private capital (Zhou, 2011). Agricultural technology innovation can improve productivity, sustainability and resilience in food production and agriculture. However, the number of scientific and technological patents owned by agricultural enterprises and the proportion of effective patents to the total number of patent applications is far lower than the average level for all enterprises (Xie and Mao, 2016). So in order to improve agricultural technology innovation to promote the development of rural revitalization, governments need to encourage enterprises to invest funds in agricultural innovation. At the same time, related departments should promote both material and spiritual progress. On the one hand, related departments should promote economic development and effectively enhance the effect of industrial revitalization. On the other hand, related departments should also carry out spiritual construction, give full play to the "hidden" role of cultural revitalization, and invest some funds to ensure the development of rural basic public services. Only when farmers are in good spirits can they be able to work hard, and related departments must gradually increase the coverage of rural infrastructure and public service construction.

(2) Agricultural structure and conditions have a large influence on regional rural development (Zasada et.al.2018). Then it motivates policy makers to improve agricultural structure and conditions. What's more, policy makers should fully consider the regional differences in the eastern, central, and western regions, and carry out extensive cooperation and win-win results. China will have completed building a moderately prosperous society in all respects by 2020. The next

step is to achieve comprehensive rural revitalization. The eastern region has a high economic level, which is relatively easy to achieve. The central and western areas, on the other hand, have a weak financial foundation, and it won't be easy to achieve this goal. But rural revitalization is the real country and for the whole people. The hard "bones" must be cut down. This is the inevitable choice of our socialist government and the inevitable requirement of Chinese Modernization. The congress must face up to the fact that the level of rural revitalization and development in the eastern, central, and western regions is uneven. They must also see the powerful potential of the western and central areas. The success of the project to deliver electricity from the East to the West and the South-to-North Water Diversion Project has not only given us strong faith but also inspired us a lot. There is much to be done in coordination between the eastern, central, and western regions. At the national level, policy makers need to make sound national plans, make good use of all policy formulation, and transfer payment instruments scientifically and rationally. From the local government level, related departments must actively carry out cooperation, both at the provincial level and in regional cooperation, by relying on a "pairing" basis (Qu, 2012).

(3) Policy makers need to make a scientific study of the structure of government spending on agriculture and take a good combination of measures. The system of fiscal expenditure related to agriculture directly affects the improvement of rural revitalization. Related departments will focus on spending per capita fiscal expenditure on water affairs in agriculture and forestry, which have the most significant impact. Education expenditure is a long-term expenditure, which may not show benefits in the short term, but in the long run, it will be a "hard investment". The saying goes, "it takes ten years to grow a tree and a hundred years to bring up a generation of good men." If policy makers seize education, they will hold the internal driving force for long-term development. Housing security expenditure is also an essential factor in enabling farmers to live decent lives. At the same time, it is necessary to deepen the research on the demand of the "agriculture, rural areas and farmers" market, take the industry as the basis and rural revitalization as the goal, scientifically and reasonably supply productive public goods and public goods of citizen nature, make the optimization of the structure of public goods play the multiplier effect, and truly realize the rural revitalization with prosperous industry, livable ecology, rural civilization, effective governance and rich life.

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