

A Study on Foreign Publicity Translation of Sugar Enterprises in Guangxi Based on the Cultural Turn

Yifan Yang*, Yingying Peng, Yaqian Qin

School of Foreign Languages, Guangxi Science & Technology Normal University, Laibin, China

**Corresponding author: yangyifan@gxstnu.edu.cn*

Keywords: Sugar enterprises in Guangxi; Cultural Turn; foreign publicity translation

Abstract: As an integral component of Guangxi's industrial sector, sugar enterprises must acknowledge the pivotal role that foreign publicity plays in ensuring sustained growth and competitiveness within an increasingly globalized market. Notably, there has been a limited scholarly focus on investigating the methods and practices employed by sugar enterprises in Guangxi for translating their foreign publicity materials. Given the current scenario characterized by inconsistent practices in the translation of foreign publicity materials for sugar enterprises in Guangxi and the escalating demands for brand recognition in international trade, this thesis endeavors to employ transliteration, free translation, and literal translation methods rooted in the Cultural Turn paradigm. Following the translation and analysis of foreign publicity materials from sugar enterprises in Guangxi, it is posited that, in the process of translating such materials, translators must not only convey the intended meaning and cultural attributes present in the original text but also adhere to the reading preferences of the target countries.

1. Introduction

The sugar market in Guangxi, once relatively isolated, has progressively integrated into the global market due to the ongoing acceleration of the China-ASEAN Free Trade Area and substantial enhancements in the market economy. Presently, Guangxi stands as the largest center for beet sugar production in China. As China's economic development continues its path towards globalization, information networking, and the necessity for scientific and technological advancements increases, the translation of foreign publicity materials has come under heightened scrutiny. Consequently, this study is designed to investigate the current status and challenges encountered in the process of foreign publicity translation for sugar enterprises in Guangxi. Grounded in the Cultural Turn framework, this thesis explores the existing conditions and challenges related to the foreign publicity translation of Guangxi's sugar enterprises. Furthermore, it puts forth corresponding translation methods aimed at enhancing the coherence and diversity of their English translations.

2. Previous Studies on Enterprise Foreign Publicity

2.1. Domestic Studies on Enterprise Foreign Publicity

Numerous studies conducted domestically have addressed the subject of foreign publicity translation, with notable contributions from scholars in this field. Zhang (2016) proposed that enterprises should not only promote their products and services in foreign publicity but also strive to create a good enterprise culture image to enhance the trust of foreign markets and seek better development for themselves. And if enterprises want to publicize themselves to the world, translation is their top priority.^[1] Xu (2015) highlighted that translation can be regarded as a special way of language communication, and enterprise foreign publicity translation is the most basic and crucial part of its “going global” strategy.^[2] Meanwhile, according to Liu and Gao (2022), allowing translators to exert their subjectivity when translating enterprise culture and foreign publicity is key to achieving publicity purposes and effects.^[3] Finally, Liu and Xie (2022) also suggested that when foreign publicity is applied to expressive and infectious translation texts, it can help readers better and deeper understand China, and on the other hand, it can also become the most powerful way to show China’s image.^[4]

In summary, a plethora of previous studies has scrutinized enterprise foreign publicity in China, predominantly focusing on the intricacies of its translation. These studies collectively assert the pivotal importance of translating enterprise foreign publicity materials. They have significantly contributed to advancing our comprehension of the intricacies involved in this domain. However, despite Guangxi’s status as the preeminent sugar production hub in China, scant attention has been devoted to the foreign publicity translation practices specific to sugar enterprises in this region.

2.2. Foreign Studies on Enterprise Foreign Publicity

Foreign studies on enterprise foreign publicity are relatively limited in number and scope. Collison (2003) examined the nature of foreign publicity and its utilization in enterprises over the past century, emphasizing the importance of shaping acquiescence to enterprise hegemony and the invisibility of publicity.^[5] Osman (2019) analyzed enterprise brochures from a linguistic perspective by conducting genre analysis to identify the typical structure of brochures and discover textual characteristics that explain why they are written in a certain way.^[6] Zaida Rahman (2019) studied the impact of advocacy campaigns by pharmaceutical enterprises on the prescribing practices of healthcare professionals.^[7] Meanwhile, Zahida, Andrea, Arif, Farah, and Jennifer (2018) analyzed the policy benefits of misoprostol and chlorhexidine in Pakistan: the advocacy experience of Mercy Corps in Pakistan.^[8] Yvonne McLaren (1999) examined the structure and politeness of discourse in French-English corporate brochures.^[9]

2.3. Foreign Publicity Translation and Cultural Turn Theory

As globalization continues to advance, nations engage in increasingly frequent cultural exchanges, and Chinese companies have made significant strides in their foreign publicity efforts.^[10] However, they inevitably encounter challenges stemming from cultural differences in the course of their foreign publicity endeavors. Culture encompasses a country or region's capacity to convey and disseminate information through its unique customs, practices, language, and more. Consequently, in enterprise publicity, it becomes imperative not only to ensure accurate information communication but also to consider the influence of cultural factors. The effective translation of Chinese enterprise foreign publicity materials into languages comprehensible and acceptable to foreign consumers constitutes an urgent matter that requires further investigation.^[11]

For translators, an understanding of the Cultural Turn Theory in foreign publicity translation is of paramount importance. This theory empowers translators to gain a deeper insight into the cognitive patterns and cultural values of their target audience, thereby facilitating the selection of appropriate translation methods and linguistic expressions.^[12] By amalgamating the Cultural Turn theory with foreign publicity translation, translators can more effectively convey and promote culture and values. Furthermore, through foreign publicity translation, cultural exchange and mutual comprehension can be nurtured, contributing to the preservation of cultural harmony and values. In turn, this impels the advancement of cultural exchange and the Cultural Turn. Consequently, foreign publicity translation and the Cultural Turn theory are mutually reinforcing and indispensable to one another.^[13] In the translation process, the approach must adapt to the information consumption patterns habitual to foreign consumers, and appropriate modes of expression should be employed to effectively convey product information while taking into account the cultural elements intrinsic to the product.^[14]

3. Problems in the Foreign Publicity Translation of Sugar Enterprises in Guangxi

3.1. Scarcity of Foreign Publicity Materials

A notable challenge faced by Guangxi sugar enterprises pertains to the scarcity of foreign publicity materials. Upon scrutinizing their official websites, it became evident that many Guangxi sugar enterprises exclusively present content in Chinese. Furthermore, certain product names are solely in Chinese, leaving foreign consumers reliant solely on visual representations. This deficiency severely hampers the enterprises' ability to effectively expand their foreign trade. Given the pivotal role of high-quality foreign publicity translation in enhancing competitiveness in foreign markets, addressing this issue becomes a paramount concern for Guangxi sugar enterprises.

3.2. Lacking Translation Standards and Norms

Another significant issue in the foreign publicity translation domain of Guangxi sugar enterprises is the absence of standardized norms. Persistent disparities exist in views and preferences regarding translation standards. Regardless of these differences, effective translation must accurately convey the original text's meaning and align with linguistic conventions and stylistic nuances of both the translated language and the source text. Unfortunately, in the realm of enterprise publicity translation, these essential standards are often overlooked.^[15]

3.3. Mistranslation

Mistranslation arises due to inadequate familiarity with cultural backgrounds. Variations in cultural and historical contexts across countries lead to substantial disparities in language expression.^[16] Translators, at times, employ Chinese thought patterns instead of Western ones, causing confusion and resulting in mistranslations. Consequently, this phenomenon manifests in the foreign publicity materials for Guangxi sugar enterprises. Addressing these challenges necessitates a concerted effort to bridge the cultural and linguistic gaps, ensuring accurate, culturally sensitive, and contextually appropriate foreign publicity translation for enhanced global engagement and competitiveness.^[17]

4. The Translation Methods on Foreign Publicity of Sugar Enterprises in Guangxi

4.1. Transliteration

“Transliteration” is the practice of accurately representing the phonetic sounds of characters from one language into another.^[18] It encompasses the conversion of each word or character in a given text into the characters of another language based on its pronunciation. Transliteration serves as a frequently employed tool, particularly evident in the phonetic rendering of Chinese characters into English letter spellings. In the context of transcending linguistic and cultural boundaries, transliteration can be a valuable tool for enterprises to effectively facilitate the promotion and advertisement of their brands.^[19] To illustrate, consider the following examples:

Table 1: Cases for Brand Names Translation of Sugar Enterprises in Guangxi

	Group/Company Names	Brand Names Translation
1	Guangxi Yangpu Nanhua Sugar Group Co., LTD	MUMIANHUA
2	Guangxi Yangpu Nanhua Sugar Group Co., LTD	DONGXING
3	Donta Group	BAILIAN
4	Guangxi Sugar Industry Group	MIPENG
5	Donta Group	DANBAOLI

Analysis1: When it comes to translating product brand names imbued with local cultural elements, it is imperative for translators to consider factors such as the brand’s culture, history, language, and market context. In the original text (Table 1), the ST of the four brand names, namely MUMISNHUS, DONGXING, BAILIAN, MIPENG, and DANBAOLI, encompass distinct Chinese cultural characteristics. In the translation of these highly localized brand names for sugar enterprises in Guangxi, the transliteration method can be directly employed. This approach aligns with the aspiration to adapt to the international market and enhance global brand recognition. Moreover, it effectively conveys the intended meaning and cultural context embedded within these brand names.

4.2. Free Translation

Over an extended period, cultural customs imprint unique language habits and distinctive expression features within each culture. When confronted with the task of translating foreign publicity materials, translators frequently encounter words that possess distinct Chinese characteristics, potentially posing comprehension challenges for foreign consumers.^[20] In such situations, free translation emerges as a valuable and efficient translation approach. Free translation represents a method that adopts a more flexible and creative stance toward the source text. In the process of free translation, the translator is not constrained to replicate every word or phrase exactly as it appears in the original text. Instead, the emphasis is placed on preserving the essence, style, or tone of the text. This form of translation finds common use in the realm of foreign publicity materials. To illustrate, consider the following examples:

Table 2: Cases for Foreign Publicity Material of Sugar Enterprises in Guangxi

Translation of Foreign Publicity Material of Sugar Enterprises in Guangxi	
1	Focus on the methods rather than the reasons behind them. Finish tasks on time. Make daily improvements.
2	Guangxi Sugar Industry Group is committed to becoming a leading exemplary and dominant enterprise in China’s sugar industry. We aspire to contribute to the development of modern and innovative food enterprises in Guangxi and promote rural

	revitalization in the region.
3	Insisting on sustainable development and building a century-old enterprise.
4	With the responsibility of being “committed to the high-quality development of the sugar industry and ensuring the national supply of sugar”, we strive to do this “sweet cause” well.

Analysis 2: In case1 (Table 2), primarily, this translation seeks to accurately and effectively convey the intended meaning of the original text. In the Chinese context, the ST of the phrase “focus on the methods rather than the reasons behind them” signifies the importance of providing reasons for one’s words and actions and underscores the significance of employing practical methods to complete tasks, rather than solely providing explanations or reasons for actions. If the ST of “focus on” were directly translated as “speak”, it would not fully capture the intended meaning in the original text but merely imply speaking or talking.

Secondly, the ST of “Make daily improvement” in China signifies a commitment to constant improvement and a relentless pursuit of betterment. It accentuates the idea that each day’s work must be of superior quality compared to the preceding day. “Make daily improvement” aptly translates the implication of ST in this context, encapsulating the essence of the original Chinese proverb and effectively highlighting the notion of continuous progress.

From the perspective of the Cultural Turn, it is evident that the influence of cultural nuances plays a significant role in translation. It becomes apparent that culture exerts a subtle influence on the translation process. By adopting a Cultural Turn approach, translators can better convey the intended meaning from the original text. As Li and Wang (2020) assert, “By situating the translation in a cultural context beyond the text, the translator can break free from the constraints of language and shift the focus from the original text readers to the target language readers, taking into account the audience’s cultural and cognitive backgrounds for optimal translation effectiveness”.^[21]

Analysis 3: In case2 (Table 2), this translation is well-aligned with the cultural context and commercial language of the target language, as guided by the Cultural Turn. The translation adheres to the principle of “translation localization” within Cultural Turn theory, which emphasizes the importance of choosing the most appropriate translation method based on the conventions, context, and cultural background of the target language and culture. The ST of the term “leading exemplary” frequently surfaces in Song poetry, denoting the highest-ranking scholar. In contemporary society, the ST of the term “leading exemplary” is emblematic of authoritative power, often used to describe exceptional individuals or leading enterprises in specific industries or fields. Within this context, the ST of the term “leading exemplary” is utilized to convey the exemplary role of the enterprise. Additionally, while a dragon in Chinese culture can symbolize “leading”, a tiger in the Western culture has the same symbolization. Consequently, from a cultural standpoint, a literal or alternate translation would be unsuitable, necessitating a translation approach that takes cultural factors into account. Describing the ST term as the “dominant enterprise” using the free translation method aligns with the original text’s intended meaning and effectively captures the cultural nuances associated with the term.

4.3. Literal Translation

The literal translation means translating a text word for word, phrase by phrase, in another language without making cultural adaptations, rhetorical changes, variations of sentence structure, or semantic significance in the original text.^[22] The literal translation is faithful to the original form of the text. Some examples are as follow:

Analysis 4: In case 3 (Table 2), the ST of the phrase “century-old enterprise” originated in China and is used to refer to enterprises that are more than a hundred years old. It represents a respect for

history and tradition, a sense of long-term vision and stability, and a commitment to excellence and innovation over the long term. It embodies Chinese cultural values such as respect for the past, continuity, and perseverance. These cultural values reflect the importance of tradition in Chinese culture, as well as the significance of an enterprise's long-term development and success. Therefore, in order to convey the Chinese cultural connotations embodied in the ST (century-old enterprise) accurately, a literal translation is necessary in order to accurately convey the rich Chinese cultural connotations embedded within the term.

Analysis 5: When translating this sentence, we need to consider the cultural symbols and values behind the words. In case 4 (Table 2), the ST of the phrase “sugar industry” is a unique cultural symbol in China and represents a long history of sugar production in Chinese culture. The ST of the phrase “committed to the high-quality development of the sugar industry” emphasizes the importance of striving towards high-quality development in the sugar industry, which is an important cultural aspect of the Chinese community. Similarly, The ST of “ensuring the national supply of sugar” reflects a responsibility and obligation to ensure a stable supply of food, which is also a deeply ingrained cultural value in our societies. Meanwhile, the ST of the phrase “sweet cause” conveys the idea of the importance and sweetness of the work, as well as the cultural significance of the sugar industry and the satisfaction and enjoyment that comes from it. Thus, based on the Cultural Turn, in this translation, literal translation can convey both the meaning and message, as well as the cultural implications and nuances of the original text better, which allows the translator to express ideas in a culturally appropriate way while maintaining the fluency of the translation.

Secondly, the Cultural Turn stresses the critical role of acceptability in translation success, claiming that translators must strive to conform to target readers' habits, preferences, and cultural backgrounds relating to culture, history, language, and society. This is necessary to enhance the acceptability of the translation. In this translation, from a translation strategy, English is a formal language that requires complete sentences with subjects, verbs, and objects. Thus, when translating, the subject “we” must be incorporated, among other things. In this instance, the translator chose to utilize a clause with accompaniment that aligns more closely with the reading preferences of English-speaking nations.

In this translation, the Cultural Turn strives to capture both the business and cultural implications of the original text while ensuring that the translation is appropriate and accessible within the target language and culture. Therefore, it can also be literally translated to express the meaning of the original text. Likewise, this sentence's translation adopts the reverse translation strategy to align with the reading habits of English speakers, resulting in a more flowing and seamless sentence overall. The translator has attended to the demands of the English-speaking countries.

4.4. The Enlightenment of the Sugar Enterprises Foreign Publicity Translation in Guangxi

The application of the Cultural Turn theory to analyze foreign publicity translation challenges faced by sugar enterprises in Guangxi, along with the proposal of potential solutions, can significantly contribute to enhancing an enterprise's international image and cultivating a positive reputation for Chinese businesses. Additionally, it serves as a catalyst for the exchange and integration of Chinese culture with global culture. An examination of the issue reveals that techniques such as free translation and transliteration are advantageous for the foreign publicity efforts of sugar enterprises.

The exchange of information within the realm of foreign publicity translation encompasses diverse facets, encompassing the nation, society, enterprises, consumers, and the international community.^[24] Translators are tasked not only with accurately conveying the original meaning but

also with considering the cultural background of the target audience.^[25] Achieving successful outcomes necessitates conducting the translation process while giving due consideration to these multifaceted factors.

5. Conclusions

Based on the preceding discussions, this study provides insights into translation enlightenment and methods. Translators are advised to meticulously consider the cultural disparities between China and the West and employ translation techniques rooted in the Cultural Turn theory that align with the reading preferences of English-speaking nations. These methods include transliteration, literal translation, and free translation. Attaining optimal translation validity requires translators to account for the cultural nuances and psychological cognition of the target language countries.^[26]

In the examination of foreign publicity translation for sugar enterprises in Guangxi, this thesis has synthesized pertinent translation methods through the lens of the Cultural Turn theory. The translation of enterprise foreign publicity not only contributes to the advancement of scholarly research in translation studies but also facilitates meaningful exchanges between sugar enterprises in Guangxi and international business entities.

Acknowledgements

This work was supported in part by the Guangxi Border Ethnic Culture Translation and Communication Research Program of China (Grant No. GXKSKYPT2021003), and Scientific and Technological Funds for Young Scientists of Guangxi Science & Technology Normal University (Grant No. GXKS2021QN007).

References

- [1] Collison, D. J. (2003). *Corporate propaganda: its implications for accounting and accountability*. *Accounting, Auditing & Accountability Journal*, 16(05), 853-886.
- [2] Hendershot, R. M. (2020). *Reflecting on the 'cultural turn': new directions in the study of Anglo-American relations and the special relationship*. *Journal of Transatlantic Studies*, 18, 455-476.
- [3] Sunsan, B. & Lefevere A. (2002). *Translation/history/culture: A sourcebook*. London: Routledge.
- [4] Li, M. (2016). *The creative poetry translation method from the perspective of the Cultural Turn-Longfellow's A Psalm of Life as a Case Study*. *Theory and Practice in Language Studies*, 6(05), 946.
- [5] Li, Z. & Tang, J. (2022). *Analysis on the influencing factors and countermeasures of publicity translation communication effect based on Text Type Theory*. *Wireless Communications and Mobile Computing*.
- [6] Naylor, S, et al. (2018). *Cultural turns/geographical turns: perspectives on cultural geography*. London: Routledge.
- [7] Osman, H. (2019). *Versatility in corporate writing Brochures from oil and gas companies*. *Corporate Communications*, 24(03).
- [8] Rahman, Z. (2019). *Impact of promotional activities of pharmaceutical companies over prescribing practices of health professionals*. *Journal of Enam Medical College*, 9(02), 72-73.
- [9] Willmetts, S. (2019). *The cultural turn in intelligence studies*. *Intelligence and National Security*, 34(06), 800-817.
- [10] Xie, J. & Liu, B. (2022). *On foreign Publicity translation from the perspective of Newmark's translation theory--A case study of China: Democracy that works*. *Journal of Sociology and Ethnology*, 4(03), 74-78.
- [11] Zhaoling, D. (2015). *Translation of corporate external publicity texts from the perspective of Skopos Theory -- A case study of Shandong Power Construction First Company's TV commentary*. *Anhui Literature (Second Half)*, (09), 129-129.
- [12] Yawu, F. & Quanfu, L. (2008). *"Cultural Turn" and the paradigm of cultural translation*. *Journal of Xi'an International Studies University*, (04), 47-50.
- [13] Yu, G. (2018). *Cultural turn in translation studies and its significance for the development of translation studies*. *Northern Lights*, 7.
- [14] Dan, H. (2018). *A study on corporate discourse translation based on functional register comparison*. *Journal of Shandong University of Technology (Social Science Edition)*, 34(06), 59-64.

- [15] Zhuoyue, H. & David, M. (2022). *The Collected Works of Stuart Hall*. Beijing: China Social Sciences Press.
- [16] Xuan, L. & Pengpeng, G. (2022). A study on the translator's subjectivity in English translation of corporate culture external publicity. *Modern Commerce and Industry*, (21), 228-229.
- [17] Qianwen, L. (2017). *Research on advertising slogan translation from the perspective of cultural turn*. Chengdu: Xihua University.
- [18] Wenmin, L. & Wei, W. (2020). A study on the English translation of *Wolf Totem* from the perspective of cultural shift. *Think Tank Times*, (11), 216-218.
- [19] Xiaoting, L. (2008). A discussion on the cultural translation strategy of *Water Margin* from the perspective of cultural transformation. Taiyuan: Taiyuan University of Technology.
- [20] Qiwen, R. (2017). Cultural turn and translation Studies from the perspective of language teaching. *Knowledge Economy*, (24), 159+161.
- [21] Li, W. (1984). *Wang Li's Collected works*. Shandong: Shandong Education Press.
- [22] Li, W. (2016). Problems and countermeasures in English translation of corporate external publicity -- A case study of enterprises in Quzhou. *Enterprise Review*, (09), 63-64.
- [23] Xinman, W. (2018). A report on the practice of translation of corporate promotional texts from Chinese to English under the Text Type Theory. Tianjin: Tianjin University of Finance and Economics.
- [24] Yingya, X. (2014). *Discourse reconstruction in corporate publicity translation from the perspective of adaptation theory*. Beijing: Beijing Jiaotong University.
- [25] Airong, Z. (2016). The translation of corporate external publicity in China from the perspective of discourse reconstruction. *Journal of Heilongjiang University of Education*, (02), 124-125.
- [26] Limin, Z. (2021). A study on the English translation of *Huangdi's Neijing Suwen* from the perspective of cultural shift. *English Square*, (21), 49-51.