Investigation and Research on Trademark Translation Based on Big Data

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Abstract. Trademark translation is a cross-cultural communication activity, which is an important factor in the sales of import and export commodities. Due to the different cultural backgrounds of different nationalities, we need to translate trademarks according to different cultural connotations of big data. Good brand translation can help local residents understand the goods, which can promote the sales of goods. The translation of trademarks can be more standardized through big data. So, the computer trademark translation plays a very important role, which can help enterprises achieve more accurate marketing purposes. However, there is a lack of systematic research on computer trademark translation in China. Therefore, this paper makes a statistical analysis of trademark translation methods based on big data. Then, through the questionnaire, this paper analyzes the consumers' preference for the translated name, which can be used to seal the promotional products. Finally, this paper expounds the trend of trademark translation.

Keywords: Trademark Translation, Statistical Methods, Big Data, Consumer Preferences

1. Introduction

With the rapid development of economic globalization, international trade has become the main contact activity among countries in the world. Therefore, many countries have joined in the international market trade. However, trademark is the vane of commodity quality, which is an important intellectual property of enterprises. A good trademark translation can let the local people quickly understand and remember the goods, which plays a very important role in international trade goods. A good brand translation can stimulate local customers' desire to buy, which will help enterprises quickly occupy the international market and get rich economic benefits. However, an inappropriate trademark translation will cause customers' antipathy, which is the result of different cultures. Therefore, trademark translation is the main factor of international trade, which can quickly open up the local market. Therefore, the translation of trademarks must fully consider the differences between China and the west, including culture, thinking and religion, which will open up the international market smoothly[1].

2. Methods of trademark translation

There are many ways to translate trademarks, including the following three, as shown in figure 1.
2.1. Voice transliteration
In trademark translation, transliteration is the most commonly used method, which is to write or read the pronunciation of another language. Among them, transliteration can be divided into direct transliteration and harmonic transliteration. When translating English Trademarks into Chinese, we can read them according to the English international phonetic symbols, and then we can translate them into Chinese trademarks with the same, similar or similar pronunciation\(^2\). For example, we translate Sony into “suǒ ní”. When translating Chinese Trademarks into English, we can also translate them directly in pinyin. For example, “zhōng huá pí jiǔ” is translated into “Zhong Hua Beer”. Among them, homophony is a way to get meaning from homophony. According to the pronunciation of trademarks, we can choose Chinese with the same, similar or similar pronunciation. At the same time, we should choose the homophonic words with good meaning, which will successfully arouse the love of Chinese residents\(^3\). For example, “PROM INA” is translated into paraphrase Prom ina as“bǎo méi yǎ”. In the same way, we can choose a word in the above table for homophonic meaning, which can form a new trademark again. For example, “ài fū” is translated into "AF", and “jīn wēi” is translated into "King way".

2.2. Free translation
We can divide free translation into three categories, including direct free translation, selective translation and reductive selective translation\(^4\). Among them, direct free translation is based on the meaning, for example, "Panda" is translated into “xióng māo cǎi diàn”, and free translation is based on the ideal free choice of words, which will constitute an ideal trademark. For example, "good company ion" can be translated as“liǎng yǒu"rather than “hào péng yǒu”. Among them, reductive semantic selection is a method of recovering English trademarks first and then translating them. For example, "NEC" is translated as “rì diàn pài”, which first restores the abbreviation: Nippon electric company, limited. Then, we translate it into “rì diàn pài”.

2.3. Literal translation
Literal translation is a direct translation method based on the literal meaning of trademark, which is almost the same as the original in content, structure and expression\(^5\). Through one-to-one correspondence, we can keep the characteristics of the original trademark to the greatest extent, for example, “dà bái tòu nǎi tǎng” is translated into "white rabbit", “xiǎo tiān é diàn qí” is translated into "Little Swan". Literal translation can

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**Figure 1.** Methods of trademark translation.
translate trademarks into straightforward language, which can let customers directly understand the performance and characteristics of products\(^6\). However, literal translation does not take cultural differences into account, which sometimes causes great trouble. For example, the famous Chinese underwear brand “sān qiāng” was translated into “three guns”, which was detained by the US customs. The U.S. Customs believes that “three guns” is smuggling arms, which is also a drawback of literal translation\(^7\).

3. Statistical research on trademark translation

In this paper, a total of 500 questionnaires were sent out, and 462 valid questionnaires were collected, accounting for 92.4%, which were mainly used for trademark translation. This questionnaire includes students, teachers, managers, civil servants, police, workers, doctors, businessmen, etc. This survey involves 50 English trademarks, including cosmetics, daily necessities, automobiles, electrical appliances, beverages, baby products, etc. By translating trademarks into three different methods, we can count our love for translation methods. The translation results are shown in figure 2. According to the survey results, Chinese people like literal translation most, accounting for 43.7%. Italian people like free translation most, accounting for 62.4%.

![Figure 2. Statistical research on trademark translation.](image)

4. New trends in trademark translation

4.1. The trend of trademark translation

Before trademark translation in China, action lexicalization is rarely used. However, with the development of society, people prefer to use action lexicalization, which can make people more positive about the trademark content. With the development of trademark translation, people will translate better, which is also the future trend of trademark translation. By changing the part of speech, trademarks will get some other new meanings, which will be better recognized by people\(^8\).

4.2. Diversified trend of trademark translation

English translation in China has been deeply influenced by western linguistic schools, which is a legacy of history. Translation theory of linguistic school is often used to guide translation practice, including functional equivalence, dynamic equivalence and equivalence principle. In the late 1990s, translation studies in China began to pay attention to the great influence of cultural turn on western translation studies. Since then, translation studies have the nature of literary and cultural studies. Therefore, many researchers have begun to study the translation of trademarks from the perspective of cultural exchange, which leads to cultural differences in trademark translation. The new translation theory will gradually open up our thinking. Therefore, the study of trademark translation also shows a trend of diversification\(^9\).

5. Conclusion

![Table]

|          | Voice transliteration | Free translation | Literal translation |
|----------|-----------------------|------------------|--------------------|
| Britisher| 19.4%                 | 41.6%            | 39.0%              |
| Italian  | 24.2%                 | 62.4%            | 13.5%              |
| American | 25.3%                 | 40.2%            | 34.5%              |
| Chinese  | 29.2%                 | 27.1%            | 43.7%              |
Computer trademark translation is an important and creative work, which is not only the issue of translation and computer technology, but also involves the image of export commodities and their business opportunities. In the future computer research, we should keep up with the trend of the times. By focusing on discovery, we can update better translation examples. Therefore, computer trademark translation should not be limited to the scope of English language and literature, which should be combined with a variety of disciplinary theories, including marketing, psychology and so on. Through better trademark translation, we can better serve the economic development[10].

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A Study on a Status Survey and an Optimization Strategy of the Translation of Agricultural Trademarks in Shaanxi Province in the Context of “Belt and Road”(19JK0985).

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