The Current Situation and Countermeasures of English Translation of Shaanxi Enterprise Profiles based on the Computer under the Parallel Text Comparison Mode

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Abstract. In the process of gradual integration into economic globalization, my country's major enterprises follow the development strategy of going global and participating in international market competition. In order to attract potential customers, expand foreign exchanges and cooperation, and enter the international market, major enterprises in Shaanxi have established English web pages to introduce products and services and establish brand images. Unfortunately, many English translated texts have problems in information processing, text layout, cultural norms and language norms, which seriously hinder the effective dissemination of information. Based on the computer, this paper compares the English translations of domestic and foreign corporate profiles on the basis of analyzing parallel texts, draws on the advantages of foreign corporate profiles, reviews the main problems in the English translation of Shaanxi corporate profiles, and puts forward countermeasures.

Keywords: English Translation, Shaanxi Enterprise Profiles, Parallel Text, Computer

1. Introduction

With the rapid development of economic globalization and the Internet, as well as the gradual deepening of the reform and opening up process and the further deepening of the Chinese dream, the economic contacts between China and other countries in the world are getting closer and closer[1]. In today's Internet, the enterprise's publicity page is undoubtedly a business card displayed to the world. The establishment of enterprise publicity website can not only accurately convey enterprise culture, introduce enterprise products in detail, establish a good corporate image, but also establish friendly cooperative relations, attract foreign investment, and promote the development of enterprises. At present, there are many problems in the English translation of Shaanxi corporate profiles. The main problem is not to start from the actual communicative function of the text, but to transform one text material into another. Generally speaking, enterprises and products are mainly introduced on corporate publicity websites. However, due to the lack of translation skills or the neglect of the culture behind the two languages, there are some problems in English translation of corporate publicity websites nowadays. Therefore, based on parallel text analysis, it is of great practical significance to analyze the common problems existing in the translation of corporate website publicity into English and to put forward reasonable solutions.
2. Parallel text

2.1. Concept of parallel text
Parallel texts are commonly used in comparative discourse linguistics, referring to texts of different languages and cultures with similar communicative functions and similar information in similar communicative situations. Generally speaking, the text in translation is a coherent sequence of sentences in series, which performs certain functions and purposes as a whole\(^2\). Such texts often have specific textual structures and linguistic manifestations. However, the discourse structure and linguistic expression of a particular text are often influenced by the genre of the text. Parallel texts produced in similar communication situations and exercising similar functions are actually texts of the same genre in both languages. Parallel texts of the same genre as the source language in the target language can provide specific basis and reference for the translator's adjustment in terms of both macro-text outline structure and micro-linguistic manifestation. Meanwhile, genre is the content of cultural context, which involves purposeful communication within a certain social and cultural context. It is pointed out that parallel texts can even be used as a ready-made translation model when translating texts with extremely standard style\(^3\).

2.2. Application of parallel texts in English translation of enterprise profiles
Text analysis is the main way to acquire text conventions in the target language. Combining Hasan's discourse structure, Swales' move and step and Bhatia's analysis method, the framework of discourse analysis can be roughly summarized as a hierarchical system of "component - step - Strategy - lexical grammar", as shown in figure 1.

![Figure1. General framework for discourse analysis.](image_url)

The first three aspects can be regarded as macro-analysis, mainly through reading judgment and statistical analysis, and corpus-assisted analysis can also be used appropriately; lexical-grammatical analysis can be regarded as micro-analysis, mainly relying on corpus-based analysis.

In addition to conveying the conceptual meaning, the structural part also pays special attention to the communication of interpersonal meaning in the form of concrete steps, such as personal use, mood, and evaluation system. 90% of British and American enterprises are private. Corporate culture advocates corporate values, centres on the interests of consumers and shareholders, and emphasizes interactive interpersonal relationships. Usually the first person words are used as the main narrative perspective, and the second person is used appropriately to achieve cohesion and coherence between sentences, and a certain modal auxiliary words are used to achieve the interactive communication between enterprises and customers.

3. Problems in English translation of Shaanxi enterprise profiles

3.1. The content is not specific enough and lacks sufficient conviction
The most taboo in translation is not understanding and thinking about the original text, as well as copying the full text, word for word translation\(^4\). In this way, it is impossible to achieve the ultimate goal of website publicity translation because of the rigidity of the original text and the lack of focus on
translation, without taking into account the preferences and needs of English target readers. In terms of language, there are no grammatical errors in sentences and no errors in expressions. However, in terms of content, the translation mainly focuses on the description of slogans and lacks sufficient convincing force. The translation is rigid in the original text and has no highlights and focus. After the translation, the mission of the enterprise and the core values of the enterprise remain only on slogans, lacking the support of the case, which is not convincing and tedious.

3.2. Too much background and paving information with loose structure
Influenced by the logical structure of Chinese, Shaanxi corporate publicity usually adopts the methods of paving, rendering, giving examples and so on, but if translated into English according to such a structure, the whole article will be loosely structured, even chaotic and nonsense. English habits are more concise and straightforward, straight to the point. Compared with the original Chinese version, the English description in this translation is not prominent, fails to show its competitive advantage, and the narrative is too plain and straightforward. The compact logical structure can facilitate readers' understanding and make the expression level of the whole website smooth.

3.3. Ignore the cultural differences between East and West
The main reason for the differences in expression is the cultural differences between Chinese and English. And an enterprise's English publicity website plays the role of communicating the culture of an enterprise, even the culture of China, to the people of English-speaking countries. Therefore, the differences in the way of expression need to be paid special attention to. In terms of expression, Chinese enterprises tend to list all kinds of awards and honours they have won in China. However, these awards and honours often lack authority. When translated into English, they will arouse the readers' doubts and thinking. Such translation of publicity websites also loses its role of publicity and introduction of the enterprises.

4. Strategies for English translation of Shaanxi enterprise profiles based on parallel texts

4.1. Strengthen the reading of parallel texts
Parallel texts are good references for translators in translation. Strengthening the reading of parallel texts is beneficial for translators to familiarize themselves with and learn authentic expressions of foreign publicity. It makes the translation more in line with the target language readers' reading habits, ways of thinking and value orientation, and makes the target language readers more clearly understand the prospects and purposes of the enterprise.

4.2. Emphasis on english structure and sentence coherence
Whatever the content of the enterprise profile is to express, the most basic requirements of the translation are compact structure, coherence and wordlessness, natural style, so that the target language readers can clearly understand a company and establish a good corporate image. The translation of loosely structured corporate profiles cannot really play the role of corporate publicity by placing it on the corporate publicity website. Therefore, the translation should be as simple as possible to express the content of the company profile, making the translation more compact and focused.

4.3. Pay attention to the differences between eastern and western cultures and values
Enterprise profile translation should take into account the national conditions, people's feelings and value standards of other countries. In foreign translation, cultural differences should be taken into account and the essence of the original intention should be conveyed. Therefore, translators should be aware of the differences between Chinese and Western cultural values, focusing on the aspects preferred by the West, and always play the role of publicity and introduction on publicity websites. Therefore, in order to make the target language readers who accept the western culture understand the achievements of enterprises better, we should avoid the translation of enterprise profiles containing too
much content with Chinese characteristics. The translation of enterprise profiles will make the vast majority of Western audiences difficult to understand. Therefore, the translation of enterprise profiles should be in line with the western readers’ choice.

5. Conclusion
At present, there are still many problems in the English translation of Shaanxi enterprise profiles. Such as: limited to the original text, the translation has no focus; differences in idioms lead to a loose translation structure; insufficient understanding of cultural differences leads to improper expression. These problems will affect the ultimate goal of corporate publicity, and prevent companies from obtaining better cooperation and sustainable development opportunities. Therefore, in order to enable Shaanxi enterprises to better integrate into domestic and world trade forces, use the advantages of Internet propaganda to make corporate propaganda play a better role, translators should be proficient in Chinese and English, accurately follow the translation principles, and be based on the original text. In-depth study of the cultural values behind the two languages, so as to achieve a comprehensive and accurate translation. In today's information age, only in this way can we avoid common problems encountered in corporate publicity translation, enhance the competitiveness of Shaanxi enterprises, and make them shining in domestic and international business competition.

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