A Study of English-Chinese Translation of Commercial Advertisements under the Background of "Internet +"

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Abstract. Under the implementation of the national strategy, "Internet +" is closely integrated with various traditional industries and has become one of the main driving forces for the economic development of the industry. For industrial development, "Internet +" provides technical tools, basic platforms, and link elements for building an ecosystem. The translation of commercial advertisements between English and Chinese is an important part of the language service industry. It is a major member of the cultural industry and guarantees the demand for commercial advertisement language services under the "Belt and Road" strategy in China. The combination of "Internet +" and commercial English-Chinese translation can promote the transformation and upgrading of commercial English-Chinese translation services. When translating commercial advertisements between English and Chinese, it is not only just a simple conversion of corresponding code symbols, but also needs to comprehensively consider the language background of national culture, customs and social development. In the context of "Internet +", the translation needs to reorganize the original information on the premise of ensuring that the semantics are basically equivalent and the functions are similar. With the help of modern computer network technology and cloud computing platform technology, this article builds an Internet-based translation platform to provide support for the translation, thereby achieving good translation results.

1. Introduction
Driven by the "Internet +", the innovation capabilities of various industries are constantly improved, and socio-economic transformation and upgrading are promoted. In commercial slogan translation, literal translation can keep the original content and characteristics of the advertisement as much as possible. For situations involving their own language characteristics, languages, and customs, free translation can be used to express the content of commercial advertising language more vividly and vividly.

In the English-Chinese translation of commercial advertisements, literal translation can maintain the original content and characteristics of advertisements. For situations involving their own language characteristics and language habits or customs, the use of free translation can more vividly and vividly express the content contained in commercial advertising language, which has a greater appeal to local consumer groups. The Internet is a multilingual network world. In the era of network informationization, new information and new knowledge are constantly increasing, and an information explosion has emerged. In the field of commercial advertising English-Chinese translation, traditional pure manual translation has been unable to meet the demand. It is urgent to use computer network technology to build a commercial advertising English-Chinese translation platform, form a convenient and flexible translation tool, and provide assistance for commercial advertising English-Chinese translation. The translation based on the Internet is indeed fast and accurate. The use of Internet translation can increase the speed of translation and increase the accuracy and professionalism of translating commercial advertisements between English and Chinese.
2. The Driving Force of "Internet +" for Commercial English-Chinese Translation

The influence of "Internet +" on the translation of commercial advertisements between English and Chinese mainly includes three aspects.

2.1. "Internet +" constitutes a basic platform for the translation

In the context of "Internet +", the language communication of social networks presents the characteristics of networking and virtualization. "Internet +" has become an important platform for the translation of English and Chinese commercial advertisements in the new era. In the context of "Internet +", translation is generally virtualized on the Internet. The commercial English-Chinese translation service of commercial advertisements deployed on the Internet cloud is gradually flat and streamlined. "Internet +" promotes the online production of commercial English-Chinese translation services, technology and other resources, and can provide commercial English-Chinese translation services online.

2.2. "Internet +" has realized the Digitization of the translation resources.

In the "Internet +" era, big data can quickly and efficiently gather resources, process information, integrate the entire process of translating commercial advertisements between English and Chinese, and intelligently achieve optimal resource allocation. Progress has been made in natural language processing technology, and translation terminology, memory, and process management technologies have been improved. On this basis, by deploying a cloud server for translation of commercial advertisements between Chinese and English, it has become an important development direction to translate commercial advertisements between Chinese and English. The voice language database is continuously constructed and improved. Voice interaction technology facilitates the access of terminal applications and improves the user experience effect of commercial advertisement translation between English and Chinese.

2.3. "Internet +" Forms a Collaborative Network of Commercial English-Chinese Translation

Under the "Internet +" background, the task of translating commercial advertisements into English and Chinese is decomposed, and work efficiency is improved through cooperation. Due to fragmented content and immediate delivery of commercial advertisements between Chinese and English, pure machine translation has bottlenecks. Under the "Internet +" crowdsourcing network division of labor, the task of translating English and Chinese commercial advertisements can be assigned to appropriate translators.

The above three aspects drive the development and innovation of commercial English-Chinese translation. The driving force of "Internet +" for commercial English-Chinese translation is shown in Figure 1.

![Figure 1. The driving force of "Internet +" for commercial English-Chinese translation](image-url)
3. Construction of an Online English-Chinese Translation Platform for Commercial Advertisements Based on Cloud Computing

The operation of an online English-Chinese translation platform for commercial advertisements requires corpus resources, storage space, computing resources, and application systems. The architecture of an online Chinese-English translation platform for commercial advertisements based on cloud computing is shown in Figure 2.

![Architecture diagram](image)

Figure 2. The architecture of an online Chinese-English translation platform for commercial advertisements based on cloud computing

3.1. User module
In the user module, a description is given of the use of cloud-based commercial advertisements between English and Chinese translators. The user inputs the commercial advertisement to be translated into the cloud platform system in the form of text or file, and serves as the data source of the cloud platform system. According to the translation results fed back by the cloud platform, when there are multiple translation choices, the user needs to make a manual judgment to select the best translation result from them.

3.2. Client module
Communication network technology is rapidly developing, wireless mobile terminal equipment is diversified, and the client part is no longer limited to personal computers, but also includes smart phones, smart watches, and smart TVs. The client sends the commercial English-Chinese translation of the commercial advertisement, receives the translation result and displays it to the user, and the translation result of the cloud platform can be displayed on different terminal devices.

3.3. Application layer module
In the cloud-based commercial advertising online English-Chinese translation platform, the application layer is responsible for providing translation software. The online English-Chinese translation platform is included in this level, and the Internet platform is the framework of the English-Chinese translation system. The user logs in to the website and enters the platform, and calls the cloud computing interface to obtain the English-Chinese translation service provided by the cloud platform. This article is based on a cloud computing-based online commercial English-Chinese translation platform. The application layer module structure is shown in Figure 3.
3.4. Management platform layer
In the cloud-based commercial advertising online English-Chinese translation platform, the management platform layer is a variety of software for advertising translation services, which provides the environment for system operation and plays a central role in the system. The management platform layer structure is shown in Figure 4.

3.5. Data management
The data management layer is responsible for storing various data. For the online translation system, building a complete corpus is the core and foundation for carrying out online translation of commercial advertisements between English and Chinese. Through cloud computing data storage services, corpus resources are integrated to build a corpus resource pool.

Cloud computing provides data storage by server clusters with sufficient storage space and can be dynamically expanded as needed. Store the commercial English-Chinese translation corpus in the cloud, which can be used at any time.

The data layer is responsible for storing unstructured and structured data. Structure data can be expressed in a two-dimensional table structure and stored in a relational database; unstructured data can be stored in the file system in text form, file paths can be stored in the database, and large object fields can also be stored in the database in. The data management structure is shown in Figure 5.
4. Chinese-English Translation of Commercial Advertisement Based on Cloud Platform

The steps of translating commercial advertisements between English and Chinese can be roughly divided into several stages. Pre-translation preparation is important, but it takes more time. In the translation stage, you need to query and verify the translation. There is a non-one-to-one correspondence between information on the Internet. We need to remove redundant information in order to obtain the correct information resources. After receiving the translation results of the cloud platform, we need to polish the original text and review the changes. In the modification stage, we can use parallel texts to improve the smoothness of the translation, avoid repeated expressions, and make the translation more authentic. We need to use the cloud platform to objectively translate commercial advertisements into English and Chinese. We must be able to correct mistranslations and mistranslations of the cloud platform. The cloud-based commercial advertisement translation process is shown in Figure 6.

![Figure 6. The cloud-based commercial advertisement translation process](image)

5. Conclusion

The translation of commercial advertisements between English and Chinese is an important part of the language translation service industry. The combination of "Internet +" can promote the transformation and upgrading of commercial advertisement translations between Chinese and English. In the context of "Internet +", translation of commercial advertisements between English and Chinese requires reorganization of the original information. Using cloud computing platform technology, etc., a targeted Internet translation platform is constructed to support the translation, providing a guarantee for good translation results.

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