

中文广告的翻译

——功能理论为视角的研究

On the Translation of Chinese Advertisement
into English

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前 言

“广告、广告，它无孔不入，无所不在。”据统计，全世界每人每天平均至少要接触 800 次广告，而在美国甚至达到 1600 次。现代社会真可谓是一个充满广告的世界，如果有人说在人们呼吸的空气里亦应加入“广告”成分，那亦是理所当然的。

广告大师罗瑟·瑞夫斯 (Rosser Reeves) 提出：“广告是一门专门的技巧。新闻写作是，小说是，戏剧也是一种专门的写作技巧。”广告语言，因其具有特殊的效用，已逐渐从普通语言中独立出来而发展成为规范化的专用语言，遣词造句与普通语言也有着许多差异，并随着广告的发展、时代的进步、科技的进步及社会的变更而变化。广告语言可以说是受语言学、心理学、经济学、营销学、社会学甚至美学多门学科诸多因素综合影响所形成，具有多方面的研究价值。

随着市场经济在我国的确立和发展，随着我国加入 WTO，随着世界经济的全球化，外国广

告大量涌入，而我国的企业为开拓海外市场亦需要出口广告，所以，如何理解和运用广告语言是个很现实的问题。

在现代社会中，作为商业形象的广告已渗透到人类活动的各个角落，并逐渐成为人们日常生活中的重要成分。随着国际贸易和跨国公司的飞速发展，广告翻译在国际交流中的作用日见显赫。然而，我国对国际广告翻译理论的研究却显得滞后。这是因为，传统的翻译理论，比如“信、达、雅”的原则和“忠实”、“等值”的翻译策略，并不能满足对广告翻译现象的完美解释，也无法满足广告翻译实践的各种要求。其症结所在，是因为广告是一种具有极高商业性质的实用文体，其最终目的与主要功能与其他文体的文本相比，有其强烈的特殊性。这种目的和功能上的特殊性决定了广告翻译的特殊性。

要发现广告翻译的特殊性，需要对它的内在规律进行系统的研究。本书对广告翻译规律进行研究的武器，主要是翻译研究中的功能理论。

功能派翻译理论以译书和目标语书化为着眼点，强调实现译书目的的各种信息，认为译者

有权选择实现译书预设功能的最佳翻译策略。其贡献在于，将译文功能的实现引入翻译批评体系，并将其作为衡量翻译质量的主要标准。这为一些非常规的翻译策略提供了理论依据。

对广告翻译实例的分析表明，为实现译文在译语文化中的预设功能，不能把广告翻译当作一种将原文信息忠实地转换到译文语言之中的临摹行为，而应将其变为一种积极的、创造性的诠释过程。在这一过程中，译者须对原文信息做出文化上和语言上的调整，以适应译语文化及译书读者的具体情况。

广告及广告翻译的这种以读者书化为导向的特质决定了传统的翻译观念及翻译标准难以适应广告翻译的特殊情况。因此，本书从功能理论的视角出发，探讨了广告翻译所应遵循的标准，进而提出，广告翻译应遵循 KISS 原则、准确性原则和可读性原则。

对翻译策略与方法的选择取决于译者所遵循的翻译标准。在功能派翻译理论的指导下，本书在总结传统的广告翻译方法的基础上，提出了一些新的翻译方法和策略，包括仿拟、情感传递和文化补偿。文化是广告翻译的重要因素。因

此，本书还重点分析了广告翻译中的文化差别和文化障碍问题。

本书的主要结论是：在广告翻译中，译者应着重实现译文在目标语文化中的预设功能。为达此目的，译者将不可避免地会对原文做出文化的和语言的调整。因此，广告翻译应赋予译者充分的创造自由。

本书共分为六章，侧重分析了广告语言的词法、句法和修辞手段，以及广告翻译的原则和策略。书中所引例证、实例大部分是从近期出版的广告书刊和报刊杂志上广泛摘录而收集的，也适当参考了国内外出版的有关书籍，力求突出广告语言的特点和广告翻译的特殊性，以飨广大读者。

由于笔者水平有限，书中纰缪挂漏，在所难免，尚希广大读者和专家不吝赐教，使本书不断完善。

编 者

Abstract

Advertising is the symbol of modern commercial society and reading advertisements has become an important part of our daily life. The rapid development of international exchanges leads to a growing need for international advertising, thus the need for ad-translating. However, the study of ad-translating in China is not in pace with the growing need. With their clear-cut purpose of promoting sale, advertisements are of a very special type of writing, so that traditional translation theories seem to be inadequate to have the process of ad-translating satisfactorily interpreted. We need a new perspective to make up for the deficiency and inadequacy. The book holds that the functionalist perspective is an effective solution.

The functionalist concept of translation has opened up a new way for the study of translation.

This approach is characterized by its target-orientedness. It emphasizes the functionality of the target text in the target culture and requires the translator to put all possible factors into consideration that are helpful to making the target text functionally effective, so that the translator is encouraged to use whatever strategies he thinks appropriate to the purpose of the translation. The major contribution of the functionalist approach is its adoption of function and purpose of the target text as the decisive criterion for the work of translation, which can be used as the theoretic basis for studying special-oriented, unconventional translations such as translating advertisements.

The strong orientedness of advertisement translation determines that ad-translating is not just a faithful representation of the message of the source text in another language, but a dynamic process of active interpretation and creative annotation, in which the translator needs to make adaptations of the original text, using the target

culture as the reference, in order to please the taste of target readers.

Such specialty in the nature of ad-translating has staged strong challenge for traditional theories for conventional translation. To fill up the defect, the author of the book, in light of the functionalist skopostheorie, has studied the process of ad-translating and its principles and criterion of judgment. The author suggests the KISS Principle, Readability and Accuracy as principles for ad-translating activities.

Choice of translating strategies and methods is determined by what criterion the translator takes. From the perspective of functionalism, after a summary of traditional translating methods, the author has put forward some new approaches of practical use, such as imitation, emotional conveyance, cultural compensation, etc. The author has also analyzed the problem of cultural barriers caused by cultural difference.

This book concludes that realization of the designed purpose of the translation in the target

culture is the primary concern in ad-translating. To attain the purpose, cultural and linguistic adaptations of the original text are inevitable. Therefore, ad-translators enjoy more freedom of creation, that is, so long as effect is guaranteed, they are free to choose what to translate and how to translate.

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Chapter one

Introduction

Advertisements are all around us. Whenever we turn on the radio or TV, we hear or see advertisements. Whatever newspaper or magazine we read, there are advertisements. Wherever we go, in the streets or on a bus, advertisements are of a common sight. In fact, all the public places are permeated with advertisements and advertisements become an essential part of our life. They are playing an important role in promoting sales, which is a decisive factor in the development of the national economy.

With the rapid development of China's economy and opening-up to the outside world, more and more Chinese products are exported to foreign countries, and in the meantime, foreign

goods and services are flooding into China. The increase in international exchanges and the intensification of commercial competition lead to a growing need for international advertisements and thus of ad-translation. The demand for advertisement translation is getting strong and the work of ad-translating becomes an indispensable part of international marketing.

However, the study of advertisement translation, especially that between the English and Chinese languages, is far from satisfactory to its need. Nowadays, most people still translate advertisements under the guidance of traditional theories for conventional purposes. As a result, such translations are not so effectively as expected, because the target audiences are often baffled by such translations. As Liu Fagong (刘法公, 1999) points out, advertisement translation has long been a weak point in contemporary practical translation. Let us take some translations of advertisements from Chinese to English for example. In china, most advertisers