International Journal of Management and Humanities (IJMH)
ISSN: 2394-0913 (Online), Volume-11 Issue-10, June 2025

Research on Strategies for Chinese-English Translation of Company Profiles

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Abstract: ***As global economic integration deepens, numerous Chinese enterprises have expanded internationally. In this context, company profiles, serving as corporate ambassadors, assume a pivotal role in international business interactions. However, current research reveals that language barriers, cultural disparities, and other factors significantly impact translation quality. Most existing English translations of Chinese company profiles exhibit inconsistent quality and numerous deficiencies. This study investigates the challenges in translating Chinese company profiles into English through a systematic analysis and comparison of diverse profile types. This research seeks to enhance translation quality and support Chinese enterprises' global market expansion by identifying translation shortcomings and proposing targeted solutions. Effective translations of company profiles must accurately convey industry-specific terminology, mitigate potential misunderstandings stemming from cultural differences between the West and China, and be tailored to diverse target audiences.***

Keywords**:** ***Company Profile, Linguistic Features, English Translation Strategy***

I. INTRODUCTION

In the context of economic globalisation, Chinese enterprises are increasingly engaging in international market competition. As a crucial instrument for external corporate publicity, company profiles serve as the primary source of information through which potential customers and partners become acquainted with an enterprise. A high-quality English company profile accurately conveys corporate information and values, effectively shapes corporate image, and enhances international competitiveness. However, current English translations of Chinese company profiles often exhibit inconsistent quality, which can adversely impact a company's global image and business opportunities. Consequently, researching company profile translation strategies holds substantial theoretical and practical significance. This study examines common errors in Chinese-English company profile translations and employs case analysis to identify effective strategies for enhancing translation quality and achieving optimal communication effectiveness.

Manuscript Received on 23 March 2025 | First Revised Manuscript Received on 27 March 2025 | Second Revised Manuscript Received on 20 May 2025 | Manuscript Accepted on 15 June 2025 | Manuscript published on 30 June 2025.
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II. LINGUISTIC FEATURES OF COMPANY PROFILES

Company profiles frequently incorporate specialized terminology, industry-specific vocabulary, and promotional language. Specialized terms, such as “semiconductor” and “logistics”, ensure informational accuracy and professionalism [1]. Promotional vocabulary, including terms like “leading”, “innovative”, and “premium”, highlights corporate advantages and appeal. Chinese company profiles often feature complex, flexible sentence structures with shorter sentences and paratactic constructions, where semantic meaning rather than grammatical connectives links clauses. In contrast, English company profiles prioritize grammatical completeness and logical coherence, frequently employing lengthy, hypotactic sentences with conjunctions and clauses to express intricate semantic relationships. The primary function of a company profile is to present the company’s basic information, business scope, history, culture, products, and services to target audiences, including potential customers, partners, and investors. This presentation aims to establish a positive corporate image, attract audience attention and trust, and foster business collaboration and development. Company profiles often contain rich local cultural connotations, reflecting the cultural values, ways of thinking, and social customs of the enterprise’s home country or region. Properly addressing these cultural elements during English translation is crucial to prevent cultural conflicts and ensure the effective transmission of cross-cultural information.

III. COMMON ERRORS IN ENGLISH TRANSLATION OF CHINESE COMPANY PROFILES

In international business communication, the English translation of a company profile serves as a corporate business card, directly impacting enterprise image and cooperation opportunities. Common translation errors include overly long sentences, cultural differences, and “Chinglish”, which can directly harm the quality of the English translation of company profiles [2].

A. Formatting and Terminology Translation Errors

Punctuation plays an indispensable role in written communication. While Chinese and English share fundamental marks such as commas, exclamation points, question marks, periods, and ellipses, they differ significantly in other areas. In most contexts, English lacks book title marks and semicolons, which translators must carefully note. Additionally, differences in dash lengths and quotation mark formats between the two languages require identification and standardization. The visual

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presentation of a translation also significantly impacts first impressions. Uneven paragraph spacing, inconsistent layout, and variable font sizes in translated documents can immediately diminish quality perceptions. Terminology translation requires particular attention, especially when it comes to expressions involving currency. Translators must accurately render different currencies (yuan, dollar, euro, yen) and consider exchange rate implications when converting monetary values.

B. Translation Errors Caused by Cultural Differences

Cultural differences represent a pervasive yet often overlooked source of challenges in translation. These errors may be less evident than grammatical mistakes, but can have far-reaching consequences [3]. They primarily manifest in value differences and conceptual divergences between cultures. Colour symbolism illustrates this well. In Chinese culture, red symbolises joy and good fortune, and it is often featured in national flags, wedding attire, and festival decorations. In Western contexts, red carries different connotations—sometimes representing danger or violence, as in “Bloody Mary.” Similarly, white signifies purity in Western weddings but traditionally represented mourning in ancient China. Beyond colour, numerous other cultural differences exist in numerology, zodiac systems, culinary practices, and value systems. Translators who fail to account for these differences risk miscommunicating symbolic meanings, potentially transforming auspicious symbols into inauspicious ones across cultural contexts.

C. Legal Errors and Language Expression Errors

Internet technology has enabled some companies to source translators online, thereby reducing costs. However, the variable quality of online translators has introduced numerous legal and linguistic errors in company profile translations. These include lexical confusion, incorrect word-class usage (nouns as verbs, adverbs as adjectives), and improper collocations such as "do progress" instead of "make progress." Additionally, overly direct translations often result in "Chinglish." A typical example is the incorrect translation of "We very welcome..." which should be rendered as "We warmly welcome..." rather than the literal "We very welcome..."

IV. ENGLISH TRANSLATION STRATEGIES FOR CHINESE COMPANY PROFILES

A. Foreignization and Domestication

Translators navigate between foreignisation and domestication strategies when addressing cultural differences between Chinese and Western contexts [4]. Each language embodies cultural imprints, requiring translators to engage with linguistic and cultural dimensions. Foreignisation involves preserving source cultural elements, acknowledging differences, and presenting them in the target language. Domestication, conversely, adapts content to align with target cultural norms, facilitating comprehension and avoiding cultural friction to achieve effective communication. For instance, "Four Asian Dragons（亚洲四小龙）" can be foreignized as "Four Asian Dragons" or domesticated as "Four Asian Tigers". The former preserves cultural specificity but may confuse readers unfamiliar with Chinese symbolism; the latter enhances immediate understanding but risks losing original cultural connotations.

When translating company profiles, the primary objective is to introduce Chinese enterprises and culture to international audiences, making domestication often preferable. For example, "black tea（红茶）" is used instead of the translated "red tea," aligning with foreign terminology. Similarly, for the "Peacock（孔雀）" brand colour TV, direct translation might evoke unintended associations in Western contexts (where "peacock" can imply pride or vanity), prompting suggestions to use "Uranus" (meaning "supreme God") as a culturally resonant alternative.

Company profiles serve as vehicles for showcasing enterprise image and culture while retaining Chinese cultural elements that enhance international market distinctiveness and appeal [5]. Transliteration and paraphrasing prove effective when encountering traditional crafts or cultural heritage terms—for example, "mortise and tenon joint (榫卯， sun mao—traditional Chinese mortise-and-tenon technique)." This approach allows foreign audiences to grasp Chinese cultural concepts while strengthening corporate memorability.

The translation should be audience-oriented, taking into account the reader's reading habits, needs, and expectations. Linguistic style should prioritise conciseness, clarity, vividness, and impact, avoiding overly complex expressions [6]. Strategies should be adaptable to different communication channels and promotional objectives. Web-oriented profiles may employ interactive, contemporary language, while those for formal business negotiations require rigour and standardization.

B. Literal Translation and Intentional Translation

The literal translation aims to preserve the original text's content and form within the constraints of the target language, particularly its metaphors, imagery, and cultural nuances. The translated text should mirror the original's expressive and syntactic structures as closely as possible, achieving full equivalence when feasible. British translation theorist Peter Newmark noted that direct translation respects the target language's syntax while conveying the original's core meaning, even in the face of linguistic differences. However, the literal translation is not rigid or mechanical. For instance, "nothing could be done" should not be translated "无事可以被做" verbatim if it sounds unnatural, nor should "we saw an acrobat standing on his head" be translated "我们看见一个杂技演员正站在他的头上" word-for-word if it loses clarity. Effective literal translation maintains the original's structural elements—word order, sentence construction, and rhetorical devices—while ensuring faithfulness, fluency, and readability. Proverbs like "Barking dogs do not bite（吠犬不咬人）," "Blood is thicker than water（血浓于水）or "A rolling stone gathers no moss（滚石不生苔）" exemplify successful literal translations that retain both meaning and form [7].

Yet, not all texts lend themselves to literal translation. When it falls

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short, free translation offers an alternative. Free translation prioritizes the original's content over its structure, reworking the text to align with the target language's norms. It interprets the original meaning without being bound by its form, though it must still stay true to the source. As translator Fan Zhongying stated, free translation captures the general meaning naturally and fluently without fixating on minute details. This does not license arbitrary changes or omissions. For example, "她怕碰一鼻子灰，话到了嘴边，她又把它吞了下去" can be freely translated as "She was afraid of being snubbed [8]. She swallowed the words that came to her lips," enhancing clarity for foreign readers. While free translation allows greater flexibility than literal translation, it is not without constraints. Both methods have their place, with literal translation being more restrictive (like dancing in shackles) and free translation offering more manoeuvrability (like dancing with slightly looser bonds). The choice depends on which approach better conveys the essence of the original text in context.

V. CONCLUSION

The English translation of company profiles is a complex and crucial task that demands robust language skills from translators and a comprehensive understanding of the unique features of company profiles [9], potential translation challenges, and the target audience's specific needs. Translators can effectively overcome the various obstacles encountered in this process by strategically integrating methods such as literal and free translation, addition, and omission. This ensures accurate information delivery, upholds a positive corporate image, and drives the company's growth in the international marketplace.

As economic globalization advances and cross-cultural exchanges intensify, the field of company profile translation will encounter new opportunities and challenges. Translators must stay innovative and adaptive to meet these evolving demands. The rise of artificial intelligence has led to an increase in the use of machine translation in this field. Future research should explore the combination of machine and human translation, leveraging machine efficiency for significant texts while utilising human skills for quality refinement. Additionally, ongoing improvements in translation memory and terminology management systems will substantially support company profile translation. Research into optimising these tools for efficiency, consistency, cost reduction, and troubleshooting will become increasingly important.

Company profiles are dynamic documents that evolve in response to business growth, market shifts, and cultural exchanges. Translation strategies must, therefore, be flexible and updated regularly. This involves monitoring new linguistic trends, artistic elements, and market demands and adjusting strategies accordingly. It is also essential to track the performance and feedback of translated profiles in international markets, refining strategies based on real-world outcomes. Through continuous practice and research, company profile translations can align with business development and market needs, empowering companies to thrive globally.

DECLARATION STATEMENT

After aggregating input from all authors, I must verify the accuracy of the following information as the article's author.

- **Conflicts of Interest/ Competing Interests:** Based on my understanding, this article has no conflicts of interest.
- **Funding Support:** This article has not been funded by any organizations or agencies. This independence ensures that the research is conducted with objectivity and without any external influence.
- **Ethical Approval and Consent to Participate:** The content of this article does not necessitate ethical approval or consent to participate with supporting documentation.
- **Data Access Statement and Material Availability:** The adequate resources of this article are publicly accessible.
- **Authors Contributions:** The authorship of this article is contributed equally to all participating individuals.

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