



A Study on C-E Translation of the Introduction of Chinese Oil Corporations under Skopos Theory

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Abstract: Nowadays, many Chinese corporations have opened up the international market. A good company profile is essential for companies to build a good company image. As the pillar industry of the national economy, oil corporations should do a good job of business promotion. This paper mainly focuses on the application of Skopos theory in the company profile and discusses how to apply the Skopos theory to the translation of the company profile. And finally, by analyzing the Chinese and English versions of the oil company profile, this paper tends to find the differences between the two versions, and by analyzing the differences, gives suggestions for translating the oil company profile better.

Keywords: Skopos theory; oil company; company profiles; C-E translation

1. INTRODUCTION

Because of further implementation of the policy of reform and opening-up and the Belt and Road Initiative, an increasing number of Chinese corporations are going globally to gain the share of international market, hoping to gain a foothold in the international market. Some Chinese oil companies begin to write their company profile in English, while the company profiles in English of many Chinese corporations have problems at grammatical, and cultural levels, which destroy company images and are unable to attract the foreign customers and investors. Therefore, an effective company profile in English becomes a necessity for these corporations to do international business. As a specialized text, company profile has its own characteristics and communicative functions. So they should be studied deeply and systematically.

2. SKOPOS THEORY

Skopos theory, as the core theory of this translation theory, was first mentioned by Hans Vermeer in his 1978 book, *Framework for a General Translation Theory* (Bian & Cui, 2008). According to the Vermeer, the Skopos rule must be given priority (Nord, 2001), which means any translation is determined by the purpose of translation. That is, the result determines the method. The purpose here includes three aspects: the purpose of the translator, the communicative purpose of the translation, and the purpose to be achieved by using some special means of translation. According to Vermeer, each text must be made for a specific purpose and follow this purpose all the time.

3. COMPANY PROFILE

The company profile is a kind of text that summarizes the long-term and short-term goals, company's history and achievements. It is one of the most effective means of demonstrating corporate strength, attracting new investors, new clients and new employees. Among the four major groups of readers in the company profile, new investors aim to find out if there are guaranteed investments and return; the purpose of a new customer is to know whether the products and services provided by the company meet their needs; job seekers are more concerned about the business is consistent with or close to their own interests and expertise; while others may be attracted by some of the contents of the company profile and develop into potential customers. A good company profile can not only meet the needs of the above four categories of people at the same time, but also enhance the company image and visibility. Therefore, the importance of corporate profile translation for export-oriented enterprises is particularly important.

The purpose of the company profile translation is mainly reflected in the following two points: 1) company profile translation is conducive to establishing a company image and enhancing its visibility. In order to establish a good public image, companies must first provide excellent products and services to the society, and secondly, introduce themselves to the public through various means of publicity. The company profile will not only provide a detailed introduction of its products and services, but also demonstrate its entrepreneurial spirit, the social outlook and values. At the same time, companies can register their unique business names, produce attractive advertisements and design their own unique corporate logo, thereby deepening the public's impression of the company and ultimately achieving the purpose of corporate publicity. 2) company profile helps to expand the company's business scope. The improvement of corporate reputation also helps to expand its business scope. Companies that receive numerous provincial, national, and international awards must have a high degree of credibility and are more likely to attract new investors. The expansion of capital will attract more new customers and more outstanding talents. The introduction of excellent talents undoubtedly injects fresh blood into the company's development and further promote the development of the company and expand its business scope.

4. ANALYSIS UNDER SKOPOS THEORY

4.1. Lexical Level

Culture-loaded words reflect a country's history, social customs, language and culture (Liao, 2000). People in different culture have different ways of thinking and observing the real world. And the unique style and ethnic characteristics can be found in their own language development. Differences in languages, modes of thinking and life experiences among ethnic groups lead to lexical vacancies in different languages. Translation of culture-loaded words vacancies asks translator to translate culture information loaded by culture-loaded words with appropriate translation strategy.

Example 1: “十二五”后，将东北油气分公司建设成为大中型油气田。

Example 2:

进一步把握机遇、直面挑战、不辱使命、创新实践，为实现百万吨级油气田目标，把中国石化建设成世界一流能源化工公司而努力奋斗。

From the above examples, we can find several culture-loaded words, such as “十二五”，“不辱使命” and so on. For the “十二五”，If the translator just translate it into “twelve and five”，it would confuse the target readers. But if the translator translate it into “the Twelfth Five-Year Plan”，the target readers can get the real meaning.

To translate such as the above culture-loaded words, the translator must find relevant information in the process of translation to find its exact use to avoid the source information loss.

4.2. Syntactic Level

The structural features of the sentences in English and Chinese are quite different: English sentence structure is more rigorous, the structure is dominated by the subject-verb axis, the subject is prominent, and the Chinese sentence structure is loose, constructed on the theme-statement axis, with prominent theme. Therefore, in many cases, if the subject in the Chinese source sentence does not directly correspond to the target sentence, the translator needs to change the subject appropriately according to the situation in the translation, so that the translated text conforms to the syntactical expression habit of the translated language. The subject's position in Chinese company profiles usually is in the beginning of the sentence to highlight the context and sequence of the sentence, or even the sentence is without the subject. While in the English company profile, the subject's position is relatively flexible, neither in the beginning or the middle of the sentence, and the sentence must have the subject. Based on the sentence trunk, the sentence meaning can be expressed by adding the appropriate "branch structure", "modified structure" or “subject”.

Example 3: 1978年，原油产量达到1946万吨，成为我国第二大油田。

English version: Shengli has been the second largest oilfield since 1978 with annual oil output of 19.46 million tons that year.

By comparing the Chinese version and English version, we can find that Chinese sentence's subject is “原油产量” and the omission of the subject “胜利油田”. And in the English version, the translator add the subject “Shengli” and transfer the “原油产量达到 1946 万吨” into modification structure.

4.3. Discourse Level

English with complete structure, as a kind of hypotaxis language, focuses on structure and form, often using a variety of cohesive means to structure the sentence. However, as a kind of parataxic language, Chinese arrange its clauses with less or without connectives, focusing on the connection of functions and meanings. “The translation of Chinese to English basically shows the process of conversion from the parataxis to hypotaxis. In this process, the Chinese sentence patterns often need to hierarchically process the information” (Liu & Feng, 2011). Therefore, in the translation of English and Chinese, the translator should use the corresponding approach according to the different characteristics of the two language sentence structure.

Example 4:

胜利油田发现和崛起后，兴建了大批公益工程，催生了新兴石油城——东营市。

English version: A new oil city of Dongying emerges from nothing with the discovery and growing up of Shengli, because of its massive of public welfare facilities.

By comparing the two versions, we can find that the Chinese sentence tends to be the sentence with several verb phrases, but these verbs are connected without logic. And for the English version, the translator added the connective “because of” to the translation according to the logic, and transfer the subject.

According to the above analysis, we can infer that the translator should always remind himself or herself of Skopos theory and must abolish our Chinese way of thinking and transfer into the point of target readers in translation. And to avoid Chinese style translation, the translator can add some logic words into the target text (Pinkham, 1998).

5. CONCLUSION

As a material for publicity, company profile aims to maximize the outcome of the publicity. So translator should selectively translate the pluralistic information provided by the source text to adapt to the target readers' reading habits. To highlight the key information cared by target readers, translators can effectively transmit the information to reach the goal of cross-culture communication.

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