

The Linguistic Features of Advertising English and the Strategies of Appealing Reproduction in Chinese Translation

Hongfei An

Sichuan University, Chengdu, Sichuan, 610065, China

ABSTRACT

In order to probe into the unique language law of advertising English and provide scientific strategies for Chinese translation practice, this paper makes a study of the language features of advertising English and its reappearance in Chinese translation, so as to help cross-cultural advertising transmit information more accurately and enhance the communicative effect of advertising. This paper first analyzes the core language features of advertising English, and then puts forward some strategies, such as accurate corresponding semantics, transplanting and restoring rhetoric, incorporating target culture, and innovating language expression.

KEYWORDS

Advertising English; Linguistic features; Chinese translation; Appealing reproduction

1 Introduction

In the context of global communication, advertising has become an important carrier for promoting commodity promotion and cultural exchange. The effectiveness of advertising language translation directly affects a brand's market competitiveness. As an international lingua franca, English is widely used in advertising creation. Chinese translation serves as a crucial link connecting English advertisements with domestic audiences. This process not only requires completing language conversion but also accurately presenting the appeal of the original English text. Therefore, it is necessary to conduct in-depth exploration of the linguistic features of English advertising from multiple dimensions, and further explore how to reconstruct its appeal in Chinese translation, thereby helping English advertisements fully exert their promotional functions and value in the Chinese context.

2 Significance of Reconstructing the Appeal in Chinese Translation Based on the Linguistic Features of English Advertising

Highlighting the linguistic features of English advertising and reconstructing its appeal in Chinese translation is of profound significance and value. It not only ensures the effectiveness of cross-cultural brand communication but also helps evoke emotional resonance among the target audience. In practice, the lexical, rhetorical and other linguistic features of English advertising can convey the core brand information, enabling more accurate delivery of product details to the audience. Reconstructing its appeal during the Chinese translation process effectively prevents the loss of key information caused by language conversion, which in turn guarantees the precise transmission of the brand image. This allows Chinese audiences to understand the core selling points of the product while better remembering the brand, thereby establishing a clearer brand image in the Chinese market and enhancing the effectiveness of advertising communication. Additionally, the core purpose of advertising is to move the audience. Therefore, reconstructing the appeal of English advertising in Chinese translation enables Chinese audiences to perceive the emotional core of the original advertisement, fostering their recognition of the ad and willingness to share its information. It establishes a communication system that aligns with Chinese expression logic, prompting emotional identification among the audience. This not only stimulates the audience's purchasing intention but also helps form a distinct brand impression through the advertisement.

3 Core Language Features of Advertising English

3.1 Feature Presentation at the Lexical Level

The characteristics of advertising English at the lexical level are characterized by its conciseness and visualization^[1]. Advertising English in the present stage is often based on simple basic vocabulary advertising, such as "new", "good", "best" and other types of words tend to be more easily understood by the audience, both to lower the threshold of understanding of the audience, but also to quickly convey the core message. Such as beverage advertising "fresh taste,

full energy"; this sentence highlights the advertising features, but also more easily accepted and understood by consumers, showing the quality of its products. For example, "Rich, smooth and irresistible" in chocolate advertisements can effectively describe the taste of the product through adjectives, which can make consumers willing to buy and highlight the core features of the product.

3.2 Characteristic Expression of Syntactic Structure

The characteristics of the core language of advertising English are also reflected in the expression level of sentence structure, such as the use of sentence structure is often short, flexible sentence structure for publicity, compared to complex sentences, simple sentences are easier to convey information, and to prevent the sentence from being too complex to create obstacles to receive information, more accurate transmission of advertising intent, so advertising is often through a clear list of products, highlighted highlights. In addition, the use of imperative sentences in advertising English is more likely to strengthen the interaction between advertising and the audience, adding persuasive force to advertising^[2].

3.3 Ingenious Application of Rhetorical Strategies

In English advertising, its linguistic characteristics are reflected in the ingenious use of rhetorical strategies^[3]. English advertising often employs rich rhetoric to enhance advertising appeal, with rhetorical devices such as metaphor and pun being particularly common. Metaphors visualize the abstract advantages of products—for example, the cosmetics advertisement "Your skin's protective shield" compares the product to a "protective shield." This not only directly conveys the product's protective functions but also makes the advertising language more interesting, improving the effectiveness of promotional communication. Pun-based advertisements leverage polysemy to create memorable points, deepening the audience's impression. For instance, the printer ad "We know ink-ling about printing" uses "ink-ling" to associate both "ink" (the core material of printing) and "inkling" (meaning a slight understanding). While highlighting the product's advantages, it adds linguistic charm, leaving a more profound impression on the public.

3.4 Language Adjustments for Cultural Adaptation

Language adjustment for cultural adaptation is another key linguistic feature of English advertising. It mainly involves modifying linguistic expressions based on the cultural background of the target market to avoid cultural conflicts caused by cultural differences, while such adjustments are more likely to resonate with the audience. When targeting English-speaking cultural circles, English advertising integrates local cultural elements. For example, the fast-food advertisement "Taste the American dream in every bite" evokes public cultural identity through "the American dream" and makes the message concise and clear. Additionally, for target markets with diverse cultural backgrounds, English advertising simplifies culture-specific expressions and prioritizes clear semantic communication. For example, the global beverage advertisement "Share joy, share" uses universal emotional vocabulary.

4 Strategies for Effective Reproduction of Advertising Appeal in Chinese Translation

4.1 Accurately Corresponding Semantics and Delivering Core Information

In the Chinese translation of advertising English, we should focus on appeal to promote the translation, so as to achieve accurate semantic correspondence, so as to accurately convey the core information in the advertising language^[4]. Therefore, in the translation stage, it is necessary to disassemble the core information content in English advertisements, such as product functions, product advantages, emotional positioning, etc., and then accurately translate the core information in Chinese to prevent information loss or ambiguity. For example, in the advertisement of shampoo, the core message of the sentence "stronger hair, less break" is "enhance hair quality and reduce fracture". If it is translated into "stronger hair, not easy to break", it is easy to produce ambiguity in the advertisement, and the expression "stronger" is relatively vague. If it is translated into "stronger hair, significantly reduce fracture rate", it can more accurately correspond to the meaning conveyed in the original advertisement, and highlight the publicity of product effect, which will help to enhance the appeal and impact of the advertisement.

4.2 Transplant the Rhetoric of the Original Text and Retain the Artistic Charm

Transplanting the rhetoric of the original text and retaining the artistic charm are important means to enhance the appeal of advertising English translation. Therefore, it is necessary to transplant the rhetoric methods such as metaphor,

personification and rhyme commonly used in English advertising, so as to enhance the language beauty in advertising language publicity, strengthen the memory of the audience, and make advertising language more appealing. For example, the sentence "melts in your mouth, not in your hand" in the chocolate advertisement uses rhetoric to highlight the product characteristics of "easy to melt into the mouth, not into the hand". Therefore, in the translation stage of this sentence, it can be properly considered to retain the comparative rhetoric structure used in it, such as "melt into the mouth, not into the hand", which is not only in line with the Chinese rhetoric, but also in line with the Chinese expression habits. Through the correspondence between the hand and the mouth, it continues the concise rhythmic sense of the original text and helps to enhance the appeal of the advertisement.

4.3 Integrate into the Target Culture and Conform to the Audience's Cognition

Under different cultural backgrounds, there are differences in cognitive habits and emotional preferences among the audience. Therefore, if English advertisements adopt literal translation, they are often vulnerable to the impact of different cultural cognition, resulting in the lack of appeal of advertising. Therefore, when translating English Advertisements into Chinese, it is necessary to integrate the target culture and translate them in accordance with the audience's cognition. Therefore, in the translation stage of English advertisements, the integration of Chinese cultural elements becomes the key, which can make the advertisements more suitable for the life experience and values of Chinese audiences. For example, if the sentence "I'm lovin 'it" in the fast food brand advertisement is translated literally, it will be "I'm loving it". The domestic audience will feel stiff about this sentence. Therefore, combined with the Chinese expression habits, it can be translated as "I like it". Such an expression is not only simple, but also more in line with the daily communication tone of the Chinese people. It can make the advertising more fully close to the audience, and then enhance the appeal of the advertisement.

4.4 Innovative Language Expression to Stimulate Emotional Resonance

In order to reproduce the appeal of advertising, it is necessary to innovate the language expression to stimulate the audience's emotional resonance and improve the quality of Chinese translation. In practice, if literal translation or transplanted cannot achieve the desired effect, it can be combined with the core information of the original text and expressed in Chinese, so as to make the advertising more infectious and touch the audience's emotions. For example, in the advertising of sports brands, the slogan "find your greatness" means to explore the individual's outstanding ability. If the way of literal translation is adopted, it will be translated as "find your greatness", which is obviously difficult to highlight the appeal of advertising and makes the publicity more vague in the Chinese context. Therefore, it is necessary to innovate the way of language expression, such as translating it into "live your extraordinary" in combination with the context of the original text, which can not only make the translation of advertising language fit the meaning of the original text, but also highlight the appeal of advertising publicity, and the translated advertising language is also more suitable for the emotional pursuit of "pursuing self breakthrough" in Chinese culture, which helps to stimulate the emotional resonance of the audience, and make the Chinese translation of advertising more accurate, more infectious, and can achieve good publicity effect.

4.5 Adapt to Sentence Rhythm and Align with Chinese Expression Habits

To reconstruct the appeal of English advertising's linguistic features in Chinese translation, it is essential to adapt to sentence rhythm so as to align with Chinese expression habits. English advertisements often use short sentences and parallel structures to emphasize rhythmic expression. Therefore, in Chinese translation, full consideration should be given to how to convey the advertisement's conciseness and neat parallelism through Chinese. Proper sentence structure adjustments are necessary to avoid rigidity and insufficient appeal. For example, the beauty brand slogan "Glow brighter, stay longer" — a literal translation conveys the core message but appears fragmented and lacks rhythm. By adhering to Chinese usage, it can be revised to "Double the radiance, longer wear". This version retains key selling points, accurately communicates product information, and forms a neat structure with corresponding expressions such as "double" and "longer". It enhances the advertisement's rhythm and melody, meets Chinese audiences' preference for fluent sentences, makes the slogan more memorable, leaves a deeper impression, and boosts the advertisement's influence and promotional effectiveness.

4.6 Strengthen Emotional Vocabulary to Deepen Audience's Psychological Perception

The core of the appeal of advertising English is to touch the psychological emotions of the audience, so it is necessary to fully integrate its language features in the Chinese translation of advertising English, and pay attention to reproducing

its appeal in the Chinese translation. When actually translating English Advertisements into Chinese, we can choose Chinese words with more emotional tension on the basis of retaining the original meaning of the advertisement, so as to stimulate the audience's sense of experience, so that the advertising words can reach the audience's psychology and stimulate the emotional resonance of the audience, such as in home TV advertisements, "Make every moment cozy", Its core meaning is to convey the product feature of comfort. If literal translation is selected in Chinese translation, it is "make every moment comfortable". The emotional concentration conveyed by this translation method is relatively insufficient, and it can not really touch the hearts of the audience. Therefore, in the translation, we can combine the display of the core selling point of "comfort" in the advertising language squadron and translate it into "full of warmth", which not only conforms to the characteristics of household appliances, but also can convey the emotional atmosphere of "warmth and comfort", so as to trigger the emotional association of the audience to the "comfortable life scene", which not only improves the emotional rendering power of the advertisement, but also causes the emotional resonance of the audience, stimulates the audience's purchase intention, and achieves good advertising effect.

5 Conclusion

Studies have shown that the language of English advertising exhibits distinct characteristics at both grammatical and syntactic levels. In-depth interpretation and analysis of these linguistic features can more fully highlight the persuasive power of advertising in Chinese translation and enhance promotional effectiveness. The four-dimensional framework proposed in this paper—"semantic correspondence + rhetorical restoration + cultural integration + expressive innovation"—significantly boosts the appeal of English-Chinese advertising translation. It also fully aligns with the linguistic characteristics of English advertising, enabling translated advertisements to achieve favorable promotional results. In the future, English-Chinese advertising translation can further explore multimodal integration centered on reproducing persuasive power, thereby interpreting the collaborative translation logic between language and other semiotic systems such as images and sounds. Subsequent research may also incorporate AI technology and marketing psychology to analyze how to accurately segment and adapt to audience needs in English-Chinese advertising translation, so as to improve translation quality.

References

- [1] Kurbal-Granovska o o .transforming concepts: pragmatic adaptation in the translation of english advertising slogans into ukrainian[J]. Transcarpathian Philological Studies, 2024(38):202-206.
- [2] Ilham n n, Irina o .the role of localization and transcreation in the translation of commercial advertisements from english into azerbaijani[J]. German International Journal of Modern Science / Deutsche Internationale Zeitschrift für Zeitgenössische Wissenschaft, 2024(78).
- [3] Berkman M I , Sahin S .Exploring Usability as a Formative Construct through UMUX: A Multi-Language Approach for Turkish Adaptation[J]. International journal of human-computer interaction, 2024, 40(1/4):457-481.
- [4] Liu X , Cui Y .The impact of text type on Chinese-English translation effort: an investigation with reference to translation entropy[J].Humanities & Social Sciences Communications, 2024, 11(1).