A Literature Review on Translation of Corporate Publicity and Annual Reports

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Abstract

As sustainable development and green economy are becoming a universal consensus of the international community, energy security has been one of the most important issues facing the world today, spotlighting the development of energy economy. Against this backdrop, an accurate translation of the annual reports which unveil the enterprises' performance could help promote the interconnection and cooperation between countries on energy economy. Based on the collection, sorting and classification of related materials, this paper gives a relatively comprehensive literature review on the translation of corporate publicity and annual reports by taking energy company's annual reports as an example in an attempt to clarify the status quo of relative researches and their inner relations, which may be of some help to the future researchers with their relevant researches.

Key words: Corporate publicity translation; Translation of annual reports; Energy economy

INTRODUCTION

On September 22, 2020, China first proposed at the General Debate of the 75th session of the UN General Assembly the goal of carbon peak and carbon neutrality which is closely related to the high-quality and sustainable development of China's economy. Therefore, the development of energy enterprises plays an indispensable role in China's energy policy and strategy formulation. Besides an insightful understanding of the domestic energy condition, the energy situation of other countries also needs to be learned, and annual reports could be good materials. Therefore, a high-quality annual report translation of energy companies is of great significance.

Mainly engaged in producing and transporting crude oil and natural gas, Chevron is one of the world's largest energy companies. The present author chooses the *Chevron's 2022 Annual Report* which mainly discusses the business environment and outlook, liquidity and capital resources, environmental matters as well as critical accounting estimates and assumptions.

After the collection, sorting and classification of the previous studies available online and offline, the present author finds that the previous studies on the translation of corporate translation, both at home and abroad, can roughly fall into the following two categories: the previous studies on corporate publicity translation and the previous studies on the translation of annual reports.

1. PREVIOUS STUDIES ON THE CORPORATE PUBLICITY TRANSLATION

As demonstrated in CNKI, studies on corporate publicity translation started in 2003, and the following two decades didn't see much papers related to this topic. It was not until 2011 that the research on corporate publicity translation began to increase in a rapid way, especially between 2012 and 2020. In 2020, the number of papers stroke the highest. Studies on corporate publicity translation could mainly be classified into translation of corporate website, advertising and the miscellaneous.
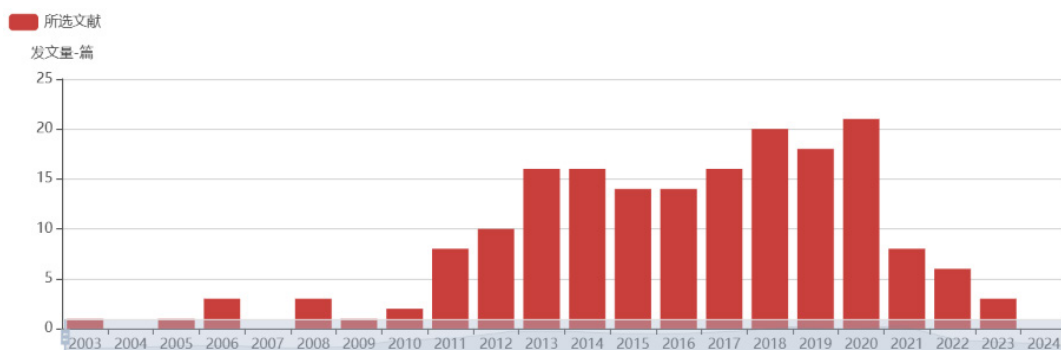
Figure 1
The overall tendency of the previous studies on corporate publicity translation

2.1 Studies on the Translation of Corporate Websites

By analyzing the website translation of foundry enterprises, Han Yan (2021) holds that the marketing purpose, customers' demand and the differences between Chinese and English cultural backgrounds should be taken into full consideration, in order to apply the most appropriate translation strategy and method in translation. Zheng Huan (2022) also points out that there are cultural differences in website translation and that translators should fully consider cultural elements and accurately translate website contents under the guidance of certain translation principles. Zhu Yushuang (2015) sorts out and analyzes the data of the English translation of China's time-honored enterprises website translation, and points out that some problems existing in translation in terms of culture, expression and special nouns should be paid attention to.

From a more micro perspective, Li Bin and Gao Junli (2017) analyze the website translation of metaphor in English concepts of tea enterprises, holding the view that English grammar features and rhetorical devices should be applied to construct English websites of tea enterprises in combination with the English thinking mode and cultural background. Tao Quansheng (2018) discusses the editing strategy for corporate website translation from the perspective of the Information Architecture, and revealed that to improve the translation effect of websites, the translator should select the right information for functional affordability, reorganize the text structure for information availability and employ modern information technology for information accessibility.

From the perspective of recontextualization, Wang Qi (2019) probes into the audience, content and context of bilingual websites of Chinese publishing enterprises, believing that corporate slogans, introductions and column settings should be re-contextualized to enhance brand influence and promote cultural communication. Although Wu Jianguo and Li Xinmeng (2017) also analyze the application of recontextualization in websites' cultural transmission, their main purpose is to provide feasible principles in translating websites and facilitate the transmission of enterprise culture.

While the above-mentioned studies mainly analyze corporate website translation from linguistic and cultural perspectives, Mou Yiwu and Wu Yun (2021) explores the way to better construct China's corporate image by hypertext translation. He proposes that multimodal, nonlinear and interactive features of hypertext can be applied to build the image of enterprises in the new era.

With a different research method, Wang Junchao (2019) expands the micro, meso and macro theoretical categories and systematic research paradigm, and builds the practice and theory module of corporate (web) publicity translation based on two large corpora by integrating and constructing existing translation concepts. Similarly on the basis of the corpus, Xu Jun and Zi Zhengquan (2020) carry out the research with their own Chinese-English parallel corpus of corporate introduction and by using the UCREL semantic analysis system (USAS) to examine the corporate image construction strategy that is hidden in corporate introduction text, highlighting that five kinds of semantics including evaluation, commercial, interpersonal, spatio-temporal and quantitative semantics should be borne in mind when translating the text.

2.2 Studies on the Translation of Corporate Advertising

Studies on the translation of corporate advertising are mainly carried out from the perspective of vague language. Shi Dandan (2021) analyzes variational, restrictive, semantic and phonetic ambiguities, holding that the English translation of corporate advertising should be based on the reading habits of Westerners and deliver accurate information to target readers in the market. Wei Zhenhua (2023) analyzes the application of vague language in advertisement translation by taking the publicity work in the course of enterprise internationalization as an example, and points out that some unavoidable problems such as understanding ambiguity, information overgeneralization and weak extensibility still remain to be solved. This view coincides with that of Yang Ming (2017) who thinks that the use of vague language should avoid misunderstandings caused by over-general information after making a specific

analysis of the common types and pragmatic functions of vague language. Shu Tingting (2011) also analyzes the pragmatic functions of vague language and suggests that translators should try to maintain the rich expression of vague language in the translation.

Under the guidance of skopos theory, Hong Ming (2002) proposes strategies for advertising translation, holding that the translator should turn into deductive thought, conduct pre-translation and text modification, and simplify the text by emphasizing the key information. Wen Junhong (2008) analyzes the differences between Chinese and English advertisements from a cross-cultural perspective, and points out that the basic translation methods are literal translation, free translation and borrowing translation, stressing that flexible means should be adopted to make the translation more readable, accurate and concise.

2.3 The Miscellaneous

From the perspective of eco-translatology and with the help of some bilingual cases in the internationalization training of mining enterprises, Lei Bihan (2021) believes that translators should be equipped with rich professional knowledge in advance, give full play to their roles as translators, take into account various elements in the translation ecological environment, and combine "three-dimensional" conversion to achieve the best adaptation and selection. Sun Xueying and Feng Qinghua (2014) analyzes the current situation of corporate publicity texts and the misunderstandings in translation, and discusses translation principles and strategies to be adopted in the corporate publicity translation from the perspective of Skopos theory, pointing out that the translator should focus on the main information of the original text, remove barriers on language and culture, so as to achieve the desired effect of informative and vocative function. Wang Qi (2017) analyzes the characteristics of the publicity materials of tea enterprises, thinking that corporate publicity translation should add its own cultural connotations on the basis of "faithfulness, expressiveness and elegance", in order to advance the development of Chinese tea enterprises in foreign countries. Wang Yuanyuan and He Gaoda (2015) give a detailed analysis on the problems in the translation of corporate names based on the corporate participating in the 16th China Hi-Tech Fair, holding the view that translation should find the commonality of the two cultures, conform to the cultural characteristics of the audience, and create their own image in foreign countries from the aspects of pronunciation, expression, culture and structure.
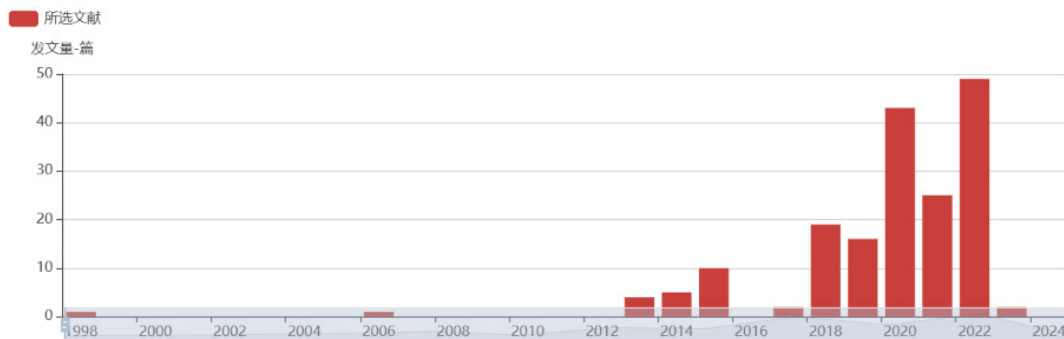
3. PREVIOUS STUDIES ON THE TRANSLATION OF ANNUAL REPORTS

Figure 2
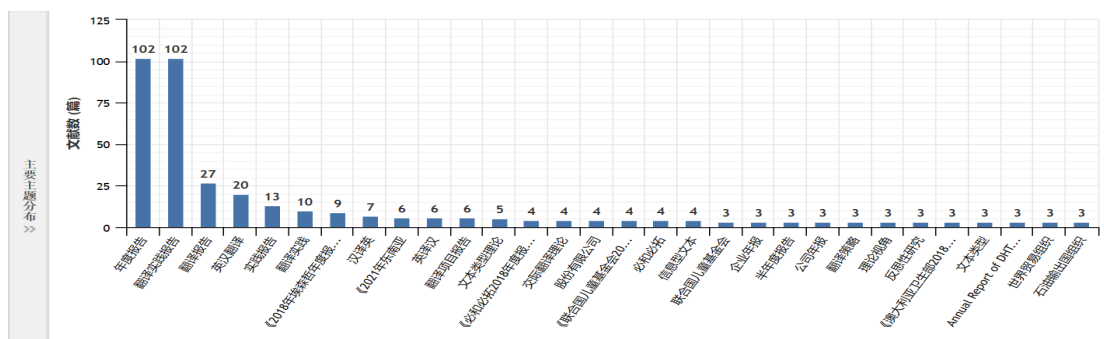**The overall tendency of the previous studies on translation of annual reports**

Figure 3
Main themes of the previous studies on translation of annual reports

According to CNKI, it can be seen that studies on the translation of annual reports started in 1998. However, relevant papers began to soar from 2013, and reached the climax in 2022. It is estimated that the number will be higher in 2023. Related studies mainly focus on the translation of annual reports in the field of science and technology, the field of finance and those issued by government sectors and international organizations.

3.1 Studies of Annual Reports Regarding Science and Technology

Taking DSM's annual report as an example, Chen Kaibin (2018) analyzes the role of parallel texts in translation from three aspects: direct adoption, terminology extraction and writing style based on different cases, shedding light on the importance of parallel texts which can effectively make up for translator's lack of professional knowledge, improve the efficiency and quality of translation. Sun Hao (2019) takes the English-Chinese translation practice of *European Annual Report 2018* as an example to study the translation of technical texts by especially highlighting the use of code-mixing theory in the translation of technical texts, pointing out that both professional knowledge and Chinese language proficiency should be enhanced to give the full meaning of source texts. To explore the translation methods of business texts, Yan Yan (2018) selects *2016 Annual Report of the Boeing Company* and holds the view that annual reports should be faithfully and accurately translated so as to increase its readability.

Wang Jingwen (2019) probes into the translation of *2017 Annual Report of IBM* based on text typology theory of Peter Newmark, especially the informative and vocative function, proposing that translation strategies should be varied in accordance with the different functions of the annual report in this translation practice to ensure that its multiple functions are effectively transmitted. Under the guidance of skopos theory, Zhang Yue (2018) takes the translation of *HSR Annual Report* as an example, believing that translation strategies such as transliteration, complement, sequence and reverse order can be adopted in the translation of informative texts flexibly, and that the translator should take target readers into consideration. Cui Xiaohui (2017), on the other hand, from the perspective of functional equivalence theory, analyzes the translation practice of *Siemens 2015 Annual Report* and emphasizes that translators should fully understand relevant background and translate annual reports in a faithful way.

Different from other previous studies, Hao Tianhua and Yin Jian (2022) start from a more micro perspective. Taking *Huawei 2020 Annual Report* as an example, they explore the non-subject clause in the report, holding that the existence of non-subject clause constitutes the "difference" in the source text faced by translators, and that to "break the difference", translators need to correctly understand its nature and add the subject according to the context, that is, to "adapt to sentences" and deal with "different" elements, so as to be highly faithful to the source text and ensure functional equivalence between the target text and the source text.

3.2 Studies of Annual Reports in the Field of Finance

From an analysis of the risk management in *2014 Annual Report of HSBC Canada Branch*, Hu Shouwen (2016) finds that financial texts consist of many technical words, charts and data, as well as long sentences, based on which he proposes corresponding translation strategies should be adopted in translation. Based on the translation of *Huishang Bank 2014 Annual Report*, Li Xu (2016) draws on functional equivalence theory, skopos theory and parallel texts to explore the characteristics, difficulties and solutions of Chinese-English translation of financial texts, during which he comes to realize that solid language skills are far from enough, and that specialized knowledge and translating skills are also essential. Similarly, Fu Xinyue (2018) proposes solutions to translation problems in the translation under the guidance of Peter Newmark's text typology theory and communicative translation theory, and emphasizes that pre-translation, background knowledge as well as awareness of differences between Chinese and English are crucial. Zhang Yu (2016) concentrates on *The Management's Discussion and Analysis of the Goldman Sachs 2014 Annual Report*, and sets out an analysis of stylistic characteristics including lexical, syntactical and textual features. Besides, translation methods on certain vocabulary and syntax are discussed with the use of some instantiations. The author believes that translators should attach importance to the terms, polysemy and long sentences in such texts.

3.3 Studies of Annual Reports Issued by Government Sectors and International Organizations

Guided by the functionalist translation theory, Sun Hanxi (2014) discusses the translation difficulties based on the first two chapters of *Science and Innovation Network: Annual Report 2011-12*, pointing out that such methods as sentence division, reorganization and conversion can be adopted to remove translation difficulties. Under the guidance of the same theory, Zhang Yishuai (2014) takes *2012 UNICEF Annual Report* as an example to analyze the proper nouns as well as long and difficult sentences in the translation process, holding that the part of speech conversion, inversion and syntax splitting are feasible in solving the translation problems. Fan Xueqi (2020) also focuses on the annual report of UNICEF, but is guided by Newmark's communicative translation. By removing the difficulties in lexical and syntactic levels of translation, Fan summarizes some methods suitable for the translation such as embedding, reconstruction and cutting, and points out that there are some deficiencies of the communicative theory as the guidance of translation, for it tends to under-translate, or would lose semantic contents.

3.4 The Miscellaneous

Based on Newmark's communicative approach, Yang Jingkuan (1998) discusses from the aspects of text-type convention, paragraph arrangement and culture-specific terms, proposing possible solutions to some of the problems the translator will encounter when translating an annual business report from Chinese into English. Chen Shipei (2018) analyzes the translation of *Annual Report of the American Presbyterian Mission Hainan, 1935* from the perspective of Newmark's text type theory and Eugene Nida's functional equivalence theory, holding that a variety of translation strategies and skills should be applied to translation to make the target text more concise, brief and impartial. Similarly under the guidance of functional equivalence theory, Yuan Maoai (2017) chooses *Mckesson 2016 Annual Report* as an example, pointing out that such informative text needs to be translated with the focus on content together with the application of natural translation strategy and various translation techniques, so as to convey an equivalent information to target readers. From an analysis of *Annual Report of BHP Billiton*, Zhai Xiaolu (2013) coincides with Yuan in the view that the translation should make target readers acquire the same information as those who read the original one, so as to meet the requirement of such translation.

Zhang Dan (2015) concentrates on *Wacker Chemie AG Annual Report 2012* and carries out the intralingual and extra-linguistic translation studies, holding that the translator should make his effort to achieve an equivalence in terms of style, semantics and function of the text. Zeng Zhen (2015) chooses *Starbucks Corporation 2013 Annual Report* to probe into the understanding and choice of word meaning from such three perspectives as linguistic context, subject field and meaning extension, and holds that an accurate comprehension of lexical meaning and an appropriate representation are the prerequisite for translation quality. Rather than merely discussing the translation of annual reports, Liu Tianhe (2021) analyzes the English translation of the semi-annual report of Midea Group in 2020, pointing out that social functions of the annual report mainly include presenting the operating status, development of the enterprise and value orientation.

Nobes and Stadler (2018) examines the translation in the context of International Financial Reporting Standards (IFRS) by taking the English term "impairment" in 19 translations of IAS 36 as examples, and finds that nearly all the terms used for "impairment" do not convey the message of damage to assets, pointing out that translators of regulations should aim to convey the message of the source documents, and that the translator of annual report should not look only at the report but also consult the terminology in the original regulations. Also on IFRSs, García (2019) reviews the main implications of the their adoption in the translation of accounting documents, with a special focus on the translation of the standards themselves and of financial statements and draws some conclusions that the presence of covert translation is a recurrent phenomenon in the preparation of financial statements and that the advantages of back-translation is a tool for the training of translators. From a different perspective, Hellmann and Patel (2021) show that differences exist between the IFRS language versions and believe that their discussion about relevant linguistic effects on the interpretation and application of IFRS could help future researchers to systematically analyze why equally qualified professionals exercise their professional judgments differently.

Different from other previous studies, Wang, Liu and Moratto (2023) compare the syntactic complexity of translated chairman's statements (Chinese to English) and non-translated ones (English), and find that translated chairman's statements are significantly simpler in subordination as well as overall sentence complexity, based on which they reveal that in addition to translation universals, social factors also affect the complexity level of translated and non-translated chairman's statements.

4. INNOVATIONS OF THE PREVIOUS STUDIES

The past two decades have seen a steady increase in the research on the corporate publicity and annual report translation, during which some delightful innovations have taken place.

Firstly, various theories are applied in studying corporate publicity and annual report translation, which diversifies the perspectives of the research. Meanwhile, rather than merely use theories to analyze texts, texts are collected and observed to develop a more systematic theoretical system.

Secondly, the research on corporate publicity and annual report translation has been more extensive as it not only consists of translation process and text analysis but also includes post-editing and projects of localization.

Thirdly, an increasing number of tools and high-techs are adopted in the research of corporate publicity and annual report translation, ranging from corpus-based tools to big data. Equipped with the technique, scholars are able to draw well-conceived and scientific conclusions.

5. DEFICIENCIES OF THE PREVIOUS STUDIES

Since the start of the 21st century, the research on corporate publicity and annual report translation has taken off. Besides the above-mentioned advantages, the present author find that while a lot of previous studies have been made on corporate publicity translation and annual report

translation, there is still much to be explored in these two fields.

In terms of corporate publicity translation, the previous studies mainly focus on two parts: website and advertisement, which present a limited scope. Therefore, more studies could be conducted on other corporate publicity materials in regard to annual reports and company brochures. Besides, with fast development of translation technology, corpus-based and big data-based translation would be more feasible in future studies. And much efforts need to be put into conducting studies on post-editing rather than merely on translation texts.

In terms of annual report translation, the previous studies mainly focus on annual reports from the fields regarding finance and technology while there is still a large room for exploration regarding such fields as energy and chemistry. In addition, most studies adopt the theories involving functional equivalence theory and text-typology theory, but few are under the guidance of translation shift theory.

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