

An Analysis on the Chinese-English Translation Mechanism of Chinese Enterprises Profiles From Functionalist Perspective

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Abstract

This research, guided by the functionalist translation theory, puts forward that the process of translation should not be limited to a single language level. In the process of translation, the translator must comply with the requirement of the target readers, combine the purpose of translation with the target reader's special circumstances and adopt appropriate translation methods. In chapter two of this research, through the analysis of C-E translation of Chinese company profiles, the researcher points out three common translation errors in pragmatic level, cultural level and language level. In addition, the researcher preliminarily analyzes reasons for company profiles translation errors in chapter three, the ignorance of the company's publicity promotion purposes and the expected readers of target text and blind pursuit of formal equivalence between source text and target text. Finally, based on some examples of company profiles text, the researcher has concluded a translation mechanism of three principles that the translator should adopt in C-E translation of Chinese company profiles, Skopos rule, target reader oriented principle and adequacy principle.

Key words: Functionalist theory; C-E translation of company profiles; Mechanism

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INTRODUCTION

The company profile, as a functional text, refers to the brief introduction that the company provides to the public and the potential consumer or the partner about its own condition usually including company nature, company scale and product type. As economic globalization proceeds, Chinese companies have more opportunities to enter the international market, a good introduction contributes to build its brand image, improve product awareness and help companies to successfully enter the international market.

Since the adoption of reform and opening up policy, great changes have taken place in China. More and more foreign companies began to sell their products in China to build up their brand image, to enhance their influence in the market. Therefore, the competing of Chinese companies in the global marketplace has become an irresistible trend. As communication with foreigners has become necessary and indispensable, promoting all walks of life to disseminate their companies and products to the international community has become extremely important. For those who do not know what company is like, a company profile can easily reach to provide them with a general understanding of the company. However, many companies treating profiles of the English version are still not enough serious, they select those who have little knowledge of English from a translation agency with so-called professionals to translate the company profiles. The neglect of intended function of the stylistic features

of the text will lead to interpreters using inappropriate translation methods and the missing of intended function of the text.

A study on C-E translation has been repeated researched by scholars, but the special research on the C-E translation of company profiles is still not enough. In order to further explore and solve puzzles exist in C-E translation of company profiles, a theoretical guidance is necessary to improve its present situation. Therefore, the functionalist translation theory will provide a new perspective in C-E translation of company profiles. Under the guidance of the functionalist translation theory, some materials and potential problems of C-E translation of Chinese company profiles have been explored and analyzed with effective solution.

1. A REVIEW ON FUNCTIONALIST TRANSLATION THEORY AND COMPANY PROFILES

1.1 Overview on Functionalist Translation Theory

Functionalist translation theory is an important part of modern translation theory. After World War II, the functionalist approach to translation has achieved great development, and gradually formed a relatively complete system. With its unique theoretical innovation, some its representative figures made its far-reaching influence in either theory or practice work of continues to present (Zhu, 2005, p.77). There are two core theories in this theoretical system, functional category of translation criticism of Katharina Reiss that the translation strategies are linked with the text type that text type decides the translation methods. The other is skopos theory of Hans J Vermeer that is the purpose of translation determines the translation methods. The latter theory is the inheritance and development of the former theory (Li, 2005, p.87). Text typology which based on the communicative function of the text can be divided into three types: “informative text”, “expressive text” and “operative text” (Xu, 2008, p.56). Although the text is divided into three types, the text would not have only one of these features normally but all of the three and only one will in a dominative position. In the process of translation, translators should adopt different translation strategies according to different text types and translation purpose. Text typology proposed “style (especially the function of the text) was the primary factor that affected the translator’s adoption of proper translation methods” (Reiss, 2004, p.17). Vermeer further proposed “skopos theory” and it becomes an important part of the functionalist theory. Skopos theory presented that all translators should follow skopos rule as the first standard, and that is the purpose of translation action determines all of the translation process. Vermeer summarized translation for three purposes: translators,

translation for the purposes of communication and the use of special strategies to achieve the purpose (Nord, 2001, p.28). In the book overview of the theory of translation which was researched by Vermeer and Reiss in 1984, they argue that translation is just more than a process of linguistic level, also is a process of verbal and non-verbal communication in one language transfers to another language. Therefore, translation is an act of humanity, and that any behavior is purposeful. Vermeer believed that the determining factor of the translation process is purpose. Purpose determines the translator must be aware and choose a proper translation strategy. The translator must be based on full understanding of the original text and help the communication between original researchers and target readers by target language. On one hand, the translator should accurately understand and explain the intentions of the original researcher. On the other hand, the translation should be accepted by the target reader (Chen & Wang, 2011, p.93). According to Reiss’ classification of text, company profiles belong to the infected text, its main objective is to establish a good company image in order to attract investment or partnership interest investors to manufacturers and sellers, and make a positive response. Meanwhile, as proposed by Reiss, a text usually has a variety of functions, so is company profile, it not only has operative function, but also has informative function, that is to provide the reader with information about enterprise, allowing readers to understand the related companies more directly and more effectively. Therefore, the company profiles of is a text that mainly dominates by operative function combining with the informative function. It should follow the principle of translation is “on the one hand not fully pursue the closest natural equivalent of (the closest natural equivalent), on the other hand is not as technical translation, emphasis on semantic equivalence (semantic equivalence)” (Chen, 2007, p.95).

1.2 Previous Research on C-E Translation of Company Profiles

While many papers have shown that the research of C-E translation services for international business expansion, of which only a few company profiles in Chinese-English translation involves systematic and in-depth study. There are three mainly aspects in these studies, namely, linguistic, intercultural and functional studies, from the linguistic point of view, most of them focus on the summary of textual character and genre.

Tang (2000, pp.25-27) have made an appropriate summary of stylistic features and of business brochure, he has presented that a neat and direct introduction of company background should be regarded as a translation standard. He also has conducted an in-depth research on C-E translation of company profiles from the intercultural perspective. Tang (2000, p.35) has pointed out that C-E translation of company profiles should be the target reader

oriented and the basic information should be transmitted in a pragmatic manner.

Through the guidance of functionalist translation theory, Jia (2004, pp.156-183) presented the difference between English and Chinese version of company advertisement and the problems which exist in the translation process with some effective translation strategies.

The above researches have made great contributions to C-E translation of company profiles in various fields. Although they have taken different ways, most of them are concerns the Chinese and English versions of the style, structure and textual differences or problems in the translation process, and propose effective solutions. Although the above researches are still not systemic enough, they indeed help researcher through a new perspective to form new ideas in this article.

1.3 Background of the Formation of Functionalist Translation Theory

In the 1950s, the development of west translation theory and linguistic was fundamentally synchronous. Translation theorists tend to translate from the linguistic perspective. From the 1960s to the 1970s, equivalent theory of Eugene Nida is prevalent. In 1964, Nida presented models of translation process in three stages: analysis, conversion and reorganization. He discusses his “dynamic equivalence” concept in detail and points out: “Dynamic equivalence translation refers to the version recipients of information in the response should be reflected with the original recipients of the original message is basically same” (Nida, 2000, p.95). Although in the 1980s, Nida amended his “dynamic equivalence” and proposed his “functional equivalence” concept to reached content and formal equivalence, but Nida explained that the nature of translation is the reproduction of information of original language with most closest and most natural language. First is semantic equivalence, second is style equivalence. Thus, despite Nida claim that content should be considered as the first standard to translators and the form should be considered as the second, and called this translation method as sociolinguistic approaches, but still limited the translation within the range of language level and lack of awareness of the nature of translation is not only pure language conversion, but also is the communication among different cultures basing on language pattern. However, from the 1960s to the 1970s, linguistic theory have taken a dominative position, the field of European translation theories not paid sufficient attention to solving above problems. With the development of the practice and research of translation, linguistics was also increasingly aware of its inherent weaknesses. Out of resentment for this purely linguistic translation, in the 1970s, the trend that culture of target language-oriented translation researches has emerged in the Western, breaking the previous text-centered theory

of traditional translation researches, to make translators pay more attention to the target version and reader and the social effects of translation and communication functions. After the re-examine on the translation with a new perspective, functionalist translation theory get rid of the shackles of the prevailing theory of equivalent translation, widens the field of translation studies, gives the translation more different meaning.

1.4 Core Idea of Functionalist Translation Theory

Functionalist translation theory’s key idea includes the definition, the essence, the roles of the participants in the process of translation and translation principles.

1.4.1 Essence and Definition of Translation

Definition of functionalist translation theory is what translation is created enabling it to play some kind of target version. Its links with the original text will get reification according to the expected version or required functionality. Translation makes the communication that cannot achieve due to the existence of linguistic and cultural barriers is able to carry out smoothly. The definition actually emphasizes three meanings: one is the translated versions have a certain function; second, the target version and the original text have some contact, but what kind of contact is maintained may determine by the expectations or requirements translation functions (that is, the purpose of translation); thirdly, translation must solve objective linguistic and cultural barriers. This three-layer mean summarizes the knowledge of functional schools in translation nature.

1.4.2 Analysis of the Participants and Its Role in the Process of Translation

Translation is not only a purposeful activity, but also a social behavior. Mutual contacts and influence in various aspects of an interactive system. General translation theory suggested translation involves three participants: the original researcher, the translator and the version receiver. German functionalist theory has divided participants in the process of translation into five categories: translation initiator and the Commissioner, translator, source-text producer, target-text receiver and target-text user. Among them, the translator is the most important link in a translation chain. Translator regard translated requirements as guidance and sum up the communicative aim (this can also be an initiator directly presented) from specialized translation task. The translator decides how to do the translation task according to a communicative purpose. But it is worthwhile that this division of roles is not absolute. A participant can play several roles. Target-text receiver is the key factors to the version and affects the analysis and judgment of the translator and the ultimate realization of translation purposes, so that it also belongs to a part of the translation requirements. Nord distinguishes two different types of recipient: target-text addressee and target-text receiver. Former is the

object that the version wants to effect latter is the object that the version actually influence. The version of target-text receiver achieves the range of presupposition of the translator is the translation requirement.

1.4.3 Translation Principle of Functionalist Translation Theory

The functionalist divided translation principles into two categories: the general principles applicable to all translation process and the exceptional principles applicable to special circumstances. The functionalist views that skopos rule and the principle of loyalty are the two standards consistently throughout the translation process, while other rules or principles as the case may be.

1.4.4 Evaluation of Functionalist Translation Theory

Functionalist translation theory inherited the rational elements in the traditional translation theory but also breaks the shackles of traditional translation theories. This mainly reflected in the following aspects: It breaks the structuralism “equivalence” on translation, breaking the traditional view of translation studies. Translation of structuralism viewed translation as static, simple encoding/decoding process. On “equivalence” perspective, there was a certain degree of reciprocity between different languages. The functionalist theory holds that translations cannot be seen as the corresponding change in language level, beginning to pay attention from the equivalence between target text and original text to translator himself and the selection power among different translation strategies. The functionalist theory also holds that translation is carried out with the purpose to participate in artificially, Thus the functionalist theory changes the research perspective to other related factors of translation, broadens the insight of translation studies, forming a diverse and multidimensional translation state.

The functionalist theory helps people to develop their criticism. Traditional translation theory always seems the original text as a starting and the target text as an ending. Therefore, the standard to measure the quality of translation is usually the original text. Functionalism is no longer seen the original text as the only center in translation action, but emphasized the active intervention of a translator. Since translation is a certain purposeful action, the purpose and intend of translator should be as an important factor in translation criticism and makes translation criticism jumped out of “literal translation” and “transliteration” binary pattern, forming a diversified criteria of translation criticism, theory. In short, German functionalist translation theory is a skopos-rule-oriented diverse system of translation criteria and its core concept is translation purpose and target text function. Undoubtedly it has a very high reference value on Chinese translation theory research, but the resulting dispute is not few. Peter Newmark considers that functionalism is oversimplified. Moreover, functionalism emphasized the significance of information at the expense of its rich

meanings and undermined the research of source language text.

2. PROBLEMS IN C-E TRANSLATION OF COMPANY PROFILES

Company profiles usually include the company name, nature of business, registered capital, personnel, developing concepts, business presentations and contacts method, the purpose of which is to establish a company image, advertising a product or service, expanding potential customers, and so on. Company profiles represent the company’s image. It is important to the development of enterprises, but the English version of Chinese company profiles still exists a number of problems. German functionalist scholars Nord divided the translation errors into four categories: pragmatic translation errors, cultural translation errors, linguistic and text category translation errors. Our research found that the first three errors are fairly common but the last error was unusual. Next the research will make an analysis among the first three errors and put forward suggestions for improvement.

2.1 Pragmatic Translation Errors in C-E Translation of Company Profiles

On pragmatics, pragmatic error is not grammatical errors and other problems from the language itself which is not the wrong grammatical structure leading to an irrelevant expression. The way this kind of pragmatic errors mainly attributed to speak incorrectly, or does not conform to the express habits, or speak in a malapropos way. Pragmatic translation errors refer to malapropos use of the target language expressions in the translation process to express source language meaning, resulting in misuse of the target language, translation errors caused by violation of the target language habits. In analysis about causes of pragmatic translation errors, Nord pointed out, “all the translation process is the background transition from the source text to the target text. Pragmatic translation error is caused by the difference between these two backgrounds”. Pragmatic errors will cause disruptions to communication, pragmatic translation mistakes will make the expected results cannot be reached. The pragmatic errors in company profiles translation firstly reflect in the translation of the words, on a website of a company “企业简介” was translated into Brief Introduction, and in other companies that was investigated by the researcher it was translated into Company Introduction or Introduction even Intr. In English, the words brief introduction is usually used in a story, an article or the content of a book. Brief introduction is an expression misuse of source language, it violates target language habits. “企业简介” is a general introduction of the company situation. In western countries, the people usually express it as

Company profiles or Company profiles. The pragmatic translation errors also reflect in other words. For example, the word “人才” emerged so frequently, some translate it into professional. Besides, the sentence “某集团有限公司有员工3,100余名, 其中工程师150名, 大中专专业人 才770名” is translated into “It has over 3,100 employees including 150 engineers and 770 other professionals”. In English, the word professional mainly refers to a lawyer or a doctor who has special advanced knowledge. Obviously, there are many persons cannot reach this standard. Others translate it into the word talent. While in English it means natural abilities or qualities and a person who possess unusual innate ability in some field or activity. In western countries, the people usually express it as an employee or people.

2.2 Cultural Translation Errors in C-E Translation of Company Profiles

The so-called cultural translation errors are attributed to the difference of cultural background. Only if can the translator deeply understand the cultural differences between the two languages, he is able to bridge the language divide, making translation problems in the solution completely. However, some translators failed to recognize the differences between the two cultures, and directly translate Chinese into English, causing comprehension difficulties or misunderstandings.

2.2.1 The Target Text Does Not Comply With the Audience's Cultural Thinking Mood

Some Chinese profile content in accordance with Chinese readers' information requirements and cultural psychology, but to foreign audiences, it is redundant information and might even backfire. As in the Chinese profile of Haier “创出中华民族自己的世界名牌” with strong national pride and charisma, the translator meet the psychological needs of readers in China; But from the perspective of skopos theory, the researchers argue that English can weaken this information and reinforce Haier customer service commitment in the world, so the above change it translated as “with an aim to better meet global customers' diverse and dynamic needs.” This is mainly considering the induction of information transmission.

2.2.2 The Target Text Lack of Requisite Annotation

Foreign audiences may not be sufficiently aware of China's national conditions, therefore, to our unique linguistic phenomena, such as “CPC”, “three represents” and the “863 Program”, are concise explanation or comment needs to be increased. For example, “Among its products, Ni-MH battery pack for mixed-power passenger car and its management module was chosen into the state 863 Program” (春兰集团网站), the “863 program” you can add “a Government-sponsored research project” in the back. In addition, for some of the firm's proprietary culture or technology brevity code, the translator should also be supplemented in course-related information, in

order to achieve the purpose of mass communication. Haier introduction of “人单合一”, the translator can add comments or add hyperlinks to the Web pages of notes to enhance comprehensibility.

2.3 Linguistic Translation Errors in C-E Translation of Company Profiles

Language translation error refers to the translation of language-related error has occurred. Nord believes that translation error has come from both the vocabulary and syntax of the language and the super-discourse features of structural differences arise. In our research of company profiles exist in many languages. We separately from the word, sentence and text levels for the analysis of such errors in translation. There is an example in vocabulary level as follows:

Example 1:

A集团公司正在董事长、总裁的带领下, 朝着 “创世界品牌、建百年公司” 的宏伟而远大的目标而努力奋斗!

Lead by Board of Chairman, Group is making arduous efforts to the massive and ambitious goal of “creating worldwide brand and building hundred-year-company”.

In the beginning of a sentence “Lead” is the word level error, Led in the past tense should be used; Board of Chairman mismatches, “the Chairman” should be the Chairman of the Board; hundred-year-company is a “century-old company” corresponds to the machine, and translation for people who don't know how. In addition, Western culture does not engage in the cult and therefore, “led by chairman” is redundant information, so omit untranslatable. Try to adapt this sentence as follows: Now we are working hard to reach our aim of “creating worldwide-famous brand and build a first-class company”.

In sentence level: Translation error in the grammatical structure of a sentence can sometimes lead to ambiguity. The metal company profiles translation appeared the problem

Example 2:

宁波集团股份有限公司是一家以铜加工为主的中国500强企业

Ningbo (Group) Co. Ltd is one of the top 500 enterprises mainly specialized in copper processing.

Participle phrase translation mainly specialized in copper processing should be modified in front of me, but as modifiers on. Enterprise, back, and participial phrase cannot reflect the plural of nouns, and can only be interpreted as a noun modifier with the nearest enterprises, resulting in modification of the object transferred, resulting in ambiguity. The company was supposed to be “one of China's top 500 enterprises”, translated into “dominated by copper processing one of the top 500 enterprises”, to the company's status greatly discounted. Translations can be “dominated by copper processing” the

modifier to the translation of parenthesis, placed after the company name as modifiers or translated into clauses in a sentence, using the singular verb is to clear the modified object is in front of me, rather than immediately after the enterprises. Try following adaptation:

Ningbo (Group) Co. Ltd., mainly specialized in copper processing, is one of the top 500 enterprises in China.

In discourse level: Translation error in the cultural background can sometimes lead to lacking of cohesion. Here is an example as follows:

Example 3:

公司始建于1986年10月。现占地面积73万平方米，总资产近45亿元。2006年铜材总产量超过40万吨，销售220亿元，利税14.3亿元，外贸出口5,336万美元。

Ningbo was set up in October of 1986. In 2006, it has occupied an area of 0.73 million square meters. The total asset had been RMB 4.5 billion. The total turnout had been 400,000 ton. The total amount of sales had been RMB 22 billion. The contribution to the tax had been RMB 1.43 billion. The total amount of international business had been 53 million.

The original covers three sentences away. Second sentence of the original text was translated into two sentences. The third sentence was split into four sentences. And English sentences without any link phrases can be read completely out of charm. In addition, sometimes wrong tenses had been repeated five times in a row.

We trace our earliest roots to October, 1986. Now our company covers an area of 0.73 million square meters with a total asset of RMB 4.5 billion. In 2006 we turned out over 0.4 million tons of cover with profit and tax RMB 1.43 billion and sales amount of RMB 22 billion, among which export accounts for X53.36 million.

3. ANALYSIS OF THE REASON OF COMPANY PROFILES TRANSLATION ERROR FROM THE PERSPECTIVE OF FUNCTIONALIST TRANSLATION THEORY

According to the skopos theory, the most important factor which can determine translation purposes is not the original text or the original researcher, but is target text and the intended reader. Vermeer defines translation as “a discourse in the target language environment for the purposes and target audience” (Vermeer, 2001). Seeing from its appearance, the target reader occupies an important position during the translation process. Therefore, in the process of translation, translators should put target readers first and fully consider the cultural and cognitive differences of the target reader. In skopos theory, the source language as a way to provide information, translation as in accordance with the translation brief, selected from the information provided by the source

content, and processed into new target language information available to target readers. Apparently, according to the theory, translator in the process of translation to source information should be selection, do some appropriate processing, rather than mechanically wholesale translation. The skopos theory has a great guiding significance for company profiles translation. Accordingly, the researcher believes that mainly reason of the error on target text of company profiles from the perspective of the translator is in the following.

3.1 Ignorance of the Company's Publicity Promotion Purposes

According to the skopos theory, company profiles are a text with the expected purpose, its main objective is to expand and promote the business, establish a company image among customers, win recognition of the customer, pave the way for the sale of products. Certainly, the purposes of company's publicity promotion are the translation purposes of company profiles, so company profiles translation should be helpful to achieve this expected objective and help to establish the company image. However, when translating a company profile, many translators ignore enterprise publicity promotion purpose just completing the linguistic level translation tasks. For them, the only thing they need to be to translate Chinese text into English text. As to whether the target text will be accepted by foreign customers and potential customers, whether it can achieve the company promotion and expansion purpose and to establish a company image, seems to not be included in their consideration. As a result, this kind of translation action causes the target lack of its original communicative function and even cannot reach the purpose of company profiles in translation.

3.2 Ignorance to Expected Reader of Target Text

The expected reader is an important factor to determine target text purpose. As a translator, what should be realized firstly is the expected reader of target text. Only in this way can translator offer different versions to different expected reader. The expected readers of target text about company profiles are customers or potential customers of companies. The English version is to help those customers understand situations of companies much more. However, lots of translators are still not realized what stated in above. Therefore, this kind of translation ignores the expected readers of target text and cannot be received by those customers of the company.

3.3 Blind Pursuit of Formal Equivalence Between Source Text and Target Text

According to skopos theory, the source text is just a way of providing information, and translator in the translation process has right to select source language information to process. However, many translators get bogged down in translation to the original text. They only know that

pursuing formal equivalence, but do not know how to select useful information. They had no way of knowing what information in the original text translated into English is conducive to enterprise promotion, what is not conducive to establishing company image. Whatever is useful or useless information, the translator translates all of the information. The blind pursuit of formal equivalence between source text and target text behavior, led to the lack of the target text function, while hampering implementation of company profiles publicity promotion purposes.

4. TRANSLATION MECHANISM: STRATEGIC AND PRINCIPLES FOR COMPANY PROFILES TRANSLATION

Based on the above analysis, it can be concluded that the C-E translation of company profiles should follow certain principles. Only with this kind of mechanism formation, the translator can make a more perfect translation. Besides, it will help to achieve the purpose of company profiles publicity promotion.

4.1 Skopos Rule in Company Profiles Translation

According to skopos theory, no matter what kind of translation, the highest principle is the skopos rule. In terms of the skopos rule, an action of translation is determined by the purpose of the action. Company profiles contain the purpose of expansion and promotion of a company, thus company profiles translation should strive to achieve this goal. To this end, the translation company should be based on the company's promotion purposes, using different methods, for example, “创建于” can be translated into “be established or be founded”, “跻身于” can be translated into “be listed as the”, making appropriate adjustments to the source language or rewritten, not simply in such wholesale copying.

4.2 Target Reader Oriented Principle in Company Profiles Translation

Based on Vermeer's translation definition, attaches great importance to translation of target text and reader, and that the most important factors of the translation are not the original text or the original researcher, but are target text and the expected reader. For example, “该厂最近又开发出珍珠系列牙膏产品, 受到消费者的青睐” can be translated into “The Pearl King, the latest achievement of NPC, is very well-received by customers at home and abroad”. In this text, the word achievement is so perfect to express the promotion of the company. Therefore, when translating a company profile, full consideration should be given to cognitive differences and differences in language and cultural background of the reader, try to use the language they are familiar with. Before

translators start translating, it is necessary to check out similar foreign company profiles in a website, familiar with the introduction of language features and writing techniques, translation should be in accordance with the characteristics of the industry.

4.3 Adequacy Principle in Company Profiles Translation

In accordance with the skopos theory, evaluation standards of the translation are not “equivalence”, but “adequacy”. In the frame of teleology, the “adequacy” concept relating to the translation process is dynamic, according to choose those suited to achieve the translation mandate communication symbol. Therefore, the translator should first consider how to achieve the intended purpose, but not how to equivalence with the original. For example, “作为我国轻工产品、日用消费品以及工业制成品的的主要进出口商之一, 中轻总公司拥有良好的市场信誉、广泛的业务渠道、坚实的客户基础、较强的市场竞争能力” can be translated into “As one of the leading importers and exporters of light industry products, daily consumer products, and finished industrial products in China, China Light boasts sound market reputation, extensive business channels, solid customer foundation, and strong market competitiveness.” In order to reach the intended purpose, translators translating company profiles should not rely on formal equivalence of word by word translations, but should hold “adequacy principles”, select a source language text conducive to the realization of the target text information about the intended purpose and put them into the target text with target readers' habits of language and culture.

CONCLUSION

In this research, the researcher analyzes the reason of company profiles translation errors from the functionalist perspective, and discusses the translation principles of company profiles. Company profiles belong to a style of practice. It is extremely different from the translation of literary works and should be pay more attention to its translation purpose. On the C-E translation of company profiles, translators should put translation purpose which is able to make the target reader knowing the related information and generating a proper reaction promptly into the first place. In order to reach this purpose, translators should adopt some more flexible translation strategies in the process of the C-E translation of company profiles. Furthermore, the difference between English and Chinese company profiles should be known to translators. Thus, translators need to make some amendment according to the reading custom of the target reader in the process of translation. Just like the bilingual or multilingual company profiles in foreign companies texts are not translated into identical content with a literal translation. However, they are translated with their local language corresponding

with the expectation of the target reader. Certainly, by this kind of translation strategy, company profiles can be understood easier and further achieving the purpose of company publicity and promotion. In conclusion, adopting flexible translation strategies is of great importance to C-E translation of company profiles.

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