Original Research Article

Practical application of translation strategies in cross-border E-commerce project practice

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Abstract: This paper delves into the practical application of translation strategies in the context of cross - border e - commerce project practice. It first analyzes the characteristics and requirements of translation in cross - border e - commerce, including the need for accuracy, cultural adaptability, and marketing effectiveness. Then, through specific project cases, it explores how different translation strategies such as domestication, foreignization, and adaptation are employed to overcome language and cultural barriers. The study aims to provide valuable insights for cross-border e-commerce practitioners and translators to enhance the quality of translation and promote the success of cross-border e-commerce businesses.

Keywords: Cross-border E-commerce ; translation strategies; project practice

1. Introduction

In the era of globalization, cross - border e - commerce has emerged as a significant force driving international trade. With the rapid growth of cross - border e - commerce platforms, effective communication between sellers and buyers from different linguistic and cultural backgrounds has become crucial. Translation plays a pivotal role in facilitating this communication, as it ensures that product information, marketing materials, and customer service messages are accurately and appropriately conveyed. However, the translation in cross - border e - commerce is not a simple language conversion but a complex process that requires the application of appropriate translation strategies to meet the specific needs of the e - commerce environment. This paper focuses on the practical application of translation strategies in cross - border e - commerce project practice, aiming to shed light on how to improve translation quality and enhance the competitiveness of cross - border e - commerce businesses.

2. Characteristics and requirements of translation in Cross - border E - commerce

2.1. Accuracy

In cross - border e - commerce, accurate translation is essential. Product descriptions, specifications, and terms and conditions must be translated precisely to avoid misunderstandings and potential legal issues. For example, a mis - translation of a product's ingredients or usage instructions could lead to customer dissatisfaction or even health risks. Therefore, translators need to have a deep understanding of the source and target languages and pay close attention to details.

2.2. Cultural adaptability

Cultural differences play a significant role in cross - border e - commerce translation. Different cultures have distinct values, beliefs, and consumption habits. A marketing slogan or a product name that works well in one culture may be inappropriate or even offensive in another. For instance, a color that symbolizes good luck in one culture might represent mourning in another. Translators should be culturally sensitive and adapt the translation to the target culture to ensure that the message is well - received.

2.3. Marketing effectiveness

The ultimate goal of translation in cross - border e - commerce is to promote products and services and drive sales. Therefore, the translation should be marketing - oriented. It should not only convey the literal meaning but

also create an emotional appeal and persuade potential customers to make a purchase. This requires translators to have a good understanding of marketing principles and be able to use persuasive language in the target language.

3. Practical application of translation strategies in Cross - border E - commerce project practice

3.1. Domestication strategy

The domestication strategy aims to make the translation conform to the target culture and language norms, making it more accessible and familiar to the target audience. In cross - border e - commerce, this strategy can be applied in product naming and marketing materials. For example, when a Chinese e - commerce company exports its products to the United States, it may choose to use English names that are easy to pronounce and remember for American consumers. A well - known case is the Chinese smartphone brand Xiaomi, which adopted the name "Xiaomi" in the international market but also created a more Western - sounding slogan "Innovation for Everyone" to appeal to the global audience. This domestication approach helps to bridge the cultural gap and increase the product's market acceptance.

3.2. Foreignization strategy

The foreignization strategy, on the other hand, retains the original cultural and linguistic features of the source text to introduce the target audience to the foreign culture. In cross - border e - commerce, this strategy can be used to highlight the uniqueness of products from different countries. For instance, when promoting traditional Chinese handicrafts on an international e - commerce platform, the translation can keep some Chinese - specific terms and cultural references, such as "jade carving" and "paper - cutting," along with brief explanations. This not only preserves the cultural heritage of the products but also attracts customers who are interested in exotic cultures.

3.3. Adaptation strategy

The adaptation strategy involves making significant changes to the source text to suit the specific requirements of the target market. In cross - border e - commerce, this can include adapting product descriptions, advertising copy, and even the overall marketing strategy. For example, a Japanese cosmetics brand entering the European market may need to adapt its product descriptions to highlight different benefits that are more relevant to European consumers. In Europe, where there is a high demand for natural and organic products, the brand can emphasize the natural ingredients and eco - friendly packaging in its translation. Additionally, the advertising campaign may be adapted to use local celebrities or cultural symbols to better connect with the European audience.

4. Case study: A Cross-border E-commerce project

4.1. Project background

A Chinese e - commerce company planned to launch a new line of home textiles on an American e - commerce platform. The company faced the challenge of translating product information, including descriptions, specifications, and marketing materials, from Chinese to English.

4.2. Translation strategy application

Product Naming: The company used a combination of domestication and adaptation strategies. For some products with generic names in Chinese, they created more appealing and market - oriented English names. For example, a Chinese - style quilt named "Beijing Style Quilt" was renamed "Imperial Comfort Quilt" to evoke a sense of luxury and traditional Chinese culture in a way that is more familiar to American consumers.

Product Descriptions: The translation of product descriptions adopted a balanced approach. It retained some key cultural elements, such as the use of traditional Chinese patterns, but also adapted the language to be more concise and persuasive for the American market. For instance, the description of a silk pillowcase included information about the silk's origin in China, highlighting its high - quality and natural properties, while also emphasizing its benefits for skin care, which is a popular concern among American consumers.

Marketing Materials: The marketing slogans and advertising copy were translated using a domestication strategy. The original Chinese slogans were rephrased to use more common and appealing English expressions. For example, a Chinese slogan meaning "Experience the Elegance of Chinese Home Textiles" was translated as "Discover the Timeless Elegance of Our Home Textiles," which is more in line with the marketing style in the American market.

4.3. Results and implications

After the launch of the product line, the company received positive feedback from American customers. The sales volume exceeded expectations, indicating that the appropriate application of translation strategies was effective in promoting the products. This case study demonstrates that a well - planned and executed translation strategy can significantly enhance the success of cross - border e - commerce projects.

5. Conclusion

The practical application of translation strategies in cross - border e - commerce project practice is of great importance. By understanding the characteristics and requirements of translation in cross - border e - commerce and applying appropriate strategies such as domestication, foreignization, and adaptation, translators and cross - border e - commerce practitioners can overcome language and cultural barriers, improve the quality of translation, and enhance the competitiveness of cross - border e - commerce businesses. Future research can further explore the impact of emerging technologies, such as artificial intelligence, on translation strategies in cross - border e - commerce and how to better integrate them into project practice.

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