

Original Research Article

Research on problems and countermeasures of translating enterprise management texts under the guidance of the communicative translation theory

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Abstract: With the rapid development of economic globalization, cross-cultural communication has become a regular practice in enterprise management. While translating enterprise management texts under the guidance of the Communicative Translation Theory, cultural differences and management terms should be taken into account. Besides, special attention needs to be paid to the conversion of language styles to improve the accuracy. This paper gives an introduction to the Communicative Translation Theory, analyzes its guiding effect on enterprise management texts translation, points out the existing problems, and puts forward the countermeasures in the hope of improving the level of enterprise management text translation and helping enterprises to expand business globally.

Keywords: Communicative translation; Enterprise management; Text; Language

1. Introduction

With the rapid growth of China's economy and the deepening of foreign exchanges, translation has become an important topic that enterprises need to face in their interaction with foreign companies. Due to linguistic and cultural differences, translating enterprise management texts requires not only language proficiency but also an understanding of management concepts and the target language's usage norms. Additionally, the translation should reflect the underlying ideological connotations and be tailored to the specific context, enhancing both accuracy and clarity. The Communicative Translation Theory, as a modern translation approach, should be effectively applied to enterprise management text, focusing on specific translation cases in different contexts to better satisfy management needs and enhance enterprises' ability to communicate internationally.

2. Brief analysis of the communicative translation theory

Communicative Translation was first proposed by Peter Newmark, a British translator, in his book *Approaches to Translation* published in 1981. Compared with traditional translation techniques, it is neither as free as paraphrasing nor as rigid as a word-for-word translation. Its focus lies in “communication” and is a subjective cognitive activity in the translation process, emphasizing the equivalence of converting one linguistic unit into another. The key point is not on faithfully reproducing the original text but on adapting the translation to better meet the reading needs of the target readers, focusing on their understanding and response. According to Newmark, the Communicative Translation has the following characteristics. First, it caters to the target audience, adhering to their language conventions to maintain readability. Second, it captures the essence of the original text, summarizing its key ideas. Third, it emphasizes the social value and message conveyed, using free translation over literal translation. Fourth, it involves subjective adjustments, adding or omitting content to better meet readers' expectations.

In practical translation, the Communicative Translation Theory focuses on adapting the source text to the cultural and pragmatic style of the target language, prioritizing clear, concise, and easily understandable content.

It emphasizes interlingual conversion, information transfer, and audience comprehension. This approach is often applied to legal texts, news articles, travel writings, and medical documents. In enterprise management translation, it allows greater flexibility for the translator to interpret the original text based on the specific needs of managers, ensuring the translation aligns with the readers' requirements.

3. Role of the communicative translation theory in management text translation

The Communicative Translation Theory focuses on effective communication, prioritizing the transfer of information and audience understanding. In translating enterprise management texts, it's important to recognize that management involves not only rules and standard practices but also the understanding and emotional engagement of business personnel. Therefore, the theory should guide translations in fostering business cooperation and building mutual trust between parties.

3.1. Focusing on intercultural differences

In translating enterprise management texts, it's essential to account for cultural differences. Management practices must align with the cultural and historical context of the country and the enterprise's values. Guided by the Communicative Translation Theory, translations should reflect these considerations. For example, Chinese management tends to be more paternalistic, with managers showing personal concern for employees who take leave. In contrast, Western business cultures value personal privacy, and such inquiries may be seen as intrusive. Therefore, translations should adjust content as needed to ensure accuracy, clarity, and cultural sensitivity.

3.2. Adapting translation strategies to audience needs

The audience for enterprise management texts includes general employees and managers, requiring translators to tailor translation strategies to their needs. For managers, professional terms can be used as they can comprehend complex content. For general employees, simpler and more accessible language is preferable to ease understanding. Based on the Communicative Translation Theory, translation strategies should also align with the text's purpose. Formal content like official reports should emphasize authority and seriousness, while regular content should focus on ensuring mutual understanding, enhancing both timeliness and accuracy.

3.3. Emphasizing interactivity

The translation of business management texts goes beyond reproducing content, it emphasizes interactivity, fostering mutual feedback and communication between management teams. Translators serve as cultural bridges, adapting translation strategies based on target readers' feedback to meet their needs to fulfill management tasks and enhance corporate image. Given the linguistic and cultural differences between parties, building mutual trust through effective communication is crucial. Translators should ensure sincerity and equality in their work, establishing a shared emotional foundation for interactive translation. Applying the Communicative Translation Theory requires a deep understanding of its principles to improve translation quality.

4. Current problems in enterprise management text translation

The translation of business management texts in China has contributed significantly to the global expansion of Chinese enterprises. However, due to the complexity of these texts and cultural differences, challenges still remain. Addressing these issues through in-depth analysis is essential to improve translation quality and enhance international communication.

4.1. Imprecise translation of terms

The translation of enterprise management texts requires a deep understanding of professional terms and business knowledge, placing high demands on translators. Many translators lack management expertise, leading to inaccurate or incomplete interpretations. Misunderstandings of key terms, such as translating “*strategy and structure changes*” as “*战略与结构变革*” without considering the enterprise’s operational scope and business structure to provide a more contextually appropriate interpretation, can result in miscommunication. Effective translation requires professional knowledge to convey the intended meaning clearly and accurately.

4.2. Inaccurate interpretation of sentence structures

Chinese and English have significant grammatical differences. Chinese typically follows a subject-verb-object (SVO) structure, emphasizing meaning over form, with less focus on sentence completeness. In contrast, English grammar is more complex, prioritizing logical coherence and structural completeness. Translators relying on Chinese thinking patterns risk misinterpreting English SVO structures, distorting the original meaning. In business management texts, such errors can undermine professionalism, cause misunderstandings, and disrupt ongoing operations.

4.3. Insufficient understanding of linguistic and cultural differences

Errors in translating enterprise management texts often stem from insufficient understanding of linguistic and cultural differences. Chinese, as a pictographic language, emphasizes imagery and subjective expression, often adopting a personal perspective. In contrast, English, based on the Latin alphabet, focuses on abstract thinking and an observer’s perspective. These differing thought patterns must be considered in translation. Cultural differences also impact perception. For instance, dragons symbolize good fortune in Chinese culture but represent evil in English. Additionally, Confucian culture values reserved and cautious expression, while English-speaking cultures favor confidence and assertiveness. Translators must account for these differences in context and meaning to ensure accurate and culturally appropriate translations.

5. Countermeasures for translating enterprise management texts under the communicative translation theory

5.1. Strengthening professional training for translators

To enhance translation accuracy, translators must master specialized terms in enterprise management, spanning business, trade, corporate operations, and finance. As management practices evolve, translators should commit to lifelong learning to stay updated on emerging terms. They should also apply the Communicative Translation Theory to understand its principles and develop a deep grasp of management concepts. By adhering to the theory, translators can produce accessible, reader-friendly translations that preserve the original meaning, break cultural barriers, and effectively localize enterprise management texts.

5.2. Cultivating cross-cultural translation awareness

The primary goal of translation is smooth communication. Ignoring cultural differences and relying solely on literal translation can lead to misunderstandings and disrupt communication. Translators of enterprise management texts must understand the historical, cultural, and linguistic nuances of the cooperating country, demonstrating respect and sincerity in collaboration. They should continuously learn and accumulate knowledge of cultural differences to better convey nuanced content, enhancing the expressive value of both Chinese and

English. Additionally, identifying commonalities between Eastern and Western cultures and integrating them into the translation process fosters mutual understanding.

5.3. Highlighting the significance of enterprise management text translation

In the past, enterprise management text translation often focused on written form, neglecting its deeper communicative role. As foreign management models gain prominence, the importance of translating these texts has become evident. Management texts require both accuracy and cultural adaptation, demanding translators follow the Communicative Translation principles, apply techniques effectively, and refine translations continuously. Addressing translation issues involves identifying gaps, updating texts regularly, maintaining rigor, and using techniques judiciously. This ensures accurate communication, fostering mutual understanding and collaboration.

5.4. Mastering flexible translation methods for enterprise management texts

When translating enterprise management texts, it is crucial to consider the audience and purpose. Key methods include addition, inversion, splitting, and transposition. Addition enhances meaning to reduce cross-cultural barriers, as in translating “*Banks should engage in a credit analysis to identify and evaluate the source of repayment prior to purchase bonds, using their credit standards*” to “*在购买债券之前，银行应该使用贷款标准进行信用分析，以确定并评价还贷的来源*”，using free translation and domestication for clarity. Transposition involves converting parts of speech, adding flexibility, especially with abstract or action-oriented nouns like maintenance, agreement, and resemblance, often paired with verbs like have, make, and conduct. Adapting parts of speech to language characteristics ensures accuracy and smoothness in translation.

6. Conclusion

As Chinese enterprises become increasingly integrated into the global market, the translation of enterprise management texts will become an essential step for enterprises to expand internationally. Guided by the Communicative Translation Theory, the translation of enterprise management texts must take into account cultural differences and the professionalism of management terminology. It is essential to strengthen the professional training of translators, enabling them to flexibly apply diversified translation approaches to make the translation more suited to the preferences of the target readers.

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