

Research on Chinese Brand Naming Characteristics and Translation Methods Based on Memetic Translation Theory

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Abstract: The translation of brand names is a process of transferring the memes of foreign cultures to local consumers through language. From the perspective of memetics, brand name translation can be seen as a process of meme reproduction and transmission through language. Meme is the basic unit of culture, which can survive through reproduction and dissemination. The quality of brand name translation is very important. As a special language, the translation of brand names is the result of cross-language, cross-cultural reproduction and dissemination of brand name translation modules. The establishment of a successful brand translation meme is a successful process of brand translation. Guided by memetics, this paper summarizes the principles of successful translation of Chinese brand memes by analyzing the translation of Chinese brands such as translation, free translation, subtraction and addition, and provides more enlightenment for the study of brand translation.

1. Introduction

With the acceleration of the process of brand internationalization, brand name has become the most important part of enterprise brand building. It is the foundation of brand building and communication [1]. As one of the brand translations, brand translation has become a research hot spot in recent years. Whether from the perspective of "introducing foreign products" or "letting Chinese national products go out", the translation of Trademarks into English and Chinese is worth studying. Therefore, how to better translate foreign brand names and make them have strong market potential is of great significance [2]. As an important translation method, transliteration not only achieves phonetic correspondence, but also achieves semantic unity. Memetics is a systematic scientific theory of the meme of this cultural information representation unit and its reproduction, propagation and variation [3]. It attempts to interpret the universal connection between things and the evolutionary law of the essential characteristics of cultural inheritance from a diachronic and synchronic perspective. The translation of the brand name translated into place is a magic weapon for selling products, enhancing corporate image and enhancing corporate reputation. Therefore, the translation of standardized and authentic brand names is highly concerned by enterprises and translation communities.

Brand name translation involves the conversion of two language cultural codes, as well as the filtering, selection and optimization of the language culture of the target language. This process is dynamic and open, and various translation strategies complement and complement each other in this system [4]. Brand translation has gone through the research from simple translation methods to the guidance of specific translation theories, and nowadays it has incorporated more national cultures and cross-cultural factors. It is concluded that brand translation research is about to mature. Become an indispensable part of the translated text. Each brand name bears a meme, and the transliteration process of the brand name is also the process by which the primitive memes are transmitted through the language to the target language. The propagation and replication of memes facilitates the evolution and development of language [5-6]. Language itself is a kind of meme, and meme also exists in language. It can exist at the level of words, words, phrases, sentences, paragraphs and even texts. There are many similarities between memetics and eco-translation theory, and they share some common ground. The more areas where concepts intersect and intersect between the two levels, the better the effect of translation will be. From the perspective of memetics, the translation

of brand names can be regarded as a process of meme reproduction and transmission through language. As a new strategy of brand name translation, memetics has important implications for translation teaching.

2. Memetics and Brand Name Translation

The process of brand name translation can be seen as the process of spreading the memes of foreign cultures to local consumers through language. The original brand name is the carrier of a meme complex, which carries the concepts and cultural background of the original manufacturer and enterprise. Under the guidance of its theory, it can be concluded that if a cultural unit is disseminated, it becomes a meme, which we call cultural meme. Language is not only the main carrier of culture, but also the most convenient and effective tool of meme communication. We call it linguistic meme [7]. Memetics holds that memes are a phenomenon similar to genes. Genes multiply by inheritance and memes spread by imitation. Some translational memes have been replaced by new memetic complexes due to their popularity, and some memes have strong ability to replicate and spread, and survive and develop in replication. The translation meme promotes the exchange and exchange between different languages. The language meme makes the culture inherit. The cultural meme promotes the development of human society. The social meme connects the human society with the natural world. When a certain cause causes the attention of the receptor, and accepts it on the basis of understanding and incorporates into its own cognitive system, it is then stored in memory. As a host of the source brand name of the source language, the translator is the decoder and infected person of the source brand name meme, and is also an important communicator of the source brand name meme.

The name of the trademark is the first exerciser of the product, and it plays a propaganda role for a brand of products. A good brand name can not only add to the product, but also become a messenger of cultural communication, spread the culture of a country's culture or product, and promote cross-cultural communication. , thereby increasing product sales. Any information, as long as it can be copied by imitation, can be called a meme [8]. This shows that language itself is a meme. The translator should take into account the characteristics of the source language and the translation of the language model, and use the correct meme to effectively express the target language model. Because of the huge differences between Chinese and Western languages and cultures, the value determines the Chinese brand. The translation principle of the name must be faithful to the content and style of the source language. As a human activity, translation and nature, whether directly or indirectly, form an ecological system of translation memes by means of meme Association and co-operation. Brand name translation is a process of interpreting linguistic symbols in commodity brands in other languages. As a special way of communication, brand name translation is a bridge between consumers in the target language market and sellers and manufacturers through brand name translation. Therefore, the key to brand name translation is how to code the brand name of the source language, copy the brand name of the source language to the greatest extent and make it acceptable to consumers.

Successful brand name transliteration memes should not only achieve phonetic level correspondence, make it conform to the habits of local language and culture, but also successfully disseminate brand culture to meet the needs of consumers. Translators need to find a way of expression close to the source meme in the target language to translate the source meme. Finally, the target reader can decode and infect the source meme smoothly. On the premise of accepting the translation ecological environment, translation memes turn to the "identity" of the translation ecological environment to implement the choice of the ultimate target language "survival of the fittest". From the perspective of memetics, translation can spread memes, which can smoothly bridge the cultural gap and transfer memes from one place to another. Therefore, brand name translation is also a meme. From the perspective of the source brand name meme, the translation activity is to introduce the foreign brand name meme through the language, thus ensuring the progress of the domestic brand culture. These names through free translation are the new translation memes formed by the source language cultural memes and language memes through the translation

of language in the intercultural process. There is a huge pressure of choice in the evolution of memes. Therefore, in a large number of potential memes, there are not many memes that can survive. Fundamentally copy the source language meme, try to make the source language memes and translation into the linguistic factors to produce equivalent and equivalent pragmatic functions, so that the source language information is finally understood, accepted, and re-transmitted by the target readers.

3. Translation of Chinese Brands under the Guidance of Memetics

The meme translation method is based on the characteristics of the source language memes and the translational memes, directly copying the source language memes into the culture of the translational memes, and transmitting the cultural motifs in the source language to the target readers. Translation is based on the translation model; the translation process is the translation of the meme to the translation of the ecological environment with the primitives as the typical elements of the "adaptation" and the translation of the typical elements of the translation of the ecological environment of the "choice" of the target language. According to meme theory, translation activities can be seen as the process of memetic replication and propagation through language. Deconstructing and coding the brand name translation language meme, and constructing the brand name translation model meme mode. Under the influence of memes, words are copied, and the creativity of creating words is also copied, thus forming an interactive mode of human and language, from which learners can spy on language changes and development. Due to the differences of languages and cultures in different countries, the translation of loanwords is bound to be constrained by Chinese language and cultural history. Therefore, translation must conform to the norms and usage habits of Chinese language and culture. Meme addition and subtraction means that the translator effectively processes the source language memes, such as adding, supplementing or replacing the title of the film, to provide the target language readers with correct information, so as to ensure that the decoded new memes can correctly disseminate the source language information. The source language memes of brand names are cleverly coded so that they can be reproduced and disseminated in a high fidelity among the users of the target language products, thus speeding up the promotion of product popularity.

In order to create strong memes of brand names and expand brand awareness in the target language market, translators should adopt effective translation strategies to improve the quality of the source language brand names in the process of communication. Successful brand name transliteration memes must be rich in association. Association refers to the lexical meaning of product translation, which can give people associative meanings related to product or culture. Translatable memes and untranslatable memes are not only the difference between the source language system and the target language system, but also the difference between the language ecology and cultural ecology established by the source language ecology. The brand name naming person is the main body of the source language. The translator uses the source code model coded by the naming person to decode and assimilate the naming person's source language model into his own cognitive system according to his existing cognitive system. Become an infected host and its role is the receptor. The translation of brand names should also conform to the way of thinking and values of consumers in the target language market. Only in this way can they be internalized into their corresponding cultural psychology and stably replicate and spread in the form of strong memes. From the target language, we fully consider the copying and transmission of the transliteration memes in the consumers, so that they meet the longevity, fidelity and prolific needs of the successful brand name transliteration model.

There are four values that constrain the memes of translation norms: clarity, truth, trust, and understanding. Clear values restrict expectations of normative memes, and true values constrain the normative memes. The assimilated memes are re-encoded and transmitted to the target language consumers by the brand name translation memes, and the target language consumers decode the transcoder's memes according to their own cognitive systems and become new hosts. When the concept of brand name differs between the two cultures, the translator should respect the culture of

the target language market and use the domestication translation strategy to translate the brand into a language acceptable to the target language consumer. The principle of combining sound and meaning of brand names is beneficial to retaining the cultural concept of original brand names, catering to the target language and cultural habits, and meeting the demands of target language audiences. The bigger the translatable memes are, the smaller the untranslatable memes are. The bigger the difference between the original and the target ecology is, the smaller the translatable memes are and the bigger the untranslatable memes are. The purpose of brand name translation is to bring the translated brand name into the target language market, so that it can be understood, recognized, accepted and disseminated by the target language consumers, expand the international reputation of brand products, and win greater economic benefits. This kind of translation, with its vivid pronunciation and rich associations, can easily trigger consumers' consumer psychology of trying to buy.

4. Conclusions

To sum up, brand as the media of product sales plays a vital role in the whole process of product sales. Good brand name is the soul of the product and reveals the cultural connotation of the product. From the perspective of memetics, successful translation is a successful translation meme, which can be widely copied and disseminated. The application of meme in the field of brand translation enables Chinese brand translation to make an effective attempt to translate Chinese brand based on theory, focusing on practice and making use of the ways of replication and transmission of memes as well as the periodic rules. In the translation of brand names, translators should follow the mode of meme transmission, master the rules of strong meme construction, apply appropriate translation strategies, and cleverly code the brand name translation language to make the target consumers understand, accept, infect and high fidelity. Copy and disseminate the brand name translation terminology. Therefore, in full consideration of the particularity of brand name transliteration and the characteristics of successful meme replication, brand name transliteration should adhere to the principles of simplicity, uniform regulation, association, association, and sound and meaning. Through the above analysis, meme theory has certain ecological characteristics, and memetics and ecological translation theory are mutually infiltrated, complement each other and have commonalities. The two are common and provide a broader perspective for interdisciplinary research in translation.

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Reform and Practice of Teaching Paradigm of "Anglo-American General Situation" Course Based on Action Orientation.

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