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An Experimental Pragmatic Study of Readers' Preferences for Methods Used in Translating Chinese Brand Names*

LI Jie

College of Foreign Languages and Literature, Fudan University, Shanghai, China

College of Chinese Language and Culture, Jinan University, Guangzhou, China

This survey investigated different methods for translating Chinese brand names into English. Results of Pre-investigation show that five methods are most frequently used in translating Chinese Brand Names into English: English, *Pinyin*, Coinage, Acronym, and English+Pinyin. Two further experiments were conducted. The results of Experiment 1 indicated that participants evaluated translations produced using English as their most favored and English as the most appropriate method to translate Chinese brand names, showing low interest in translations by *Pinyin* and Coinage. The results of Experiment 2 further supported the English method as the most favored one in comparison to the Acronym and English+*Pinyin*, methods, and likewise in the methods used to translate different categories of brands. A "Mother-Tongue" Effect is observed in translation. This study concludes that English is the most effective method for translating Chinese brand names.

Keywords: Chinese brand names, translation methods, "Mother-Tongue" Effect, Pinyin, English translations

Introduction

An enduring and controversial issue in China's translation community is whether it is proper to use Chinese *Pinyin* (an official romanization system for *Putonghua*, that is, Standard Chinese, normally written in characters) to translate names, including those of organizations, products, positions, titles, festivals, and events, among others. This discussion and investigation is framed within the context of Chinese readers' feedback and responses, which tend to be inaccurate as they are not native English speakers. To solve this problem, this survey aims to detect native English speakers' preferences and feedback provided from their perspective. Effective brand names, including their translations, require memorability and suggestiveness: words selected for naming or translating brands should be easily memorized while suggesting the functions or benefits of the product or the firm (Keller et al., 1998; Lee & Ang, 2003; Luna et al., 2013). Previous research on brandname translations was primarily focused on language systems and uses and how to realize the equivalence or fidelity of the translation. This was achieved by establishing how a source text can be fully represented in the target language in lexical, semantic,

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LI Jie, Ph.D. in linguistics, postdoctoral researcher and Associate Professor, College of Foreign Languages and Literature, Fudan University; Associate Professor, Department of Applied Linguistics, College of Chinese Language and Culture, Jinan University.

syntactic, and sociocultural aspects (Luna et al., 2013). For translating Chinese brandnames into English, the difficulty also lies in how to convert logographic semantic units in Chinese into alphabetic units in English. Kum, Lee and Qiu (Kum et al., 2011) examined four methods used in translating Chinese brandnames: phonetic, semantic, phonosemantic, and *Pinyin*. The first three methods abide by English orthographic rules and possess strong similarities or associations between the translation and the original brandnames.

A new trend in recent studies is that readers' feedback on different translations is discussed (Zhong & Lin, 2007). Following this trend, our investigation is conducted from an experimental pragmatic perspective (Katsos & Cummins, 2010; Noveck & Sperber, 2004), which is a new approach to detect the effects of pragmatic elements (e.g., speakers, readers, speeches, and intention, among others, c.f., (Ruuskanen, 1996) on translations, language processing, andcognition (Walker, 2019). These studies have offered a starting point for our study.

Brand Name Translation from a Pragmatic Perspective

Compared to linguistic and cultural equivalence (Jakobson, 1959/2004; Kruger and Kruger, 2017; Nida, 1969/2003; Zhang, 2012), pragmatic equivalence in translation concerns pragmatic acts and intentions, which appears as a kind of text act conducted by the sourcetext (Morini, 2013). Meaning is woven into the source text when the text is produced. When readers read the text, they read the text acts performed by the texts instead of the literal meaning of the words in the text. When the translator translates the text, they must, therefore, work out the "text act," with which the illocutionary force is performed. Like other types of text, brand names also have acts: some focus on the function, while others target the cultural values of the products, and so forth. Thus, to translate the text-acts of brand names, translators must attempt to achieve

Text-act Equivalence.

To do so, they need to work out the textual functions of Chinese brandnames, which are classified into several major types: (1) to signify the founder(s) of the brand, such as 李宁 (Lining), 京东 (JD), 腾讯 (Tencent); (2) to memorize a historical event, for example, 解放 (no English translation for the brand; literally, it means *liberation*); (3) to indicate the function of the brand, such as 凤凰卫视 (Phoenix Satellite TV), 广州日报 (Guangzhou Daily) and 国家电网 (State Grid); (4) to denote the location of the brand or the hometown of the founder, for example, 崂山 (Laoshan), 茅台 (MOUTAI), 泸州老窖 (Luzhoulaojiao) and 青岛啤酒 (TSINGTAO); and (5) to imply some Chinese cultural tradition, for instance, 太极 (Taiji). However, textual functions are note qual to text acts but are related to them. As discussed by Morini (Morini, 2013), when a text performs an act, for example, to modify an existing state of affairs, it does not do it directly: it first has a textual effect on the reader, who reconstructs the world in line with the information woven into the text. What is troublesome is that readers usually come from various cultural backgrounds. Consequently, in the case of brandname translation, to achieve text-act equivalence, translators must deal with the cultural differences to as certain that the text acts of the brand names can be successfully translated. Chen (Chen, 2016) and Zhang (Zhang, 2012) conclude that translation involves the transition of ideas and elements from one culture to another, which is also applicable to brand name translation. What is more complicated is that people from different nations usually have different understandings toward the same symbol, and this includes language. Frequently, there are gaps between the source and target cultures. For example, 太极 (Taiji) Chinese culture has no corresponding symbol in other cultures. How to translate the text acts of this type remains unknown.

Moreover, a text may contain several related acts. Illocutionary forces and the perlocutionary effects of a text are connected. Translators shoulder the responsibly of analyzing the seacts in the text (Morini, 2013). Illocutionary forces are rooted in pragmatic intention—the speaker-intention—including the intention of the creator or user of the name. Translating the intention of a text seems to be a terminal solution. As a kind of rewriting and manipulation of the original text (Bassnett, 1990), translation inevitably involves some intention, whatever it might be. Intention is a part of the message in the source text and needs to be translated so that the translation can function in a given society in adesired way (c.f., (Bassnett, 1990; Nida, 1969/2003), preface).

In Tytler's (Tytler, 1978) typical standard, good translation should transfuse completely "*themerit of the original work*" into the target language, so that the native target readers can capture the same feeling (sentiment) as the native source readers do. That is, when translation equivalence occurs, the source and target texts must share the functionally relevant features of the situation (Catford, 1965, p. 94). One factor that affects the perlocutionary effects on the reader is the target culture. As discussed by Toury (Toury, 2012), translations are primarily constrained by the target language and cultural system, and translations are "*facts of the culture which hosts them.*" Translations are, thus, initiated and assessed by the target culture, whose power shapes the amendments or replacements in translations to ensure consistency with the rules of the target culture. We support Toury's target-oriented approach, in the sense that the goal of translation should rest with the target reader. To achieve this goal, we hold that translators should examine the source text and decode the pragmatic, or speaker-intention. Pragmatically, translation means equivalence on a Speaker-Intention level.

Morini (Morini, 2013) and Ruuskanen (Ruuskanen, 1996) formulated a pragmatic approach to translation by summarizing existing theories of the performative, interpersonal, and locative functions of translation. Again, their models are developed from the Speaker's perspective and ignore feedback and responses to the translation from the listener. Consequently, regardless of how effective translators think their translations are, it is hearers who have the final say. Especially, when we investigate different translation methods, we accommodate the Reader, on whom perlocutionary acts/forcesareinitiated. The investigation of readers' responses to translations (Kruger, 2013; Zhong & Lin, 2007) has become a new trend; thus, the survey mainly focuses on the Readers, as native speakers of English.

Research Design

The scope of the survey includes Pre-investigation, Experiment 1, and Experiment 2.

In Pre-investigation, translations of China's 500 Most Valuable Brand Names, as issued in 2017, were collected and classified into different types according to translation methods used. The purpose of this section was to depict a comprehensive picture of translation methods used for these 500 brand names, and to establish the most popular translation methods (with a ratio above 5%), which were further investigated in Experiment 1.

Experiment 1 contained two sections. Based on the readers' evaluation of the translations produced by the three most frequently used methods, Section 1-1 indirectly detects reader preference between these most common methods, all of which were observed in the results of the Pre-investigation. Section 1-2 directly investigated the readers' preference for the main translation methods, that is, those with a ratio above 5% found in Pre-investigation. The basic logic between the two sections was to establish whether the methods being used by Chinese companies are those favored by English readers.

Experiment 2 also contained two sections. Section 2-1 continued to identify the top 3 methods favored by English speakers, which resulted from Section 1-2. The main purpose of this section was to establish which translation method is preferred by English speakers. Assuming that translation methods may be affected by different categories of brand names, Section 2-2 examines the top 3 methods found in Section 1-2 (rated by the native speakers of English) in different categories of brand names, attempting to identify the most suitable method for translating each category of brand name.

Pre-investigation: Translating Methods for Chinese Brand Names

The Pre-investigation aims to address the following question:

What are the main methods used in translating Chinese valuable brand names?

We collected translations for China's 500 most valuable brand names gathered in 2017 from their advertisements, website, English introductions, and logos, among others. After analyzing all these translations, we classified them according to the linguistic forms used. There were several specific challenges in identifying and distinguishing each translation method. First, there were inconsistencies among the methods in terms of phonetic, semantic, phonosemantic, and Pinyin: the first three methods were all supposed to be in English, and Pinyin remained in Chinese. Second, all kinds of translations could be included if defined according to the linguistic for msused. For instance, English versions (translations) of some brand names are coined, and the word is totally new, neither semantic nor phonetic, as with the translations by *Pinyin* and acronym. Classifying them according to linguistic forms was more consistent andlogical.

The results of the Pre-investigation were as follows. Of the 500 translations, 110 were translated by English, 88 by Pinyin, 75 by Coinage, 51 by Acronym, 31 by Pinyin+English. While 32 were exceptions, examples being where the original brand names were either English, English+Chinese, or numerals, and there was no need to translate them. Surprisingly, 113 of them have no apparent translation and used only Chinese characters. These results indicated that five main methods were used more frequently in translating these brand names: English, Pinyin, Coinage, Acronym, and English + *Pinyin*. With the exception of the first two, the remaining three methods have seldom been discussed by researchers (Cheung et al., 2010; Kum et al., 2011).

Two main findings can be summarized from the Pre-investigation: (1) currently, the most frequently used methods for China's 500 most valuable brand names (issued in 2017) are English, Pinyin, Coinage, Acronym, and English + Pinyin; (2) 113 of them (23%) have no translation and consist of only Chinese characters. Accordingly, two further questions are raised (See Experiment 1 and 2).

Preference of Translation Methods: Experiment 1

Experiment 1 aimed to detect native English speakers' preference for different translation methods via their indirect and direct evaluations. In Section 1-1, translations produced by the first three methods (of the top five), English, *Pinyini*, and coinage are rated in order to indirectly model the relative preference of the three most frequently used methods; Section 1-2 investigated the target readers' preferences from the five main translation methods by their direct preference evaluation. The reasoning behind these two sections is to establish whether the methods being used by Chinese translators are those favored by an English audience. The entire survey was completed on-line.

Research Questions:

Q1-1: Are there any significant differences among the three kinds of translations produced using English, Pinyin, and Coinage?

Q1-2: Do the preferences of target readers differ significantly among the five translation methods?

Hypotheses:

H1-1: There are no significant differences in the preferences among the three translations produced by the three methods.

H1-2: There are no significant differences in the preferences among the five different translation methods.

Participants: A total of 41 native speakers of English were paid to participate in Experiment 1. All of them were monolinguals and used British or American English (other varieties of English were excluded) as their mother tongue and were living in the United Kingdom or the United States. Their ages ranged from 18 to 70 years. No one had mental problems.

Materials: A total of 75 translations of the Chinese brand names were used in Section 1-1. They were produced by three translation methods: **English**, ***Pinyin***, and **Coinage**. First, 25 translations were randomly selected from the all the translations that were produced by the same translation method. For instance, 25 English translations were taken randomly from the 111 translations that were translated using the English method. Subsequently, to ensure the accurate comparison among the three methods, the translations of the same brand name, using the other two methods, were also randomly paired to form the questionnaire (c.f. **Table 1**).

Table 1.

Summary of Translations of the Top 500 Chinese Brand Names (2017)

Types of Translation	Amount	Percentage (%)
English	110	22.0
Pinyin	88	17.6
Coinage	75	15.0
Acronym	51	10.2
Pinyin+English	31	6.2
Other Methods	32	6.4
No Translation	113	22.6
Total	**500**	**100**

All paired translations were produced by the researchers. Consequently, for each brand name, there were three translations generated by three different methods. One of them was original, and the other two were produced using *Pinyin* or Coinage to form a set of translations.

Instrument: A5-points cale questionnaire was used in the two parts of the experiment 1. In Section 1-1, the participants were required to rate online the three kinds of translations (in random order) for each Chinese brand name, by selecting numbers from 1 to 5, which matched different scales of their evaluation: 1 = worst translation, 2 = poor translation, 3 = acceptable translation, 4 = good translation, and 5 = best translation. In Section 1-2, the participants were asked to rate to what degree they liked the 5 methods used in translating Chinese Brand Names into English, and different scores (1-5) corresponding to: 1 = neither like nor dislike, 2 = like a little, 3 = like a moderateamount, 4 = like, 5 = like a great deal.

Data collection and processing: All the participants were paid to complete their ratings online. All the data were collected by the two professional research online systems. The experiment was createdon https://www.qualtrics.com/andissuedandcompletedon https://www.prolific.com/. The data were automatically collected by the first website. After downloading the raw data, statistical analyses of the data were performed via SPSS. All missing values were replaced by the mean score. Data processing was based on research purposes and questions. Descriptive analyses, Multiple Comparisons, and One-Way ANOVA were carriedout.

Results

The descriptive results of Section 1-1 show that participants tended to view translations by English as the most favorable, Mean (English) = 3.47， SD (English) = .57, and those by *Pinyin* were the worst among the three, with a Mean (*Pinyin*) = 2.32, SD (*Pinyin*) = .35, substantially lower than those for the other two types of translations. They partially accepted the coin age method of creating new English words, with a Mean (Coinage) = 2.73, SD (Coinage) = .45. This is in consistent with what Chinese companies and advertisers had done in translating the brand names, whereby they had traditionally selected Chinese *Pinyin* as the second most frequently used method to translate their Chinese band names into English, without knowing that the target readers were strongly opposed to this.

Further multiple caparisons (see **Table 2**) indicated that a statistically significant difference was observed among the three types of translations: The mean difference between translations conducted using the English and *Pinyin* methods = 1.150, *Sig*. = .000; mean difference between English and Coinage = .740, *Sig*.=.000; mean difference between Coinage and *Pinyin* = .410, *Sig*. = .000. Thus, **H1-1 wasrejected**.

Table 2

Multiple Comparisons of the Three Types of Translations (Section 1-2)

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(I) Types					95% Confidence Interval	
	(J) Types	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
By English	By *Pinyin*	1.15000*	.00000	.000	1.1500	1.1500
	By Coinage	.74000*	.00000	.000	.7400	.7400
By *Pinyin*	By English	-1.15000*	.00000	.000	-1.1500	-1.1500
	By Coinage	-.41000*	.00000	.000	-.4100	-.4100
By Coinage	By English	-.74000*	.00000	.000	-.7400	-.7400
	By *Pinyin*	.41000*	.00000	.000	.4100	.4100

**Note: The mean difference is significant at the 0.05 level.*

Although H1-1 was rejected, a further problem arose, in that the mean score of the English translations was 3.37, being 67% of the total score (=5), while the percentage for *Pinyin* was 46% and that for Coinage was 55%. These results implied that the participants were not completely satisfied with the English translations offered by Chinese companies. The mean score was expected to be higher, at levels of 4 or more out of 5. This result indicates that more work should be done to guarantee the quality of translations for Chinese brand names done by direct use of English. Most translations of these brand names are translated by Chinese translators, whose native

language is not English. One explanation is that they were unable to translate the brand names into idiomatic English. Consequently, the quality of translation did not meet expectations. However, at this point in the survey, it remained unknown which translation method, among the five, was the participants' favorite. To uncover this, the survey in Section 1-2 was conducted, and the results werecalculated.

Table 3.

Multiple Comparison Results of Section 1-2

LSD		**Mean Difference**		
(I) Methods	**(J) Methods**	**(I-J)**	**SE**	**Sig.**
English	*Pinyin*	.95*	.27	.001
	Coinage	.95*	.27	.001
	Acronym	.56*	.27	.042
	Pinyin+English	.20	.27	.477
Pinyin	English	-.95*	.27	.001
	Coinage	.00	.27	1.000
	Acronym	-.39	.27	.156
	Pinyin+English	-.76*	.27	.006
Coinage	English	-.95*	.27	.001
	Pinyin	.00	.27	1.000
	Acronym	-.39	.27	.156
	Pinyin+English	-.76*	.27	.006
Acronym	English	-.56*	.27	.042
	Pinyin	.39	.27	.156
	Coinage	.39	.27	.156
	Pinyin+English	-.37	.27	.183
***Pinyin*+English**	English	-.20	.27	.477
	Pinyin	.76*	.27	.006
	Coinage	.76*	.27	.006
	Acronym	.37	.27	.183

**Note:* The mean difference is significant at the 0.05 level.

Data from Section 1-2 were processed using a One-Way ANOVA. The results (see **Table 3**) of Levene's Test of Homogeneity of Variances shows that $p = .57$, with a statistical ANOVA result of: $F(4,200) = 4.98$, $p = .001<.05$. This result indicated statically significant differences among the 5 translation methods. Descriptive statistic results demonstrate that participants preferred the translations using the English method, Mean (English) = 3.66, and SD (English) = 1.17, implying that there was little divergence on this issue. Most participants tended to agree that English was the best method to translate Chinese brand names, which was consistent with the results of the Pre-investigation, whereby English was also the most frequently used method in translating Chinese brand names, and 22% of brand names were translated directly using English words. They also accepted the mixed use

of *Pinyin* and English: Mean (*Pinyin*+English) = 3.46, and SD (*Pinyin*+English) = 1.23, and, finally, the outcome for the Acronym methodwas: Mean (Acronym) = 3.10, and SD (Acronym) = 1.36.

A dramatic reversal was found between the use of *Pinyin* (18%) and Coinage (15%). Participants evaluated them as the worst methods with Mean (*Pinyin*) = 2.71, SD (*Pinyin*) = 1.27; Mean (Coinage) = 2.71, SD (Coinage) = 1.17. These results demonstrated that *Pinyin* and Coinage were the least acceptable methods for native English speakers.

SLD multiple comparisons (see **Table 3**) of different translation methods showed statistically significant differences among the five methods. The differences lay in the direct use of English as significantly different from the use of *Pinyin* (p =. 001<.05), Coinage (p = .001<.05), and Acronym (p = .042 < .05), but there was no significant difference between the use of English and *Pinyin*+English (p = .477 >.05). Significant differences between *Pinyin* and Coinage were also not observed with p = 1.000 >.05. Consolidating this unexpected results indicated that the use of *Pinyin*+English was as good as the use of English. The other four comparison results highlighted more findings in that *Pinyin* and Coin age were evaluated as the most undesirable methods. English and *Pinyin*+English were the most acceptable methods, while Acronym was between the two and had an eutrals core (being neithergood nor bad). In accordance with ***Figure* 1**, *Pinyin* and Coinage were at the same level, achieving the lowest scores, while English and *Pinyin*+English performed much better as methods than *Pinyin* and Coinage; Acronym was in the middle. **Thus, H1-2 was rejected.**

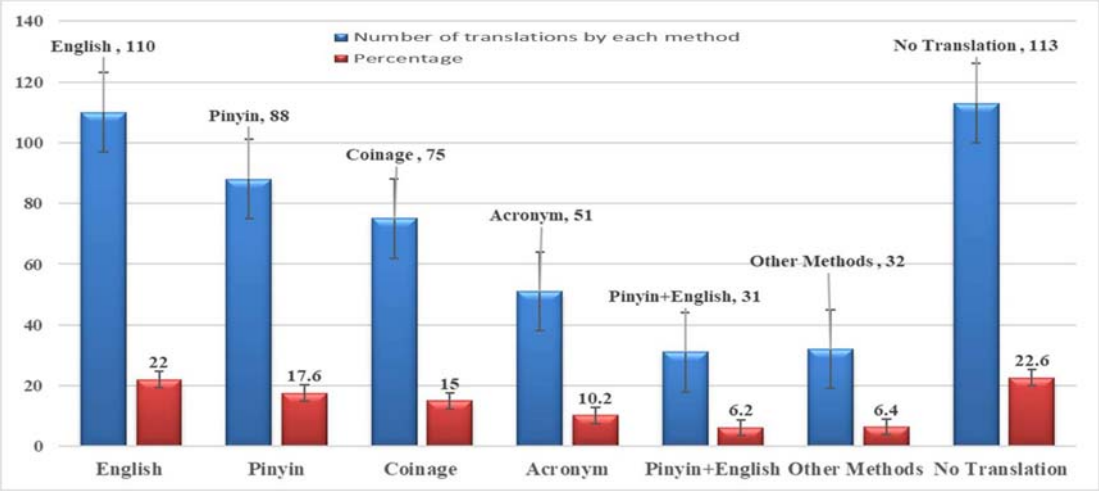

Figure 1. Results of Translation Methods for the Top 500 Chinese Brand Names (2017).

Preference of Translation Methods: Experiment 2

Based on Experiment 1, Experiment 2 aimed to confirm the effectiveness of the three recommended methods—English, *Pinyin*+English, and Acronym—used in translating Chinese brand names and explore whether different categories of brand names needed to be translated by different methods.

Research Questions:

Q2-1: Is there any significant difference among the translations using each of the three methods—English, *Pinyin*+English and Acronym?

Q2-2: Is there a need to use different methods to translate different categories of brand names?

Hypotheses:

H2-1: There are significant differences among the translations by the three methods—English, *Pinyin*+English and Acronym.

Or conversely, all three methods (i.e., English, *Pinyin*+English and Acronym) are effective in translating brand names, and thus, there is no statistical difference among them.

H2-2: For different categories of brand names, there is no need to use different methods to translate them because there is no significant difference among different methods.

Participants: A total of 45 native speakers of English were paid to participate in the experiment. All other features were consistent with those in Experiment 1.

Instrument: A5-points cale questionnaire was used in Experiment 2. It was also conducted in two parts. Section 2-1 included translations for 75 Chinese brand names: Section 2-2 covered translation methods for 18 categories of brand names. In Section 2-1, the participants were required to complete online ratings of the three kinds of translations (in random order) for each Chinese brand name, scoring them as follows: 1 = worst translation, 2 = poor translation, 3 = acceptable translation, 4 = good translation or 5 = best translation. In Section 2-2, theparticipants were asked to rate to what degree they liked the three translation methods used for the 18 categories of Chinese Brand Names, and different scores (1-5) were used to depict either: 1 = neither like nor dislike, 2 = like a little, 3 = like a moderate amount, 4 = like, or 5 =like a greatdeal.

Materials: A total of 75 translations of the Chinese brand names were used in Section 2-1. They were produced by three translation methods: English, English+*Pinyin* and Acronym. For each method, 25 translations were randomly selected from the all the translations that were produced by the same translation method. They were generated and paired in the same way as in Experiment 1 (c.f. **Table 4**).

Table 4

Materials Used in Section 2-1

Brand Name	**Original Translation**	**Paired Translation 1**	**Paired Translation 2**
凤凰卫视	Phoenix Satellite TV (By English)	Fenghuang TV (By English+*Pinyin*)	PSTV (By Acronym)
中粮	COFCO (By Acronym)	Zhongliang Food (By English+*Pinyin*)	China National Cereals, Oils and Foodstuffs (By English)
华昌珠宝	Huachang Jewelry (By English+*Pinyin*)	Twinkling Jewelry (By English)	HJ (By Acronym)

Data collection and processing: The data was also collected and processed in the same way as in Experiment 1.

Results

One-Way ANOVA was conducted to process raw data from Section 2-1. Test of Homogeneity of Variances shows that F (2,222) = 8.96, p = .000<.05, which means normal ANOVA is not applicable for the data. Statistics of Welch was applied instead, and the result is that F (2,143) = 183.56, p =. 000 < .01, signifying that there are significant differences among the three different translations. The categories of evaluation are: Mean (Acronym) = 2.42, SD = .29; Mean (English) = 3.47, SD = .39; Mean (English+ *Pinyin*) = 3.06, SD = .44. This

means that translations produced by English are still the most favore dones, which is consistent with the findings of Experiment 1. Compared with translations by Acronym, those by English+*Pinyin* are more favored. Translations by Acronym are the least favoredones.

Furthermore, the results of Multiple Comparisons in **Table 5** signify that there are significant differences among the three types of translations: between translations by English and Acronym, Mean Difference = 1.05, SE = .06, p = .000< .05; between translations by English and English+*Pinyin*, Mean Difference =.41, SE =.07, p = .000 < .05; between translations by English + *Pinyin* and Acronym, Mean Difference = .64, SE = .06, p = .000 < .05. These results indicate that English speakers still prefer translations using their native language—English—while translations by Acronym and English+*Pinyin* are less favored, and significant differences among the three types of translations have occurred. **Thus, hypothesis H2-1 isrejected.**

Table 5

Multiple Comparisons of Different Types of Translations

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(I) Types of Translations	**(J)Types of Translations**	**MD (I-J)**	**SE**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
Acronym	English	-1.05*	.06	.000	-1.19	-.91
	English+*Pinyin*	-.64*	.06	.000	-.79	-.49
English	Acronym	1.05*	.06	.000	.91	1.19
	English+*Pinyin*	.41*	.07	.000	.25	.57
English+ Pinyin	Acronym	.64*	.06	.000	.4946	.79
	English	-.41*	.07	.000	-.5723	-.25

**Note:* The mean difference is significant at the 0.05 level. MD=Mean Difference.

Section 2-2 investigates translations for 18 categories of brand names: *IT and Electronic Communications, Auto, Clothing, Shoes and Textiles, Electrical and Home Appliances, Energy, Express Delivery, Finance, Food and Drinks, Machinery, Manufacturing, Media, Petrochemical Industry, Real Estate, Retail, Steel and Construction Material, Transportation and Aviation Service,* and *Travel Service*. The results for the categories in this section (see **Table 6**) demonstrate that the translation method using English is preferred, with 3.73 ≦ Mean (English) ≧ 4.09.

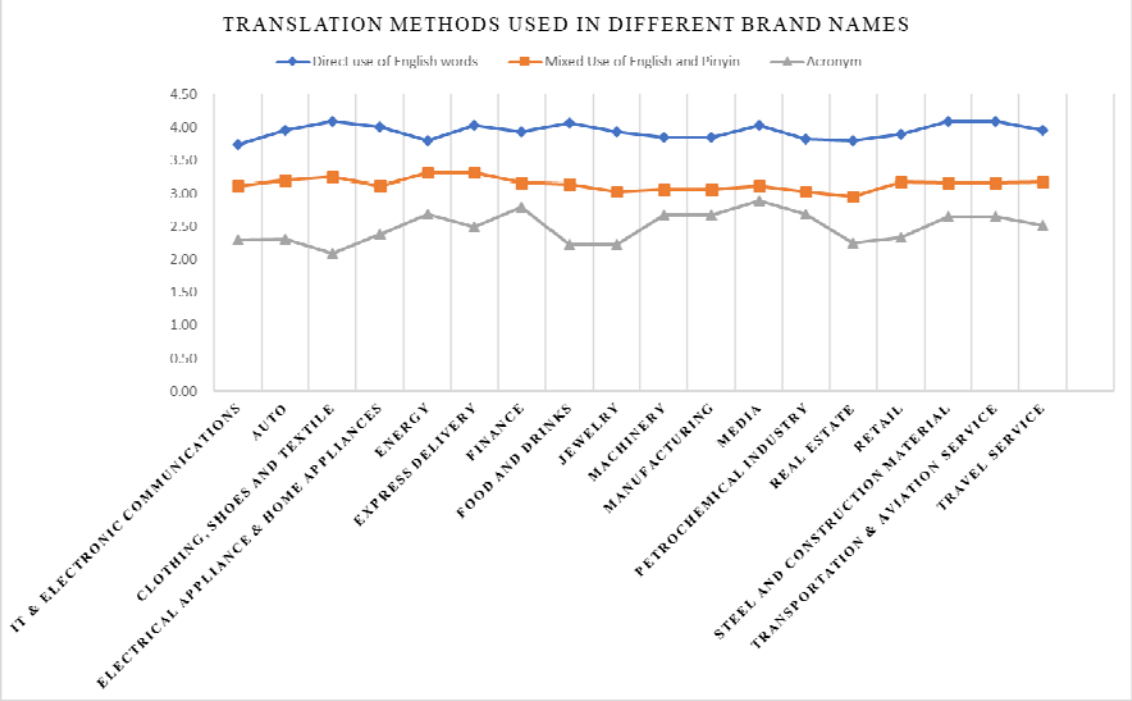

Figure 2. Mean Scores for Different Translation Methods Used in Different Categories of Brand Names.

***Figure* 2** shows that the mean scores for the three methods are distributed on 3 levels and there is no overlapping amongthem: the use of English takes up the highest position; English+*Pinyin* is in the middle, and Acronym in the lowest position. The tree lines of them are clearly separated with no interplay or overlapping between any two of them or among the three. These findings confirm that native English speakers consistently prefer English as the best translation method across all categories of brandnames.

Table 6

Results for Categories of Section 2-2

		N	Mean	SD	SE			N	Mean	SD	SE
IT and Electronic Communications	English	45	3.73	1.23	0.18	**Machinery**	English	45	3.84	1.15	0.17
	E+P	45	3.11	1.17	0.17		E+P	45	3.07	1.29	0.19
	Acronym	45	2.29	1.25	0.19		Acronym	45	2.67	1.48	0.22
Auto	English	45	3.96	1.17	0.17	**Manufacturing**	English	45	3.84	1.15	0.17
	E+P	45	3.20	1.18	0.18		E+P	45	3.07	1.29	0.19
	Acronym	45	2.31	1.35	0.20		Acronym	45	2.67	1.48	0.22
Clothing, Shoes and Textile	English	45	4.09	1.16	0.17	**Media**	English	45	4.02	1.16	0.17
	E+P	45	3.24	1.09	0.16		E+P	45	3.11	1.43	0.21
	Acronym	45	2.09	1.38	0.21		Acronym	45	2.89	1.40	0.21
Electrical Appliance and Home Appliances	English	45	4.00	1.15	0.17	**Petrochemical Industry**	English	45	3.82	1.11	0.17
	E+P	45	3.12	1.31	0.20		E+P	45	3.02	1.27	0.19
	Acronym	45	2.38	1.39	0.21		Acronym	45	2.69	1.49	0.22

Energy	English	45	3.80	1.27	0.19	**Real Estate**	English	45	3.80	1.08	0.16
	E+P	45	3.31	1.31	0.20		E+P	45	2.96	1.35	0.20
	Acronym	45	2.69	1.41	0.21		Acronym	45	2.24	1.35	0.20
Express Delivery	English	45	4.02	1.12	0.17	**Retail**	English	45	3.89	1.15	0.17
	E+P	45	3.31	1.18	0.18		E+P	45	3.18	1.09	0.16
	Acronym	45	2.49	1.41	0.21		Acronym	45	2.33	1.43	0.21
Finance	English	45	3.93	1.27	0.19	**Steel and Construction Material**	English	45	4.09	0.92	0.14
	E+P	45	3.16	1.15	0.17		E+P	45	3.16	1.19	0.18
	Acronym	45	2.80	1.36	0.20		Acronym	45	2.64	1.37	0.20
Food and Drinks	English	45	4.07	1.14	0.17	**Transportation and Aviation Service**	English	45	4.09	0.90	0.13
	E+P	45	3.13	1.24	0.18		E+P	45	3.16	1.19	0.18
	Acronym	45	2.22	1.46	0.22		Acronym	45	2.64	1.37	0.20
Jewelry	English	45	3.93	1.29	0.19	**Travel Service**	English	45	3.96	1.15	0.17
	E+P	45	3.02	1.23	0.18		E+P	45	3.18	1.34	0.20
	Acronym	45	2.22	1.43	0.21		Acronym	45	2.51	1.36	0.20

**Note:* SD = Standard Deviation. SE = Standard Error. E+P= English + *Pinyin.*

To verify whether there is a significant difference among the three methods, robust tests of equality of means for different categories of brand names were conducted, and the results in **Table 7** show that all the asymptotic *F-value*<0.01,which means that statistically significant differences are detected in all the categories of brand names. **Therefore, H2-2 is rejected.**

Table 7

Robust Tests of Equality of Means for Different Categories of Brand Names

Welch				
Categories of Brand Names	**Statistic[a]**	**df1**	**df2**	***Sig.***
IT and Electronic Communications	15.15	2	88	.000
Auto	19.06	2	88	.000
Clothing, Shoes and Textile	27.43	2	87	.000
Electrical Appliance and Home Appliances	18.56	2	86	.000
Energy	7.64	2	88	.001
Express Delivery	16.39	2	87	.000
Finance	8.94	2	88	.000
Food and Drinks	22.74	2	87	.000
Jewelry	17.89	2	88	.000
Machinery	9.87	2	87	.000
Manufacturing	9.87	2	87	.000
Media	10.27	2	87	.000
Petrochemical Industry	9.73	2	87	.000
Real Estate	18.58	2	87	.000

Retail	16.12	2	87	.000
Steel and Construction Material	19.45	2	85	.000
Transportation and Aviation Service	20.17	2	85	.000
Travel Service	15.00	2	87	.000

**Note:* a. Asymptotically F distributed.

Multiple comparison results (See **Table 8**) show that there are generally significant differences among the three translation methods used for names of *IT and Electronic Communications, Auto, Clothing, Shoes andTextiles, Electrical and Home appliances, Real Estate, Retail, Steel and Construction Materials, Express Delivery, and Finance.* In translating brand names for *Energy*, there is no significant difference between the English words and English+*Pinyin*. Both are evaluated as more favored methods and are significantly different from the Acronym method. When translating brand names for *Machinery, Manufacturing, Media, Petrochemical Industry, Steel and Construction Materials, Transportation and Aviation Services*, and *Travel Services*, there is no significant difference between the English and Acronym methods. That is, these two methods are frequently used in translating these brand names. These results indicate that different categories of brand names require different translation methods.

Table 8
Results of Multiple Comparisons of Means - Different Categories of Brand Names

Tamhane											
Categories of Brand Names	**(I) Methods**	**(J) Methods**	**MD (I-J)**	**SE**	***Sig.***	**Categories of Brand Names**	**(I) Methods**	**(J) Methods**	**MD (I-J)**	**SE**	***Sig.***
IT and Electronic Communications	English	E+P	.62*	0.25	**.047**	**Machinery**	English	E+P	.78*	0.26	**.010**
		Acronym	1.44*	0.26	**.000**			Acronym	1.18*	0.28	**.000**
	E+P	English	-.62*	0.25	**.047**		E+P	English	-.78*	0.26	**.010**
		Acronym	.82*	0.26	**.006**			Acronym	.40	0.29	**.437**
Auto	English	E+P	.76*	0.25	**.009**	**Manufacturing**	English	E+P	.78*	0.26	**.010**
		Acronym	1.64*	0.27	**.000**			Acronym	1.18*	0.28	**.000**
	E+P	English	-.76*	0.25	**.009**		E+P	English	-.78*	0.26	**.010**
		Acronym	.89*	0.27	**.004**			Acronym	.40	0.29	**.437**
Clothing, Shoes and Textile	English	E+P	.84*	0.24	**.002**	**Media**	English	E+P	.91*	0.27	**.004**
		Acronym	2.00*	0.27	**.000**			Acronym	1.13*	0.27	**.000**
	E+P	English	-.84*	0.24	**.002**		E+P	English	-.91*	0.27	**.004**
		Acronym	1.16*	0.26	**.000**			Acronym	.22	0.30	**.842**
Electrical Appliance and Home Appliances	English	E+P	.88*	0.26	**.004**	**Petrochemical Industry**	English	E+P	.80*	0.25	**.006**
		Acronym	1.62*	0.27	**.000**			Acronym	1.13*	0.28	**.000**
	E+P	English	-.88*	0.26	**.004**		E+P	English	-.80*	0.25	**.006**
		Acronym	.74*	0.29	**.036**			Acronym	.33	0.29	**.589**
Energy	English	E+P	.49	0.27	**.211**	**Real Estate**	English	E+P	.84*	0.26	**.005**

		Acronym	1.11*	0.28	**.001**			Acronym	1.56*	0.26	**.000**
	E+P	English	-.49	0.27	**.211**		E+P	English	-.84*	0.26	**.005**
		Acronym	.62	0.29	**.096**			Acronym	.71*	0.28	**.042**
Express Delivery	English	E+P	.71*	0.24	**.013**	**Retail**	English	E+P	.71*	0.24	**.010**
		Acronym	1.53*	0.27	**.000**			Acronym	1.56*	0.27	**.000**
	E+P	English	-.71*	0.24	**.013**		E+P	English	-.71*	0.24	**.010**
		Acronym	.82*	0.27	**.011**			Acronym	.84*	0.27	**.007**
Finance	English	E+P	.78*	0.25	**.009**	**Steel and Construction Material**	English	E+P	.94*	0.23	**.000**
		Acronym	1.13*	0.28	**.000**			Acronym	1.45*	0.25	**.000**
	E+P	English	-.78*	0.25	**.009**		E+P	English	-.94*	0.25	**.000**
		Acronym	.36	0.27	**.455**			Acronym	.51	0.26	**.174**
Food and Drinks	English	E+P	.93*	0.25	**.001**	**Transportation and Aviation Service**	English	E+P	.93*	0.25	**.000**
		Acronym	1.84*	0.28	**.000**			Acronym	1.44*	0.26	**.000**
	E+P	English	-.93*	0.25	**.001**		E+P	English	-.93*	0.25	**.000**
		Acronym	.91*	0.29	**.006**			Acronym	.51	0.27	**.174**
Jewelry	English	E+P	.91*	0.27	**.003**	**Travel Service**	English	E+P	.78*	0.25	**.012**
		Acronym	1.71*	0.29	**.000**			Acronym	1.44*	0.27	**.000**
	E+P	English	-.91*	0.27	**.003**		E+P	English	-.78*	0.24	**.012**
		Acronym	.80*	0.28	**.017**			Acronym	.67	0.27	**.062**

Note. *. The mean difference is significant at the 0.05 level. Repeated comparison results are omitted to save some space. MD = Mean Difference E+P = English +*Pinyin*.

General Discussion

Our findings demonstrate that native speakers of English prefer translations of brand namesusing English. Alternatively, Chinese speakers (especially Chinese companies and translators), tend to prefer translations using English or *Pinyin*, which ranks the second most frequently used method in the data but is rated as the worst translation method by native speakers of English. This shows that people tend to prefer translations in their mother tongue, which triggers a mother-tongue effect (MTE) in translation, which can be stated as follows: Both translators and readers prefer the use of their mother tongue in translation. That is, translators tend to use their mother tongue to translate the text, just as in the case of Chinese translators using Pinyin to translate brand names. As for readers of the target language, they also prefer translations in their mother tongue and show little interest in the translations produced using othermethods.

This effect accounts for why English speakers prefer English as the best translation method for translating Chinese brand names. Similarly, they find the Acronym and mixed use of *Pinyin* and English (*Pinyin*+English) methods acceptable. This can be partially supported by the work of Kum, Lee and Qiu (2011), who found that translations approaching the target language are favored. It also reinforces the idea that memorability is one of the most important characteristics of a brand name (Luna, Carnevale, and Lerman, 2013). More memorable brand names are more likely to be recognized and recalled by readers. Our findings also support that translations using the target language are more memorable than those using other methods.

By now, Chinese companies and translators, even including thousands of Chinese readers, have used *Pinyin* so frequently to translate Chinese brand names into English, just because we like translations produced by *Pinyin*. Our survey shows that translations using the linguistic codes of the target language should be employed as frequently as possible. This informs the approach to, and focus of ,translation. From a pragmatic perspective, translating a text means conveying the speaker's intention in that text to the readers in the target language. To ensure the efficiency of this transfer process, translators should endeavor to make the readers understand the text as quickly and accurately as possible. Thus, the focus of translation should be on the readers in that target language.

The extant literature has paid significant attention to the process from the text to the translation, with an expectation that the source text can be fully translated into the target language. Few researchers realize that the translators, who usually think that their translations are adequate, use inappropriate methods in relation to the target audience. We thus propose that the criteria for a good translation lies with the target reader, that is, what suits the reader is the best method. In this survey, readers in the target language (English) value and prefer translations using English rather than the Chinese *Pinyin* or Coinage methods. Under these circumstances, translators need to reconsider the methods used for translating Chinese brand names. Thus, a gap exists between what has been translated and the expectations of the readers. The solution is to examine the source text and language, and to investigate the target readers to confirm the irrequirements before the translations are undertaken. As shown by this investigation, although many Chinese companies use *Pinyin* to translate their brand names, the factis that the natives peakers of English resist them because these translations are difficult to understand and the pragmatic intention of the brand name is lost.

Conclusion

This study addresses controversial issues on the translation of Chinese brand names and the methods used. The results of the Pre-investigation show that English, *Pinyin*, Coinage, Acronym, and English+*Pinyin* are the five most frequently used methods in translating China's 500 most valuable brand names issued in 2017. Findings from the two experiments highlight that native speakers of English prefer the direct use of English to translate the Chinese brand names, and also favor the mixed use of English+*Pinyin* but dislike translations produced by *Pinyin* and Coinage, although both of them are frequently employed by Chinese companies. These findings trigger a mother-tongue effect in translation whereby both translators and target readers prefer translations in their own mother tongue (native speakers of English prefer translations in English while Chinese speakers would prefer translations in Chinese *Pinyin*).

This survey also offers implications for the practice of translating Chinese brand names (notably where many have no possible translation). Translators should, ideally, apply the direct use of English or mixed use of English+*Pinyin* in translating Chinese brandnames.

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