

# Study on the Translation of Chinese Chic Brands from the Perspective of Domestication and Foreignization: A Case Study of CHAGEE

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## ABSTRACT

In the wave of globalization, the strategy of Chinese chic brands going abroad has increasingly become an important way to enhance international influence. The study employs a mixed-method approach, combining practical case study analysis with quantitative data on market performance. By scrutinizing CHAGEE's translation practices across various product lines and marketing materials, this research identifies common pitfalls in Chinese brand translation, including over-reliance on literal translation, cultural disconnect and insufficient adaptation to target markets. The findings reveal that successful brand internationalization requires a nuanced approach to translation, one that harmonizes cultural sensitivity with brand essence. This paper proposes effective translation strategies tailored to Chinese chic brands, offering practical guidelines for establishing distinctive brand images in international markets while maximizing both cultural dissemination and commercial value.

## KEYWORDS

Domestication and Foreignization; Cross-cultural Communication; Brand Translation; CHAGEE.

## 1. INTRODUCTION

In the context of globalization, cultural exchange continues to deepen and brands and culture are gradually integrating. With its unique cultural connotation and design aesthetics, Chinese chic brands began to appear on the world stage. These brands not only represent China's cultural confidence but also reflect the thriving development of China's creative industry. However, the dissemination and acceptance of a brand largely rely on effective cross-cultural communication. The selection of translation strategies in cross-cultural communication is crucial. As two main translation strategies, domestication and foreignization have different guiding principles in translating brand names, slogans and cultural attributes.

This paper focuses on CHAGEE, a Chinese chic brand and discusses how domestication and foreignization strategies can better convey the core values and cultural characteristics of the brand in the cross-cultural context. As a typical emerging chic brand in China, CHAGEE provides us with a good example for observing and analyzing the practical application of these two translation strategies in international market positioning and communication.

In the global consumer market, brand translation is no longer a simple language conversion issue but an important issue involving cultural adaptation and market strategy. Through this study, we aim to provide valuable insights for translation practitioners, brand managers, and cross-cultural communication researchers and contribute to the international dissemination of Chinese culture. This

article argues that CHAGEE's successful expansion in the international market is largely due to its balanced use of domestication and foreignization translation strategies, effectively bridging cultural differences while preserving the brand's Chinese tea culture heritage.

## **2. LITERATURE REVIEW**

### **2.1. Brand Translation Strategies in Cross-Cultural Communication**

In the context of globalization, Chinese brands are constantly stepping onto the international stage, and brand translation has become a key bridge for cross-cultural communication. Scholars from various fields have conducted in-depth research on brand translation and proposed various translation strategies and solutions. For example, Zhaozhong Peng and Manchun Shao (2023) analyzed the translation issues of the Haihun Marquis Tomb brand and pointed out some confusing transliteration problems that may affect the brand's international recognition and dissemination. They suggest that a standardized strategy based on trademark functionality should be adopted in the translation process, combined with concise localized translation, to enhance the brand's performance in the international market. This strategy aims to enhance the brand's international influence by improving translation accuracy and market adaptability. Through these strategies, brands can more effectively overcome language and cultural barriers and achieve smooth communication with global consumers. They suggested adopting translation strategies that are standardized based on trademark functions and concisely localized to enhance the brand's performance in international markets [1]. Rong Hu and Mifan Liu (2020) focused on the current state of exported Baijiu brand advertisement translation, identifying problems like cultural context errors and name repetition, which could potentially diminish purchasing desires among target market consumers. They recommended following the principles of conciseness, aesthetics, and information, combining domestication and foreignization theories with literal and free translation to improve the precision and cultural fit of advertisement translations [2]. With the rapid expansion of China's luxury goods market, Weihua Hu and Ying Li (2016) conducted a quantitative study on the brand translation of luxury websites in the Meixi fashion market in China. They proposed a translation strategy that combines foreignization and domestication effectively to convey the cultural essence of local brands while ensuring their positioning and acceptance in the international market [3]. Yanqing Liu (2023) examined the problems of Chinese new-style tea drink brands in English translation, revealing challenges such as excessive literal translation and ignoring cultural differences between the East and the West. Based on the theory of "functional equivalence," they provide a new perspective for optimizing the translation of Chinese new-style tea drink brand names from three levels: formal equivalence, semantic equivalence, and cultural equivalence [4].

Unlike previous studies on the translation of traditional cultural heritage or luxury brands, this paper focuses on the international translation strategies of CHAGEE, a prominent Chinese trend tea brand. By applying domestication and foreignization translation theories, this article explores how to balance brand characteristics and cultural adaptability in cross-cultural communication and proposes specific strategies such as establishing a diversified translation team and implementing domestication strategies. These strategies and analyses not only provide new guidelines for the internationalization of Chinese chic brands but also bring new theoretical perspectives and practical cases to the field of brand translation research.

### **2.2. CHAGEE's Brand Strategy**

#### **2.2.1. Introduction to CHAGEE**

CHAGEE was founded in 2017 and is headquartered in Kunming, Yunnan Province, China. It is a new tea beverage brand that combines Eastern culture with modern tea innovation. CHAGEE has rapidly expanded its global market with fresh milk tea made from raw leaves and a profound cultural

heritage as its core, opening numerous stores in China and internationally. The brand showcases its reverence for and continuation of traditional Chinese tea culture through distinctive product naming and design, such as “Jasmine Green Milk Tea” [伯牙绝弦]. At the same time, CHAGEE continues to innovate by launching sugar-free and low-calorie products, with the intention of meeting contemporary health needs. CHAGEE makes use of Yunnan's abundant tea resources and innovative product strategies to strengthen its brand image. For instance, they combined traditional Pu'er tea with fresh milk to create trendy drinks that caught the attention of young people and used traditional Chinese elements to decorate its stores to promote our national culture. CHAGEE has improved operational efficiency by optimizing its supply chain, implementing a popular product strategy, and successfully creating iconic products. In terms of marketing, the brand incorporates traditional Chinese opera elements, fully utilizes social media and, collaborates with the fashion industry to attract young consumers while meeting market demand with health-oriented products. These comprehensive strategies have earned CHAGEE a unique market positioning.

### 2.2.2. The International Market Success of CHAGEE

In recent years, the intensification of internal competition among new domestic tea brands has led them to seek new growth opportunities by expanding into overseas markets. CHAGEE, as a latecomer in the new tea beverage industry, has now entered its fifth year of venturing abroad [5]. CHAGEE has achieved remarkable success in the domestic market and has actively started to expand into overseas markets. With unique cultural elements and product innovations, CHAGEE has gradually established a brand image internationally and attracted the interest of consumers around the world. The brand has now expanded to countries such as Malaysia, Thailand, Korea, and Singapore. As of May 21, 2024, CHAGEE has more than 4,500 stores worldwide.

In 2019, CHAGEE was invited by a potential Malaysian partner to explore the local market. During the visit, they unexpectedly discovered that the local Chinese community was very interested in the emerging trend of new-style tea drinks from China, which inspired their idea of overseas expansion. Subsequently, CHAGEE decided to start with Malaysia and successfully attracted the attention of the famous Malaysian badminton player Lee Chong Wei. Although it started out with fewer than 10 stores, its unique tea aroma stood out among the many bubble teas and began to gain popularity in the Chinese community. Initially, it was relatively easy to succeed from 0 to 1, but in the expansion from 10 to 100, CHAGEE faced challenges such as insufficient brand power and difficult store location. Lee Chong Wei's support has greatly increased CHAGEE's popularity in Malaysia. As the "Dato' Willa" title, Lee Chong Wei's endorsement is crucial to enhancing the brand's local presence.

During the Olympics, it was not only at the competition venues that were bustling with activity but also with pop-up stores of Chinese brands in Paris. In July 2024, CHAGEE seized the opportunity of the Olympic Games to open a pop-up store in Paris, France, attracting more than 1,000 visitors in a single day, making a strong entry into the European market. To better penetrate the local market, CHAGEE has set up its pop-up store at the Gare Saint-Lazare in Paris, one of the three busiest stations in Europe. Staff estimates that the store is expected to serve hundreds of thousands of customers during the 20-day pop-up event.

CHAGEE, as an emerging tea brand in China, has turned to overseas expansion due to fierce competition in the domestic market. With its unique culture and product innovation, it has successfully established an international brand image and expanded to many countries. In 2023, the GMV of CHAGEE will exceed 10 billion yuan for the first time, reaching 10.8 billion yuan. In Q1 of 2024, the GMV of CHAGEE will exceed 5.8 billion yuan in a single quarter, and it is expected that the GMV of the whole year 2024 will exceed 20 billion yuan. At present, the number of CHAGEE stores in the world has exceeded 4,500. As of the end of 2023, the number of registered members of CHAGEE worldwide is more than 69 million, and on May 20, 2024, the number of registered members of CHAGEE exceeded 130 million, doubling the number of registered members in less than

half a year. In the future, CHAGEE plans to serve consumers in 100 countries around the world, serving them 15 billion cups of modern oriental tea every year.

### **3. CROSS-CULTURAL TRANSLATION STRATEGIES**

#### **3.1. Overview of Cross-Cultural Translation Strategies**

Cross-cultural translation strategy refers to a series of strategies and methods adopted by translators during the translation process in order to accurately convey the ideas, meanings, methods, and styles of the original text while fully considering the cultural differences between the source language and the target language. These strategies and methods aim to ensure that the translation is both faithful to the cultural connotations of the original text and in line with the cultural background and reading habits of the target language readers, thereby achieving effective cross-cultural communication and understanding. The process of translation is a crucial one in order to maintain the conceptual, content, semantic, and construct equivalences across the two languages and cultures, which is essential for the credibility of the measurement results [6].

The core task of cross-cultural translation is to convey cultural information and the meaning of the original text. As important strategies of cross-cultural translation, foreignization and domestication strategies jointly undertake this task. The foreignization strategy promotes readers' understanding and cognition of foreign cultures by preserving the cultural characteristics of the original text. The domestication strategy adjusts the expression of the translated text to make the cultural information of the original text more easily accepted and understood by readers. These two strategies complement each other in cross-cultural translation, jointly promoting the transmission and exchange of culture.

#### **3.2. The Concept of Domestication and Foreignization**

The concepts of "domestication" and "foreignization" have been hot topics in translation studies over the past decade. Generally speaking, there are two principal strategies to deal with culture involved in translation, namely, TL (target language)

culture-oriented domestication and SL (source language) culture-oriented foreignization. Because of the differences between the SL culture and the TL culture, a translator is bound to face a choice [7]. These two terms were initially introduced by the American translation theorist Lawrence Venuti in his 1995 book "The Translator's Invisibility: A History of Translation" to describe two fundamentally opposite translation strategies. Domestication typically refers to the approach where translators produce a transparent and fluent translation, minimizing the strangeness of the source text for the reader, whereas foreignization involves deliberately retaining certain elements of foreignness from the source text, thereby challenging the norms of the target language [8]. The reason why these two strategies are considered polar opposites is that they have different tendencies. Foreignization leans towards the source culture and the original author, while domestication favors the target culture and the reader of the translation. In fact, whether it involves exotic flavors or local tastes, domestication and foreignization as translation strategies are not absolutely opposed to each other. Behind these two strategies, it is not a standoff between two irreconcilable values but rather two aspects of translation methodology, representing two different service philosophies [9].

### **4. ANALYSIS OF CHAGEE'S STRATEGIES FOR INTERNATIONALIZATION**

According to Nida's translation theory, achieving functional equivalence between the source text and the target text is crucial. This means that when translating marketing materials, translators need to consider the expectations and perceptions of consumers from different cultural backgrounds and

make adjustments to maintain the equivalent effect of brand information. Domestication strategy requires adjusting the language, culture, and market practice in the process of translation, making products or services adapt to the culture of the new market, and making advertising copy, product descriptions, website content, etc. more consistent with the culture and habits of local consumers. Cross-cultural adaptability emphasizes that translators must have a deep understanding of both the source and target cultures and adapt to the differences between the two. When translating, it is necessary to consider how to convey the brand story, product features, and market positioning while respecting and adapting to the cultural values and customs of the target market. Through these translation strategies, CHAGEE can effectively spread and promote its brand in different cultural environments, ensuring accurate communication of brand information and establishing cultural connections with local consumers.

CHAGEE cleverly integrates domestication and foreignization strategies in the selection of brand names and product line translation strategies. This balancing technique highlights how the brand celebrates its profound roots in Chinese tea culture while crossing cultural boundaries. Specifically, the brand name CHAGEE has a slight tendency towards domestication in its translation strategy and its concise pronunciation makes it easy for English users to grasp, which is in line with the principle of brand names being intuitive and easy to understand in domestication strategies. In addition, the retention of "Cha" in the name, which sounds similar to "tea" in English and cleverly incorporates elements of foreignization, and preserves a profound connection with the origin of Chinese tea culture. This dual feature not only makes the brand name easy to remember and approachable but also cleverly conveys its unique cultural background and selling points. In addition to the exquisite translation of the brand name, CHAGEE's product name translation also demonstrates the seamless integration of domestication and foreignization strategies.

e.g. 大红袍柠檬茶 DA HONG PAO PERFUME LEMON TEA

The clever English translation of “Da Hong Pao Perfumed Lemon Tea” perfectly demonstrates the harmonious coexistence of domestication and foreignization translation strategies. This translation aims to carefully preserve the essence of Chinese tea culture while attracting the taste buds of global consumers. By cleverly combining the well-known “lemon tea” with the culturally rich “Da Hong Pao,” this translation achieves a subtle balance, leading international consumers on a journey of discovery that blends familiarity and novelty. Lemon Tea, as a naturalized element, immediately evokes resonance among many people worldwide for this popular and widely sought after beverage category. This familiarity ensures that the product can quickly reach international audiences, especially those who have developed a preference for flavored tea, establishing instant connections and appeal. On the other hand, “Da Hong Pao” maintains its original Chinese phonetic form, which is a significant manifestation of the strategy of foreignization translation. Da Hong Pao, known for its unique flavor and aroma, occupies a pivotal position in Chinese tea culture. By preserving its original appearance, translation not only reflects respect for the source culture but also opens a window for international consumers to understand the unique style of Chinese tea culture, inspiring their curiosity and appreciation for this rare tea variety. This dual strategy enables “Da Hong Pao Perfumed Lemon Tea” to maintain its unique identity while maintaining high accessibility and relevance to the global market. The exotic charm of “Da Hong Pao” and the familiarity of “lemon tea” intertwine to weave a captivating story, which is expected to attract consumers who are eager to explore new flavors and cultures. In addition, it also has educational significance, introducing the valuable value of Chinese tea tradition to non-native Chinese speakers. In summary, the translation of “Da Hong Pao Perfumed Lemon Tea” is a model of art that transcends cultural boundaries. It not only successfully presents the outstanding flavor of Da Hong Pao to a global audience but also fulfills this mission in a friendly and engaging way. The clever integration of domestication and foreignization strategies has promoted cross-cultural understanding, stimulated exploration, and ultimately enhanced the cultural identity and market competitiveness of this unique tea and lemon blend beverage on a global scale.

e.g. 青沫观音TIE GUAN YIN MILK TEA

Translating “青沫观音” as “Tie Guan Yin Milk Tea” is undoubtedly a perfect example of the clever combination of domestication and foreignization strategies. Among them, "Milk Tea" serves as a naturalized element, as it is a globally recognized popular beverage category, which enables the product to be quickly accepted and loved by international consumers. On the contrary, retaining the original Chinese pinyin form of "Tie Guan Yin" is a typical application of foreignization, ensuring that this famous Chinese oolong tea can maintain its unique cultural identity and charm. This approach not only respects the essence of the source culture but also provides international consumers with a window to deeply understand the unique aspects of Chinese tea culture, adding educational value. This kind of strategy ensures that “Tie Guan Yin Milk Tea” maintains its cultural uniqueness while also ensuring broad accessibility in the global market. Through the exotic element of “Tie Guan Yin,” products are more likely to stimulate consumers' curiosity and encourage them to explore new flavors and cultures. At the same time, this also opens a door for non-native Chinese speakers to understand traditional Chinese tea products. In brief, the translation “Tie Guan Yin Milk Tea” has successfully built a bridge connecting the traditions of Eastern and Western beverages. While making international audiences feel familiar and easily accepted, it also showcases the charm of China's rich cultural heritage, which is expected to further enhance the global cultural identity and market competitiveness of the product.

e.g. 伯牙绝弦JASMINE GREEN MILK TEA

Translating “伯牙绝弦” as “Jasmine Green Milk Tea” is indeed a typical case of domestication translation. By incorporating globally recognized beverage terms such as “Jasmine,” “Green” and “Milk Tea” this translation ensures the product's ease of understanding and relevance in the international market. These terms are widely known in the beverage industry and appeal to tea enthusiasts worldwide. However, the original name “伯牙绝弦” (literally translated as “Boya's Broken String”) actually contains famous allusions from ancient China about deep friendship and high understanding. This rich cultural connotation has not been reflected in the English translation, thus losing some of the emotional depth and cultural heritage. Although this translation is easy to understand internationally, it sacrifices the rich narrative and cultural values carried by the original name. In addition, although the generic term “Milk Tea” is popular worldwide, it fails to highlight the unique fusion of jasmine tea and green tea, which may lead to the product being submerged among many similar drinks, making it difficult to stand out with its unique flavor and cultural heritage. Fundamentally, while the translation of “Jasmine Green Milk Tea” focuses on enhancing market accessibility and consumer familiarity, it lacks depth in cultural preservation and storytelling. This strategy can certainly attract a wide international market, but it may also weaken the cultural complexity and depth closely linked to the original name, missing the opportunity to impart Chinese cultural knowledge to consumers and build a unique brand story based on the stories of Boya and Zhong Ziqi. Overall, the choice of translation strategy for CHAGEE and its products reflects a delicate balance between domestication and foreignization strategies. This strategy not only makes the product easy for international consumers to accept and generate appeal but also preserves the unique charm of Chinese tea culture, inspiring people's interest and appreciation for the cultural nuances and diversity contained in the brand.

## **5. BRAND INTERNATIONALIZATION FROM THE CHAGEE CASE STUDY**

### **5.1. Navigating Global Markets: CHAGEE's Key Challenges in Translation**

Successfully integrating the brand language of CHAGEE into international markets faces multiple profound and intricate challenges, which intertwine and collectively form the crucial issues on the path to brand internationalization. Firstly, cultural relevance poses the primary dilemma.

“Opportunities and challenges coexist in overseas markets.” Wang Huan (the head of a tea brand in Korea) admits that in the short term, the challenge is to establish an overseas supply chain, while in the medium and long term, difficulties arise from cultural differences [10].

Regarding cultural symbol transmission, as a Chinese tea drink brand, CHAGEE’s brand name, logo, promotional language, etc. all contain rich Chinese cultural elements. Ensuring that these cultural symbols are correctly understood and accepted by consumers in the target market during the process of going global is a major challenge. In order to adapt to the cultural backgrounds and consumption habits of different markets, CHAGEE may need to localize and adjust its cultural symbols. This requires the translation team not only to be proficient in the language but also to have a deep understanding of the culture of the target market to ensure that the transmission of cultural symbols preserves the uniqueness of the brand while meeting the acceptance of local consumers. At the same time, brand going global is not only about exporting products but also about spreading cultural stories. CHAGEE needs to convey the cultural story behind the brand to the target market consumers through translation in order to enhance the brand’s appeal and sense of identity. However, how to maintain the original flavor of the story while making it easy for the target market consumers to understand and accept is a problem that requires careful consideration.

When it comes to accuracy in language translation, there are significant differences between Chinese and English in grammar structure, expression habits, and other aspects. The work of a translator is not merely about converting a foreign language into their native tongue, or vice versa, at the mere linguistic level [11]. This requires the translation team not only to accurately convey the meaning of the original text during the translation process but also to conform to the expression habits of the target language to ensure the accuracy and readability of the translation results. The tea beverage industry involves a large number of professional terms, such as the types of tea, production processes, brewing methods, etc. These terms may have clear definitions and usages in Chinese, but there may not be exact corresponding expressions in English. Therefore, the translation team needs to spend a lot of time and effort searching for or creating accurate English expressions to ensure accurate translation of professional terminology. In addition, translation is not only the conversion of text but also the shaping of brand image. In the translation process, the translation team needs to ensure that the translation results accurately convey the core values and image of the brand and avoid damaging the brand image due to improper translation.

## **5.2. Navigating New Horizons: Proposed Countermeasures for CHAGEE and Insights for Global Brand Translation**

Building a diversified and specialized translation team is crucial. In the translation process, translators need to have a certain understanding of the cultural background knowledge involved in the source language in order to understand and convey the corresponding meaning [12]. By hiring cultural consultants with profound cultural background knowledge, ensure that all translated content is not only accurate in language but also in line with the cultural customs and values of the target market. For translators, it is essential to maintain a strong awareness of cross-cultural communication throughout the entire translation process, which means having a profound understanding of the similarities and differences between the two cultures [13]. At the same time, introducing language experts whose native language is the target language can ensure the naturalness of translation and sensitive capture of local language habits. In addition, cooperation with experts in the tea beverage industry will help ensure the accuracy of professional terminology translation and maintain the brand’s professional image and authority.

Establishing a strict translation review process is vital to ensuring the high quality of translated content. This process includes multiple rounds of translation and proofreading to ensure the accuracy and fluency of the text. Introduce a cultural review process supervised by cultural advisors to avoid the erroneous dissemination of cultural symbols. The final review needs to be conducted by the senior

management or professional team of the brand to ensure that the translation results are consistent with the brand image and marketing strategy.

The application of modern technology and tools can effectively and significantly improve the efficiency and quality of translation. Establishing a translation memory helps to store translated content and improve translation consistency and efficiency. Meanwhile, by establishing a terminology list to manage professional terms, the professionalism and accuracy of translation can be ensured. Using AI-assisted translation can improve translation speed and accuracy, but manual proofreading is still essential to maintain the humanization and precision of translation details.

## 6. CONCLUSION

In the era of globalization, Chinese chic brands have emerged as powerful vehicles for enhancing international influence and cultural exchange. This research, using CHAGEE as a case study, explores the intricate balance between domestication and foreignization in translation strategies during the process of brand internationalization. The analysis reveals the complex challenges Chinese chic brands face when navigating diverse cultural landscapes in global markets.

The case analysis of CHAGEE reveals some problems in current Chinese brand translation, including excessive literal translation, lack of cultural connotation, and insufficient adaptability to the target market. The existence of these issues not only does harm to the international image of the brand but also limits the deep dissemination of brand culture and the maximization of commercial value. Therefore, in order to address these issues, it is necessary to use effective strategies, which include establishing a diversified and professional translation team, establishing strict translation review processes, and utilizing modern technology and tools to improve translation efficiency and quality.

In short, CHAGEE provides a new perspective and approach for the academic community on the international translation of Chinese chic brands. The continuous development and progress of Chinese brands will enhance their influence on the international stage, which makes greater contributions to cross-cultural communication and economic globalization. Through carefully planned translation strategies, these brands are able to overcome language and cultural barriers, convey China's unique charm and cultural essence to global consumers, and further promote the international dissemination and recognition of Chinese culture.

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