

Study on the Translation Strategies of Commercial Advertisements from a Cross-Cultural Perspective

-- Taking Sports Brand Advertising as an Example

Lulu Huang

College of publishing, University of Shanghai for Science and Technology, China

ABSTRACT

With the development of China's economy and the increasingly frequent international exchanges, the publicity of enterprises' brands, products and services has attracted more and more attention. The quality of advertising translation will directly affect the external publicity and marketing of enterprises. Because the cultural background of each country is unique and cultural differences have an important impact on the role of advertising, it is necessary for us to deepen our understanding and mastery of business advertising translation strategies in the cross-cultural context. First of all, this paper analyzes the strategies and skills to be applied in the translation process by using the analysis of the advertising cases of Chinese and foreign sports brands from a cross-cultural perspective. Secondly, according to this research result, we try to put forward the shortcomings in the process of advertising translation, put forward the relevant improvement methods for these problems, and make a prospect for the future in-depth research. The research shows that in the cross-cultural context, mastering the correct and appropriate translation strategies to translate commercial advertisements is the most powerful weapon of brand marketing. It not only promotes products, but also spreads the spirit and culture of sports activities. It has both commercial significance and certain language research significance and appreciation value.

KEYWORDS

Cross-Cultural Context; Commercial Advertising; Sports Brand; Translation Technique.

1. INTRODUCTION

This part briefly expounds the background of the development of commercial advertising, the purpose and significance of this paper and the main research direction.

1.1. Research Background

As a special industry, advertising plays an increasingly important role in today's world. This is not only a visual impact, but also an effective way to make money. It not only brings sensory impact to people, but also is one of the important means of business profitability. In today's economic globalization, businesses need to publicize their products abroad in order to develop the international market. Therefore, advertising translation is becoming more and more important.

Take sports brands, as examples internationally famous Nike, Adidas and Jordan, as well as China's Li Ning, Anta, Tebu and Hongxing Erke. Without exception, the advertising slogans of these sports brands is very short, catchy, and unforgettable, and all have the characteristics of their own brands. If the marketing competition of these sports brands is a battle of life and death, then the advertising

language of sports brands is undoubtedly the first assault force in this war, and undertakes the first important task of breaking through the psychological defense line of the public. The importance of advertising language can be self-evident. Not long ago, the sports brand market set off a wave of changing slogans. The international well-known brands Adidas and Li Ning have removed the propaganda slogans familiar to consumers. In particular, the new positioning of Li Ning company has damaged the brand emotion of some consumers, the company's sales and share price fell all the way, giving up the third place in the industry. In contrast, led by "just do it", Nike sports has held steady at the top of the list for years. A vibrant advertising language is the most powerful weapon of brand marketing. How to shine this precision weapon is a daunting task and a long way to go.

Commercial advertisements use words, pictures, music, performances and other art forms to spread information. The effectiveness of advertising also depends on the cultural heritage carried by advertisements, that is, whether they can attract the attention of advertising audiences, whether they can give people the enjoyment of artistic beauty, whether they can make people emotionally resonate and so on, which are closely related to the criteria for evaluating culture. Therefore, advertisements not only convey information about commodities, but also convey cultural values to the public in many forms, such as intuition, perception, image and so on. When the role and aesthetic style of advertising are recognized, enterprises and products can remain in the hearts of the masses with a good image. Advertising, together with commodities and media, supports a unique ideology: mass consumer culture - a culture driven by the promotion of commodities. Advertising is the carrier of this culture. Therefore, an advertising campaign is not only an economic activity, but also a cross-cultural communication. At the same time, different countries or regions, different international trade systems, different political and economic system, laws and cultures and different trade environments have caused differences and formed different market characteristics, which makes commercial advertising more meaningful for cross-border and cross-cultural communication.

1.2. Research Purpose and Significance

With the development of socialist market economy, people's commodity awareness has been continuously enhanced, and the role of advertising is gradually revealed in our country. With the rapid development of China's economy and the rapid development of China's economy, advertising has been widely used in various fields of society. In today's global economic integration, China's advertising has been greatly impacted with the world, advertising is a concentrated, comprehensive, commercial and popular art from a certain perspective.

However, due to the cultural differences involved in the process of advertising translation, the communication and promotion of cross-cultural commercial advertising are also restricted by culture. Advertising originates from different cultural environments, and its objects also live and grow in the same or different cultural environments, so cultural factors must be considered. The cultural connotation of advertising language must cater to the psychology of consumers without violating national orthodox culture or laws and regulations. Therefore, in order to study advertising translation in cross-cultural communication, it is necessary to analyze the cultural differences reflected in English and Chinese advertising.

In recent years, more and more international sports brands have entered China, and Chinese sports brands are also moving towards the international market. From some point of view, people's awareness of all aspects of commodities is also improving. In the face of fierce market competition, major brands want to occupy the first place in sales. Therefore, advertising is very important, and the role of advertising is gradually emerging. To some extent, the success of advertising can directly determine the sales of sports brands. Therefore, for international brands, advertising translation is particularly important in China.

Then, in the international context, the huge cultural differences are extremely obvious, so the advertising of sports brands is particularly important to connect the international market and the

domestic market. First, it is reflected in the words used in advertising language. The cultural connotation of advertising language must cater to the psychology of consumers without violating national orthodox culture or laws and regulations. Therefore, in order to study advertising translation in cross-cultural communication, it is necessary to analyze the cultural differences reflected in English and Chinese advertising. The difficulties brought by the cross language factors of international advertising to advertising translation are easy to understand and thought-provoking, whether the translation should correctly and accurately express the concept of brand, whether it is catchy, easy to understand and impressive. A good first impression reflects the skills and strategies that should be paid attention to in translation, which are mainly reflected in phonetic differences, semantic differences, morphological differences and rhetorical differences. We need to explore and study the features and skills that often appear in its sports brand advertising, as well as the use of language in advertising translation, such as literal translation, free translation, and polysemy, metaphor, pun and so on.

2. ANALYSIS OF ADVERTISING TRANSLATION STRATEGIES

In the process of advertising language translation, it is very important to consider the different values and aesthetic concepts of different countries. As we all know, the significance of advertising is to publicize products and attract consumers, so as to achieve its marketing purpose. Therefore, it is particularly important to choose and use correct and effective commercial advertising translation strategies. The following mainly analyzes the advertising language of several major sports brands (including international brands and domestic brands), and discusses some translation strategies of commercial advertisements from a cross-cultural perspective.

2.1. Literal Translation

Literal translation is the most basic in translation. Literal translation is to maintain the original meaning, form and style of the original work under certain language conditions, especially metaphor, image, national and local characteristics. According to statistics, about 70% of Chinese characters are translated through text. Therefore, a lot of research has been carried out in translation. In short, direct translation is the use of the original text. Its structure is similar to the original sentence, but it has changed in level. In the face of highly rigorous translation types, such as patent translation and scientific and technological translation, literal translation is generally adopted, which can ensure that the transmitted information is not distorted. Literal translation also has its own disadvantages. For example, some translations are long and difficult to understand. Sometimes they can't convey the meaning of the original text correctly, and even backfire. On the other hand, words involve a unique cultural background. The differences between Chinese and foreign culture and historical environment make people's thinking mode and language expression different. Instead of spending a lot of words to explain the meaning of words, it is better to find similar words from Chinese to replace them. If we blindly pursue literal translation, regardless of the differences between Chinese and foreign languages, it may lead to wrong translation.

Example 1:

Nike: Just do it

Translation:

耐克：想做就做

Nike's advertising language obviously uses literal translation. Founded in 1972, Nike is an American brand headquartered in Beaverton, Oregon. Nike English originally means the Greek goddess of victory, which is translated into Nike in Chinese. It is a world-famous sporting goods brand, known as "the most successful newly established consumer goods company in the world in the past 20 years".

In 1998, Nike launched a new brand slogan “I can”, but it was considered a wrong step as soon as it was released. It is accused by the industry as a weak replica of the powerful “just do it”. Finally, it has restarted the brand slogan of “just do it” since 1999. So why does this short slogan continue to this day? First of all, the meaning of “just do it” is similar to “go for it just do it”, which means that the Chinese translation can be “do what you want to do” or “complete what you want to do”. The meaning of literal translation is very clear, colloquial, short, powerful and catchy. From different perspectives, it has different meanings. From the perspective of consumers, “just” when seeing a product, “do it” means “don’t hesitate to buy it!”, From the perspective of businessmen, it can be “come and try”. At the same time, it is also reflected in the spirit of sports, highlighting the self-consciousness of young people and emphasizing sports itself. This sentence can be translated as “just do it! Move forward!”, As long as you do it, if you want to do it, it is to work towards your goal. It is like an omnipresent sports whirlwind sweeping the world and advocating a free, positive and optimistic outlook on life. It emphasizes that as long as you move forward, you can succeed. This advertisement reflects the voice of many people. At the same time, it is also the sportsmanship of Nike.

Example 2:

Adidas: Impossible is nothing

Translation:

阿迪达斯：没有什么是不可能的（一切皆有可能）

Adidas (German: adidas), named after its founder ADI Dassler, headquartered in Herzogenaurach, Germany, began to produce footwear products in 1920. Since 1949, Adidas from Germany has become one of the most famous trademarks in the world, Its products have become synonymous with “excellent sports” in the world and the second largest sporting goods brand in the world.

Then, Adidas’s advertising language over the years may be: “Garnett: you are played”; McGrady: “whenever I button up a basket”; Arenas: “chop down 30.40 cents (30.40 points)”; Garnett: “believe it or not”; “Adidas is all in”, etc. It can be seen that the difference between Adidas’s advertising language and Nike’s is that Nike’s advertising language is very few, while Adidas’s advertising language is very many, but there is only one classic, that is, “impossible is Nothing”.

This is very thought-provoking. Why do Adidas have so many advertising words, but only this “impossible is nothing” is widely known. By querying the information, we can learn a story behind it: the basketball star told that he was excluded and ridiculed by others at the beginning after entering the NBA, and then succeeded through his own efforts. Finally, the basketball star wrote on the screen: “impossible is 0” Among them, “0” can be expressed as “nothing”. Adidas tells people through “impossible is nothing” that nothing is impossible as long as they make their own efforts. Therefore, the most direct and straightforward free translation of “impossible is nothing” is: nothing is impossible.

“Nothing is possible” is the finishing touch of this background story. It is deeply loved by the public for its vivid, concise and catchy characteristics. In terms of translation strategies, one thing we can learn is that through literal translation, we can draw profound and concise meaning from the background story and summarize it to make it rich in connotation. Through the previous case analysis, we can clearly know that excellent advertising language has the characteristics of simplicity and clarity. Therefore, advertising language is not suitable for using compound sentences. Generally speaking, we use short and powerful ellipsis, and the grammatical structure is as simple as possible. This is a great test of technology, because we must use this short sentence to fully express information or ideas and achieve the desired results at the same time. Then, in sports brand advertising, we can start with function and function, strive to achieve concise effect in a unique language form, and pay attention to the choice of sentence patterns at the same time. At the same time, we can omit some

unnecessary components, such as conjunctions, conjunctions and indefinite articles, so as to achieve the final effect of simplicity.

Example 3:

Hongxing Erke: To be No.1

Translation:

鸿星尔克：成为第一

Hongxing Erke(鸿星尔克), founded in June 2000, is headquartered in Xiamen. “Hongxing” stands for “Red Star”, and “Hongxing” has the meaning of “a swan flies high and flies thousands of miles with one stroke”; “Erke” means to overcome difficulties, which means the spirit of continuous challenge and innovation. The brand’s mission: to advocate a young, fashionable and sunny lifestyle.

Business philosophy: down to earth and extraordinary interpretation. The classic slogan: “to be No.1” (move towards the first), which reveals its ambition in the field of sports brands, “to be No.1” advocates the courage and determination to be the The same feature of “to be No.1” as the advertising language of Nike and Adidas is that it is very brief and clear. In terms of translation, it adopts the method of literal translation without much skills, But this slogan is just so simple but so good. In international sales, the phrase “to be No.1” is concise and easy to understand, which is enough to convey the Chinese people's belief to the world. Doing the best is the ultimate goal that everyone should strive for.This advertisement language expresses the purpose concisely and concisely through literal translation. The reason why the sentence “become the first” is so excellent may also be that it speaks a theory and goal of China’s national super sports brand and hopes to go abroad like those old international sports brands, which shows that the meaning of this advertising word is very rich and worthy of our reference and learning.

2.2. Puns

Pun is a rhetorical device with strong expressiveness, so it has been widely used in advertising. The purpose of advertising is to move people’s hearts and stimulate people’s desire to buy. Every word should give full play to its “charm” and the commercial purpose of the product. Therefore, advertisers began to look for new ideas and apply them to advertising. In a certain context, the author deliberately adds double meaning to the sentence and modifies it left and right. Pun can make the language implicit, humorous, vivid and interesting, and can use the theme to achieve certain goals, which has far-reaching influence and deep significance. Pun language is deeply loved by the brand circle and the audience. Based on direct utilitarianism, advertising language pursues aesthetics tirelessly. Homophonic puns are a way to add product related meaning on the basis of the original word meaning through homophonic words. It skillfully combines the original word meaning with the new meaning related to the product,Through the supplement of semantic information, the distance between goods and consumers is shortened, so as to realize promotion. Pun plays a special role in advertising. These measures not only have the best impact on the environment, but also have the greatest economic benefits.

If roughly divided, puns can be divided into two categories: homophonic pun and semantic pun. The first is homophonic pun: homophonic pun is a pun composed of words with similar spelling and pronunciation, In other words, its meaning is replaced by homophones or words with similar but different meanings. This pun has a sense of humor and sense of humor, which can increase its appeal and attract customers. Second, semantic pun: semantic pun is a pun formed in a specific environment by using the polysemy of a word. Literally, this sentence actually contains two meanings. It can be seen that in advertising, it can form an implicit, profound, euphemistic and interesting artistic conception, so as to strengthen the expressiveness of language and be widely used in advertising.

To sum up, puns in English advertisements are a common rhetorical device, but they are also difficult to translate. The language structure and manifestation of puns have insurmountable convertibility. Advertising language is a kind of stimulating and inducing language. It can not only convey two levels of meaning, but also increase its attraction, which makes it difficult to effectively transform the language structure and expression form of English. In the process of translating puns in English advertisements, we should not only fully consider the stylistic characteristics of the original text, but also consider the different contexts under different cultural backgrounds, but also convey the meaning of the original text according to the content and characteristics of advertisements. Therefore, if we want to make advertising better, we must constantly practice, absorb more knowledge, and combine practical work with theory in order to make advertising creative.

Example 4:

特步：非（飞）一般的感受

特步：让运动与众不同

Translation:

Xstep: Extraordinary feeling (Flying feeling)

Xstep: Make sports different

Xstep(特步) is one of the leading sporting goods enterprises in China. Headquartered in Quanzhou, Fujian Province, xstep was founded in 1987 and founded the brand in 2001. We have known the two most classic advertising slogans of xstep for so many years.

The first is “非一般的感受”, in which the word “非” means “unusual,different from others”, which seems to tell you that step brand is different from other brands, which is a special and extraordinary feeling. Wearing this pair of shoes, you feel different from ordinary shoes. But at the same time, the word “非” is also homonymous with “飞” in Chinese. “飞” means “flying”. Therefore, this advertising word can also be said to be “flying feeling”. This is a very obvious translation skill using homophonic puns, which is very subtle and unique. “Flying feeling” can mean walking like the wind in light clothes, making people have the desire to run, just like flying. The use of this pun directly sublimates the initial “extraordinary feeling”. Walking fast and having an extraordinary feeling makes the brand of sports shoes stand out, which greatly arouses customers’ desire to buy.

The second is “让运动与众不同”. The translation of this sentence is very simple, If you wear “xstep” shoes, sports will become different. In the era of car instead of walking, “xstep” With its unique fashion, it embodies the concept of modern fitness fashion, and once again gives people a good physical and mental pleasure experience. At the same time, it also points out that the special step sneakers themselves have good patience and flexibility, which not only reflects the advantages of the shoes themselves, but also makes people refreshing and relaxed. The use of a semantic pun sublimates this advertising language.

2.3. Personification

Personification is a rhetorical device in commercial advertising English. This is to visualize things and turn people’s behavior and feelings into the same behavior and feelings as people. Relatively abstract and rigid things will greatly show specific and vivid images, cause consumers’ Psychological Association and emotional resonance. By endowing the product with human characteristics, make it more vivid, close, vivid and vivid, and make it more expressive. Personification endows the life and thought of commodity people, strengthens their characteristics, and makes them more vivid and vivid. “the dialogue between flowers and plants (鲜花是发自内心的表达)”, which is an advertisement in a florist. It adopts anthropomorphic technology to make flowers have life and personalize them. It can identify people’s hearts and highlight the sweetness and warmth symbolized by flowers.

Therefore, advertising is a kind of euphemistic, moving, loving and pleasing advertising. Such performance will make consumers have more intimacy, so as to stimulate consumers' desire to buy.

Example 6:

彪马：快乐的走路族，有灵魂的运动鞋

Translation:

Puma: happy walkers, sports shoes with soul.

Puma, founded in 1948, is a famous sporting goods brand in Germany. It was founded in the sporting goods industry and finally entered the field of fashion. Puma's products cover many fields, such as running, football, golf and even racing. So, We are familiar with puma's slogan, which reads "happy walkers, sports shoes with soul", and the latter half reads "sports shoes with soul" Personification of sports shoes, so that sports shoes have a human soul, just like life, is a typical use of personification rhetoric. Wearing puma shoes can become a happy walker, which shortens the psychological distance with consumers and makes consumers more willing to exercise.

2.4. Rhyming

Rhyme was originally a commonly used rhetorical device in poetry, and English advertisements often borrow it. It uses the law of pronunciation to make the advertisement rhythmic, smooth, catchy and easy to remember. This is a perfect fusion of form and connotation, vision and hearing. "past, present and future (从以前到如今，一直到以后)", this is an alliterative advertisement in the aviation industry, which indicates the company's service goal: inherit the past and create the future; My goodness! my guinness! (我的天啊! 我的Guinness啤酒) Structurally, the exclamation mark "goodness" and the word "Guinness" are neatly arranged and similar. Alliteration, tail rhyme, alliteration and tail rhyme are the same.

Example 7:

Reebok: I am what i am

Translation:

锐步：我就是我

In 1895, foster, the founder of Reebok in the UK, personally made a pair of running shoes with nails. In 1908, Evershute's three world records were provided by Reebok. In order to promote the development of professional sports, Reebok launched a journey of technological innovation. In the past, the most classic slogan was "I am what I am!". I put my ideas out, and then take great strides on my own road to show my personality. "I am what I am!" This is Reebok's manifesto. This era full of creativity and independent spirit has given the traditional sports brand Reebok a new connotation. "I am" in the front and "I am" in the back of this advertisement Echo each other, remind people of the past, do their own things, say their own ideas, and plan their own future. Maintain confidence, determine your future with a clear understanding, and integrate different cultures and world views. Reebok goes to the world with new ideas. Countless successful brands and Reebok have been engraved in the hearts of the world and all over the world forever. With the development of sports, music and technology, there are many young people. Teenagers who can control basketball freely, creative independent musicians, and young people who burst into vitality in hip-hop dance. I am what I am! I am Reebok, we all do not need to be defined by the secular world. Everyone has a tiger in his heart, because "we are what we are".

3. DEFICIENCIES IN ADVERTISING TRANSLATION AND CORRESPONDING STRATEGIES

The previous chapter mainly introduces some strategies and methods used in advertising translation, as well as the advertising case analysis of some sports brands, which deepens our impression of these translation skills. Therefore, we can also find and summarize many problems in the process of advertising translation, which also urges us to solve them in order to achieve better translation effect.

3.1. Improper Use of Words in Advertising Translation

There are two common problems in Chinese Advertising Translation: one is that there are many low-level errors in vocabulary and syntax; Second, the pursuit of loyalty to the original text ignores the response and acceptance of the translation. In theory, the English advertisements of many enterprises can not adopt Chinese advertisements, but should be redesigned by professional advertisers with certain western language and cultural background, so as to meet the taste and aesthetic tendency of Western audiences and achieve better advertising results. Some advertisers know nothing about foreign languages and lack the guidance of professionals, which makes it difficult to guarantee the translation quality. While some translators often memorize by rote and stick to the old ways, resulting in all kinds of errors. Sometimes, a small modification and a word difference can have a huge impact.

Example 1:

龙的传人用龙卡(建行龙卡)

Translation:

The descendants of the Dragon use the dragon card.

In terms of cultural connotation, there are great differences in the meaning of some animals between China and Western countries. In China, “dragon” is a sacred and solemn thing. We Chinese have regarded ourselves as “descendants of dragons (龙的传人)” since a long time ago. China Construction Bank’s “Long card” is launched to cater to the consumption psychology of Chinese consumers. However, in western culture, “dragon” is a fierce animal, which is easy to associate with “evil, cruelty and terror”. So, when translating this slogan, to avoid misunderstanding, replace “descendants of the dragon” with “Long card” instead of “dragon card”. I am Chinese and use a Long card. At this time, we should find a suitable word that does not affect the original meaning, so as to give full play to the best effect of advertising.

3.2. Plain Language Lacks Artistic Appeal

Whether an advertisement can attract consumers’ attention and stimulate consumers’ desire to buy is mainly due to its artistic charm. In actual advertising translation, we should pay attention to the needs and tastes of readers and the understanding of the original text, rather than blindly pursuing the correspondence between words and words. When translating advertising copy with rich cultural connotation, we should adopt the translation strategy of “Rewriting” and abandon it boldly, so as to achieve better publicity effect. In this process, both sides of advertising should fully communicate and creatively translate the translation from the perspective of advertising, so as to ensure the high quality of the translation and achieve the expected effect.

Example 2:

阿迪达斯: 无兄弟, 不篮球。

Translation:

Adidas: No brothers, No basketball.

The general meaning of this advertising sentence is that if you can't unite and cooperate like brothers, you can't experience the fun of basketball. Basketball is a five person sport. Due to the small number of people, every position on the court is very important, and everyone's energy and role are very important. Five people must unite like brothers and have the same heart to win the game, so this is “无兄弟，不篮球”. However, according to the literal meaning, the direct translation of foreign translators becomes “no brothers, no basketball”. This translation is completely irrelevant, even contrary to the original meaning. So at this time, we need to “rewrite” the original advertising text. Only by fighting side by side with our brothers and working in a team can we win the game, on this basis, we can adapt it to form the final translation. At the same time, it also reflects the spirit of basketball. If we translate according to the translation of foreign translators, we cannot translate the meaning of the original text or reflect the spirit expressed in the original text.

3.3. Ignoring Cultural Traditions and Consumer Psychology

Many translators are easy to make this mistake in translation. For example, the commonly used publicity strategy in Chinese advertising is to emphasize the high quality and low price of products. Of course, many people will say “cheap”. As we all know, the word “cheap” in English is a derogatory meaning, which means that its quality is very poor and its price is very low, under this different cultural tradition, this will cause misunderstanding, At this point, “inexpensive” is the best choice.

For another example, China often uses cutting-edge technology to enhance the attractiveness and persuasiveness of advertising. Anta Sports held the first innovation and technology conference with the theme of “Creating the Future”, launched a new generation of mid-level technology “Nitrogen Technology”, and always adhered to the core strategy of “technology leading, professionalism oriented and brand up”, and launched a series of scientific and technological innovations to attract consumers' attention. However, it is not attractive to audiences in Europe, the United States and other English-speaking countries. They advocate the quality, environmental protection and health of products and whether they meet the requirements of sustainable development. The failure of pragmatism is also due to social and cultural differences and different consumer psychology of consumers in various countries.

An extremely important issue in advertising translation is the cultural differences between different countries. Different cultural differences lead to different ways of thinking, psychological characteristics and values, which affect consumers' understanding of advertising and advertising effect. Therefore, as a translator, he must be familiar with his own culture and foreign culture, understand the cultural background of the source language and the target language, as well as the public's aesthetic concept and consumer psychology. Therefore, when translating advertisements with typical cultural color, the translator must always take the aesthetic concept and the acceptance of the target language readers as the primary consideration, take the purpose of conveying the advertising effect as the purpose, and properly carry out cultural communication to avoid cultural misunderstanding.

4. CONCLUSION

To sum up, we should understand and improve the impact and limitations of these errors on advertising translation in time, otherwise it will not achieve the expected effect, and may even hinder economic development and cultural exchange.

We must look at the problem from the perspective of global international exchange and trade, because a large part of sports brands come from abroad. When translating, we should pay attention to the cross-cultural factors involved in the advertising translation process, such as Nike from the United States and Adidas from Germany. Therefore, while spreading and promoting, it is also restricted by the cultures of different countries. It is necessary for us to analyze the cultural differences reflected

in Chinese and English advertisements in order to study the advertising translation of cross-cultural communication. We must use various translation skills to avoid inappropriate levels, and reflect the deep-seated cultural connotation accepted and recognized by the public in our country. Different cultural values, different psychological structures, different regional and humanistic environments, different historical backgrounds and aesthetic differences are all areas that we need to pay attention to in translation.

Secondly, it is also very important for our country's sports brand to go international. Then the translation of advertising language of Chinese sports brands, such as Li Ning, Hongxing Erke and other sports brands, is also very important. We must take into account the factors resisted by other countries and try to avoid it in translation. At the same time, an excellent advertising language also carries the responsibility of spreading the spirit and culture of sports activities and their load, and pays attention to the interpretation of sports culture and sports spirit. A cultural and connotative advertising can also lead people to think deeply and give people inspiration and strength.

With the rapid development of international sports brands and the rise of China's trendy sports brands, these sports brands are all popular, both men and women. The translation of advertising is not only the most important weapon for the economic and cultural benefits of a country, but also the translation of advertising is the most important weapon for the marketing of products, It can easily be destroyed. The quality of the advertising effect after translation also depends on the cultural heritage carried by the translation, that is, whether it can attract the attention of the advertising audience, whether it can give people the enjoyment of artistic beauty, whether it can make people have emotional resonance and so on, which are closely related to the wit of translation. Commercial advertising is the carrier of culture. Advertising is not only an economic activity, but also a cross-cultural exchange. It is not only popular, commercial, national and contemporary. At the same time, different countries or regions, different international trade systems, different political economy, laws and cultures and different trade environments have caused differences and formed different market characteristics, This makes commercial advertising more meaningful for cross-border and cross-cultural communication.

REFERENCES

- [1] Adams, T.& Susan, R. Attitudes Through Idioms[M]. Newbury House Publishers, 1984.
- [2] Boone, G. & Kurtz, L. Contemporary Business[M]. Chicago: The Dryden Press, 1990.
- [3] Christiane, N. Translating As A Purposeful Activity[M]. Shanghai: Shanghai Foreign Language Education Press, 2001.
- [4] Katharina, R. Translation Criticism: The Potentials and Limitations [M]. Shanghai: Shanghai Foreign Language Education Press, 2004.
- [5] Newmark, P. Approaches to Translation[M]. Oxford: Pergamon, 1981.
- [6] Nida, E. A. Language, Culture, and Translating[M]. Shanghai: Shanghai Foreign Language Education Press, 1993.
- [7] Nida, E. A. The Theory and Practice of Translation[M]. Leiden: E. J. Brill, 1969.
- [8] Nord, C. Text Analysis in Translation: Theory, Methodology and Didactic Application of a Model for Translation-oriented Text Analysis (Second Edition) [M]. Beijing: Foreign Language Teaching and Research Press, 2006.
- [9] Nord, C. Translation as a Purposeful Activity: Functional Approaches Explained[M]. Shanghai: Shanghai Foreign Language Education Press, 2001: 40-44.
- [10] Hao Yue. -- Take the creative copy of NIKE official Weibo as an example [J]. News world, 2015 (11): 55-58.
- [11] Xie Xiaoyuan. Science and Technology English Translation Skills and Practice [M]. Beijing: National Defense Industry Press: 2008.
- [12] Yang Quanhong. Translator, Yi also -- to test the unconventional translation method of international advertising [J]. Chinese Technology Translation, 2000,13.
- [13] Zhang Zuocheng, Wang Yan. Definition of business English [J]. International Business, 2002, (6): 51-56.
- [14] Zhu Wenfeng. On the guiding significance of Nida's functional equivalence theory for the Chinese-English translation of commercial advertisements [J]. Science And Technology Information, 2010,(5).