

学校编码: 10384

分类号 \_\_\_\_\_ 密级 \_\_\_\_\_

学号: 200304020

UDC \_\_\_\_\_

厦 门 大 学

硕 士 学 位 论 文

**Approaches to the Translation of Advertisements from  
the Intertextual Perspective**

**在互文性理论指导下进行广告翻译的可行方法**

李梅红

指导教师姓名: 杨士焯 副教授

专业名称: 英语语言文学

论文提交日期: 2006 年 5 月

论文答辩时间: 年 月

学位授予日期: 年 月

答辩委员会主席 : \_\_\_\_\_

评 阅 人 : \_\_\_\_\_

2006 年 月

## 厦门大学学位论文原创性声明

兹提交的学位论文，是本人在导师指导下独立完成的研究成果。本人在论文写作中参考的其他个人或集体的研究成果，均在文中以明确方式表明。本人依法享有和承担由此论文而产生的权利和责任。

声明人（签名）：

年 月 日



厦门大学博硕士学位论文摘要库

## Synopsis

Advertising is a fast growing industry in modern societies. Multinational companies promote their products to various countries by means of glamorous advertisements in different languages. When a product is marketed to another country, usually the original advertisement is translated with appropriate adaptation to cater to the needs of the new market. Intertextuality is an important characteristic of language use in communities. It is a concept firstly used by Julia Kristeva, and an increasing number of scholars have seized upon it to propagate a new ideal of literature and literary criticism. In addition, it has also aroused the interest of other scholars who are neither linguists nor semioticians in asking themselves whether the insights of intertextuality debate could be applied profitably to their own concerns. Translation theorists are among them. In this thesis, we intend to analyze the relation between intertextuality theory and advertising translation, so as to propose some approaches to the translation of advertisements from the intertextual perspective.

This thesis consists of four chapters plus an “Introduction” and a “Conclusion”.

In the “Introduction”, an overview is given to the major concerns of this thesis, i.e. intertextuality in general, advertising, advertising translation and intertextuality in advertising translation as well.

Chapter One, “An Overview on Intertextuality”, aims to explain what intertextuality is. This chapter is crucial to the understanding of the relationship between intertextuality and advertising translation. It is divided into six parts as follows:

1. An introduction to intertextuality;
2. A review examining the formulation and development of intertextuality;
3. Four types of dichotomizing intertextuality;
4. A framework for analyzing intertextuality;
5. The recognition and transference of intertextuality; and
6. Mediation.

Chapter Two, “Characteristics of Advertising Language and Ad-translating Criteria”, introduces some identical characteristics between the Chinese and English advertising languages; and four basic factors requiring close heed during advertising translation: advertising principle, the translator’s own competence, cultural factor and linguistic factor. Only with full understanding and mastering of both the Chinese and English advertising languages and advertising translation criteria can translators fulfill their advertisement translation task; thus this chapter is an essential part for our illustration of approaches to the translation of advertisements from the intertextual perspective.

Chapter Three, “The Relation between Intertextuality Theory and Advertising Translation”, illustrates four types of intertextual references working through advertising translation, which are that between SL ads and the SL culture; SL ads and TL ads; the SL culture and TL ads; and finally TL ads and the TL culture. Through the illustration, the instructing role played by intertextuality theory in advertising translation is demonstrated.

Chapter Four, “Approaches to the Translation of Advertisements from the Intertextual Perspective”, proposes some translating methods for trademarks, slogans, and body texts of advertisements in the framework of intertextuality theory.

The last part of this thesis, “Conclusion”, gives a brief summary of what has been discussed in this thesis.

**Key Words:** Intertextuality; Advertisements; Advertising Translation

## 摘要

广告是人们当代生活不可或缺的一部分，随着国际交流的日益频繁，广告翻译也成为翻译中不可忽视的问题。互文性是克里斯蒂娃提出的一个概念，它原是被用来解决文学领域的一系列问题，但在当今，它也日渐活跃于其它知识领域，例如翻译。广告翻译是一种特殊的翻译文体，本文旨在运用互文性原理探讨广告翻译的可行方法。

本文包含“引言”、“结语”和其他四个章节。

“引言”简要介绍了本文所涉及的主要问题：互文性；广告；广告翻译。

第一章，“互文性：综述”，分为六个部分：

1. 简要介绍互文性的内涵；
2. 追溯互文性概念的形成和发展历程；
3. 提出互文指涉四种两分法；
4. 提出一个互文性分析的框架；
5. 分析互文指涉如何得以认识和传达；
6. 介绍调整的大小。

本章旨在详细解释互文性的内涵，为下文广告翻译与互文性的联系奠定基础。

第二章，“广告语特色及广告翻译注意事项”，主要包含两个部分：

1. 介绍了中英广告语的共通点，主要是从三方面进行介绍：词汇；句法和修辞。
2. 在广告翻译中必须注意到四个事项：广告本身必须达到的标准；译者的素质；中英文化的冲突；以及中英广告语的不同点。

译者只有在了解了中英广告语的不同和相同特色后，在把握了广告翻译的注意事项后，才可能译出好的广告，所以本章内容对我们本文的主旨，即互文广告翻译方法的提出具有很大的意义。

第三章，“互文性与广告翻译的联系”，从四个方面论述了互文性与广告翻译之间的联系：

1. 源语广告与源语文化间存在互文指涉；

2. 源语广告与译语广告成互文文本；
3. 源语文化与译语广告可能存在互文关系；
4. 译语广告与译语文化存在互文关系。

在详细的论述中点出了互文性原理对广告翻译的指导意义。

第四章，“互文性原理指导下进行广告翻译的一些方法”，分别针对商标、广告口号和广告正文提出互文翻译方法。这些互文翻译方法以源语文化、源语广告、译语广告与译语文化这四者间的互文关系为基础，译语广告与译语文化间的互文为准绳，同时，译语广告必须能引起译语读者好的联想，避免坏的联想，从而达到广告目的。

文章的最后部分是“结语”，简要总结全文。

**关键词：**互文性；广告；广告翻译



## Contents

<b>Introduction</b> .....	1
<b>0.1 Intertextuality</b> .....	1
<b>0.2 Advertisements and Advertising Translation</b> .....	1
<b>0.3 Intertextuality in Advertising Translation</b> .....	3
<b>Chapter 1 An Overview on Intertextuality</b> .....	4
<b>1.1 Meaning of Intertextuality</b> .....	4
<b>1.2 Formulation and Development of the Concept—Intertextuality</b> .....	5
<b>1.3 Types of Intertextual References</b> .....	7
1.3.1 Active or Passive .....	7
1.3.2 Horizontal or Vertical .....	8
1.3.3 Manifest or Constitutive .....	8
1.3.4 Macro-intertextuality or Micro-intertextuality .....	8
<b>1.4 A Framework for Intertextual Analysis</b> .....	9
<b>1.5 Recognizing and Transferring of Intertextual References</b> .....	10
<b>1.6 Mediation</b> .....	13
1.6.1 Culture .....	13
1.6.2 Objective of the Translation .....	14
1.6.3 Intention of the Translator.....	14
1.6.4 Linguistic Factor .....	14
<b>Chapter 2 Characteristics of Advertising Language and Ad- translating Criteria</b> .....	15
<b>2.1 Characteristics of Advertising Language</b> .....	15
2.1.1 Analysis from the Lexical Perspective .....	18
2.1.2 Analysis from the Syntactical Perspective .....	21
2.1.3 Rhetorical Devices in Advertising .....	23
<b>2.2 Important Factors for Accomplishing an Ad-translating Task</b> .....	26

2.2.1 Advertising Principle .....	26
2.2.2 The Translator's Own Competence .....	27
2.2.3 Cultural Factor .....	29
2.2.4 Linguistic Factor.....	30
<b>Chapter 3 The Relation between Intertextuality Theory and Advertising Translation.....</b>	<b>38</b>
<b>3.1 Intertextuality between SL Advertisements and the SL Culture .....</b>	<b>39</b>
3.1.1 Sources of Intertextual References .....	39
3.1.2 Using Intertextual References in Composing Advertisements .....	42
<b>3.2 Intertextuality between SL Advertisements and TL Advertisements.....</b>	<b>46</b>
3.2.1 Completion of Source Texts.....	46
3.2.2 Illustration of Source Texts .....	47
3.2.3 Transformation from Source Texts: .....	47
<b>3.3 Intertextuality between the SL Culture and TL Advertisements .....</b>	<b>48</b>
<b>3.4 Intertextuality between TL Advertisements and the TL Culture.....</b>	<b>49</b>
3.4.1 Intertextuality and the Transference of Associative Meanings.....	50
3.4.2 Intertextuality and the Attention Value of the TL Ads .....	52
3.4.3 Intertextuality and the Memory Value of the TL Ads .....	52
<b>Chapter 4 Several Approaches to the Translation of Advertisements from the Intertextual Perspective .....</b>	<b>55</b>
<b>4.1 The Translation of Trademarks .....</b>	<b>55</b>
4.1.1 Transliteration.....	56
4.1.2 Literal Translation.....	57
4.1.3 Comprehensive Method of Transliteration and Implication .....	57
4.1.4 Adaptation.....	58
<b>4.2 The Translation of Advertising Slogans .....</b>	<b>59</b>
4.2.1 Distribution Translation. ....	61

4.2.2 Parody Translation. ....	63
4.2.3 Recreation Translation .....	68
<b>4.3 The Translation of Advertising Body Texts .....</b>	<b>68</b>
<b>Conclusion. ....</b>	<b>72</b>
<b>Bibliography. ....</b>	<b>75</b>
<b>Acknowledgements .....</b>	<b>78</b>

厦门大学博硕士论文摘要库

## 目 录

引言 .....	1
0.1 互文性 .....	1
0.2 广告及广告翻译 .....	1
0.3 广告翻译中的互文 .....	3
第一章 互文性的概述 .....	4
1.1 互文性的内涵 .....	4
1.2 互文性概念的形成和发展历程 .....	5
1.3 互文指涉的类型 .....	7
1.3.1 主动或被动 .....	7
1.3.2 横向或纵向 .....	8
1.3.3 表层或结构 .....	8
1.3.4 宏观或微观 .....	8
1.4 互文性分析的框架 .....	9
1.5 认识和传达互文指涉 .....	10
1.6 调整的大小 .....	13
1.6.1 文化 .....	13
1.6.2 翻译目的 .....	14
1.6.3 译者意图 .....	14
1.6.4 语言 .....	14
第二章 广告语特色及广告翻译注意事项 .....	15
2.1 广告语特色 .....	15
2.1.1 从词汇角度进行分析 .....	18
2.1.2 从句法角度进行分析 .....	21
2.1.3 广告中的修辞手法 .....	23
2.2 在广告翻译中必须注意到四个事项 .....	26

2.2.1 广告标准 .....	26
2.2.2 译者的素质 .....	27
2.2.3 文化因素 .....	29
2.2.4 语言因素 .....	30
<b>第三章 互文性与广告翻译的联系 .....</b>	<b>38</b>
3.1 源语广告与源语文化间的互文 .....	39
3.1.1 互文指涉的来源 .....	39
3.1.2 运用互文指涉制作广告 .....	42
3.2 源语广告与译语广告间的互文 .....	46
3.2.1 源语文本的完成 .....	46
3.2.2 源语文本的释义 .....	47
3.2.3 源语文本的转换 .....	47
3.3 源语文化与译语广告间的互文 .....	48
3.4 译语广告与译语文化间的互文 .....	49
3.4.1 互文性和联想意义的传达 .....	50
3.4.2 互文性和译语广告的关注价值 .....	52
3.4.3 互文性和译语广告的记忆价值 .....	52
<b>第四章 在互文性指导下进行广告翻译的可行方法 .....</b>	<b>55</b>
4.1 商标的翻译 .....	55
4.1.1 音译 .....	56
4.1.2 直译 .....	57
4.1.3 音意译 .....	57
4.1.4 意译 .....	58
4.2 广告口号的翻译 .....	59
4.2.1 拆译 .....	61
4.2.2 套译 .....	63
4.2.3 重译 .....	68

4.3 广告正文的翻译 .....	68
结语 .....	72
参考文献 .....	75
致谢 .....	78

厦门大学博硕士论文摘要库

## **Introduction**

### **0.1 Intertextuality**

Intertextuality is an important characteristic of language use in communities. The meanings we make through texts, and the ways we make them, always depend on the currency in our communities of other texts we recognize as having certain definite kinds of relationships with them: generic, thematic, structural, and functional (Lemke, 1985: 275). Every text makes sense in part through implicit and explicit relationships of particular kinds to other texts.

Intertextuality is a concept firstly used by Julia Kristeva, and an increasing number of scholars “have seized upon it to propagate a new ideal of literature and literary criticism” (张文娟, 2004: 1). In addition, it has also aroused the interest of other scholars who are neither linguists nor semioticians in asking themselves whether the insights of intertextuality debate could be applied profitably to their own concerns. “Depending on their critical emphasis, their answers differ. Analytically inclined researchers have rediscovered quotations, allusions, and centos as intertextual forms. Genre theorists point out the intertextuality of parody, travesty and collage” (张文娟, 2004: 2). Translation and media specialists hold that the new approach can be of advantage to their respective fields of interest, too. In this thesis, this new approach will be used to guide advertising translation.

### **0.2 Advertisements (abbreviated hereinafter as “Ad”) and Advertising Translation**

The word “advertise” stems from Latin “advertere”, meaning “to make known to the public”. Large numbers of experts and scholars have reflected on the meaning of the word in different versions of its use. The American Marketing Association defines advertising as “the non-personal communication of information usually paid for and

usually persuasive in nature about products, services or ideas by identified sponsors through the various media” (赵静, 1997: 1).

Advertising is an effective way for traders and businessmen to communicate with their potential consumers so as to provide sufficient information about their goods, services or ideas. It is primarily concerned with attracting customers and developing confidence and respect for the firm and its products. We can say that advertising is to present information about a product in such a way that it triggers the buying motives of the potential consumers. Therefore, advertising can be regarded as a paid form of non-personal presentation of ideas, goods, and services by an identified sponsor through various media. It includes all the activities involved in presenting to a group of persons a non-personal, oral or visual message regarding a product.

There are various objectives of advertising. The American Association of National Advertisers summarizes those objectives as Awareness, Comprehension, Conviction, and Action (abbreviated hereinafter as “ACCA”). It means to attract the public’s awareness and attention, meanwhile, to make the ad comprehensible for the public so as to persuade them to accept the product and finally carry out the action of purchasing.

The target audience is a critical part of advertising. Without customers, an ad is meaningless no matter how wonderful its content or design will be. A good ad designer should take the target audience into account when designing an ad, and it is the same with a translator when translating it. Since no advertising activities are demonstrated to customers without certain principles or standards, we should keep an eye on adjusting translating strategies in accordance with different identified customers after we determine a target market, which is regarded as the main object of advertising.

Meanwhile, we should make efforts to cater to different tastes of different readers, because readers under different cultural backgrounds have different ways of accepting information, even from the same text. The translator has to understand and master the characteristics of the target language of an ad and the impressive artistic conceptions from multi-dimensional aspects. He has to bear in mind that the process of



Degree papers are in the "[Xiamen University Electronic Theses and Dissertations Database](#)". Full texts are available in the following ways:

1. If your library is a CALIS member libraries, please log on <http://etd.calis.edu.cn/> and submit requests online, or consult the interlibrary loan department in your library.
2. For users of non-CALIS member libraries, please mail to [etd@xmu.edu.cn](mailto:etd@xmu.edu.cn) for delivery details.

厦门大学博硕士论文摘要库