

SOME CULTURAL FACTORS ON ENGLISH-CHINESE AND
CHINESE-ENGLISH TRANSLATION OF BRAND NAMES

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SUMMARY

Language is a part and a carrier of culture that reflects culture. It plays a very important role in culture. However, language is very much influenced and shaped by culture. Brand names are also strongly influenced by culture. A brand name may possess certain cultural connotation, which suggests aesthetics standard of a certain culture so as to ignite the consumers' buying desire. This essay testifies some cultural influence on English-Chinese and Chinese-English brand names from perspectives of religion, myths, literary works and folklores, names of people and places, animals, colours and numbers.