

PREFERENCES OF BRAND NAMES IN CHINA: CHINESE TRANSLATION OF
FOREIGN BRAND NAMES

Qing Yang

Valencia University, Spain

Bohai University, China

SUMMARY

In order to help foreign companies set up a well-known brand in China, this study presents a bridge for foreign linguists or companies attempting to understand the Chinese branding market. Major and common methods—literal translation, transliteration, liberal translation, combination of liberal translation and transliteration are analyzed in this paper. Cultural factors deserve special attention in the translation of brand names. Chinese have their own preferences for the translation of foreign brand names. The Chinese version should retain these four features: (1) clarity and brevity, (2) sonority and distinctness, (3) elegance and aptness, and (4) originality and novelty, all for the purpose of promoting sales and evoking Chinese customers' purchasing desire.