INFLUENCE OF CULTURAL FACTORS ON TRADEMARK TRANSLATION

Trademark, as a person’s name, is a symbol of commodity. With the continuous expansion of the commodity exchange, trademarks become more and more famous. In order to hold a larger market share, a commodity should have relative high quality. To a large extent, it also depends on the understanding and acceptance by consumers.

The globalization of the world economy prompt the country’s merchandise trade and trademarks’ internationalization become much more obviously than old days. As a product of the development of commodity economy, trademark is an important factor in present social economy. As the American scholar Ai Rees said, “The correctness of a translation has huge influence on the sales.”

We know that translation is a cross-language, cross-cultural communicative activity. Therefore, the translation of the trademark which cannot be ignored appears.

A good trademark translation will give people a deep and strong impression, reflecting the quality of goods and unique characteristics, and it can also stimulate people’s desire to buy. A better trademark translation can not only bring huge profits to an enterprise, but also spread the culture and image of a company.

However, the trademark as a special form of language has a typical
cultural attributes and carries a certain cultural meaning of the East and West. Due to the differences of cultural background, geographical location, ethnic origin, the natural environment, religion, economic development, the concept of tradition, customs, cognitive perspective, ways of thinking and value orientation vary from country to country.

Trademark translation has a unique feature among other types of translations. Compared with other types of translation, trademark translation is much more complex. Language is a part of culture, but also the carrier of culture.

Trademark translation should retain the essence of the original meaning and fit the consumers thought. How to make the trademark translation be accepted by the consumers in a different and distinctive culture is a problem which cannot be ignored.

Trademark is a unity of language and culture. Trademark is not only a symbol of letter, but also a reflection of economics. Whether a brand make consumer acceptance or not determine the future of the brand.

Unique and creative trademark can quickly attract the attention of consumers. Trademark translation cannot ignore the cultural background of its object. At this point, trademark translation is not only a conversion process, but also a way of cultural transformation.

Different consumers live in different cultural environment and their minds are influenced by different cultures. Due to geographical location, ethnic origin, religion, level of economic development and other differences, different cultures appear.

These cultural factors have great influences on consumer purchasing
decisions. Therefore, translators should know the cultural factors of the trademark and combine the background information with the translation. Today, the brand awareness has been firmly established, translators should continue to find a proper method in order to create more and more excellent brand name in the international market.