

A Study of the Chinese-English Translation of Exhibition Texts from the Perspective of Functional Equivalence Translation Theory

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ABSTRACT

The wave of economic globalization has made the exhibition industry increasingly prominent in national economic development, with China becoming the fastest-growing exhibition market globally. In this process, the translation of exhibition texts plays a crucial role. This study aims to focus on official bilingual exhibition texts from international fairs and expos such as the CIIE and CIEE over the past two years. Based on Nida's theory of functional equivalence translation, it analyzes the three functions—language information, language expression, and language appeal—in exhibition English translation through specific examples. The study

explores the translation strategies and principles required for exhibition text translation, which are of great practical significance both for the application and development of functional equivalence translation theory and for promoting better service to the exhibition economy through exhibition text translation.

Keywords: Functional equivalence translation theory, exhibition and convention professional texts, exhibitions and fairs

INTRODUCTION

From the perspective of functional equivalence theory, the translation of professional exhibition texts emphasizes the functional equivalence between the translated text and the original text, rather than a complete formal correspondence. From a linguistic standpoint, exhibition texts involve a large number of specialized terms and abbreviations; translators need to accurately understand their meanings at the lexical level and find equivalent expressions in the target language. At the syntactic level, they must adjust sentence structures according to the expression habits of the target language to ensure that the translation is smooth and natural. At the discourse level, they need to accurately grasp the discourse structure of the original text and make corresponding adjustments to meet the discourse norms of the target language. From a cultural perspective, exhibition texts often contain specific cultural information; translators should pay attention to cultural differences to avoid misunderstandings or incomplete information transmission due to cultural gaps. They can compensate for these differences through additional translation or interpretative means, ensuring that readers of the translated text gain similar understanding and experience as those of the original text. Functional equivalence theory provides important theoretical guidance for the translation of professional exhibition texts, helping translators achieve functional equivalence between the translated text and the original text at both linguistic and cultural levels, thereby effectively conveying information and achieving cross-cultural communication.

THE THEORY OF FUNCTIONAL EQUIVALENCE AND THE CONNOTATION OF EXHIBITION TEXT TRANSLATION

Functional Equivalence Theory

The theory of functional equivalence was proposed by the renowned American translation theorist Eugene A. Nida in the 1960s and is one of the key theories in translation studies. Nida believed that translation is not merely a transformation of language form; more importantly, it achieves functional equivalence between the source and target languages. He emphasized that the goal of translation is to enable readers in the target language to understand and experience the text content in the same way as readers in the source language. Nida's theory of functional equivalence transcends the limitations of traditional translation theories focused on formal equivalence, shifting the focus of translation to reader response and communicative effects.

Scholars both at home and abroad have conducted extensive research and application of the theory of functional equivalence. Peter Newmark (1988) pointed out in his book *Issues in Translation* that the theory of functional equivalence has significant value in practical text translation, especially for texts requiring the transmission of clear information (Newmark, 1988). Peter Newmark further distinguished between "semantic translation" and "communicative translation," arguing that exhibition text translation tends more towards the

latter, focusing on the acceptability and communicative effect for the target language readers. Domestic scholars such as Guo Jianzhong (2000) also delved into the theory of functional equivalence, believing that it provides important theoretical support for translation practice, particularly in translating languages with significant cultural differences. Guo Jianzhong noted that the core of the theory of functional equivalence lies in "dynamic equivalence," meaning that translation should not only convey information but also the emotions and cultural connotations of the source text.

However, the theory of functional equivalence has also faced some criticism. Lawrence Venuti argues that the theory overemphasizes the receptivity of the target language readers, which may lead to the loss of source culture (Venuti, 1995). Venuti introduced the concept of "alienation in translation," advocating for the preservation of the uniqueness of the source culture. Despite this, the role of functional equivalence theory in translation studies remains significant, especially in the field of practical text translation.

Exhibition Text Translation

Exhibition text translation is a specialized form of practical text translation, primarily involving various texts in exhibition activities such as introduction to the fair, descriptions of exhibits, meeting agendas, and promotional materials. The core objective of exhibition text translation is to convey information, facilitate communication, and achieve functional equivalence in cross-cultural interaction. Research by scholars both domestically and internationally on exhibition text translation mainly focuses on the accuracy of information transmission, cultural adaptability, language conciseness and appeal, as well as the realization of functional equivalence.

The primary task of translating exhibition texts is to ensure the accurate transmission of information. Since these texts often contain a large amount of professional terminology and industry-specific expressions, translators need to focus on the standardization and consistency of terms during the translation process to avoid misinterpretation. For example, when translating exhibit descriptions, translators must accurately understand the technical parameters and functional characteristics of the exhibits and convey them in a language that target readers can understand. Zhang Jian also emphasizes that the timeliness of translating exhibition texts is strong, requiring translators to complete high-quality translations within a limited time frame, which places high demands on their professional competence and language skills.

Exhibition text translation not only involves the conversion of language but also the transmission of culture. Since exhibition activities are typically international, the cultural background of target readers may differ significantly from that of source readers. Therefore, translators need to fully consider the cultural habits and reception capabilities of target readers during the translation process to avoid affecting communication effectiveness due to cultural conflicts. For example, when translating promotional materials for exhibitions, translators should pay attention to the cultural preferences and aesthetic habits of target readers to ensure that the translated text can capture the attention of the target audience.

Exhibition texts are typically promotional in nature, so the language must be concise, clear, and engaging. For instance, when translating exhibition introductions, translators should focus on

the refinement of language and clarity of logic to ensure that the target audience can quickly grasp the main content and significance of the exhibition. The expressive power of language in translation for exhibition texts is not only reflected in its conciseness but also in its appeal and expressiveness. When translating promotional materials, translators can appropriately use rhetorical devices and emotional vocabulary to enhance the texts appeal. The core of translating exhibition texts is to achieve functional equivalence, ensuring that the target language readers can understand the content in the same way as the source language readers. For example, when translating a conference agenda, the translator needs to ensure that the target language readers can accurately understand the schedule and topics of the meeting. The theory of functional equivalence applies not only to information transmission but also to emotional communication. When translating promotional materials for exhibitions, the translator should pay attention to the emotional response of the target language readers, ensuring that the translated text can stimulate their interest and desire to participate.

THE STYLISTIC CHARACTERISTICS OF PROFESSIONAL TERMS IN EXHIBITIONS

Exhibition texts involve a large number of professional terms and abbreviations, so it is necessary to ensure that their functional equivalents can be found in the target language during translation. In addition, exhibition texts often contain specific cultural information, so it is necessary to pay attention to cultural differences during translation to avoid misunderstanding or information loss.

Text Characteristics

Clear Purpose:

Whether its product introductions, technology demonstrations, or brand promotions, the content of exhibition texts revolves around a clear objective. For instance, at an exhibition, the text may aim to attract potential customers, facilitate cooperation, or convey the latest industry trends. Therefore, the content usually points directly to its target, avoiding irrelevant information to ensure that visitors can quickly understand and take appropriate action. When translating, special attention should be paid to preserving the original purposefulness.

- English: Discover the future of technology
- Chinese: 探索科技未来（非直译：发现技术的未来）

Language Simplicity:

Due to the limited time at the exhibition site, visitors need to obtain key information in a short period of time. Therefore, exhibition texts typically adopt a concise and clear language style. Short sentences, keywords, and refined expressions are common forms, avoiding lengthy and complex sentences to ensure efficient and readable information delivery. When translating, special attention should be paid to maintaining the simplicity of the language.

- English: Our innovative solutions are designed to enhance your productivity and efficiency
- Chinese: 创新方案，提升效率（非直译：我们的创新方案旨在提高您的生产力和效率）

Text and Visual Combination:

Exhibition texts are often closely integrated with visual elements to create an overall display effect. For example, panels, posters, and brochures typically include visual designs such as

images, charts, and logos, while the text complements these elements. The textual content is concise and guiding, while the visual elements enhance the appeal and immediacy of the information, together improving the overall presentation. During the translation process, it is essential to fully consider the coordination and complementarity between the text and visual elements.

Use a tech-savvy background image

- English: Cutting-edge technology for a smarter future
- Chinese: 前沿科技, 智领未来 (非直译: 用于更智能未来的尖端技术)

TRANSLATION OF PROFESSIONAL TEXTS IN EXHIBITIONS FROM THE PERSPECTIVE OF FUNCTIONAL EQUIVALENCE THEORY

Language

Lexicon:

Accuracy of Vocabulary:

In the translation of exhibition texts, it is essential to ensure that the translated English words accurately convey the meaning of Chinese, avoiding ambiguity or misunderstanding. The accuracy of vocabulary not only depends on the inherent meanings of the words but also on context, industry practices, and cultural differences. Selecting appropriate vocabulary can more precisely communicate the positioning and theme of the exhibition, thereby attracting the target audience.

EG:

- Chinese: “高端”展会
- The terms "high-end" and "premium" have slightly different emphases:
- "High-end": Emphasizes the advancement of technology, design or performance, often used in technology, automotive and other fields of exhibitions.
- "premium": Emphasizes quality, luxury and high-end experience, often used in luxury goods, services and other fields of exhibitions.
- In exhibition text, which word to choose depends on the theme and positioning of the exhibition.

The Simplicity and Vividness of Vocabulary:

In the translation of exhibition texts, conciseness and vividness are interdependent, jointly promoting the effective communication of information. Conciseness demands precise translation and efficient delivery, avoiding verbosity; vividness enhances the appeal and impact of language through rhetorical devices or vivid expressions. By combining these two principles, the translation can be both accurate and expressive, thereby better conveying the core information and brand image of the exhibition.

EG:

1. Simplicity

- Chinese: 第七届进博会
- English: The 7th CIIE (China International Import Expo)
- Explanation: The full expression of "China International Import Expo" is omitted, but the explanation is supplemented by brackets, which is concise and clear.

2. Vividness

- Chinese: 新时代，共享未来
- English: New Era, Shared Future
- The original text retains the concise structure of the source while conveying the core message. "New Era" and "Shared Future" use alliteration (alliteration) to enhance the rhythm and memorability of the language. The translation preserves the grand narrative style of the original, maintaining the formality and appeal of an exhibition text.

Cultural Adaptability of Lexicon:

Cultural adaptability is a key factor, crucial for ensuring the accurate conveyance of information. Different cultures may have significantly different understandings of the same word or concept, so it is essential to fully consider the cultural background of the target language during translation to ensure the accuracy and effectiveness of information delivery. By adjusting vocabulary selection, adding cultural explanations, or adopting habitual expressions from the target culture, the accuracy and acceptability of translations can be effectively enhanced, thereby better achieving the goal of cross-cultural communication.

EG:

Word: "红色"

- Chinese culture: symbols of good luck, prosperity and happiness (such as red envelopes for Chinese New Year, red wedding clothes).
- Western culture: symbols of danger (such as red warning signs), passion (such as red roses).

Analysis:

Cultural differences: In the Chinese context, "red" has a positive symbolic meaning, but in Western culture, it may carry negative or strong emotional connotations.

Translation Strategy:

When translating texts involving "red", the expression should be adjusted according to the cultural background of the target audience.

Exhibitions related to the Spring Festival emphasize the auspicious meaning of "red", which is translated as "auspicious red" or "lucky red".

Warning signs, on the other hand, use "red" directly. Red itself has a warning meaning in western culture.

Syntax:

In the process of translating Chinese professional texts into English, an analysis from a syntactic perspective is mainly involved in sentence structure, word order adjustment, and the handling of logical relationships. There are significant differences between Chinese and English in syntax: Chinese often employs semantic cohesion (parataxis), with loose sentence structures that rely on context and logical relationships; whereas English predominantly uses formal cohesion (hypotaxis), with strict sentence structures that depend on conjunctions and clauses

to express logical relationships. Therefore, when translating, it is necessary to restructure sentences to conform to English grammatical rules.

Sentence Structure:

Chinese sentences are usually short and information is arranged in chronological or logical order; English sentences are longer and often use complex logic through subordinate compound sentences.

Word Order Adjustment:

Chinese modifiers (such as attributive and adverbial) are often placed in front, while English modifiers (especially attributive and adverbial clauses) are often placed in back.

Use of conjunctions: Chinese uses less conjunctions, and logical relationships are implied in the context; English needs to use conjunctions (such as because, although, which) to express logical relationships.

EG:

- Chinese: 本届展会以“创新驱动，绿色发展”为主题，吸引了来自全球的 500 多家企业参展，展示了最新的科技成果和环保产品。
- English: This edition of the exhibition, themed "Innovation-Driven, Green Development," attracted over 500 enterprises from around the world, showcasing the latest technological achievements and eco-friendly products.
- Sentence structure: The Chinese original consists of three short sentences, which are translated into one complex sentence in English, connected by commas and present participles (showcasing).
- Word order adjustment: The Chinese "以 为主题" is translated into English "themed..." and then the modifier structure, which is more in line with English habits.
- Use of conjunctions: By using commas and word segmentation, avoid too many conjunctions to make the sentence more concise and smoother.
- Chinese: 为了促进国际合作，本次展会特别设立了“一带一路”专区，为沿线国家的企业提供了展示和交流的平台。
- English: To promote international cooperation, this exhibition has specially established a "Belt and Road" zone, providing a platform for enterprises from countries along the route to showcase and exchange ideas.
- Sentence structure: The Chinese original text is composed of two short sentences, which are translated into English by connecting infinitives (To promote) and present participles (providing), forming a compound sentence with clear logic.
- Word order adjustment: The Chinese "为了....." is translated into English "To..." at the beginning of the sentence, which conforms to the habit of preposition placement in English.
- Use of conjunctions: By using present participle (providing) to express the result, avoid repeated use of conjunctions and make the sentence more natural.

Discourse:

Consistency Between Style and Substance:

In the process of translating professional texts of exhibitions, style consistency is the key. According to the nature of exhibitions (professional guilds or ordinary consumers) and the target audience, the style should be flexibly adjusted to ensure that the translation text not only conforms to the original intention, but also close to the reading habits of the target audience.

EG:

1. 2023 Shanghai International Automobile Industry Exhibition (Shanghai Auto Show)

- Target audience: professional audiences and industry professionals
- Style: formal and professional
- Chinese: 展示最新科技成果
- Translation: Showcase the latest technological advancements
- Analysis: Use professional terms and formal expressions to reflect the professionalism and authority of the exhibition.

2. China International Consumer Goods Expo (CIPE) 2022

- Target audience: ordinary consumers
- Style: light, humorous
- Chinese: 带你畅游全球好物
- Translation: Take you on a global shopping spree
- Analysis: Use popular and vivid language to attract the interest of consumers and enhance the sense of interaction.

Consistent Style:

In the translation of professional exhibition texts, maintaining consistency in language style between Chinese and English is a crucial principle to ensure the quality of the translation. Different themes of exhibitions require a corresponding language style to accurately convey their core concepts and cultural connotations. For example, cultural exhibitions should use a language style rich in cultural depth and artistic appeal, while technology exhibitions need to reflect a sense of technological advancement and futurism.

EG:

1. Art exhibitions — 2022 Beijing International Design Week

With the theme of "design enables the city", the text language is rich in cultural connotation and artistic sense.

- Chinese: 设计赋能城市
- English: Design Empowers the City
- Explanation: rich in cultural connotation and artistic sense, reflecting the cultural connotation of design.
- "Design Empowers the City" embodies cultural connotation, "empower" artistic power.

2. Science and technology exhibitions — 2023 World Artificial Intelligence Conference (WAIC)

With the theme of "Intelligent World, Generating the Future", it is necessary to choose the corresponding language style according to the theme of the exhibition, and ensure that the translation is consistent with the cultural characteristics, scientific sense or artistic sense of the original text.

- Chinese: 智联世界，生成未来

- English: Intelligent Connectivity, Shaping the Future
- Explanation: It reflects the frontier and future of science and technology, which is in line with the language style of science and technology exhibitions.
- "Intelligent Connectivity" and "Shaping" reflect the cutting edge and future of technology.

The Embodiment of Cultural Characteristics:

In the process of translating Chinese exhibition texts into English, the embodiment of cultural characteristics is an important means to enhance the attractiveness and uniqueness of the translation. Chinese exhibition texts often use Chinese allusions, idioms or rhetorical devices, which need to be translated while retaining cultural characteristics and ensuring that the target audience can understand them.

EG:

1. The promotional slogan of China International Import Expo 2023 (CIIE)

- Chinese: 海纳百川，共享未来
- English: "Inclusivity as Vast as the Ocean, A Shared Future"
- Explanation: The idiom "海纳百川" is quoted, which not only retains the cultural image of the original text, but also conveys the concept of openness and inclusiveness through "Inclusivity as Vast as the Ocean".

2. Theme of Hangzhou Cultural and Creative Industry Expo in 2022

- Chinese: 匠心独运，文化传承
- English: "Ingenious Craftsmanship, Cultural Heritage"
- Explanation: The use of "Ingenious Craftsmanship" embodies the cultural connotation of "匠心独运," while "Cultural Heritage" emphasizes the importance of cultural inheritance. Therefore, when translating, it is essential to focus on conveying cultural characteristics through appropriate explanations or free translation, ensuring that the translation retains Chinese cultural elements while being easily understood by the target audience.

Culture

Cultural Differences:

Name Sequence:

In the translation of professional exhibition terms, the order of place names differs. Chinese convention follows "from broad to specific" (such as "No.2345 Longyang Road, Pudong New Area, Shanghai"), while English follows "from specific to broad" (such as "2345 Longyang Road, Pudong New Area, Shanghai"). Additionally, there is a difference in the arrangement of time. Chinese uses the format "year-month-day," whereas English uses "month-day-year." Furthermore, the order of titles varies; Chinese typically places countries or place names first (such as "中国国际进口博览会"), while English tends to put the theme or organizer first (such as "China International Import Expo"). Finally, in terms of expression, Chinese emphasizes overall coherence and continuity, while English focuses on logic and clarity, often using commas or prepositional phrases to separate information. These differences require special attention during translation to ensure that the translated text not only conforms to the habits of the target language but also accurately conveys the meaning of the original text.

EG:

1. The Name of the Exhibition

- Chinese: 中国国际进口博览会
- English: China International Import Expo (CIIE)
- Difference: Chinese habits put "China" in front, while English usually puts the subject (such as "International Import") in front.

2. Expression of Exhibition Theme

- Chinese: 2023 年北京国际绿色建筑与节能展览会
- English: 2023 Beijing International Green Building and Energy Efficiency Exhibition
- The difference is that Chinese habits combine time, place names and subjects together, while English usually uses commas to separate them.

3. Expression of the Exhibition Organizer

- Chinese: 由中国国际贸易促进委员会主办
- English: Hosted by the China Council for the Promotion of International Trade (CCPIT)
- Difference: Chinese habits put the host in front, while English usually puts "Hosted by" in front.

4. Expression of Exhibition Time

- Chinese: 展会时间为 2025 年 3 月 15 日至 18 日
- English: The exhibition will be held from March 15 to 18, 2025
- Difference: Chinese habits put the time in front, while English usually puts the time in the back.

Different Values:

In the translation of professional exhibition terms, cultural differences mainly manifest in the expression of values: Chinese places greater emphasis on collectivism, responsibility, and harmonious coexistence, often using words like "共建," "共创," and "坚持," which highlight collective action and long-term goals; whereas English focuses more on individual or organizational actions, leadership, and result orientation, frequently employing terms such as "Commit," "Promote," and "Build," emphasizing specific actions and future objectives. This difference reflects the distinct emphases of Eastern and Western cultures in their value systems, requiring flexible handling in translation to ensure that the translated text not only conforms to the conventions of the target language but also accurately conveys the core meaning of the original text.

EG:

开放包容

- Chinese: 开放包容, 互利共赢
- English: Openness and Inclusivity for Mutual Benefit
- Differences: Chinese emphasizes "openness and inclusiveness" and "mutual benefit and win-win", reflecting the values of harmony and cooperation; English emphasizes "Openness" and "Inclusivity", highlighting openness and diversity.

绿色发展

- Chinese: 坚持绿色发展，共建美丽中国
- English: Commit to Green Development for a Beautiful China
- The difference: Chinese emphasizes "adhere to" and "build together", reflecting a sense of responsibility and collective action; English emphasizes "Commit" and "for", highlighting the commitment and goals of individuals or organizations.

创新驱动

- Chinese: 创新驱动，引领未来
- English: Innovation-driven Leadership for the Future
- Differences: Chinese emphasizes "drive" and "lead", reflecting initiative and collective goals; English emphasizes "Leadership" and "for the Future", highlighting leadership and future orientation.

高质量发展

- Chinese: 推动高质量发展，打造国际一流展会
- English: Promote High-quality Development to Build a World-class Exhibition
- Difference: Chinese emphasizes "push" and "build", reflecting collective efforts and goals; English emphasizes "Promote" and "Build", highlighting action and results orientation.

Material and Cultural Differences:

In the professional text translation for exhibitions and conferences, material cultural differences significantly impact the accuracy and effectiveness of information transmission. The varying levels of technological development and industrial structures across different countries and regions lead to vastly different perceptions of products and technologies. When introducing new technological products in exhibitions, professional terms in Chinese texts often lack exact equivalents in English.

EG:

The 12th China (West) Electronic Information Expo in 2024

"12.5" TIANMAMATA SIGHT 双追踪式光场 3D 显示器 "12.5" TIANMAMATA SIGHT Dual-Tracking Light Field 3D Monitor, would be difficult for English readers unfamiliar with the technology to understand its unique features and technical advantages. The translator needs to provide an explanatory translation, such as "12.5" TIANMAMATA SIGHT Dual-Tracking Light Field 3D Monitor, which can provide a more immersive 3D viewing experience through its dual-tracking light field technology, a 12.5-inch TIANMAMATA SIGHT dual tracking light field 3D display. Through its dual tracking light field technology, it can offer a more immersive 3D viewing experience, thus aiding the target language readers in understanding.

Lifestyle Differences:

Exhibitions involve products and services closely linked to peoples lifestyles, and differences in lifestyle also pose challenges for the translation of exhibition texts. For example, tea culture is prevalent in Asian countries, where Chinese exhibition texts provide rich descriptions of tea varieties and brewing techniques. In contrast, Western culture is primarily centered around coffee, with limited understanding of tea culture.

EG:

Colorful — Chinese Womens National Costume Exhibition 2023

The "盘扣" of the qipao, literally translated as "frog closures," is difficult for Western readers to understand in terms of its cultural significance and unique craftsmanship. Background information should be added, such as "frog closures, a unique fastening method in traditional Chinese clothing, usually made of fabric and skillfully crafted into various decorative shapes, not only serving as a functional fastener but also adding to the aesthetic and cultural charm of the garment." The frog button is a distinctive fastening method in traditional Chinese clothing, typically made of fabric and skillfully crafted into various decorative shapes. It serves not only as a functional fastener but also enhances the aesthetic appeal and cultural charm of the garment, bridging the gap in cultural understanding and allowing Western readers to appreciate its cultural value.

Cultural Deficiency:

There is No Specific Expression of Concepts and Terms:

In the process of translating professional conference texts from Chinese to English, cultural differences in concepts and terms are key points that require special attention. Some Chinese terms do not have direct equivalents in English and may even lead to misunderstandings. When translating, it is important to consider the cultural differences in these terms, choose expressions that align with the target audiences understanding, and ensure accurate information transmission.

EG:

The "龙头企业" symbolizes power and vitality in Chinese culture, but in Western culture, "dragon" is often associated with evil dragons and monsters. Therefore, "leading enterprises" should not be directly translated as "龙头企业," but rather as "leading enterprise," "engine enterprise," "powerhouse," or "pace setter" to accurately convey their meaning as "industry leaders."

1. China International Import Expo (CIIE) 2023:

- Chinese: 支持龙头企业发展
- English: Support the growth of leading enterprises
- Explanation: Use "leading enterprises" instead of "dragon head enterprises" to avoid cultural misunderstanding.

2. World Manufacturing Conference 2022:

- Chinese: 创新驱动，龙头引领
- English: Innovation-Driven, Led by Industry Leaders
- Explanation: By replacing "dragon head" with "Industry Leaders", it not only retains the core meaning, but also avoids cultural conflicts.

Lack of Background Cultural Understanding:

Due to the target audiences possible lack of understanding of certain historical and cultural backgrounds, it is necessary to appropriately increase background information during translation to help the audience better understand the theme and content of the exhibition. Therefore, attention should be paid to issues of cultural absence during translation. By

supplementing background information or providing interpretative translations, ensure that the target audience can accurately understand the cultural connotations of the exhibition. EG:

"Medieval Trade Fair" is a direct translation of "中世纪贸易博览会", which may be unfamiliar to Chinese audiences, so background information can be added. It is translated as "中世纪贸易博览会（中世纪是欧洲历史上的一个时期，大约从公元 5 世纪到 15 世纪，这个时期的贸易博览会以手工艺品、农产品交易为主）".

1. Medieval Trade Fairs:

- English: Medieval Trade Fair
- Chinese: 中世纪贸易博览会（中世纪是欧洲历史上的一个时期，大约从公元 5 世纪到 15 世纪，这个时期的贸易博览会以手工艺品、农产品交易
- Explanation: Add background information to help the Chinese audience understand the historical background of the "Middle Ages".

2. China International Import Expo 2023 (CIIE):

- Chinese: 丝绸之路经济带
- English: The Silk Road Economic Belt (an ancient network of trade routes connecting China and the Mediterranean, which facilitated cultural and economic exchange)
- Explanation: Add background information to help international audiences understand the historical and cultural significance of the 丝绸之路

TRAINING OF PROFESSIONAL TALENTS IN EXHIBITION TRANSLATION

China's exhibition education started relatively late and, compared to developed countries, has yet to form a complete academic system. There are still many shortcomings in textbook compilation, curriculum design, and teaching models. First, from the perspective of textbooks, much of the content is outdated, failing to reflect the latest trends and technological changes in the exhibition industry, leading to a disconnect between theory and practice. Second, the teaching model remains largely traditional classroom lectures, lacking interactivity and practicality, which fails to stimulate students' interest in learning and their innovative abilities. Furthermore, the exhibition industry involves multiple disciplines such as marketing, project management, and international business, but currently, many universities offer relatively monolithic course offerings that do not fully reflect the interdisciplinary and comprehensive nature of exhibition studies.

From the perspective of language proficiency, exhibition translation places high demands on students' basic language skills. Students not only need to master solid lexical and syntactic knowledge but also possess strong discourse analysis abilities, enabling them to accurately understand and convey the logical structure and deeper meanings of the original text. However, many students often encounter issues such as incoherent expression, rigid sentence structures, and insufficient coherence in their translations, indicating that they still have significant room for improvement in their language fundamentals. Therefore, universities should strengthen systematic training in students' language skills, particularly in the accumulation of professional terminology, handling complex sentences, and overall discourse comprehension, helping students build a solid foundation in language.

From a cultural perspective, the exhibition industry is highly internationalized, involving cultural backgrounds from different countries and regions. Students need not only to accurately convey information but also possess intercultural communication skills, enabling them to keenly identify and properly handle issues related to cultural differences and gaps. For example, certain culturally specific expressions may lack corresponding concepts in another culture, which requires translators to have flexible cultural translation abilities. However, many students currently lack sufficient understanding of cultural differences and practical experience in intercultural communication, leading to frequent misinterpretations or inaccuracies in information transmission during the translation process. Therefore, universities should strengthen the cultivation of students' intercultural communication skills through measures such as offering relevant courses and organizing cross-cultural exchange activities, helping students enhance their cultural sensitivity and ability to handle cultural differences.

To address the aforementioned shortcomings, universities should take multiple approaches to promote reform and innovation in exhibition education. First, in textbook selection, emphasis should be placed on the timeliness and practicality of content, prioritizing materials that reflect the latest industry trends, and integrating real-world case studies into teaching. Second, in terms of teaching methods, there should be active exploration of diverse approaches such as case-based instruction, project-based learning, and simulation training to enhance student engagement and practical skills. Additionally, universities should strengthen cooperation with exhibition companies, establishing industry-academia collaboration platforms to provide students with more internship and practical opportunities, allowing them to hone their translation skills and gain industry experience in real work environments.

The development of China's exhibition education faces a long and arduous journey. Universities should be guided by industry needs, continuously improve their curriculum systems, innovate teaching methods, and strengthen students' language skills and intercultural communication abilities. At the same time, they should emphasize the integration of theory and practice to cultivate high-quality translation professionals who possess both solid professional knowledge and strong practical skills, to meet the urgent demand for versatile talent in the exhibition industry. Only in this way can they provide robust human resources support for the internationalization of China's exhibition sector.

CONCLUSION

The theory of functional equivalence provides crucial guidelines for the translation of professional texts in the exhibition industry. By flexibly applying this theory, translators can achieve functional equivalence between the translated text and the original at lexical, syntactic, and discourse levels, thereby meeting the needs of cross-cultural communication in international exhibitions. This not only helps promote the vigorous development of the global exhibition industry but also facilitates deeper cooperation and exchange among countries in various fields such as economy, culture, and technology, contributing to building a more open and inclusive international society. Let us use precise translation as a bridge to connect different cultures and markets, jointly advancing the internationalization process of the exhibition industry and injecting new vitality into the prosperity and development of the global economy.

Funded Project: The research is financed by Beijing Institute of Petro-Chemical Technology Undergraduate Research Training Project - (No. 2025J00044)

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