

An Optimization of English Translation Strategies for the International Publicity of Quanzhou Sportswear Brand Anta from the Perspective of Cultural Translation Theory

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Abstract: This study focuses on the official website of Anta brand, Anta's cross-border e-commerce platforms, and the International publicity materials related to Anta in new media as the research objects. Under the guidance of the cultural translation perspective, it breaks through the traditional linguistic analysis framework to re-examine its translation strategies from three aspects: cultural foreignization strategy, cultural domestication strategy, and cultural compensation strategy. It also conducts an optimized analysis of some of the International publicity materials. The findings show that foreignization adopts literal translation and transliteration preserves the brand's cultural genes; domestication applies free translation and cultural substitution to align the brand narrative with Western business logic; and cultural compensation eliminates comprehension barriers arising from regional culture by adding background information from annotation and cultural interpretation. The three strategies work together to improve translation accuracy and global communication effectiveness. This study summarizes translation problems in Anta's international publicity and proposes optimized strategies. It can provide a reference for Chinese regional sports brands to conduct overseas translation and build international brand narratives.

1. Introduction

International publicity translation is a key link for brands to connect foreign consumers.^[18] Anta, a sportswear brand from Minnan, has grown from a local factory into a global sports giant. However, this brand deeply rooted in the Minnan culture, there is a big problem: how to put their own unique regional cultural genes, such as the Minnan spirit and those local sayings and effectively passed to people around the world. As a bridge for international sports trade and communication, translations for international publicity are of great significance for disseminating product information, cultural values and corporate service philosophies.^[5]

This study has both theoretical and practical significance. Susan Bassnett's cultural translation

theory can be used to jump out of the traditional linguistic equivalent translation and focus on cultural communication and reconstruction to see how this theory is used in the specific business scenario of regional brand internationalization. Therefore, this study wants to provide a systematic strategy optimization method to rebuild the cultural identity of Chinese brands in the context of globalization and to find a balance between local characteristics and the cognitive habits of the target audience.

In order to achieve the above objectives, this study combines the methods of literature review, text analysis and case study. First of all, the cultural translation concept and the relevant literature system of international publicity translation are reviewed, which is a solid theoretical foundation. The purpose is to find out where the specific problems are, and then try to give a solution to the problem.

The full text consists of five chapters. In addition to the introduction, the second chapter mainly sorts out the basic content of the cultural translation concept, and also discusses what guiding significance it has for international publicity translation. The third chapter carefully analyzes the characteristics of the original text of Anta's international publicity materials from the perspectives of lexical, syntax, culture and pragmatics. The fourth chapter is the core of the research, which specifically points out the difficulties encountered by Anta in translation, and then gives the corresponding optimization strategies.

2. Theoretical Basis

This chapter starts with the basics of cultural translation theory, where it came from and what it argues. It then moves to how this theory applies to translating corporate publicity materials, especially for Chinese brands going global. The focus is on Anta: what the literature says, what gaps still exist, and why this study looks at how Minnan cultural elements are handled in its English translations.

2.1. Overview of Cultural Translation Theory

Cultural translation theory is a research paradigm that emerged in the Western academia during the “cultural turn” in the 1970s. It draws a line from the long-dominant linguistic-centered model, which regards translation as a simple lexical transformation and makes it mechanical. This theoretical trend is deeply influenced by scholars such as Susan Bassnett, who fundamentally redefines translation as a dynamic cultural negotiation rather than a passive language exchange. In the book *Constructive Culture: A Collection of Literary Translations* co-authored by her and Lefevere, they propose that translation is a complex negotiation between the whole cultural system.^[3]

In this way, the academic focus has shifted from the isolated text to the broader social and cultural context behind it. This subversive perspective makes the translator's role no longer just a language channel, but an active cultural intermediary, who has to shuttle back and forth between the source language culture and the target language culture in those intertwined ideologies, power relations and historical particularities. For translation is not just the transfer of texts from one language into another, it is now rightly seen as a process of negotiation between texts and between cultures, a process during which all kinds of transactions take place mediated by the figure of the translator.^[2]

2.2. Relevant Research on Cultural Translation Theory

Under the background of globalization, the research scope of cultural translation theory has been

further expanded, and the complex problems in digital communication and transnational marketing have been dealt with. The current research emphasizes the translator's subjective initiative, believing that the translator can make decisions independently and systematically balance between linguistic accuracy and cultural appropriateness. This is particularly evident in the field of international publicity whether cultural differences can be effectively coordinated directly determines the success or failure of global brand communication. Researchers began employing corpus-based methods to systematically examine how cultural elements are adapted and transformed across different text types.^[4] On the one hand, the translator has the autonomy to make strategic choices; on the other hand, this process itself is also regarded as a complex decision-making behavior, which needs to systematically integrate various factors in linguistic and cultural contexts.^[1]

2.3. Implications of Cultural Translation Theory for International Publicity Materials

Cultural translation theory is very useful to analyze the translation of international publicity materials. After all, international publicity materials are a key bridge for Chinese brands to enter the international market. In foreign countries, international publicity publicity translation is mostly attributed to applied translation or professional translation research.

Although brands such as Anta have had some successful cases in translation cooperation, and there are also studies on their marketing strategies in academic circles, such as Pan Yu^[12]'s analysis of Anta's sportswear marketing strategies, the overall academic gap in this area is still quite large. Specifically, few scholars have systematically explored translation strategies for regional cultural elements in corporate international publicity texts.^[14] Furthermore, the cultural translation perspective, which has collectively advanced the development of cultural translation theory, highlights the significance of translation in cross-cultural communication and underscores the influence of culture on both translation practice and scholarly research.^[9]

At present, the research on the translation practice of regional brand culture is not enough, which leaves a gap in theory and cannot meet the actual needs of those distinctive regional brands who want to go out.

3. Source Text Analysis of Anta's International Publicity Materials

This chapter mainly analyzes Anta's original text and the existing English translation. The corpus is removed from the official website, news releases and external media. It can be seen that there are several obvious characteristics: lexically, culture-loaded words and sports terms mixed together; syntactically, the source text prefers four-character structures, parallel sentences and imperative sentences; pragmatically, it is a trade-off between brand image and commercial attractiveness. A translation that is partially effective in the transmission or construction of cultural elements is one that can render the meaning of the source text into the target language or transmit the cultural elements successfully to the target culture but fail to achieve the two goals at the same time.^[6]

3.1. Corpus Sources and Collection

Before discussing specific translation strategies and cultural adaptation, it is necessary to analyze Anta's original text well, so as to find out its linguistic and cultural foundation in international communication. The purpose of analyzing these different types of materials together is to understand the text features from the dimensions of lexical, syntax, culture and pragmatics. It is necessary to find out what is the current situation of the original text, especially how it uses those

culturally specific expressions and rhetorical devices. These corpus not only include Anta's international publicity materials but brand stories about Anta in third-party publications^[13].

3.2. Textual Feature Analysis of Anta's International Publicity Materials

From the lexical perspective, Anta's text is dense in culture-loaded words and sports terms. On the one hand, this dual usage is to establish the authenticity of the brand by binding Chinese culture with product functions; on the other hand, culture-loaded words can increase the thickness of the symbol level and turn the product into a container carrying cultural meaning. However, the problem is that this lexical strategy itself is easy to cause translation difficulties, because many words have allusions or historical backgrounds behind them, and there is no direct correspondence in English.

From the pragmatic perspective, Anta's text bears three different and interrelated functions at the same time: shaping brand image, establishing emotional connection, and stimulating sales.^[17] These texts are performative in nature and are intended to give readers a sense of belonging or inspiration. However, the problem is that the persuasive and touching power of language often depends on the cultural background of the source language.

3.3. Current Status of English Translation of Anta's International Publicity Materials

At present, there is an obvious imbalance in cross-cultural communication in the English translation of Anta international publicity materials. After comprehensive analysis, most of the existing translation strategies are biased towards literal translation and linguistic equivalence.

On the other hand, the existing translation does not do well in cultural domestication. Although the text is translated into English, it often ignores the cognitive framework, values and aesthetic habits of the target audience. The current translation approach still regards translation as a pure language conversion rather than a cultural negotiation.

Finally, there is a key issue, that is, the lack of cultural compensation mechanism. Some cultural concepts themselves are not easy to turn over, but there are basically no supplementary strategies in the existing materials to bridge the semantic gap. The translator is not willing to jump out of the surface of the text to reconstruct the cultural context.^[10] The result is that Anta's brand spirit cannot effectively spread across the language boundary.

4. Optimizing English Translation Strategies for Anta's International Publicity from the Perspective of Cultural Translation Theory

In this chapter, the translator summarizes a lot of translation difficulties and problems in international publicity translation of Anta. Under the guidance of Cultural Translation Theory, the translator will make good use of the Cultural Foreignization, Cultural Domestication, Cultural Substitution and some appropriate translation skills and strategies to analyze those examples.

4.1. Cultural Foreignization

The strategy of cultural foreignization is to retain the language and cultural characteristics of the original text, rather than to smooth them out in order to accommodate the target audience. This is consistent with Susan Bassnett's view of cultural translation. With the deepening of the influence of the cultural translation in the translation field, Wang Ning, a translation theorist, points out that the focus of contemporary translation in China should be shifted to Chinese-foreign translation, so that Chinese culture can truly stand among the cultures of all countries in the world.^[8]

4.1.1 Literal Translation

Literal translation, refers to a translation method that preserves the external form and meaning of the original text to the maximum extent.^[11] Bassnett's theory has a core point of view: translation is to convey cultural meaning, not just words.

Example 1

[Original translation]: ANTA & Kyrie Irving Forge a New Partnership Deal.

[Improved translation]: ANTA partners with Kyrie Irving: Keep love and basketball alive forever.

In Example 1, the original translation, mentions the partnership but completely leaves out the love and basketball from the source text. The improved version, takes a different path. It sticks to a fairly literal rendering, keeping the original sentiment and rhythm. That is a form of cultural foreignization. Instead of smoothing everything over into safe business English, it lets the source culture show through, even at the cost of sounding slightly unusual. The improved version may not be perfect, but it does what the original translation failed to do, it brings the emotional and cultural texture across.

4.1.2. Transliteration

Susan Bassnett's view of cultural translation holds that translators must put cultural meaning above linguistic equivalence, not only focus on word conversion, but also capture the core of regional tradition, values and cultural spirit. In addition, transliteration can also play a strategic role in this process.

Example 2

[Original translation]: On 4 August, Fan Zhendong won his event, wearing the Anta "Champion Dragon" and standing on the highest podium.

[Improved translation]: On 4 August, Fan Zhendong won his event, wearing the Anta "Champion Loong" and standing on the highest podium.

In Example 2, from Bassnett's view of cultural translation, the replacement of "Dragon" with "Loong" is actually a strategic cultural reconciliation. It does not stick to the equivalence of language level, but grasps the core of symbolic meaning. The word "Loong" retains a sense of linguistic exoticism, curious about its oriental origins, and rejects cultural domestication. It is not only a symbolic gesture that resists cultural assimilation, but also maintains the brand's sense of reality in the cross-cultural context.

4.2. Cultural Adaptation

The practice of acculturation is actually to turn translation into a kind of cultural negotiation, so that the content leans to the norms, values and symbols of the target culture. Bassnett's theory is very clear that cross-cultural meaning is more important than literal faithfulness. She advocates that translators have to ponder the cultural foundation behind the original text. The focus of translation should be shifted from word-for-word equivalence to cultural equivalence.

4.2.1. Free Translation

Free translation is not to knock the words and sentences on the surface of the original text, but to jump out strategically on the basis of understanding the core meaning of the original text. Translators can and have the right to modify or even rewrite the original text so that it can be understood by the target language readers.^[7]

Example 3

[Original translation]: It translates literally to “You have to fight to win” but its meaning runs much deeper than a simple motivational slogan.

[Improved translation]: It translates literally to “Dedicate yourself and you will win”, which is more than a slogan.

In Example 3, the improved version borrows the People’s Daily Online: Dedicate yourself and you will win. The translation replaces fight with dedicate yourself, which is more natural in English’s motivational language, and more able to capture the spirit of unrelenting efforts. Under the cultural translation theory, the adaptation also deletes the original lengthy explanation, and simply says “is more than a slogan. The result is that the translation is more compact and clearer. While retaining the encouragement of the original text, it also makes a cultural adaptation.

4.2.2. Amplification

This strategic choice does not go the way of literal translation. It can ensure that the meaning is true, and at the same time it does not feel estranged. Replacing the concept with the cultural framework that readers are familiar with can not only preserve the core content, but also promote cross-cultural dialogue.

Example 4

[Original translation]: What followed was one of the most audacious and aggressive marketing campaigns in modern business history, a strategy so distinctive it’s known in China as the “Three-Pronged Axe” of Jinjiang branding.

[Improved translation]: What followed was a strategy so distinctive it’s known in China as the Three Pillars of Jinjiang branding. The first pillar was the celebrity gamble; The second was a brute-force television onslaught; The third was the rush to go public.

In Example 4, Although the metaphor of the source language is retained, it is easy for foreign readers to be confused. The term “Three-Pronged Axe” comes from Cheng Yaojin, referring to a small but useful tactic. Moving directly to English is equivalent to assuming that the target audience understands Chinese folk tales. If not, people will think that Jinjiang’s strategy is extensive or temporary. The pillar is a common metaphor in the western business context, which symbolizes the structural stability and reliability.

4.3. Cultural Compensation

Cultural compensation, under the guidance of Bassnett’s theory, actively reconstructs the meanings lost in the process of translation, so as to bridge the cultural gap. Its means include semantic expansion, symbol replacement, and narrative supplement. In the process of translation, in order to make up for the differences between the source language culture and the target language, cultural compensation can be adopted to retain the cultural connotation of the source language and convey it as much as possible in the target language.^[19]

4.3.1. Annotation

Annotation translation method refers to the process of explaining certain parts of the source text that are difficult to notes understand or have a specific cultural background by adding notes. The annotation can usually be used to supplement relevant information such as background material and the origin of the words, so as to facilitate the reader’s understanding.^[16]

Example 5

[Original translation]: ANTA and the Chinese Olympic Committee jointly launched the Mountain and River Project.

[Improved translation]: ANTA and the Chinese Olympic Committee jointly launched the

Mountain and River Project—a large-scale environmental initiative promoting green, healthy lifestyles and responsible waste management during outdoor activities to protect natural mountains and rivers.

In Example 5, the original translation, Mountain and River Project, which ignores the important cultural background. An environmental protection project with rich meanings has been simplified into a geographically vague statement. Western readers who are not familiar with the symbolic meaning of Chinese ecology may misunderstand it. The improved translation cleverly uses cultural interpretation and annotation to naturally incorporate explanatory details.

4.3.2. Cultural Interpretation

Susan Bassnett's cultural translation theory emphasizes that the core of translation lies not in the simple transformation of language forms, but in the transmission and reconstruction of cross-cultural meanings. This approach helps to bridge the cultural differences between China and the West, to ensure that the brand rooted in the regional heritage can be completely passed out, in the global spread of the real cross-cultural resonance.

Example 6

[Original translation]: As the famous song that popularized the phrase goes, life is “three parts decided by heaven, seven parts dependent on hustle.”

[Improved translation]: As the famous Minnan folk song puts it, life is “one-third fate and two-thirds hard work”. This is what we call the never-give-up spirit of Minnan people.

In Example 6, the original phrase is a folk proverb deeply rooted in the Minnan regional culture, which is concentrated in the strength of Minnan people who do not accept defeat and do not accept their fate.^[15] It is a typical culture-loaded text, which condenses the hard work of the Minnan people and their own spirit. More importantly, it adds an explanation: This is what we call the spirit of Minnan people never give up, the bottom of the cultural spirit directly on the stage. The two layers of processing.

5. Conclusions

In this part, the translator will make a summary of the major findings, analyse the limitations of the present study and offer some suggestions for further studies.

The study verifies that the cultural translation theory is effective for the optimization of commercial texts. Through the strategies of cultural foreignization, cultural domestication and cultural compensation, we have successfully dealt with several specific problems in Anta's translation. These adaptations show that good publicity translation is like a cultural bridge, which can turn the cultural information that may not be understood into a brand narrative that is both rooted and acceptable.

For other Chinese companies planning to go out, this study also provides a reference. It is suggested that brands should not stick to literal translation, but adopt flexible strategies to find a balance between cultural retention and market adaptability.^[20]

However, this study also has limitations. What we mainly do is text analysis and translator's subjective judgment, without measuring how international consumers think and accept these adaptations. Furthermore, the improved translation is more or less from an academic perspective, which may not fully fit the dynamic constraints of multinational enterprises in marketing.

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