An Analysis of Translation of Technology Vocabulary of Apple Company Product from the Perspective of Skopos Theory

Hui Liu, Yutian Luo

Xi'an Shiyou University, Xi'an 710065, China.

Abstract: The rational use and conversion of scientific and technological vocabulary is related to the purchase and consumption of products by relevant consumers. For Apple, as an industry leader, its company is also distinctive in the use of such words. This paper mainly analyzes the scientific and technological vocabulary of Apple products. Under the guidance of Skopos Theory, starting from the expression of this category of vocabulary and focus on characteristics and its translation results, in order to provide some reference for the localization of such scientific and technological products and the same category of products.

Keywords: The Skopos Theory; Translation Analysis; Localization

1. Introduction

In recent years, with the renewal and iteration of technological products, the introduction of basic information of this category of products will inevitably be involved in the process of publicity and sales, and the terms and the professional expressions will also be covered. Therefore, in the process of translation, it is necessary to take into account the consumer 's acceptance of the translation results, and focus on whether it is necessary to retain the corresponding product characteristics, so as to avoid misleading expressions to consumers to the greatest extent. The translation text of the product directly constructs the first impression of Apple's new products for Chinese consumers, which in turn affects the sales of its products in the Chinese market and the follow-up and expansion of its later business. Based on the theoretical perspective of Skopos Theory, this paper studies the translation strategies and methods in translation process by summarizing and analyzing the characteristics of scientific and technological vocabulary in Apple products, in order to provide some inspiration and reference for the Chinese translation of scientific and technological products and the overseas localization of domestic electronic products.

2. Analysis of the characteristics of the technology vocabulary of Apple products

The selected corpus comes from the text version of Apple's new product launch event in the autumn of 2021, in which different models of the new mobile phone IPhone 13, the new tablet computer IPAD 2021, IPAD Mini 6, the new smartwatch Apple Watch Series 7 and other products are covered, and the smart bionic chip A15 Bionic is introduced, the launch event is to explain the highlights and new features of the new products, describe the hardware performance improvement, explain the software update and so on. This includes technology terms such as facial recognition, ultra retina screen, optical zoom, video encoder and more.

After collation and statistical analysis, the scientific and technological vocabulary in the text mainly consists of professional terms and general terms; among them, the professional terms have been selected by adopting the translation results of the industry's conventions, which have a high degree of specialization and can be applied to the industry's specialized contents encountered in the process of publicity and dissemination. General terms are mainly translated by Apple's localization experts to find common expressions in the target language for some of the scientific and technical terms. Although the words in this category are common expressions in daily life, they are processed by the experts in such a way that they can be understood by consumers. In other words, the common expressions are given a scientific and technical meaning in the target language that is acceptable to the reader.

3. Analysis of Apple Product Technology Vocabulary Translation
3.1 The application of Apple product technology vocabulary in translation

Skopos theory, proposed by Riess, the founder of functionalism, and his student Vermeer. That is, the most important factor in the purpose of translation is the audience of the translated text, and for the translation of scientific and technical terminology, the situation in the target language naturally depends on the acceptance of the readers of the translated text. Translators should master both the reasonable expression of professional knowledge and the articulation of bilingualism when translating, supplemented by the perspective of the theory

of purpose in translating this kind of vocabulary.

For example, in Apple products, the word "Memoji" is translated as "拟我表情", which is a combination of the word "me" and the word "emoji". If the word is broken down according to the phrase, the meaning of this term should be "我的表情", i.e., "我" me and "表情" emoji are combined together, but Apple's explanation for this feature is not to simulate my emoji through the deep-sensing camera as for the chatting or socializing process. Rather, the emoji is constructed by simulating the person's own expression and using a cartoon style avatar or a cartoon shape of animals. And the official translation "拟我表情", which literally introduces the feature and allows consumers to quickly understand what it does. The result satisfies the user's need to understand the text and clearly expresses the function of the feature.

3.2 An Appreciation of the Translation of Apple's Product Technology Vocabulary
3.2.1 Translation of Professional Terms

In the translation of professional terms, some of the terms are self-created texts which are combined with the common scientific and technological terms in the industry during Apple's R&D process and added or deleted to meet the company's needs in the process of scientific and technological research and development. Therefore, the translation of this category of text should not be limited to the common contents of the industry, and reasonable explanations should also be provided for the newly created parts.

For example, mobile phone displays are mostly composed of two materials, one is OLED screen (organic light-emitting diode display), and the other is LCD screen (liquid crystal display), the abbreviation of these two types of screen materials OLED, LCD screen types have been used many times in the promotion of similar products, and readers have heard of them, so it is enough to directly adopt the industry-established translation results. Of course, for the abbreviated versions of neologisms and proper nouns, the localization experts used zero translation to introduce the original text directly into the target language.

Example: 4K, AMD, GDDR6, USB-C, FACE-ID

Translation: 4K, AMD, GDDR6, USB-C, FACE-ID

The reason for such translations is that these terms are frequently used in daily life and readers are more or less familiar with them. Therefore, zero-translation is used to deal with this kind of terminology.

Example: Contrast ratio.

Translation: 对比度

This word in the terminology online means-the display is at the maximum and the brightness of the brightness ratio, the term is widely used in daily life. Such as the adjustment options of monitor, there is a contrast adjustment, the contrast will make the monitor screen colors become dull, and adjusted to make the monitor colors become bright, after understanding the meaning of the word, the direct use of the combination of words as the translation results will not only not cause misunderstanding, but also common in the industry. After understanding the meaning of the word, we directly adopt the combination of the word meaning as the translation result, which not only does not cause misunderstanding, but also is the translation commonly used in the industry, which is in line with the norms.

In the translation of professional terms, some of the terms are self-created texts which are combined with the common scientific and technological terms in the industry during Apple's R&D process and added or deleted to meet the company's needs in the process of scientific and technological research and development. Therefore, the translation of this category of text should not be limited to the common contents of the industry, and reasonable explanations should also be provided for the newly created parts.

3.2.2 Translation of General Terms

In the process of localization, Apple's experts pay great attention to the exploration of the meaning of the existing vocabulary, and use the terms that don not have technological meanings as technological terms, so as to facilitate the users' quick understanding in the process of purchase. Therefore, in terms of vocabulary use, Apple focuses on the degree of compatibility with their user group. For example, in the use of the term "数据上网", its original meaning should refer to the mobile phone to use data traffic to log on to the Internet, in other brands of mobile phones, most of the translations of this item are data-related translations, such as "数据上网", "数据开关". However, when Apple expresses this item, it uses the word "Cellular", which means cellular, multi-hollow in cell architecture, etc., or a word that contains a honeycomb structure, in an original way. According to the translation, it is "蜂窝数据", which is also the name of the switch for Apple mobile phones to use data traffic to access the Internet, and the translation adds the function of data access to the original meaning of the term, so that consumers think that its data function is as efficient as a cellular one, which fully flaunts its uniqueness and demonstrates the function for consumers. This approach of adding a technological meaning to a common word to explain

its purchase or function significantly reduces the barriers to understanding, while not using overly complex technological terms to explain it, but enabling the consumer to understand the specific function of the word.

4. Summary and Reflection

The English scientific and technological vocabulary of Apple's new conference is mainly divided into the professional meaning given to ordinary words and the translation of professional terms. These different scientific and technological vocabularies require corresponding translation considerations in the process of translation, and with the help of the Skopos Theory perspective, starting from the reader's point of view, to achieve the purpose of transmitting the information without losing the content is the primary principle of our translation of this type of text. As the primary medium for conveying the main information of the products, the translation of technological terms of the conference is also a very important part. For the translation of such texts, we should have the relevant Chinese translation literacy and grasp the characteristics; more importantly, we should always pay attention to the acceptance level of the crowd, and constantly make rationalization adjustments to the text, so that we can promote Chinese consumers' understanding of the products, and in this way promote their sales.

References

[1] Gu F. Structural Features and Translation of Communication Technology English [J]. Science and Technology Translation in China, 2013,26 (01): 4-6 + 33.

[2] Yan K, Gao J. The characteristics and Chinese translation strategies of technical terms on Apple 's official website [J]. Overseas English, 2020 (21): 25-26.

[3] Wei MF. Lexical Features and Translation of English Technical Terms [J]. Chinese Technical Translation, 2014, 27 (01): 5-7 + 23.

[4] Tian XL. Chinese-English Translation Strategies of Scientific Papers Based on the Skopos Theory [J].Journal of Northwest University (Philosophy and Social Sciences), 2009, 39 (05): 165-167.

[5] Wang C. Zero translation of iPhone from the perspective of eco-translatology [J]. Journal of Beijing City University, 2015 (03) : 86-89 + 99.

[6] Hang J. The application of teleology in electronic product conference [D]. Tianjin University of Technology, 2017.

About authors:

Liu Hui (1967), female, Han, Xi'an Shiyou University, Laiyuan City, Hebei Province, Professor, Translation.

Luo Yutian (1999), male, Han, Xi'an Shiyou University, Baoji City, Shaanxi Province, Master Degree, Translation.