

# Comparative Research on the Text Patterns of the English Introductory Webpages of the Chinese and American Transnational Enterprises

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**Abstract:** At present, there are many problems with the English translation of the introductory webpages of Chinese transnational corporations, including the inaccuracy and low quality of translations. Besides, it is also serious that some contents cannot be understood by foreign readers or are not attractive enough for them. Webpage profiles of American multinational corporations usually embody a high degree of reply expectation with diversification of text patterns, and readers are provided with more choice. This study takes "discourse" as the research unit, and conducts comparative analysis on the English webpages of Chinese and American transnational enterprises in the field, tenor and mode of discourse, according to Martin's register theory. Based on the analysis, the study provides Chinese transnational enterprises with useful translation strategies in the layout of their webpages in English, and helps them develop their international business better.

**Keywords:** Chinese and American Transnational Enterprises; English Introduction; Discourse; Register

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## 1. Introduction

Nowadays, with the acceleration of the global economy, more and more Chinese enterprises have developed at an amazing speed and become transnational enterprises. With the rapid development of the Internet, many transnational enterprises in China have used the portal page to let the world know about them. They translate their profiles into English and hang them on the website in order to put their goods, technology and services to the international market and develop foreign trade cooperation<sup>[1]</sup>. In the face of the international trade, Chinese corporate websites use Chinese and English to introduce their own businesses and products. However, it has been found that a large number of Chinese transnational enterprises' translations of webpage profiles are not accurate enough. The quality is not high, and the content cannot attract foreign readers and be fully accepted by them<sup>[2]</sup>.

The study and analysis of English websites of Chinese transnational corporates has significant meaning. It basically includes three aspects: First of all, the English website of a corporate is aimed at the international level, and it is the most direct window for foreign audiences to understand the foreign-oriented enterprises of China. What's more, the English webpage takes in the advantages of language and media, and it surpasses traditional media in that it owns the characteristics of low cost, infinite time, interactivity and flexibility. It can attract foreign audiences and make readers understand the characteristics of Chinese enterprises. In addition, Chinese companies use the English website and webpages to establish the image of company, facilitate the active promotion of Chinese enterprises, and open channels for external publicity, thus creating more opportunities for international exchanges and cooperation.

By browsing a large number of Chinese and American companies' webpages, this paper selects some Chinese and American multinational corporation translation webpages as typical cases to compare and analyze the differences between Chinese and American enterprises' webpage introduction from the perspective of text pattern. It also summarizes the textual advantages and characteristics of American corporate webpages, so as to provide a translation strategy for Chinese multinational companies to improve the writing of their own webpage profiles in English better.

## 2. Literature Review

Previous researchers have conducted relevant researches and achieved some results.

Firstly, domestic researchers conduct study in the light of translation methods. However, this is mostly limited to microscopic English translation problems like word spelling mistakes, improper collocation, misuse of tense and modality, and translating by Chinese syntactic structures, etc. There are some shortcomings in textual structure and expression of translations, which restricts the true understanding of readers in English-speaking countries, and thus fails to meet the needs of them. Meanwhile, it cannot achieve the purpose of Chinese companies to spread and boost the communication<sup>[3]</sup>.

Secondly, many domestic scholars have done plenty of researches on localization, functionality, and purpose. They take obvious problems apart and show strategies to them. One is that Chinese enterprises have to explore the international market to place their products and service to it. The important way is to localize text introduction. Compared to the original website texts of American corporates, Chinese companies have certain problems in translation: low vocabulary richness, high difficulty and information density of vocabulary. And long words, sentences, and texts cause low readability of text, resulting in long reading time and low efficiency. Excessive use of the third person makes the text too solemn and lack intimacy. These factors combine to weaken the audience's reading interest and affect the website's browsing rate<sup>[4]</sup>. The second point is guided by skopos theory. There are huge differences in Chinese and foreign cultural backgrounds, ideologies, language expressions, and ways of thinking. So the "web strategy", namely Equivalence, Rewriting, and Omitting, is proposed to make corporate websites play a good role in publicity. The third one is to seek advice from readers' needs. English translation of foreign-funded enterprises should try to communicate with readers, meet their cultural customs, habits, and aesthetic standards as well, in order to let them understand the original intentions and convey text function and purpose of corporate promotional materials.

Thirdly, some researchers study translation problems from discourse analysis. Zhang and Huang (2002) proposes a "discourse linguistic method" for translation studies in their paper, and also focuses on "discourse" for research and analysis<sup>[5]</sup>. Discourse analysis owns the characteristics of instrumentality. Based on the findings of the literature research, it is recognized that as a transnational enterprise, translating the company's profile into English on the webpage is actually a kind of communication behavior with obvious purpose. And the verbal communications are invariably based on the carrier of "discourse".

By and large, "discourse" can get the definition from a structural perspective or functional perspective. From a structural point of view, "discourse is a unit of language above the sentence." From the functional angle, "discourse is language in use". From the perspective of language use, in the procedure of communication, language meanings are decided by the context. The same language unit owns different implications in different contexts. From the aspect of literature, most scholars use the functional definition of "discourse", but the detailed definition is not necessarily the same. Discourse possesses textual features that strictly make "discourse" and "non-discourse" be distinguished<sup>[6][7]</sup>.

### **3. Register of the Discourse of Chinese and American Corporate**

#### **Introduction**

##### **3.1 The Definition of Register**

Discourse is the product of a specific communicative purpose in the real society, and discourse produced by different cultures for the same communicative purpose will vary because of the cultural environment. Halliday(2008) considers register as a semantic notion, which is a coalition of meanings related to a particular mode, form and tenor of discourse<sup>[8]</sup>. Martin regards register as the content layer of the context containing context, which is a symbolic system composed of context variables. Register is the connotation symbol of the meta-function organization of social context and linguistic resources, and is also the expression of ideology. Language mainly reflects culture through register<sup>[9]</sup>. Martin (2012) has described the three variables of register, namely field of discourse, tenor of discourse and mode of discourse. Therefore, it is possible to analyze the differences between Chinese and American companies in the discourse of corporate introduction and the cultural factors that cause these differences through the three variables of the register.

## 3.2 The Corpus Selection of Discourse of Company Profiles

The genre of corporate introduction texts requires phased steps include company nature, product and service, competitive status, business scope, sales volume and total revenue, business category, business objectives, number of employees, company vision, and qualification, which helps the company reach the communicative purpose of publicizing its image and product, and spread corporate culture and information<sup>[10]</sup>. Hence, it has completed a social process of “interaction between the enterprise and its expected domestic and foreign customers.”<sup>[11]</sup>

The corpus used in this paper is from the Fortune Global 500 of 2018. They are twenty transnational corporations with ten corporations from the US and ten from China. The ten American multinational enterprises are Walmart, Exxon Mobil, Apple, Amazon, General Motors, Microsoft, General Electric, Ford Motor, Bank of America and Citigroup. The ten Chinese transnational companies are Sinopec Group, China National Petroleum, State Grid, Huawei, Lenovo, Alibaba-Group, Industrial and Commercial Bank of China, China Construction Bank, China Mobile Communications, and SAIC Motor. These famous twenty transnational corporations are involved in the high-technology, energy, banking, and people's livelihood industries. Meanwhile, their topics are similar. By comparing the contents of these English corporate introductory webpages from the aspect of register, essential differences can be found.

## 4. Field, Tenor and Mode of Discourse

### 4.1 Field of Discourse

Field of discourse is the most important register variable. It is a series of activities with overall goals, and it is about the subject of language activities and explains “what to do and for whom”. The two-dimensional analysis of Martin and Rose's field of discourse includes: activity-structured vs. non-activity structured; specific vs. general.

The field of discourse of Chinese and American corporate introductions includes: company nature, product and service, competitive status, business scope, sales volume and total revenue, business category, business objectives, number of employees, company vision, and qualification and certification. However, there are also marked divergences in the following areas:

#### 4.1.1 The beginning of corporate introduction

The information displayed at the beginning of the discourse is the most important one and does a prominent job. According to Lu(2019), 68% of Chinese companies start with company history, and 60% of English companies start with the nature of the company<sup>[4]</sup>.

American companies have always been concerned with "what we do, what we can offer", to introduce the nature of the company directly and to show more about "what we can do for you". And Chinese companies attach importance to history because of the past orientation of time of Chinese, for the past or history should be valued and used as a guide in life. The thickness of history and the greatness associated with it are rather inspiring, thus enhancing readers' recognition of the company. For example,

*Founded in 1987, Huawei is a private company fully owned by its employees.*

This sentence is from the opening moves of Huawei and it tells readers the detailed time Huawei was founded. Next, the author compares a pair of examples from Chinese and American transnational enterprises.

*We are dedicated to transforming our customers' experience with technology—and how it, and they, interact with the world around us. We have a proven history of results with \$43B in revenue, hundreds of millions of customers, and four devices sold per second. (Lenovo)*

*We believe in what people make possible. Our mission is to empower every person and every organization on the planet to achieve more. (Microsoft)*

The two text patterns above show the opening moves of the value of Lenovo and Microsoft respectively. Lenovo strengthens more on the achievements of their company, but Microsoft pays more attention to the individual and “what we

can do for you". It reflects the differences between cultures and thinking modes of China and America. At present, the English translations of most corporate profiles are translated from Chinese texts literally, and translations do not deal with the typical Chinese texts in the original text. In the views of readers from English-speaking countries, the company's future lies in the company's own efforts and has nothing to do with customers. Chinese culture emphasizes collectivism, while Western culture emphasizes individualism. The last sentence from Lenovo's slogan is apparently translated literally, and it does not motivate the reader to take further action.

### **4.1.2 Use of political vocabulary**

The realization of field of discourse is mainly through empirical choices, such as more distinct vocabulary choices and more general grammar choices. Corporate propaganda discourse must determine the high frequency of vocabulary in terms of the nature of the company, business target and business scope<sup>[12]</sup>. The difference between Chinese and American companies is that in the introduction of Chinese companies, there is still a large amount of political vocabulary. For instance, the English introduction of State Grid about corporate culture uses many political words:

*Sticking to the leadership of the Party, comprehensively implementing the decisions and policies of the Central Party Committee and the State Council and unleashing the potential of employees to run business. It is our way to success.*

A large portion of political words like "the leadership of the Party", and "policies of the Central Party Committee and the State Council" are used in this discourse. Such political vocabulary is widely present in Chinese companies, reflecting that under Chinese economic environment, the role of the government or politics is widespread. Corporate-related activities are not only economic activities, but also political activities of a certain color. Under the market economy of the US, companies are the backbone of the market. It is difficult to see the political color and it is an entirely an activity of economy. If Chinese multinational companies hope that they can display the positive image under the current global environment which market economy plays the dominant role, then its propaganda strategy should be adjusted. It should show more of its side to the market economy.

## **4.2 Tenor of Discourse**

Tenor of discourse is the negotiation of social relationships between participants in discourse activities. Status, contact and affection of discourse participants constitute the tenor of discourse. Martin and Rose analyzed the status and solidarity of tenor of discourse again in two dimensions. It manifests through interpersonal system, including vocative expression, appellation, mood, modality, assessment method, etc<sup>[13]</sup>.

The status of interlocutors is its relative position in the cultural hierarchy and the status description of the two parties. It constitutes equality and the vertical dimension of inequality, which tests who controls and who obeys the relationship in the discourse<sup>[10]</sup>. In short, it manifests the relationship between communicators in the discourse. The difference of Chinese and American corporate text in this aspect is expressed as:

### **4.2.1 Introduce the intervention of the third-party to strengthen persuasion**

#### **effect**

There are only two participants in the American business introduction text, which are "We" and "You". Extensive use of "We" and "Our" in discourse as the first pronoun can make the potential readers "You" feel that they're being paid attention to and served through the process of communication. Companies (we) introduce their excellent service and leadership to readers (you) without the involvement of third parties, and the advantages and disadvantages are all based on readers. The two sides show equality and intimate distance to a certain extent. For example,

*We are the world's leading supplier of lubricant basestocks and the largest global marketer of finished lubricants. (Exxon Mobil)*

Chinese business introduction texts also presents products and services to convince the reader, but the objects often involve the third party. For example,

*Sinopec Group is the largest oil and petrochemical products suppliers and the second largest oil and gas producer in China, the largest refining company and the second largest chemical company in the world. We ranked the 3rd on Fortune's Global 500 List in 2017.*

Most Chinese companies refer to third parties as an authoritative persuader who tells readers that they are recognized or appreciated by the authority, so that readers should recognize their business. Study shows that Chinese companies use the step “honor” (such as the most valuable brands, international rankings and recognition) significantly exceeds that of the US companies, which is 84% and 52% separately. Among them, the discourse relationship is indirect: Enterprise→Society (authority)→consumer<sup>[11]</sup>.

Chinese company introduction texts are introduced by using the company name, without the relationship between “you” and “me”. Its low degree of dialogue and unilateral report of advantages and authority recognition show that social distance is not that intimate, and there are also apparent right gaps between the two parties. This is also in line with Hofstede’s survey based on the rights gap of the workplace: the China index is 68 and the US index is 40<sup>[7]</sup>.

## **4.2.2 Dialogue space reflected by the diversity of discourse forms**

Chinese companies use the text only divided by paragraphs to introduce the company without exception. However, introduction texts of American company show diversity, mainly in the following three text forms. One is plain text, which is the traditional way of writing introductory webpages such as Walmart. One is the text with node and multiple data, such as ExxonMobil. It is divided into Who we are, What we do, Where we work and Current Issues. Another one is blank text, which basically doesn’t provide self-reported corporate introduction chapters, but a series of data and news reports for the reader to judge on their own, such as Apple.

In the above three types of text, the enterprise’s own speaker identity is shrinking. The industry is gradually speaking from self-reporting to inviting readers to make their own decisions. The role of readers as participants is getting more important, and the space for readers to grasp and judge by themselves is getting bigger. The degree of control of corporate dialogue becomes smaller, the space for dialogue increases, and the gap between the rights of the two sides gets narrow and tends to be in a balance, showing equality of status. The following texts are part of the description about sustainability from Alibaba and Amazon.

*Alibaba: The pursuit of sustainability requires that we do the right thing when our business impacts the environment and society, and we need a system of governance to ensure that we are always choosing the right ethical path.*

*Amazon: At Amazon, we are committed to and invested in sustainability because it’s a win all around-it’s good for business, the planet, our customers, and our communities.*

Compared with the discourse of Alibaba’s English introduction, Amazon’s introduction apparently shows the equality of status between enterprise and customers. In Alibaba’s introduction, the core is always the company itself, and the words “require”, “need”, and “ensure” are too serious to deal with the distance between company and readers. But Amazon uses the word “committed” to show the sincere attitude of the corporate.

## **4.3 Mode of Discourse**

Mode of discourse is the role of language in the communicative behavior and a symbolic construction and function in culture to promote communication. It is the projection of discourse meaning, which is related to the attribute of discourse. The way of language expression includes the beginning sequence, tense, identity language, thematic structure, nominalization, etc.

Although company introduction text is a written discourse compiled by the enterprise without explicit interlocutors, the introduction form is visual or auditory and is not two-way communication. Both Chinese and American corporate introduction texts are monologues, but there also exists the following differences:

### **4.3.1 Small nodes and hyperlinks**

Chinese corporate introduction texts are all introduced in linearly developed texts, except a few like the State Grid that

use graphical numbers to enhance visual effects. There is no use of hyperlinked text. Its monolingual form belongs to the accompanying field.

The vast majority of American companies' introduction texts use non-linear section headings and hyperlink texts, which hints readers to click to read and learn more. In Figure 3-1, the part "About Us" of Ford is divided into four blocks. When readers are interested in any of these sections, they can click to read.

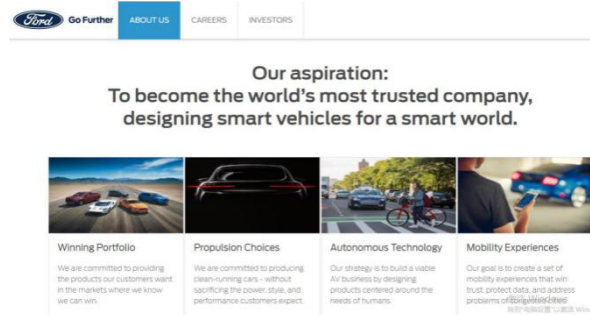


Figure 3-1 Ford

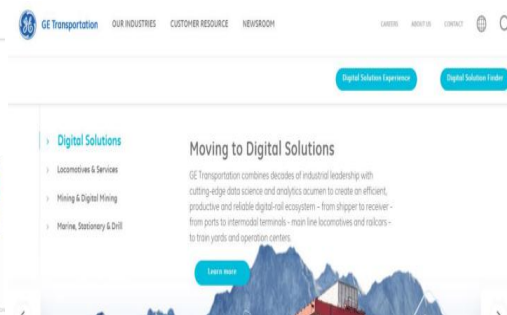


Figure 3-2 GE

Figure 3-2 shows the introduction of GE transportation, and readers can click "learn more" if they are interested in this part. It doesn't list out the whole part of introduction words directly, otherwise the readers may be bored about the contents. Whether it is a node or a hyperlink of a module, its mode of discourse provides readers with autonomous rights to choose and explore. Although readers have no way to participate in the language turn here, they have the right to choose the direction of turn, which is to further enhance the quality of dialogue. The mode of discourse also forms constituting field to a certain extent. This is reflected in the relatively small gap in corporate rights in American culture. Meanwhile, Americans have higher individual consciousness and put emphasis on the right to choose.

The style of corporate profiles in Western countries requires that language is plain, words are accurate, and the emphasis is on providing specific information. But our corporate profile often describes the social background and has strong emotional color without giving readers enough rights to choose what they want. That is to say, Chinese and foreign texts vary greatly in language style. In English translation, if Chinese corporates do not consider this factor, it will inevitably affect the information transmission. Because Western readers are not easy to understand this type of translation and they often think that their emotions are greater than the expression of information<sup>[10]</sup>. The mode of implementing text function of English and Chinese company profiles varies from culture to culture. If Chinese companies neglect the cultural background of target readers and blindly pursue the content and form of the original text, then the generated texts won't be accepted by readers of the target language.

### 4.3.2 Reply expectation

Discourses without dialogue objects do not exist. Corporate propaganda texts are written for potential readers, sharing information with potential readers, promoting their own products, and enhancing enterprises. Some discourses do not show the conversion of linguistic turn, but they can distinguish the difference of reply expectation for utterance by interlocutors.

The difference in the degree of reply expectation is briefly embodied in the use of personal pronouns. First pronoun of "We (our)" is used extensively in American corporate introductory texts, and the potential reader "You" is to some extent recognized and invited to the discourse. It is a kind of communication between the two parties, which narrows the gap between the two parties. For example,

*As an open, inclusive company, we're also creating an environment where everyone feels welcomed and valued for who they are. We transformed how the world moved through the last century. And we're determined to do it again as we redefine mobility to serve our customers and shareholders and solve societal challenges. (General Motors)*

However, the introduction of Chinese enterprises is often introduced by the enterprise name. China Mobile Communications can be taken as a classic example:

*China Mobile Limited was incorporated in Hong Kong on 3 September 1997. The Company was listed on the New York Stock Exchange and The Stock Exchange of Hong Kong Limited on 22 October 1997 and 23 October 1997, respectively.*

This formal and authoritative approach usually results in psychological distance between the two parties. The discourse tends to be the soliloquy and the degree of reply expectation is low.

## 5. Strategies of Writing English Introduction of Chinese Enterprises

The introduction of English webpages of Chinese multinational corporations should learn from the characteristics of American webpages, adjust and improve the content and quality of webpage translation. The improvement may start from the following strategies.

Strategy 1: Rewrite the beginning of corporate profile and remove political words from the introduction

A great many Chinese transnational corporates like China Construction Bank start the English introduction of their company with the development history:

*China Construction Bank Corporation, headquartered in Beijing, is a large-scale joint stock commercial bank leading in China. Its predecessor China Construction Bank was established in October 1954.*

Chinese introduction usually shows corporate history at first, then states the service and products of the enterprise. Chinese readers are used to reading in this order, too<sup>[4]</sup>. Nevertheless, the English introduction of Chinese transnational enterprises is faced with readers all around the world, and foreign readers are not that interested in how this enterprise has developed. Thus, Chinese enterprises should take in experience from American enterprises, and start the introduction with “what we can do for you” instead of long corporate history.

Political words even appear in English company abstract of Chinese transnational companies. They’re concerned with the concept of Chinese party and Chinese government, which are hardly known to foreign readers. So it’s rather unnecessary to cover political vocabulary in English introduction, conversely, it will add foreign readers’ confusion. So Chinese corporates should delete these political words, and attach importance to the description of corporate service, products and values.

Strategy 2: Reduce the use of the third party and leave more space for readers

Chinese transnational enterprises like Industrial and Commercial Bank of China show their ability and influence through the intervention of the third party. For instance, in the commerce retrospect of ICBC, *For the fourth consecutive year in 2016, the Bank ranked 1st place in the three authoritative lists of The Banker’s Top 1000 World Banks, the Forbes Global 2000 and the Fortune Global 500 Sub-list of Commercial Banks.*

This sentence lists the rankings of relevant authorities to persuade readers to believe the ability of ICBC. The indirect relationship between readers and the enterprise is not good for creating the feeling of equality and closeness to readers. Hence, translators should learn from the English introduction of American transnational enterprises, which mainly use “we” and “you” as the participants of the discourse. Translators had better reduce the use of the third party as much as possible.

In order to provide readers with sufficient information, translators should follow the cultural form of translation and do multi-level reconstruction of the original discourse, which mainly consists of six moves: overall description, background introduction, product introduction, ability display, self-evaluation and further invitation. They should retain contents of the primary text that is identical to the six moves, delete redundant information, and supplement the missing information. Besides, translators should leave enough space for readers as well. Most foreign readers don’t appreciate that webpage is filled with English words. It can’t provoke the interests and desire of readers to manage reading the entire discourse. Translators need to pay attention to diversity of discourse forms and combine introduction words with more figures and charts, so as to give readers more space to study and judge the enterprise on themselves, which can make them feel that they are fully respected.

Strategy 3: Focus on reply expectation and apply small nodes and hyperlinks properly to the introduction

Chinese enterprises usually don’t pay much attention to reply expectation, while reply expectation of American enterprises is relatively high. The way of publicity influences the reply expectation. The important role of corporate webpage publicity is to highlight appeal power. It is necessary to be able to reflect the elements of “delivering information, displaying characteristics, establishing image, stimulating demand, and expanding sales”. Therefore, from the perspective of propaganda effect, Chinese enterprises’ English translation should be able to embody three levels:

The first one is understanding level, which means using literal translation, simple and clear language, and popular way

that is easy to be understood to emphasize the information of the primary discourse, so as to achieve "understanding". The second one is identity level, which is the use of interpreting, subtracting or adding means to eliminate language and cultural barriers, and narrowing the gap of culture to achieve "identity". The third level is inducing level, which signifies using translation methods and various rhetorical means to attract readers' attention and achieve "inducement". In this way, it is conducive to attain the maximum economic benefits for Chinese multinational enterprises.

In addition, translators should do the statement by the first pronoun "we", instead of merely using the name of enterprise. Using "we" to write introduction is like having a conversation with readers, and implementing three levels of promotion to improve the publicity effect benefits getting higher reply expectation. Chinese enterprises should also add necessary nodes and hyperlinks to the texts, because it provides readers with more rights of choosing and readers can control the section they want easily.

## 6. Conclusion

In summary, the author makes a comparative analysis of the register of Chinese and American companies' introductory texts by using Martin's theory of register analysis, which differs in field of discourse, tenor of discourse and mode of discourse. The English interpretation of the Chinese transnational corporate introduction still has a long way to go. Most translators in China learn English as a second language, and the deficiency of necessary language circumstances is often affected by the negative transfer of mother tongue. Most of these English introductory webpages are translated verbatim according to original Chinese manuscripts. It is inevitable that Chinese and Western cultural differences and target readers are not comprehensively considered. Unidiomatic translation of English seriously affects the quality of the discourse. Therefore, Chinese multinational enterprises should use the vision of the world to build a webpage promotion platform, achieve internationalization and win more space for development.

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