

A Study on the English Standardized Translation of Special Local Products

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Abstract: *In the context of the in-depth advancement of economic development, the export trade of Nanchang's special local commodities has shown significant growth. In order to help these products better integrate into the international market, it has become imperative to improve the quality of their English translation quality, in which the importance of standardized translation work is increasingly prominent. This study focuses on the standardization of English translation of Nanchang's special products, deeply analyzes the existing problems and their causes, and proposes corresponding optimization solutions based on this, aiming to provide useful ideas and practical references for the international language services of Chinese special local products.*

Keywords: Nanchang's special local products, English standardization, Improvement strategies.

1. Introduction

With the deepening of globalization, the proposal of the Belt and Road Initiative has provided unprecedented opportunities for Nanchang's special local products to enter the international market. However, language barriers have become one of the important factors restricting the international promotion of special local products in Nanchang. English, as an internationally recognized language, plays a crucial role in international trade. Therefore, the standardized English translation of special local products in Nanchang is particularly important. This paper aims to explore the current situation, problems, and countermeasures of standardized English translation of special local products in Nanchang, in order to provide strong support for the international promotion of special local products in Nanchang.

2. Overview of Special Local Products in Nanchang

As the political, economic, and cultural center of Jiangxi Province, Nanchang, with its long history and unique natural conditions, has cultivated numerous products rich in regional characteristics. These special products not only carry profound cultural connotations, but also embody the wisdom and hard work of the local people. From food processing to handicrafts, from agricultural and sideline products to traditional cuisine, Nanchang's special product system presents diversified characteristics. Featured food represented by Nanchang mixed **rice noodles**, soup stewed in pottery jar and traditional pastries is widely known, while unique ceramic products, paper cuttings and other handicrafts, with their exquisite skills and distinctive regional characteristics, have attracted the attention of many consumers at home and abroad.

3. Analysis of the Current Situation and Problems of English Standardized Translation of Special Local Products in Nanchang

With the continuous improvement of the status of Nanchang's special products in the international trade, their English

standardization translation work is receiving increasing attention. However, due to multiple factors such as historical traditions, cultural differences, and language barriers, there are still many urgent problems to be solved in current translation practice.

3.1 The Urgent Need for Improvement in Translation Quality

The current English translation quality of Nanchang's special products shows significant differences, and some translated names have serious problems. Excessive reliance on Pinyin leads to a lack of core product information, such as simply transliterating “南昌炒粉” as “Nanchang Chaofen”, making it difficult for foreign consumers to understand the characteristic of the product. The phenomenon of confusing grammatical structures and improper word usage is widespread, which affects the professional image of the product. Inaccurate semantic expression leads to distorted transmission of product information, reducing the recognition of the product in the international market. These translation defects seriously restrict the effect of international promotion of the product.

3.2 The Absence of an Established Standardization System

The lack of unified standardized guidance in translation practice leads to a significant degree of arbitrariness in translation work. Multiple versions of the same product have been translated, for example, “瓦罐汤” has been translated into “Clay Pot Soup” or “Soup Stewed in Pottery Jar” on different occasions, causing confusion in consumers' cognition. Different translators adopt their own translation strategies, lacking coordination and unification. The lack of consistency in the translation of terminology has affected the brand building and market competitiveness of products. This lack of standardization urgently requires the establishment of authoritative translation standards to improve the situation.

3.3 The Existence of Significant Obstacles in Cultural Transmission

Cultural differences pose serious challenges to translation work, and the regional characteristics contained in products

are difficult to accurately convey. Traditional cultural elements lack equivalent expression in the target language, such as the unique cooking utensil “瓦罐”, which is difficult to find a corresponding vocabulary in English. Translators have a biased understanding of the source language culture, resulting in incomplete transmission of cultural information. The lack of corresponding cultural patterns in the target language culture results in the loss of cultural connotations during the translation process. These factors seriously affect the international dissemination effect of products' cultural values.

3.4 Insufficient Reserve of Professional Talents

The construction of the translation talent team faces many difficulties, which restricts the improvement of translation quality. There is a severe shortage of versatile talents who both know the specialized knowledge of the products and are proficient in English, making it difficult to meet practical needs. The existing translators do not have a deep understanding of the cultural connotations of the product, which affects the accuracy of translation. Lack of systematic translation training and professional guidance leads to uneven translation proficiency. The problem of insufficient talent reserve needs to be solved through multiple channels such as strengthening professional training and introducing high-end talents, in order to improve the overall level of translation services.

To solve these problems, it is necessary to start from multiple dimensions such as establishing standardized translation norms, strengthening professional talent training, and innovating cultural transmission strategies, comprehensively enhancing the international language service capabilities of Nanchang's special products.

4. Improvement Strategies for English Standardized Translation of Special Local Products in Nanchang

Aiming at the current problems existing in the standardized English translation of special local products in Nanchang, corresponding improvement strategies are proposed to enhance the translation quality and promote the international development of products.

4.1 Strategies for Improving Translation Quality

4.1.1 Optimizing Translation Methods

When translating Nanchang's special products, excessive reliance on Pinyin literal translation should be avoided, and free translation or a combination of transliteration and free translation should be adopted. This ensures that the translation retains the unique regional characteristics of the product while allowing the target audience to clearly understand its attributes. For example, “南昌炒粉” can be translated as “Nanchang Fried Rice Noodles”, which not only reflects the regional characteristics of Nanchang, but also clearly conveys that this is a dish of fried rice noodles. In addition, establishing a translation review mechanism is also crucial. Linguistic experts and industry experts can be invited to

conduct a dual review of the translation to ensure their grammatical accuracy and standardized terminology, avoiding misunderstandings or cultural conflicts caused by improper translation.

4.1.2 Strengthening Research on Translation Practices

In order to further improve the translation quality of Nanchang's special products, targeted translation case studies should be conducted. By analyzing successful translation cases, effective translation strategies and models should be summarized and promoted their application to the translation of other products. For example, the successful experience of translating “龙井茶” into “Dragon Well Tea” can be used for reference, which not only preserves the cultural characteristics of “龙井”, but also makes it easy for foreign consumers to understand. By studying translation cases of special products from other regions, valuable references can be provided for the translation of Nanchang's special products, ensuring the acceptability and dissemination effect of the translated names while preserving the cultural characteristics.

4.2 Strategies for Establishing Unified Translation Standards

4.2.1 Developing authoritative translation standards

In order to ensure the consistency and accuracy of the translation of Nanchang's special products, the government or industry associations should take the lead in organizing language experts, cultural scholars, and industry representatives to jointly develop authoritative translation standards. This standard should clarify the basic principles and methods of translation, such as using specific rules of transliteration, free translation, or a combination of transliteration and free translation, while taking into account cultural characteristics and the ability of understanding of the target audiences. After the formulation is completed, *English Translation Standards for Nanchang's Special Local Products* can be released to provide authoritative reference for enterprises and translators. This standard can not only regulate translation behavior, but also avoid confusion caused by inconsistent translation, and enhance the international image of Nanchang's special products.

4.2.2 Promoting the Implementation of Translation Standardization

On the basis of formulating translation standards, their implementation in practice should actively promoted. Firstly, enterprises are encouraged to adopt standardized translation in product packaging and promotional materials to ensure the consistency in brand image and enhance consumers' awareness and trust in the products. Secondly, a unified translation database can be established, which includes standardized translations that have been approved and open for query and use by all sectors of society. This database not only provides convenience for enterprises, but also supports academic research, cultural dissemination, and other fields, further promoting the standardization and internationalization of the translation of Nanchang's special products. Through standardized implementation, the international competitiveness of Nanchang's special products can be

effectively enhanced, helping them to enter a broader market.

4.3 Strategies for Overcoming Barriers to Cultural Transmission

4.3.1 Emphasizing cultural adaptability in translation

When translating Nanchang's special products, full consideration should be given to the cultural background of the target audience and culturally adaptative translation strategies should be adopted. For example, for products with unique cultural connotations such as “瓦罐汤”, annotation or amplification can be used to translate it as “Soup Stewed in Pottery Jar”. This translation not only retains the cultural feature of “pottery jar”, but also clarifies the attributes of the product through “stewed”, making it easier for the target audience to understand. In addition, for products with profound cultural connotations, a brief cultural explanation can be added after the translation to help consumers better understand the history, production process, or symbolic significance of the product. For example, after the translation of “Soup Stewed in Pottery Jar”, add “A traditional soup from Nanchang, stewed in a pottery jar with various ingredients”. This approach can not only convey cultural values, but also enhance consumers' interest and sense of identification.

4.3.2 Strengthening Cultural Dissemination and Education

To overcome cultural transmission barriers, it is necessary to start from two aspects: cultural dissemination and education. Firstly, international promotion activities of Nanchang's local culture can be carried out to enhance the target market's awareness of Nanchang's culture. For example, food festivals, cultural exhibitions, or online promotional activities should be organized to showcase the history, production techniques, and cultural significance of Nanchang's special products to international consumers. Secondly, systematic cultural training should be provided for translators to deepen their understanding of the local culture and product connotations in Nanchang. Through training, translators can more accurately grasp cultural details, thereby better conveying cultural values in translation. The combination of cultural dissemination and education can not only improve the quality of translation, but also enhance the international appeal of Nanchang's special products and help them enter the global market.

4.4 Strategies for Strengthening the Construction of Professional Talent Teams

4.4.1 Cultivating Versatile Translation Talents

In order to enhance the professional level of translation of Nanchang's special products, it is necessary to offer courses related to translation of special local products in universities, and cultivate versatile translation talents who are proficient in both language and local culture. These courses can cover linguistics, cultural studies, translation skills, and relevant knowledge of Nanchang's special local products, helping students comprehensively master the theoretical and practical skills required for translation. At the same time, students majoring in translation are encouraged to actively participate in practical activities related to the translation of local special products, such as participating in corporate translation

projects or local cultural promotion activities, in order to enhance their practical abilities and understanding of local culture. By combining theory with practice, professional talents capable of translating Nanchang's special products are cultivated.

4.4.2 Establishing a Talent Pool of Translators

Led by the government or industry associations, a specialized talent pool of translators is established to attract translators with professional backgrounds in language and knowledge of local cultural. This talent pool can provide high-quality translation services for enterprises and related institutions, ensuring the accuracy and consistency of translation for Nanchang's special products in external promotion. In addition, regular training and exchange activities of translation skills are held, inviting translation experts from home and abroad to share their experiences and help practitioners improve their professional level. By establishing a talent pool and continuous training, a stable and high-level translation team can be formed, providing strong support for the internationalization of Nanchang's special products.

4.4.3 Introducing High-end Translation Talents

In order to further improve the quality of translation, preferential policies can be used to attract translation experts with international perspectives and rich experience to participate in the translation work of Nanchang's special products. These high-end talents can not only provide high-quality translation services, but also bring advanced translation concepts and technologies to the local translation team. At the same time, cooperative relationships with international translation agencies can be established and their successful experiences in translation standardization, cultural adaptation, and other aspects can be used for reference. By introducing high-end talents and international cooperation, the overall level of translation of Nanchang's special products can be quickly improved, helping them to establish a good brand image in the international market.

4.5 Strategies for Innovating Translation Technology and Publicity

4.5.1 Utilizing Digital Technology

In translation and communication strategies, the application of digital technology can greatly improve efficiency and coverage. Firstly, a multilingual translation app or mini program can be developed to provide standardized translations and detailed cultural introductions for Nanchang's special products. Users can quickly query the English translation, production process, cultural background, and other information of products through these tools, thereby enhancing their understanding and interest in the products. Secondly, artificial intelligence technology is used to optimize the translation process, such as, combining machine translation with manual review, can improve the efficiency and accuracy of translation. Artificial intelligence can also be used to analyze the linguistic habits and cultural preferences of target markets, helping to develop more targeted translation strategies. Through the application of digital technology, the cultural value of Nanchang's special products can be

disseminated more efficiently and accurately.

4.5.2 Strengthening International Publicity

In order to enhance the international influence of Nanchang's special products, it is necessary to strengthen international publicity efforts. Firstly, standardized translations should be uniformly used on international exhibitions and e-commerce platforms to ensure consistency in product names, and enhance product recognition and brand image. For example, at international exhibitions such as the Canton Fair and the China International Import Expo, adopting a unified English translation and cultural explanation can attract attention of more international buyers and consumers. Secondly, multilingual promotional materials, including brochures, videos, websites, etc., are produced to comprehensively promote Nanchang's special products and their cultural connotations to the international market. These materials can be combined with various forms such as graphics, videos, etc. to vividly showcase the history, production process, and cultural significance of the product, enhancing international consumers' awareness and interest in the product. By strengthening international promotion, the international visibility and market competitiveness of Nanchang's special products can be further enhanced.

By establishing standardized translation standards, strengthening professional talent training, innovating cultural transmission strategies, and other multidimensional measures, the English translation quality of Nanchang's special local products can be effectively improved, enhancing its international competitiveness. This not only helps to promote Nanchang's special products to the world, but also provides valuable experience for the internationalization of language services for Chinese special local products.

5. Case Analysis

In order to more intuitively demonstrate the practical application of standardized English translation of special local products in Nanchang, this paper selects several typical cases for in-depth analysis.

5.1 English Translation of Nanchang Fried Rice Noodles

Nanchang fried rice noodles are one of the traditional delicacies in Nanchang, and the word “炒粉” in its name lacks a direct corresponding vocabulary in English. To solve this problem, transliteration and annotation can be adopted. For example, translating “南昌炒粉” as “Nanchang Fried Rice Noodles (A traditional dish from Nanchang, featuring fried rice noodles with various toppings)”. This translation method not only preserves the name and regional characteristics of “Nanchang fried rice noodles”, but also enhances English readers' understanding and interest in the product by providing supplementary explanations on its cultural background and cooking process.

5.2 English Translation of Soup Stewed in Pottery Jar

Soup Stewed in Pottery Jar is another traditional food in Nanchang. The word “瓦罐” in its name has no direct expression in English. In order to accurately convey its

cultural connotations and regional characteristics, a combination of free translation and annotation can be used. For example, “瓦罐汤” is translated as “Soup Stewed in Pottery Jar (A traditional soup from Nanchang, stewed in a pot jar with various ingredients)”. This translation not only highlights the unique cooking utensil of “pottery jar”, but also allows English readers to understand its cooking process and cultural background through supplementary explanations, thus better understanding the value of the product.

5.3 English Translation of Nanchang Porcelain

Nanchang porcelain, as one of the representatives of traditional Chinese handicrafts, has a profound historical background and unique artistic style. In the process of translation, attention should be paid to conveying its cultural connotations and regional characteristics, while also being close to the cognitive habits of English readers. For example, translating “南昌瓷器” as “Nanchang Porcelain (A traditional Chinese porcelain with unique designs and craftsmanship from Nanchang)”. This translation not only retains the name and artistic characteristics of “Nanchang Porcelain”, but also enhances the international appeal of the product by providing additional explanations to help English readers understand its cultural background and production process.

From the above case analysis, it can be seen that using a combination of transliteration, free translation, and annotation in translation can effectively solve the cultural transmission barriers of Nanchang's special products in English translation. It not only preserves the cultural characteristics of the products, but also facilitates the understanding and acceptance of the target audience.

6. Conclusion

The Belt and Road Initiative has created an important opportunity for Nanchang's special local products to explore the international market, but language barriers have become one of the main constraints to their international promotion. Therefore, it is crucial to promote the standardized English translation of special local products in Nanchang. This paper analyzes the current situation and problems of English translation of special local products in Nanchang, and proposes the following improvement strategies: strengthening the cultivation and introduction of translation talents, establishing unified translation standards, adopting flexible and diverse translation methods and strategies, and deepening cultural exchange and cooperation, etc. In addition, this paper also demonstrates the practical application of standardized English translation in Nanchang's special products through specific cases. It is hoped that this study can provide strong support for the international promotion of special local products in Nanchang, and at the same time provide useful reference and inspiration for the development of English standardized translation of Chinese special local products.

Acknowledgements

This work was supported by Nanchang City Social Science Planning Project in 2024 (Grant No. YY202403) —A Study on the English Standardized Translation of Nanchang's Special Local Products from the Perspective of the Belt and

Road Initiative.

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