On Optimizing the English Publicity Materials of Chinese Machinery Companies Based on Parallel Text Analysis: A Case Study of Boteli Valve Group Co., Ltd.*

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Under the framework of economic globalization, many Chinese enterprises start to seek more international cooperation from their foreign counterparts. English publicity materials of the Chinese companies are the means for the foreign audiences to get access to these companies and their culture. Among the current studies, few have focused on how to optimize the English publicity materials based on the parallel text analysis. The thesis targets Boteli Valve Group Co., Ltd. as the research subject of the case study and strives to produce the corresponding optimization strategies for this company. The strategies concerned are intended to address the major problems in the company's English publicity materials based on the parallel text analysis in such aspects as brand story, culture value, and enterprise ethics. The optimization aims to help the company gain more competition in the international market.

Keywords: parallel text, content marketing, publicity materials

Introduction

As an irresistible historical tide, economic globalization provides Chinese enterprises the opportunity to be involved in international competition in international trade. Enterprises scramble to exert the comparative advantages, to expand the overseas market and to enhance the competitive ability. Company publicity material is the preferred material for foreign audiences to know about the enterprise. A well-made English brochure or English website can help to enhance the enterprise image and successfully enter the international market. Therefore, company publicity material, as a starting point to survive the intense international trade competition, is particularly important. Based on the investigation of several machinery enterprises in Wenzhou, the paper collects real-life materials ready for research. What is more, the paper will get the targeted strategies for the machinery companies to improve the quality and effect of their English publicity materials.

Studies on Parallel Text Analysis and Chinese-English Translation for Publicity Materials

C-E translation of publicity materials aims to promote China to foreigners. C-E translation of enterprise

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publicity material is an important way for foreign businessmen to know about the enterprise via its company profile, product description, etc. Therefore, the quality of enterprise publicity translation directly affects the enterprise image, thereby decides whether the company will get the foreign audience and gain international competitiveness or not.

At present, scholars in this field have found the poor status of publicity translation. According to CHEN Xiao-wei (2006), "Very often, Asian export products are accompanied by the oddest written instructions. Unfortunately, when shoddy English reaches the customer, he may judge the product to be shoddy too" (p. 27). XU Ke-ming (2003) also pointed out that the reason why Chinese company publicity is not successful. An adequate publicity material is easily accepted by readers. To achieve good external publicity effects, enterprises should consider the reader's feelings and be readers-oriented by using the expression of foreign-related enterprises for reference and using appropriate strategies of translation.

Snell-hornby (2001) argued that practical translation, because of the clarity of its function, should be more similar to the target language. The audience of C-E translation is the westerners knowing little about Chinese culture. Good translation work should be close both to the form and content and style of its original. That is why parallel text study can be of great help for practical translation. LIN Ke-nan (2003) propose that, in practical translation translators shall read a large number of English materials of English speaking countries. Then, the translator should refer to the same situation, according to the features of the text, in the same English material (parallel text) to translate, so that it will be similar to the text as close as possible. The main goal of enterprise publicity material is to promote the enterprise and their products. The principle of such translation is to achieve the functional equivalence between the target text and the original text. In this sense, the "parallel text", which exists in the target language with the same information and the same communicative function as the original language, can be used as the principle of the C-E translation of original language.

Parallel Text Analysis on English Publicity Materials of the Machinery Enterprises

After the comparison of some foreign machinery enterprises' company publicity material, the author found some points which Chinese enterprise can learn from. The analysis is in four sections: Brand Stories, Culture Values, Social Responsibility and Enterprise Ethics, and Social Medisa.

In Brand Stories

Company brand story and history is one of the important factors of enterprise culture. The spread of company brand story conveys the enterprise culture. Therefore, the company brand story and history is the essential part to create company publicity material. Storytelling is strong tool in enterprise culture combat, and is an important carrier of culture. Entrepreneurs start a business, therefore they are the founder, director, and leading actor of the brand. The company establishment story about the entrepreneur and enterprise aims to show the brand culture. Brand story and history of the company part of the comparative analysis of parallel texts, the following reference points should be our vision on advertorial optimization:

- (1) Setting time-line, title, or keywords to reduce the burden of reading long lines of words.

Case 1:

1870s–1910s: An early passion
1920s: The First Well Log

1930s: Technology in Deman
 1960s: From the Ocean Depths to the Moon
 1970s: The Exploration Boom

Analysis: Using timeline catalogue with the title of corresponding story is simple in the web page layout. Meanwhile, in content, there is the corresponding summary in refining keywords or title. It has the characteristics of story book catalogue and does not lack the commercial content accuracy.

(2) Focusing on the spirit of entrepreneur and enterprise corporate culture.

Case 2:

Like many great entrepreneurs, Warren A. Bechtel would take a few frightening steps toward failure before he found the path to success. In 1898, a nearly bankrupt 25-year-old Bechtel and his pregnant wife, Clara, left Peabody, Kansas, and headed 100 miles (161 kilometers) south in search of construction work and new opportunity.

Analysis: A person's character can be highlighted in the plight. Therefore, it can be properly inserted in the brand story and history about entrepreneurs' difficulties and setback, which can be more realistic to reflect the enterprise brand culture.

In Culture Values

Enterprise's core value is the most basic and lasting belief, which is independent of the environmental changes, competition requirements, and outside management fashion. It is the spiritual pillar of enterprise management and all the staff, and is the source of enterprise vision-driven management. Therefore, the enterprise's core value is a cornerstone of culture. The following points for reference:

(1) Highlighting enterprise self-image.

Case 3:

We view ourselves as an international partner implementing innovative and individually designed system solutions together with our customers. The basis for this is a wide modular product range which can be flexibly expanded to customized solutions.

Analysis: An overview on enterprise image positioning, in form and content, differs from most company profiles which commonly introduce the enterprise through introducing the enterprise business, location, services, etc. It can effectively highlight the enterprise value in this way.

(2) Setting keywords to make it precise.

Case 4: Teamwork.

We believe teamwork leverages our individual strengths.
 We are committed to common goals.
 We expect everyone to actively participate on the Baker Hughes team.
 We openly communicate up, down, and across the organization.
 We value the diversity of our workforce.
 We willingly share our resources.

Analysis: In Case 4, "Teamwork" is used for the bold keyword and title with the following detailed description on how companies achieve teamwork. Setting the bold keywords as titles, or using bold keywords in sentence or paragraph, plays a guiding role in the vision, at the same time, to emphasize the content. Choose accurate modifiers to describe the contents, distinguish from most of Chinese company publicity materials use of

rhetorical rhetoric. The appropriateness of words directly affects the quality of text and the reader's understanding.

(3) Combining textures with graphics.

Case 5:

Figure 1. The value of Swagelok.

Analysis: Swagelok Company designs its own icon with its trademark and six values, combined with the corresponding text. Compared with using long text, graphics and text combination is a more compact clarity mode; in addition, reduces the reader's visual fatigue. Also, it contributes to deepening the reader's memory and understanding.

(4) Using E-books, corporate promotional film, and other means of publicity.

Case 6:

Figure 2. The code of Caterpillar.

Analysis: Using Company's Code of Conduct as an Annex makes readers know the enterprise's value system from the company's employees' behaviors.

In Social Responsibility and Enterprise Ethics

Enterprise is a participant of society, and gets business interests from the society. Therefore, enterprise gains an advantage, at the same time, it shall assume the corresponding social responsibilities with correct moral view. Social responsibility and ethics is one of the core elements of enterprise culture, and is the embodiment of corporate culture orientation. Enterprises with correct moral values and a strong sense of social responsibility will not only bring a good reputation to the enterprise and attract talent, but also increase customer satisfaction and loyalty, to enable enterprises to obtain economic returns.

(1) Using charts and figures.

Case 7:

Figure 3. Exxonmobil's effort on the emissions reduction.

Analysis: The form of the chart will be more intuitive and clear. Readers can clearly see from the chart that the enterprise is committed to the work of emission reduction, which reflects the enterprise social responsibility and is the specific embodiment of enterprise culture.

(2) Citing examples with photos and video clips.

Case 8:

Figure 4. "Planting a Billion Trees".

Glasurit®, a BASF supports "Planting a Billion Trees" premium brand of BASF, the Yunnan Green Environment Development Foundation (YGF) to fund the planting of trees in Yunnan Province in China via the newly launched "Glasurit Bodyshop Emissions Program".

Analysis: Citing examples with additional activities photos, video for reference, is more realistic and credible.

(3) Focusing on hot events.

Case 9:

ExxonMobil's approach to sustainability is a holistic one—a full “corporate citizenship” focus rooted in our wider company programs. Our approach to corporate citizenship is designed around six key focus areas that help ensure we promote society's broader sustainability objectives and manage the impact of our operation on local economies and societies. These six areas are: reducing environmental impacts, managing climate change risks, protecting safety and health, respecting human rights and security concerns, promoting economic development, ensuring industry-leading corporate governance.

Analysis: Enterprise social responsibilities position focuses on the social hot spots: reducing environmental impact, managing risks of climate change, the protection of health and safety, respect for human rights and security concerns, economic development, and ensuring industry-leading corporate governance. Enterprise social responsibility and ethics are closely related to the society. Relating to the environment, human rights, sustainable development, and other hot issues are easy to resonate.

In Social Media

Case 10:

Siemens: Fail Fast, Fail Often—Read Eric Spiegel's article on American's startup tradition and how big companies should emulate its culture and spirit: <http://sie.ag/29VyH91>

Case 11:

Take a glimpse into the world of valve manufacturing and find out why you should consider a career in this advanced, challenging, and rewarding industry. We're proud of the “stars” of the video, our very own Richards Industries employees! Way to go, team!

Figure 5. The achievements.

Analysis: The widespread use of social media for enterprise external publicity is a new channel. Enterprise shares company-related news, publishes articles and videos with positive energy in social networking software such as Twitter, Facebook, and LinkIn, in addition, interacts with fans. It helps the enterprise improve the public image.

Analysis of Company Publicity Material of Boteli Valve Group Co., Ltd.

Through the questionnaire and the enterprise research practice, the author analyzed the company publicity material of Boteli Valve Group Co., Ltd. in two aspects: the features of company publicity material and the

deficiencies of company publicity material. According to the former mechanical enterprise parallel text analysis, the author takes enterprise history, cultural value, social responsibility, and other forms of company publicity material as the starting points, to analyze the deficiencies. Analysis is as follows:

Main Features of BTL

Its unique cultural system. The name of BTL is from the Bible, meaning “House of God”. Boteli is a place name, originally known as Luz, Jacob renamed it Beteli. At Bethel Jacob met God and gained the grace from God. Then, Jacob built the city at Boteli. Thanks to God’s grace, people live in a healthy and happy life at Boteli with gratitude and dedicated spirit.

With the guidance of the Boteli culture, BTL built its unique culture system. “感恩; 优先 (Gan En You Xian)” is the core value of BTL. It means that the development of BTL shall be thankful to the social support, customer recognition, employee dedication, and shareholder decisions. Meanwhile, BTL sticks to the principle of innovation first, quality first, customer first, and talent first. For this, the slogan is designed as “世界传承, 伯特利优先 (Shi Jie Chuan Cheng, Bo Te Li You Xian)”. Under the guidance of its core culture, BTL gives back to the community, clients, and staff with a grateful heart. There are the related graphics about enterprise culture activities attached in the enterprise culture section.

Its brand culture and corporate culture. Through the questionnaires, related interviews and reports, and the chairman’s speech, we found BTL’s unique enterprise culture inseparable from the influence of its chairman, HUANG Sheng-feng. His business experience of establishment and development of BTL shows people of Wenzhou, China’s special spirit of “Being pioneer and Working hard”, and is the symbol spirit of innovation and precedence. Mr. HUANG is an entrepreneur with a big dream. He has been committed to export Chinese Valve products to all over the world, and committed to build his hometown Wenzhou—“China valve village” into “the valves of all around the world”. His dreams and goals represent the vision and goals of the development of BTL. At the same time, Mr. HUANG is also engaged in social philanthropy, in the spirit of dedication to giving back to the community. Mr. HUANG, with its unique personality charm, won a lot of honorary titles, and is the humanization of the enterprise image.

Its big events. The inspection and encouragement from Chinese Party and State leaders have witnessed the development of BTL with the guiding principle of its unique culture. There is an autograph album “Jiaqinglin, Chairman of China Political Committee Visiting BTL Group”, showing leaders visiting photos and recording the leaders’ words record leaders. It is more authoritative and representative in this way.

The Deficiencies of Company Publicity Material of BTL

The clinched format in company history section. In company history section, BTL lists the simple list to show the development experience of BTL. For example:

1995

October, “Yongjia County Boteli valve Co., Ltd.” was founded with 2.10 million Yuan registered capital. The company manufactured forged steel valve and broke the monopoly position of state-owned enterprise.

1996

June, the company’s plant with a floor area of 2820m² and a building area of 2670m² was completed.

Although the text is in simple and clear form, it only displays the company history in official words. It does

not make good use of the material of the representative entrepreneur's band culture and enterprise culture. Therefore, the text is less attractive.

The confusion of the layout formatting and content in enterprise culture and social responsibility section. In the culture section, BTL puts the three themes: employees, corporate values, and social responsibility into one web page. Each theme is carried out in a separate paragraph, then followed by lots of photos. In page-layout, the text is embedded in a place with small fronts, which is more likely to cause visual fatigue. Without selection of picture, it does not get the real mode of combining the text with pictures. In addition, the content in this section is not specific to readers. There is a BTL's social responsibility page showing the details of its social responsibilities and related photos. However, the layout of the page has deficiencies to be optimized similar to the enterprise culture web page.

For example: Boteli evolved from word of "house of God" in Bible, meaning grateful, happy, and dedication spirit of Boteli people. It embodies the Boteli's characteristic culture.

In this text, it only points out the meaning of Boteli and the spirit of people in Boteli without any specific explain. Many readers do not know the story and real meaning of Botli. If only pointing the implication, in some sense, the text is less attractive and does not achieve the purpose to show the enterprise's unique culture.

Lack of other forms of company publicity materials. BTL publicity materials are mainly in two modes text copy and graphic combination form, adding a company video. Therefore, BTL publicity material lacks some other forms of materials. For example, BTL as a leader in the industry, its excellent quality wins the attention of Chinese Party and State leaders. Leaders' inspection can be a major highlight of the company. Although there is a paper autograph album "Jiaqinglin, Chairman of China Political Committee Visiting BTL Group" as a additional form copy. However, foreign merchants know the enterprise by browsing the website firstly. Therefore, BTL shall make the E-autograph album in the website for reference.

BTL is committed to the development of product and technology; however, it seems to ignore company publicity materials to keep pace with the times. BTL does not make the free but popular social media such as LinkIn, Facebook, etc., to publish enterprise advertorials to improve the enterprise image.

Solutions

Based on the parallel text analysis on culture elements of advertorial in company publicity material of machinery enterprise, combining with the analysis of BTL's company publicity materials, the author puts forward the following solutions:

Solutions for Optimizing Enterprise Brand Story and History

In form, the author suggests that the enterprise history column can be divided into three small parts: company history, chairman's speech, and founder's information (with photos and introduction words). In content of company history, the author puts forward the following suggestions:

(1) Setting company history catalogue.

In company history section, the page navigation shall add a catalogue: Prologue, Prequel, Medium, and Follow-up.

(2) Leading brand story in novel way.

Using story or idioms, which has common point with enterprise brand story, causes the reader's resonance.

The story can lead the reader into the history of the enterprise, and know the enterprise culture.

(3) Adding the chief CEO's story into enterprise band story and history.

Entrepreneur is the performer of company history. Therefore, the story of entrepreneur should be a part of company history, which can be compiled into the Prologue. The Prologue describes the story from HUANG Sheng-feng's hardworking experience in Shanghai, China in 1988 to his establishment BTL in Wenzhou, China in 1998. The story not only to show Mr. HUANG Sheng-feng's pioneers of warm business entrepreneurship, but also is Bethel enterprise culture realism. The Prequel is about the early development stage of BTL, showing the story on the process of how HUANG Sheng-feng leading the team to achievement. The experience of HUANG Sheng-feng building the band from five points shall be set in the Medium. Follow-up shall be the story about the development process with the enterprise target after the innovation.

Solutions for Corporate Culture

Because of the mixed information in the enterprise culture section, the author suggests it should be divided into three plates: the spirit of Bethel in Bible, the guiding principles, and social responsibility. The author puts forward the following suggestions:

(1) In the spirit of Bethel in Bible plate:

For example:

Boteli evolved from word of "house of God" in Bible, meaning grateful, happy and dedication spirit of Boteli people. It embodies the Boteli's characteristic culture. Enterprise culture of Boteli is the soul of Boteli vitality.

The article is the original description of the spirit of Boteli in the web page. The author thinks that does not embody the real content of the spirit of Bethel. The article shall display the origin of Boteli in Bible and the story of its representative spirits briefly.

- Positioning BTL with the spirit of Boteli.

The spirit of Boteli is the leading spirit of BTL. Therefore, compiling a slogan positioning BTL helps to highlight the spiritual culture of BTL.

(2) In the guiding principles plate:

- Private slogan and logo.

"世界传承, 伯特利优先 (Shi Jie Chuan Cheng, Bo Te Li You Xian)" is BTL's slogan. It should be translated into English slogan firstly. The author suggests it can be translated into "Boteli, Joint the World". However, the readers do not know the meaning actually. Therefore, the author suggests that BTL can learn from the core value iron of Swagelok Company. BTL's logo shall convey the six priorities about quality, reputation, advanced technology, equipment, leading, and market-leading.

- Highlighting the keywords as title.

Enterprise value as one of the guiding principles, therefore, it shall be attributable to this plate. "感恩优先 (Gan En You Xian)" is the core value of BTL. The author suggests it can be translate into "Thanksgiving priority", then using it as the title like "Our values, conduct and behavior in the form of".

- Combining images with concise and accurate text.

In order to help the reader understand the meaning of BTL's core values, the author recommend using the structure picture to promote the meaning of its core values: Being gratitude to the support of community,

customer recognition, employee dedication, and shareholders decision; insisting on innovation first, quality first, customer first, and talent first. Then each value shall be explained in one or two sentences with concise and accurate words.

- Specific commitment of BTL's vision.

"Be the Pathfinder in China's valve industry and attempt to lead Wenzhou, China as 'the city of global valve'". Without any specific description, it will be grandiose. Therefore, some specific materials are needed to show the way to the vision.

(3) In social responsibility plate:

Social responsibility is the embodiment of BTL's dedication cultural spirit. Because of the improper typesetting easily causing visual fatigue, the author suggests that the original text fonts shall be enlarged, and text intervals shall be adjusted

- Data in bold represents.

The author suggests that the amount and data related to BTL's investment of charity and social welfares shall be bold. It can enhance the impact of visual efforts, and be displayed more clearly in figures.

- Combining with examples.

Giving examples and relevant photos, videos, and other materials is more convincing. In BTL's this section web page, there are only additional photos and the title of the corresponding activities, which is too formal. The author suggests adding articles links, making the content more specific details.

- Links of cooperation organizations.

Most of the BTL's social welfare activities cooperate with some official organizations, which shall be the good evidence for BTL's activities on social responsibility. Therefore, the author suggests that BTL's cooperating partners can be listed on the page with the links.

Adding Other Forms of Company Publicity Materials

E-magazine. BTL can add some additional resources about the dedication spirit to show the enterprise culture. The author proposes, BTL can design an electronic magazine, providing some valuable information such as social hot issues, positive energy articles, industry news, and valve-related knowledge. This magazine provides attentive service to many customers with less valve knowledge, which shows the enterprise culture of service. Meanwhile, the articles about enterprise production, values, and ethics reflect the BTL's value orientations, and help improve the enterprise's public image.

Customer story. Customer service is the embodiment of one of the important enterprise service culture. The author suggests that BTL can add customer stories in the web page. Customers' views to the enterprise and the process of dealing with customer problems are performance of enterprise service culture.

Social media channels. Through the analysis of enterprises web page publicity materials, the author found that most of the enterprises add the three most popular online social media Facebook, LinkIn, and Twitter links in their web page. In the rapid development of the information age, people use social media to recognize things. Compared with traditional advertisement, enterprise use social media to publish and share such as some positive energy copies, social activity reports, and industry events. It helps enterprises to enhance their public image. In addition, interaction with their fans will narrow the distance between enterprises and customers, contributing to

increased economic benefits to the enterprise. Therefore, the author suggests that BTL shall use social media channels to engage in company publicity materials for sharing and spreading.

Conclusion

Enterprise culture is the core competitiveness. Excellent corporate culture helps in the improvement of enterprises' image which affects the economic interests of enterprises. Advertorial in company publicity material is the first choice to foreign merchant. Therefore, enterprises' advertorials need to be optimized. The author through a large number of parallel texts analysis of machinery enterprises, found that domestic company publicity materials are too traditional in form, lack of innovation and creativity, boring and official in content, and ignore the effect of enterprise culture on corporate image. Domestic enterprises want to enter the international market; the advertorials in company publicity material construction need to be in line with international standards, and match with growing enterprise image.

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