

English Translations of Chinese Pharmaceutical Company Profiles from the Perspective of Functionalist Approach

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Abstract: This study aims to compare and analyze English pharmaceutical company profiles (EPCP) and Chinese pharmaceutical company profiles (CPCP) from the perspective of a functionalist approach with the guideline of translation-oriented text analysis. A corpus will be used in the research. There are various differences in intratextual elements between the two profiles. From the corpus data, explicitly appellative functions are characterized by the high-frequency words in English whereas Chinese pharmaceutical company profiles weigh heavily in informative functions to sustain the authority. On sentence structure, it is observed that there are wide varieties of imperative sentences in native profiles whereas declarative sentences are in Chinese profiles. Another strategy for text functions in the native profile is the use of block language. In English profiles, rhetoric plays an important role in appealing; rhetorical person pronouns, metaphors, alliteration, repetition, and parallelism are common devices used to draw empathy for the company or products, and can also stir motivation for purchase action. Results would serve to formulate a model for English translations of Chinese pharmaceutical company profiles.

Keywords: Company profile; Functionalist approach; English translation; Chinese pharmaceutical company; Model

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1. Introduction

A company profile is one of the most indispensable parts of the company's growth. It can assist as a business plan and strategy to amplify business works and accelerate business growth. Composing a company profile to showcase the company's concrete culture and strong values can help attract potential customers and investors. It must also highlight the strengths of the company and the advantages of the product or service offered. The goal is to enhance the company's image, particularly in the targeted market. Hence, it is more beneficial to create a company profile based on the audience's point of view and tailor it to the target market.

As Newmark said, "Few publicity, persuasive writings are purely expressive, informative or vocative"^[1]. The function of a company profile is not restricted to a separate section but in a hybrid way, a company profile

is informative (promotes the image) and appellative (persuades to purchase). The text should conform to text type, general style conventions, and a formal register for the intended functions. The text producer should take account of the prospective audience's culture-specific knowledge presuppositions to find out the target text features and conventions so that an ad-hoc specialized, comparable corpus of pharmaceutical company profiles is compiled. Nine profiles from China and 21 profiles from native-English pharmaceutical companies would be collected from Fortune 500. AntConc would be used as a corpus analysis tool in the micro-textual analysis of the target text. To investigate the conventions of the micro-structure in pharmaceutical company profiles, a keyword list of the both native English corpus and Chinese English corpus was created. Then the researcher can find the keyword frequency and keywords used in contexts, among which are the conventional features the study needs to observe. For the sentence structures and rhetoric determined by the text-type conventions to enhance the appellative function of the genre, the study needs comprehensive descriptions from the corpus.

The study carried out the comparison and analysis of native-English and Chinese-English pharmaceutical company profiles. The findings would formulate a pharmaceutical company profile translation model to assist Chinese translators in translating the text.

2. Review of related literature and studies

2.1. Functionalist approach

Functional theories from Germany in the 1970s–1980s mark a turn from linguistic typologies to a consideration of culture; Reiss summarized functional characteristics of text types and links to translation methods; Snell-Hornby proposed an “integrated approach” to text type in translation; Vermeer advanced Skopos Theory that translation depends on the purpose of the target text; Nord presented translation-oriented text analysis incorporating elements of texts; Functionalist approaches free translation from theories that impose linguistic rules upon every decision. One of the most important achievements of the Skopos Theory and functionalism in translation was to take the translating and interpreting profession seriously ^[2]. Functionalist theories have had the greatest influence in the industry, possibly because functionalist theories are probably stimulated by a review of the translation market in operation. Research for this project has found that the Skopos Theory rarely conforms to literary translation.

2.2. Previous research on company profile

Institutional and corporate writing have been widely investigated by scholars. The writings play an important role in image-building and relationship-building. Company profiles tell the reader about its activities, mission, goals, strengths, and financial and operation reporting. The profile includes the story of the company's founding and describes its products or services. Its function is to build a brand and image ^[3].

Du et al. explored the discursive strategies to construct the desired brand identities of the FG500CMCs from the investigation of particular attributes, strengths, and strategic organization and distribution of the moves ^[4]. The research contributes to shaping stakeholders' and the public's perception of the corporate brand on the content design of the “company profile.” Du examined genre and move analyses in sales promotion letters (SPLs) and company profiles (CPs) in Indonesia. The findings indicate that the wider culture and the culture of the discourse community have shed light on the framing and formatting of SPLs and CPs on lexico-grammar, cognitive structuring, intertextuality, and interdiscursivity. The study reviewed “About us” pages on banks' corporate websites and the sections that form such pages. The results of the research assist professionals in designing webpages with more specific information and amplify communication within companies and small businesses. It also makes a contrastive analysis of hedges between Chinese and American company profiles. The

corpora show that approximators and rounders are the most frequent types of hedges. These findings enhance the present studies of hedges and instruct Chinese companies with more objective and credible company profile writing.

Du declared the striking linguistic tools in business communication lie in the form of blogs and websites of companies, such as company profiles. The findings declare that concentrating on the cultural meaning of the websites' form and content in the e-commerce context is called.

Despite the diversity and complexity of these studies, which may be business discourse or parts of company profiles, the researcher identified limited research on company profiles, especially pharmaceutical company profiles has been conducted.

The research questions are: what is the macrostructure convention of the native English pharmaceutical companies? What are the lexis and sentence structure conventions of the target text? What are the rhetorical styles of the target text and how do they affect the functions of the text type? How to propose a modal for the translation of Chinese pharmaceutical companies?

3. Conceptual framework

Functional theories from Germany in the 1970s–1980s mark a move away from linguistic typologies towards a consideration of culture: Reiss stresses equivalence at text level, linking language functions to text types and translation strategy; Snell-Hornby's "integrated approach" to text type in translation; Holz-Mänttari's theory of translatorial action, a communicative process involving a series of players; Vermeer's Skopos Theory, translation depends on the purpose of the target text; Nord's translation-oriented text analysis. The functional approach to translation was first suggested by Reiss, her functional approach aimed initially at systematizing the assessment of translations. It borrows from the (1934/1965) categorization of the three functions of language by German psychologist and linguist Karl Bühler (1879–1963): informative function; expressive function; and appellative function.

Nord's Text Analysis in Translation is based on a functional concept. The first step is the analysis of the extratextual and intratextual factors that are relevant for the realization of a certain purpose by the target text in a given situation. The second step is the analysis of the source text. The first is to get a general idea of the compatibility of the material in the source text with the requirements stated in the brief. Secondly, it may require a detailed and comprehensive analysis of all ranks of the text, focusing attention on those text elements that are of particular importance for the production of the target text. After that, the translator can pinpoint the source text elements that need adaptation and finally succeed in producing a functional text conforming to the initiator's needs.

4. Methodology

4.1. Sources of the corpora

The study will use the qualitative approach with the help of a translation-oriented analysis model. According to the functional approach, extratextual factors (function) of the EPCP are analyzed first, followed by the analysis of intratextual factors (subject, macrostructure of the text composition, lexis, sentence structure, rhetorical devices). Hence the results of the CPCP analysis can be immediately contrasted with those of the EPCP skopos, which assist the process of adjustment and adaptation of producing an adequate target text.

To find out which text features are conventional and which are not has motivated the compilation of an ad-hoc specialized, comparable corpus of pharmaceutical company profiles for genre comparisons. The

study will collect corpora of EPCP and CPCP on Fortune 500 or other corporate websites. 21 native English pharmaceutical company profiles and 9 Chinese English pharmaceutical company profiles are compiled, with around 9000 Chinese characters each. EPCP are all from Fortune 500. Six of the CPCPs are from Fortune 500; the others are from the corporate websites. The following tools will be used.

Textual analysis guide: This will be used during the textual analysis to record relevant details about language functions, extratextual and intratextual factors, and rhetorical characteristics exemplified in the pharmaceutical company profiles.

AntConc: AntConc 3.4.7 will be used in the micro-textual analysis of the EPCP and CPCP. It will be employed to search and locate the keywords and their frequency in each corpus. The concordance function of AntConc also helps review the context of each keyword so that more conventional text features can be found. The segmented text files can be retrieved from the software.

4.2. Data analysis

The analysis of the macro-textual of the EPCP started with compiling the ad-hoc specialized corpus of native-English pharmaceutical company profiles as the target texts corpus as well as CPCP as the source text. The corpus is analyzed according to the macrostructure and intratextual of the EPCP. Based on the examination of the framework of each text, the conventions of the macrostructure in the EPCP are identified in comparison with the source text of the Chinese counterpart.

To investigate the conventions of the micro-structure in EPCP, a keyword list of both profile corpora was created. Then referring to the analysis tool AntConc, the high-frequency keywords and KWIC are used in contexts, among which the conventional features need to be observed.

5. Results and discussion

The research mainly deals with a model for English translations of CPCP so the research needs a comprehensive analysis of EPCP genre conventions. Text function analysis starts first because it is a crucial factor in translation-oriented text analysis as it determines the use of intratextual procedures. Then, the study focused on finding out the conventions in macrostructure, lexis, sentence structure, and rhetorical characteristics.

5.1. Text functions performed by the pharmaceutical company profiles

Company brochures which are mixed genres, partly promotional, partly information-giving, or opinion-giving can be considered only peripheral members of the promotion group. A pharmaceutical company profile not only conveys plain information, knowledge, and opinions of the company but also promotes the image of the company to win in the market as well as adopt rhetorical devices as an aesthetic strategy to enhance the persuasive functions of the profiles. From the analysis, the study can deduce that the text type of a pharmaceutical company profile is a hybrid one. **Table 2** is the summary of the functions from the corpora.

5.2. The macrostructure of pharmaceutical company profiles

Thiel suggests that the text has an informational macrostructure, such as chapters and paragraphs (formal structure) or a beginning and end (functional structure) ^[5]. Knowledge of macrostructure is important for text comprehension and production because texts belonging to the same genre tend to have the same macrostructure. According to the EPCP corpus, the conventions observed are as follows (s stands for the subject in the analysis).

Subject 1 Introduction

Who we are/about us/our company

What we do

How we do it

Subject 2 History and heritage

Overview of different phrases

Our heritage archives

Our archivist story

Subject 3 Outstanding people

Biopharmaceuticals, rare disease, R & D

Enabling function, operations, and international

Subject 4 Achievements

Key achievements

Subject 5 Purpose, strategy, and culture

Our strategy

Our value

Our long-term priority

Subject 6 Sustainability

Environmental performance

Sustainability resources

Economic responsibility

Subject 7 Responsibility

Diversity, equity, and inclusion

Ethical standards

Global health and health security

Subject 8 Board Information and Leadership

The board

Chair and Chief Executive Directors

Membership of Board Committees

Subject 1 is the introduction to the type of the company, the founding, headquarters, mission, vision, and commitment, followed by Subject 2, which is the overview of the company's development in different years, usually with the stories of the founders. Subject 3 is the recording of some outstanding people in science and technology who contributed to disease research. Subject 4 follows the key achievements in pursuing the purpose of getting ahead of diseases and some ground-breaking portfolio in the research areas, followed by Subject 5 which informs the patients, customers, and shareholders of the vision, strategies, and values, that the future depends on healthy people, a healthy society, and a healthy planet. It is believed that these elements are interconnected and that together will build a sustainable future (Subject 7). On the heels of this is the unwavering commitment to the patients requires that they act responsibly on all fronts. The actions are for the benefit of the patients they serve around the world, the company, the employees, the shareholders, and the communities (Subject 8). A board is responsible for the long-term success of a company. The board membership and information are included in the necessary part of a company's profile for public reference.

5.3. Keyword analysis

5.3.1. Keyword analysis for text function in the corpus

In the functionalist approach, as translation-oriented analysis points out the choice of lexis is determined by both extra and intratextual factors ^[2]. There are two main relevant factors for the pharmaceutical company profile. One, as noted, is in its informative text function, which conveys information on the pharmaceutical company's products, achievements, R&D, and leadership, among others. The other factor is related to the appellative function, which serves to appeal to potential customers and shareholders.

Table 1. Keywords from the native English and Chinese English pharmaceutical company profiles

Native type	Freq	Rank	Chinese type	Freq	Rank
our	151	2	pharmaceutical	81	7
we	146	4	China	59	9
health	43	12	we	54	12
patients	43	12	our	43	15
medicines	38	14	GPHL	36	16
world	28	17	development	34	19
company	25	18	Guangzhou	26	26
science	24	20	health	26	26
people	23	23	medical	26	26
care	22	25	Chinese	25	30
deliver	21	27	company	24	31
healthcare	21	27	global	24	31
innovative	18	29	industry	24	31
lives	18	29	medicine	24	31
solutions	18	29	world	24	31
communities	17	32	products	23	36
improve	17	32	enterprise	22	38
research	17	32	innovation	22	38
scientific	17	32	innovative	22	38
global	16	36	national	21	41
diseases	15	41	more	20	42
innovation	15	41	research	20	42
us	15	41	Sinopharm	18	45
products	14	44	group	17	49
around	12	51	manufacturing	17	49
clinical	12	51	quality	17	49
employees	12	51	SPH	17	49
help	12	51	pharma	16	54
Johnson	12	51	business	15	58
business	11	57	drugs	15	58

Table 1 (Continued)

Native type	Freq	Rank	Chinese type	Freq	Rank
development	11	57	foreign	15	58
quality	11	57	leading	15	58
customers	10	62	new	15	58
impact	10	62	trade	15	58
leading	10	62	drug	14	64
address	9	67	first	14	64
better	9	67	than	14	64
challenges	9	67	top	14	64
committed	9	67	clinical	13	71
create	9	67	culture	13	71
disease	9	67	healthcare	13	71
integrity	9	67	international	13	71
life	9	67	state	13	71
manufacturing	9	67	established	12	80
mission	9	67	high	12	80
needs	9	67	listed	12	80
together	9	67	traditional	12	80
values	9	67	Wanglaoji	12	80

Table 1 presents the keywords drawn from the EPCP and CPCP corpus. The table suggests that both corpora use some informative words frequently, such as science, research, health, biopharmaceutical, medicines, diseases, and so on. These words suggest the type of the companies, the functions of the companies, and what they do. The corpus also manifests some differences. In the EPCP corpus, the keywords lean towards the appellative function. These draw a lot of attention to the profile. EPCP corpus puts people first. “Patients” ranks top on the wordlist with a frequency of 43, implying that the companies put high value on patient’s needs and lives. The frequency for “people” is 23, “care” is 22, “lives” is 18, “communities” is 17, “employees” is 12, “customers” is 10, “life” is 9, and “needs” is 9.

The recurrence of the words diverse, values, focused, committed integrity, improve, and challenges, among others, reflect the companies’ values, mission, and strategies. These words also illustrate the appellative function, that is, to attract or persuade potential customers.

5.3.2. Keywords for idiosyncrasies in Chinese pharmaceutical company profile corpus

In the CPCP corpus, they distinguish themselves with some Chinese idiosyncrasies. Chinese corpus repeatedly uses “state” with a frequency of 13. The reason is that although China has now opened itself to market mechanisms, the economic structure is only in part the result of free market competition. Political priorities play a pivotal role so these priorities envisage China being the innovation leader in key industries through targeted market intervention and protectionism, and the leading industrial nation in the long term. This is the special idiosyncrasy to keep in producing the English profile, though they are not in the presupposition of the target readers.

Furthermore, in CPCP, honor and achievements are highly valued, as shown by such high-frequency words

as “leading” (15), “first” (14), “top” (14), “listed” (12), “billion” (11), “largest” (10), “stock” (10), “brand” (7), and “distribution” (7).

Companies’ achievement is frequently reflected in CPCP, a proof of the companies’ brand name in the pharmaceutical area. Moreover, the high frequency of these words mirrors the intense competition in China’s domestic market and the strong competition consciousness, justifying the Chinese pharmaceutical companies’ ranking in the Fortune 500.

In comparison to the EPCP corpus, the examination of the CPCP corpus inspires that in producing a pharmaceutical company profile, the companies need to keep the Chinese idiosyncrasies of the Chinese companies and be less competition-oriented for good cooperation with the other leading companies around the world. In this way, the win-win policy benefits both parties. In the long run, Chinese culture and influence play a good role in the building of Chinese companies’ brand names.

5.4. Sentence structures in pharmaceutical company profile

The sentence structures are important factors in translation-relevant text analysis ^[2]. The construction, complexity, and length of the sentences, the use of functional sentence perspective, are some of the features relevant to translation-oriented text analysis ^[5]. Included here are both conventional sentence structures in pharmaceutical company profile text types (such as imperatives in native English texts vs. declaratives in Chinese English texts) which are meant to produce a particular effect on the reader.

5.4.1. Imperative sentences in English pharmaceutical company profiles

As noted in the intended text functions, the pharmaceutical company profiles are organized in text genre with conventions. Bearing in mind the intentions of the pharmaceutical company profiles, the imperative sentences should fulfill the appellative function of the communicative needs. For example:

5.4.2. Innovation

This imperative is an appeal to convince the audience of the company’s expertise. This imperative establishes a general authority or intelligence on the products, allowing the reader to trust them. This is specifically effective when the companies have professional knowledge of experience.

5.4.3. Showing values through ethical actions

The imperative is an ethical appeal to convince the audience of the companies’ integrity and adherence to fundamental virtues, demonstrating that the companies are a trustworthy source.

Enhancing trust in the business to help achieve sustainable success; clarifying the company’s vision, goals, and value; and determining a strategy and focus on it. All of these go in with imperative sentences in pharmaceutical company profiles.

5.5. Rhetorical characteristics of the company profiles

5.5.1. Rhetorical devices

The rhetoric device is primarily “the art of persuasion”, its secondary role as “an instrument of discovery and sound judgment” is increasingly being employed to interpret the workings of pharmaceutical company profiles and to increase their effectiveness in generating consumer responses advantageous to the marketer. In the corpus, the researcher examined that the most commonly appearing device is rhetorical personal pronouns (700), the next most commonly appearing type of device is parallelism (28), the third is alliteration (21) followed by metaphor with (11), which are listed below in **Table 2**. Immediate sections exemplified the analytical examples.

Table 2. Rhetorical Devices Used

Rhetorical Devices	Frequency
Rhetorical personal pronouns	700
Phonetic figures of speech	
Alliteration	21
Syntactical figures of speech	
Parallelism	28
Antithesis	5
Polypton	1
Anadiplosis	3
Repetition	1
Semantic figures of speech	
Metaphor	11
Allusion	2

5.5.2. Rhetorical personal pronouns

First-person pronoun is used frequently in pharmaceutical company profiles, especially in native-English profiles, as **Table 3** shows. The use of first-person pronouns in the profiles seems to indicate as if the pharmaceutical companies were making promises for their sincerity and honesty. It establishes a certain type of relationship between the company and the readers. It creates an interactive style to provide potential customers with a sense of affability, which caters to more trust and affection among potential customers and therefore arouses more desire for the purchase.

First-person pronouns convey power. An obvious way pronouns convey power is through possession and command. Baecker stated: “We spreads the responsibility ... The pronoun We is an example of an ambiguous marker of power, which can be used both to indicate solidarity or community and as a means to coerce the audience into behavior that benefits the speaker...”^[6]. For example:

“We believe inclusion, diversity, and equity are essential to maintaining our strong culture. We want the best and brightest minds from all backgrounds around the table solving tough problems.” (Vertex)

“We are humbled by the opportunity to change lives.

Together, we pioneer.

Together, we thrive.” (Biogen)

Table 3. First personal pronouns in NEPCP in AntConc

File name	Left context	Keyword	Right context
Fortune500.docx	our employees, consultants, business partners, and service providers. In particular,	We	are committed to acting responsibly, safely, and with transparency
Fortune500.docx	and discipline because we know that lives are at stake.	We	are committed to delivering safe and effective products that
Fortune500.docx	our patients and customers, our employees, policymakers, and the public.	We	are dedicated to diversity. We nurture the careers of
Fortune500.docx	communities through our charity and learning initiatives. Governance and ethics	We	are dedicated to upholding the highest ethical standards in
Fortune500.docx	necessary to rise to any challenge. Quality Health Care Outcomes:	We	are dedicated to delivering high-value, meaningful products and

One may find it tempting to think that in the company profiles, ethos lies in the needs of the customers and their belief that the profiles can satisfy these needs. As Aristotle argues authority is a social construct^[6]. It exists as an event in the product of an interaction, the company-customer interaction, which shows as a good example for interpretation in EPCP and CPCP.

From ethos, the companies intend to create an image of authority. In **Table 1**, although “we” and “our” are used 54 and 43 times, respectively, their frequency is much lesser in the EPCP. Also, CPCP would mostly address the name of the company instead of the first pronoun, such as frequency for GPHL (36), Kelun (31), Sinopharm (18), Sph (17), CPC (10), and Baiyunshan (10). On the other hand, EPCP takes on full responsibility for the business of companies. The virtues, justice, courage, temperance, generosity, magnanimity, magnificence, and prudence should be present in the way profiles forward a cause. That is the reason why in EPCP, these words are adopted to show explicit appeals. The public believes that the assessment of a company’s moral habit is inferred from the causes espoused and the reasons given^[7].

First-person pronouns are keys to ethos. Since the first-person plural pronouns may be addressee-inclusive, they can be considered textual manifestations of consubstantiality. Therefore, significant differences in the use of first-person plural pronouns between EPCP and CPCP suggest that Chinese companies seem to add less weight to affiliation and intimacy between companies and stakeholders than their counterparts do; Chinese companies tend to describe themselves as being strong, competitive, and loyal to the nation, as evident in the following keywords: “leading” (15), “first” (14), “top” (14), “largest” (10), “than” (14), “responsibility” (5), “committed” (4), and “compliance” (4). US companies, on the other hand, prefer to associate themselves with the following concepts: “committed” (25), “responsible” (16), “focused” (13), “dedicated” (13), “ethical” (9), “helping” (9), “confident” (9), and “accountability” (6).

5.5.3. Figures of speech

Company profiles are arguments that are reasoned appeals based on evidence of fact and opinion that lead to a conclusion. It is the form an argument takes, which is the mode of appeal through which audiences are persuaded. Through the profiles, the companies play the role of a rhetor’s attempt to provide the audience with a solid basis for holding a belief and coordinating his/her actions with his/her belief^[7]. The main linguistic resources found contributing to figures of speech, for example:

5.5.4. Phonetic figures of speech: Alliteration

“We are a global biopharmaceutical company whose mission is to discover, develop, and deliver innovative medicines. Reimagining, Reinventing and Reinspiring.” (CSL)

5.5.5. Syntactic figures of speech

Parallelism

“To break new ground and set new standards of care
To research and innovate with integrity and intention
To take care of our patients, our people, and our planet (Abbvie)
Work together, have fun together, win together.” (CSL)

Repetition

“Mean what you say. Say what you mean.” (anadiplosis) (Endo)
“Stay humble in your work and proud in our purpose.” (antithesis) (CSL)

5.5.6. Semantic figures of speech

“Innovation is in our DNA” (CSL)

DNA codes genetic information for the transmission of inherited traits. Here DNA means innovation is the tradition of the company, which is for the emphasis of innovation and excellence in the research area.

“People living with rare and devastating diseases are our Guiding Star

At Jazz, we believe our people are one of our greatest assets.” (Jazz)

“WALK YOUR TALK” (allusion)

“It is our promise; we suit our actions to our words. To demonstrate of credibility of the company and achieve the audience’s emotional identity. Focus and execution enable us to drive productivity, leaving no stone unturned in identifying where we can make improvements and deliver value.” (Bausch Health)

The allusion means to do everything possible to find the solution or to solve a problem in a rare area, which exemplifies the responsibility to society. The findings justify what Aristotle argued that metaphors are useful rhetorical tools, as metaphors can enhance persuasion along both the central and peripheral routes and they are similar to those found by *Borchers* and *Hundley*, who state that allusion can be used to generate interest, highlight ideas, improve the flow of words, and persuade an audience^[8]. Alliteration is used to inject mood or emotion into the pharmaceutical company profiles. Putting these together becomes a powerful strategy to persuade people to purchase. Since emotions are products of language, they tend to be unique^[7]. In other words, EPCP and CPCP share similar features of rhetoric and they are unique to their context.

6. Proposed model for the translation of Chinese company profiles: Rationale

A company profile is one of the most indispensable parts of the company’s growth. The model proposed is from the perspective of the functionalist approach, with the guideline of translation-oriented text analysis. The model may guide training on the successful translation of Chinese pharmaceutical company profiles.

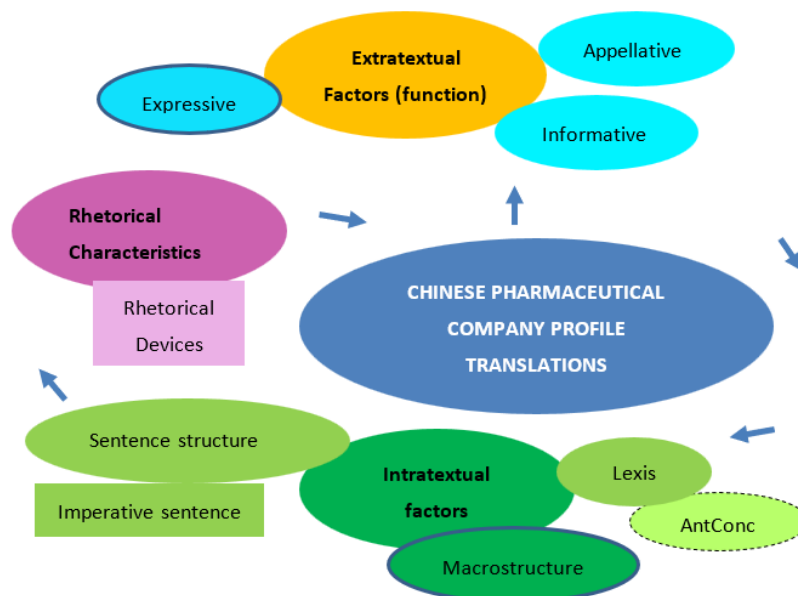


Figure 1. Model for the translation of Chinese pharmaceutical company profile

After the above analysis and comparison, the study can propose a model. First, go with the functions of the text. Then the study goes with the text composition, which comprises both the macro-structure of the text as a

whole and the micro-structure of lexis, sentences, and rhetorical characteristics. On the high-frequency words, the KWIC expressions, conventional sentences, and rhetorical devices are constructed in the conventional macrostructure of the pharmaceutical company profile. With the corpus of 21 native-English pharmaceutical company profiles, the researcher was able to find the clues of the framework of the genre conventions.

7. Conclusion

Between EPCP and CPCP, there are differences in intratextual elements. From the perspective of the functionalist approach and under the guidance of translation-oriented analysis, the corpus data demonstrate that appellative functions are characterized by the high-frequency words in EPCP whereas CPCP weighs heavily in informative functions to sustain the authority. On sentence structure, there are a wide variety of imperative sentences in native profiles whereas declarative sentences are in Chinese-English profiles. In EPCP, as a persuasive text, rhetoric plays an important role in appeal. Rhetorical person pronouns, metaphors, alliteration, repetition, and parallelism are common devices used to draw empathy for the company or products and can also stir motivation to take purchase action. The findings provide Chinese translators with the guidelines for adjustment and adaptation from CPCP to the EPCP on the lexis, sentence structures, and rhetorical characteristics while keeping their idiosyncrasies. The model the study proposed may help for training in successful English translation of Chinese pharmaceutical company profiles.

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