

Assessing English-Translated Profiles of Chinese Companies:

A Corpus-based Comparative Study From the Perspectives of Lexical Features and Intersubjectivity

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Abstract

Based on the Communicative Action Theory, intersubjectivity theory and the interpersonal classification of metadiscourse, this study makes a comparison between the source texts and the English-translated texts of Chinese company profiles with a self-built parallel corpus, along the dimensions of lexical variation, lexical density, grammatical explicitation and metadiscourse use. The purpose of this study is to evaluate English-translated company profiles by examining the lexical features and intersubjectivity. The research findings are as follows. First, English company profiles show a lower degree of lexical variation and density and a higher degree of grammatical explicitation, and use more metadiscourse resources. Second, metadiscourse resources construct the intersubjectivity of company profiles by fulfilling the Universal Validity Claims required by communicative actions. Third, English-translated company profiles are much easier to understand, with a clearer logic and a higher degree of intersubjectivity.

Keywords: corpus, company profiles, lexical features, intersubjectivity

1. Introduction

Company profiles are a systematic introduction to the development process, business scope, core products and services, and operation conditions of enterprises, serving as the primary gateway for the outside world to understand them. With the trend of economic globalization, Chinese enterprises have launched on their websites the English versions of company profiles to attract foreign investment and enhance international visibility. Like most business discourses, company profiles have the function of both informing and persuading. They not only are introductory publicity materials, but also play the key role of connecting potential customers and partners and maintaining public relations. Therefore, the appropriateness of company profile translations will have a direct impact on the publicity effect, the international image and even the business performance of enterprises.

In order to better realize the international publicity function of English company profiles, many Chinese scholars have carried out multi-angle and multi-level researches on the translation of company profiles, many of which are concerned with the discussion of typical translation errors and the analysis of translation skills and strategies with examples under the theoretical frameworks of discourse analysis, pragmatics, translation studies and others. However, most of these studies are confined to the micro level, with small corpora and a lack of examining the English translations of company profiles in rich language materials. Since the corpus-based approach is evolving, through theoretical elaboration and empirical realization, into a coherent, composite and rich paradigm that addresses a variety of issues pertaining to theory, description, and the practice of translation (Laviosa, 1998a: 474), this study, based on the parallel corpus of Chinese company profiles and their English translations, analyzes and compares the TTR (type-token ratio), metadiscourse use and other indicators of the two corpora on the macro-level, in order to examine the lexical features and intersubjectivity of English-translated company profiles and to assess their quality. The value of this study is mainly reflected in three aspects. First, at the academic level, this study, combining lexical features and intersubjectivity, enriches the perspectives of assessing company profile translations. Second, methodologically, it reveals the relationship between metadiscourse and intersubjectivity construction, making it possible to quantify and thus compare the intersubjectivities of Chinese and English-translated company profiles. Third, practically speaking, the indicators adopted in this study for

comparison become the evaluation criteria for company profile translations, based on which the translator could measure the degree that the translation is adapted to the writing and reading habits of the target language, which is of instructive significance for improving the quality of English-translated company profiles of Chinese enterprises.

2. Literature Review

2.1 Studies on Company Profiles

2.1.1 An Overview

The author used the advanced function of CNKI, searching for the articles with “corporate profiles” or “company profiles” in the title, with the year 2010 as the time node. A total of 1 678 periodical articles and 115 master’s theses were screened at the time of writing. Take master’s theses as an example. 27 theses are linguistic studies on company profiles, while the other 88 concern translation studies, with almost no research found conducted from the perspectives of other disciplines, such as management. The 27 theses adopting a linguistic approach mainly touch upon genre analysis, stylistic features, evaluation resources and interpersonal meaning of company profiles, etc., and comparative analysis is the dominant research method. Figure 1 and 2 below indicate the trend of paper publications regarding company profiles from 2010 to 2018 and the distribution of the orientations of the 27 master’s theses.

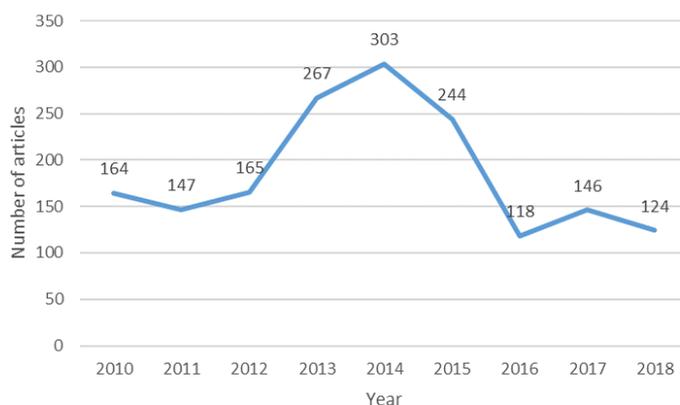


Figure 1. The numbers of periodical articles studying company profiles since 2010

Obviously, the number of article publications has generally kept a steady rise since 2010, reaching its peak in 2014 with 303 papers. After that, however, researchers seem to have been losing their interest in company profiles, though the year 2017 witnessed a slight increase to a total number of 146.

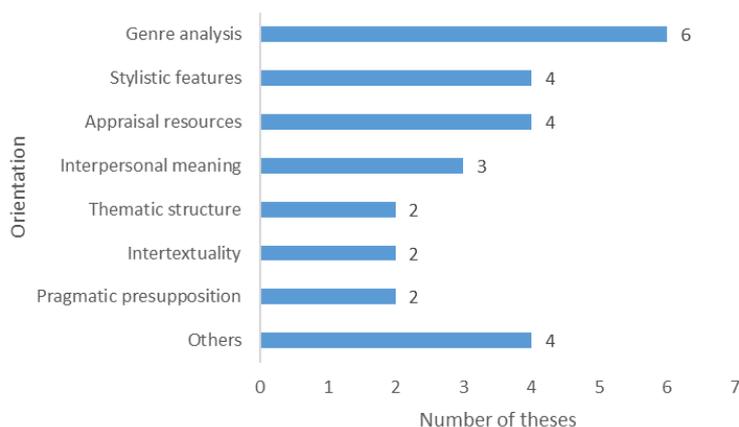


Figure 2. Orientations of the 27 linguistic studies on company profiles

2.1.2 Studies on Company Profile Translation

Of the 88 master's theses discussing translation of company profiles, there are 69 academic theses besides 19 translation reports. Some scholars follow a functional approach (Fei, 2010; He, 2012; Guo, 2013), some explore company profile translation from the perspective of adaptation theory (Pan, 2011; Ye, 2012), and others pay close attention to typology theory (Xu, 2010; M. Chen, 2013). Take several typical theses for example. Under the framework of adaptation theory, Ye (2012) analyzed English translated company profiles of Chinese enterprises with examples, pointing out that to convey messages effectively, translators should consider the language structure of the target language and contextual relations of readers. He (2012) analyzed company profile translations with functional translation theory, discussed common translation errors and made comments on the quality of translation based on the definition and classification of translation errors by functional school. According to different language functions, M. Chen (2013) divided company profiles into informative texts, expressive texts and vocative texts based on typology theory. She talked about various problems in company profile translation and put forward three translation strategies for the above text types respectively.

2.2 A Corpus-based Approach to Translation Studies

Translation universals has long been a burning issue since a corpus-based approach was introduced into translation studies. Translation universals, or translation universality, refers to the universal features of translated texts compared with original texts, including explicitation, implicitation, simplification and normalization (Hu & Mao, 2012: 384). Researchers at home and abroad have either provided proofs for various translation universals (Laviosa, 1998b; Olohan & Baker, 2000), or clarified its concepts and significance (Liao, 2000; Wang & Huang, 2008; Wang & Qin, 2009). What is noteworthy, however, is that some scholars have also begun to question whether the existing research methods of studies on translation universals are scientific enough. According to Kenny (2001: 59), studying translation universals with comparable corpora may downplay the role of source texts, and comparable corpora and parallel corpora should be combined for translation universal study. Hansen & Teich (2002) argued that the fact that translation process is a text production process initiated by source language will be ignored by only comparing translated texts and original texts to study translation universals. Based on these points of view, the author believes that the consistency of source texts and English-translated texts in content, purpose and function makes it more appropriate to compare these two and that assessing English-translated company profiles by reference to source texts is therefore more reasonable.

2.3 Inadequacy of Previous Studies

Despite the various theoretical perspectives and research methods of previous studies on company profile translation, such as pragmatics, discourse analysis, functional equivalence, translation aesthetics and adaptation theory, they follow quite similar basic paradigms. The existing studies are, more often than not, confined to analysis of specific translation errors, or the proposal of translation strategies or skills from vocabulary and syntactical levels. Most research objects are company profile translations of some enterprises in a certain province, and as for the research method, qualitative researches with case analysis occupy a dominant position. Of the 69 academic theses, only 2 adopt quantitative analysis with corpus tools (Zhang, 2015; Chen, 2017). Besides, the corpora are too small to guarantee the accuracy and generalizability of the conclusions. With regard to the application of corpus methods to translation studies, top priority is given to translation universals. Furthermore, the research objects are mainly literary translated texts or existing comparable corpora, with little attention paid to company profile translations.

To sum up, with the assistance of corpus tools and methods, this study, constructing a parallel corpus of Chinese company profiles and their English translated versions, examines the lexical features and intersubjectivity of the latter, hoping to provide insights for the translation of company profiles from multiple perspectives.

3. Theoretical Foundation

3.1 Communicative Action Theory

Influenced by the linguistic turn in western philosophy in the 20th century, the German philosopher Habermas gradually freed himself from the philosophy of consciousness that he had been following and put forward Communicative Action Theory, which is a huge theoretical system including sub-theories such as action concept, colonization of life world, universal pragmatics, communicative rationality and business ethics, etc. Habermas subverted the traditional understanding towards the concept of "action", revealed its essential property that it has the connotation of social rules, and differentiated teleological action, normatively regulated action, dramaturgical action and communicative action. According to Habermas, the first three actions correspond to objective world, social world and subjective world respectively, while only communicative action corresponds to life world

co-built by the above three worlds simultaneously. Communicative action thus is more comprehensive and rational.

Universal pragmatics is another core concept of Habermas' Communicative Action Theory. As its name reveals, universal pragmatics aims to explore the universal validity foundation of communicative action. Based on this, Habermas proposed four Universal Validity Claims of language communication, namely comprehensibility claim, truth claim, rightness claim, and truthfulness claim. Comprehensibility claim requires the language used by subjects follow certain grammatical rules and exist in their minds by default. Truth claim requires the language used by subjects present the objective world as it is to each other. Rightness claim requires the language used by subjects reflect their sincere attitude for communication to arouse each other's trust and resonance. Truthfulness claim requires the language used by subjects meet the norms and construct standard conditions of communication (Habermas, 2004: 307-308).

3.2 Intersubjectivity Theory

Apel once summed up the development of western philosophy like this: ancient philosophy was focused on ontology, and since modern times, philosophy had been focused on epistemology, while until the 20th century, the focus of philosophy has been on language (J. Chen, 2013: 12). Ontological philosophy is regarded as a pre-subjectivity philosophy, since it takes exploring the nature of the objective world as its ultimate goal and tries to trace to the source of objective things. By contrast, epistemological philosophy emphasizes humans' subjectivity and initiative to understand and transform the world, holding that humans and the world are in a "subject-object" relationship where the former employs and conquers the latter. Therefore, it is regarded as a subjectivity philosophy.

As the focus of western philosophy gradually moved to language, the drawbacks of subjectivity philosophy which advertised anthropocentrism and instrumental rationality exposed themselves and the advantages of intersubjective philosophy have been greatly demonstrated. The connotation of intersubjectivity is embodied on two levels. First, subjects are not simply in a "changing and changed" relationship but interacting with each other equally (Cheng, 2009: 13). The concept of intersubjectivity is based on the concept of subjectivity, but it is a supplement and perfection to instead of a subversion or denial of subjectivity. Compared with subjectivity which pays attention to self-consciousness, intersubjectivity recognizes the existence of others, and emphasizes that mutual understanding and consensus should be achieved through equal interaction and consultation between subjects.

3.3 Interpersonal Classification of Metadiscourse

Metadiscourse is an umbrella term for language resources that lead readers/hearers to understand discourses. Compared with primary discourse, metadiscourse does not carry any propositional content, but co-constructs discourse meanings with primary discourse by expressing writers'/speakers' attitude towards or comments on propositional content or interacting with receivers. A considerable part of metadiscourse studies focus on the discussions of its scope and classification. Hyland (2005) inherited former classification method with a critical eye, and thus proposed the interpersonal classification of metadiscourse with a differentiation between interactive metadiscourse and interactional metadiscourse. The former refers to language resources that draw receivers' attention to the organization of the discourse, while the latter involves the intervention of the writer/speaker, his attitude towards or comments on the proposition content and direct interaction with receivers by inviting them into the discourse. The interpersonal classification of metadiscourse preserves the completeness of the three meta-functions of language in a discourse, and is therefore adopted by most researchers. See Table 1 for details.

Table 1. Hyland's interpersonal classification of metadiscourse (2005)

Type		Function	Example
Interactive Metadiscourse	Code Glosses	to explain propositional meanings	namely; e.g.; such as; in other words
	Endophoric Markers	to refer to messages in other parts of the discourse	noted above; see Fig; in section 2
	Evidentials	to refer to the source of information	according to X; Z states
	Frame Markers	to mark behavior, order or phases of the	finally; to conclude

discourse			
Interactional Metadiscourse	Transitions	to mark logic relations between sentences	in addition; but; thus; and
	Attitude Markers	to express the writer's/speaker's attitude towards the propositional content	unfortunately; I agree
	Boosters	to strengthen the writer's/speaker's degree of certainty and close dialogism	in fact; definitely
	Self Mentions	to refer to the writer/speaker	I; we; my; me; our
	Engagement Markers	to introduce receivers into the discourse to interact with them	consider; note; you can see that
	Hedges	to lower the writer's/speaker's degree of certainty and open dialogism	might; perhaps; possible; about

3.4 The Link Between the Above Three Theories

An inevitable question we have to answer here is how Communicative Action Theory, intersubjectivity theory and metadiscourse are connected with each other. As mentioned earlier, language resources can be divided into two levels: primary discourse and metadiscourse. Primary discourse concerns people's experience of the outside world, embodies conceptual meanings and constructs the subjectivity of the discourse. Metadiscourse, however, involves the cohesion and coherence within the discourse. It is a means by which the writer/speaker guides the receivers to understand the discourse and expresses his attitude towards primary discourse and the receivers. Through interactions with the receivers, metadiscourse expresses interpersonal and discursal meanings and build the intersubjectivity of the discourse. Metadiscourse acts as a linguistic evidence for the construction of intersubjectivity which emphasizes consensus through equal dialogues. Obviously, this consensus is achieved by the interactive actions between subjects. Therefore, Communicative Action Theory, intersubjectivity theory and metadiscourse, as a mutually-fit and interrelated chain, provide theoretical support for this study in a systematic manner.

4. Research Design

4.1 Research Questions

In order to evaluate English-translated company profiles of Chinese enterprises from both perspectives of lexical features and intersubjectivity, this study proposes the following three research questions.

- 1) What are the features of vocabulary use and metadiscourse distribution in English translated company profiles?
- 2) How does metadiscourse construct the intersubjectivity of company profiles?
- 3) How do vocabulary use and metadiscourse distribution affect English-translated company profiles of Chinese enterprises?

4.2 Data Collection

To guarantee the representativeness of the research object, the author selected 25 Chinese enterprises from the world's top 500 in 2017 by systematic sampling, which cover automobile, real estate, energy, telecommunications, food and other industries. Both Chinese and English versions of the company profiles were saved as plain texts respectively, which give us a small parallel corpus. The corpus includes 19 998 Chinese characters and 10 696 English words.

4.3 Research Steps

4.3.1 Quantitative Method

First of all, Corpus Word Parser 3.0 was used for segmentation and POS annotation of the Chinese company profiles, and Tree Tagger 3.0 for annotation of the English ones. Second, the numbers of token and type of the two raw corpora were calculated with the concordance tool Wordsmith 5.0. Two wordlists were generated for the comparison of the number and frequency of high-frequency words. Third, the frequency changes of different parts of speech in both Chinese and English company profiles were calculated based on the annotated corpora. Fourth, classification and statistics were done after Wordsmith and manual inspection were combined to identify

all the metadiscourse resources in the two corpora.

4.3.2 Qualitative Method

The ways each type of metadiscourse constructs the intersubjectivity of company profiles were explored with examples in the corpora. At last, according to the data from the quantitative research, the impact of the features of vocabulary use and metadiscourse distribution on English-translated company profiles of Chinese enterprises was analyzed.

5. Results and Discussion

5.1 Vocabulary Use and Metadiscourse Distribution

5.1.1 TTR

Type refers to different word forms in a corpus, while token all words. TTR, the ratio of the two, is used to measure the number of word forms in a corpus. In general, the larger the TTR, the more different words in a corpus, and the more diversified the vocabulary use is. Since the type number of a language is relatively fixed for a certain time period, the TTRs of corpora of different sizes are not comparable. For comparison, the author worked out the STTRs (standard type/token ratio) of the Chinese and English company profiles, as shown in Table 2.

Table 2. An overview of the tokens and types of Chinese and English corpora

	Token	Type	TTR	STTR
Chinese	9 749	2 285	0.234	0.494
English	10 696	2 182	0.204	0.432

Due to the fact that tokens and types are calculated by words, the token and type numbers of the Chinese corpus are 9 749 and 2 285 respectively after segmentation, though it contains 19 998 characters. On the other hand, the token and type numbers of the English corpus are 10 696 and 2 182 respectively. STTR stands for the TTR per thousand characters/words. As can be seen from Table 2, both TTR and STTR of the English-translated company profiles are lower than Chinese ones.

5.1.2 The Number and Frequency of High-Frequency Words

Wordsmith can generate a wordlist of all the types in a corpus according to their frequencies. The author calculated the numbers of high-frequency words with a frequency higher than 0.1% in both corpora, and divided them into ten frequency ranges, namely 0.1% -0.2%, 0.2% -0.3%, 0.3% -0.4%, 0.4% -0.5%, 0.5% -0.6%, 0.6% -0.7%, 0.7% -0.8%, 0.8% -0.9%, 0.9% -1% and > 1%. The results are shown below.

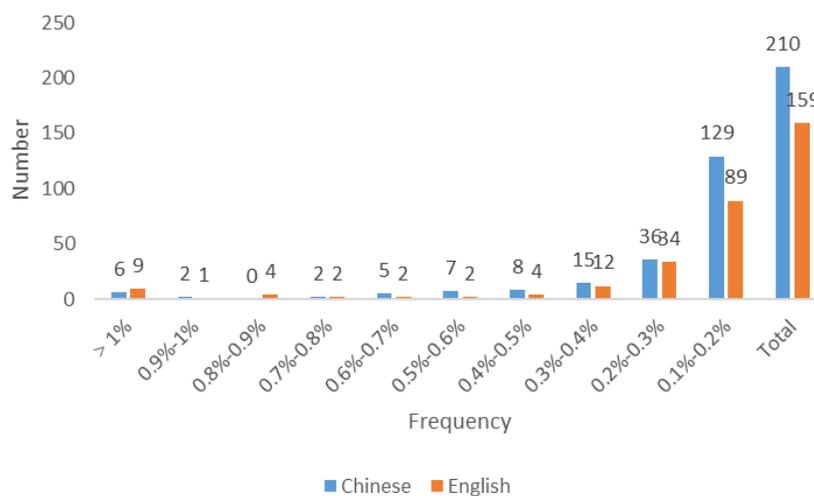


Figure 3. The numbers of high-frequency words of Chinese and English corpora

Except for the 0.8% -0.9% and > 1% ranges where the English-translated company profiles have more high-frequency words than the Chinese ones, and the 0.7% -0.8% range where they tie, the English corpus has a smaller number of high-frequency words than its counterpart for the rest of the ranges. The cumulative number of high-frequency words with a frequency higher than 0.1% is 159, significantly lower than the 210 of the latter.

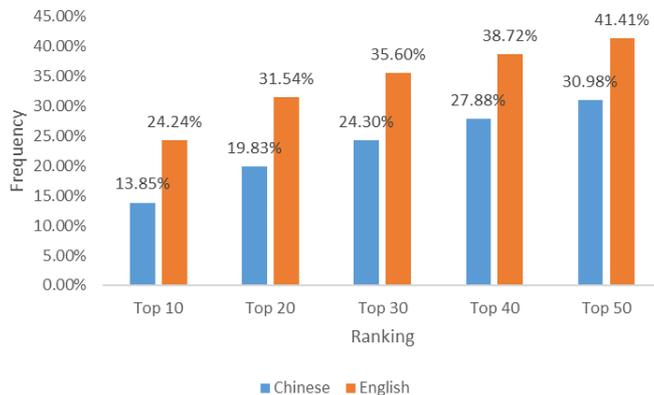


Figure 4. The frequencies of high-frequency words of the Chinese and English corpora

Figure 4 shows the cumulative frequencies of the first 50 high-frequency words of the Chinese and English wordlists. The cumulative frequencies of the top 10, top 20, top 30, top 40 and top 50 high-frequency words of the Chinese wordlist are 13.85%, 19.83%, 24.30%, 27.88% and 30.98% respectively, and the frequencies of the English wordlist are 24.24%, 31.54%, 35.60%, 38.72% and 41.41% respectively. In all ranges, the frequencies of high-frequency words of the English corpus are higher than those of the Chinese one.

5.1.3 The Frequencies of Major Parts of Speech

It's generally known that there is no one-to-one correspondence between the parts of speech of Chinese and English. Particularly, disputes still exist over the classification of Chinese part of speech and the division between content words and functional words (Wang & Hu, 2008: 17). This study will only discuss the frequencies of the major parts of speech, including nouns, verbs, adjectives, adverbs and numerals as content words and prepositions, conjunctions, interjections and onomatopoeic words as functional words. Since it's still in suspense whether pronouns belong to content words or functional words, this study will discuss it separately. As shown in Figure 5.

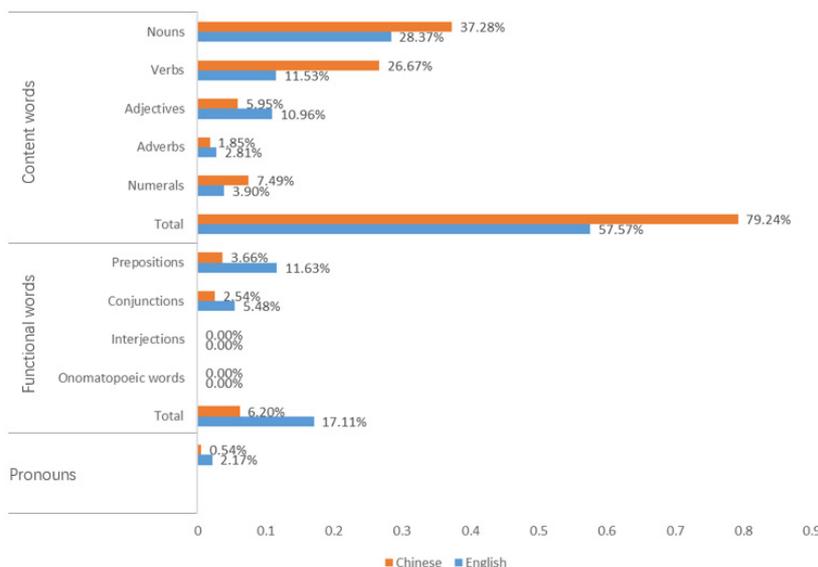


Figure 5. The frequencies of major parts of speech of the Chinese and English corpora

Compared with the Chinese corpus, the frequencies of nouns, verbs and numerals have declined in the English-translated company profiles, with verbs dropping most, but the frequencies of adjectives and adverbs are higher than those of Chinese. There is no interjection or onomatopoeic word in neither corpus, and the frequencies of prepositions and conjunctions in the English corpus are higher than those of its counterpart. In general, the frequency of content words of English-translated company profiles is lower than that of Chinese ones, but the frequencies of functional words and pronouns are higher.

5.1.4 Metadiscourse

Table 3 shows the numbers of metadiscourse in the two corpora. The total number of metadiscourse in Chinese company profiles is 303, including 217 interactive metadiscourse and 86 interactional metadiscourse. In contrast, the total number of metadiscourse in English company profiles is 405, including 245 interactive metadiscourse and 160 interactional metadiscourse. No evidential appears in the two corpora.

Table 3. Metadiscourse in Chinese and English company profiles

	Chinese	English	
Interactive Metadiscourse	Code Glosses	89	128
	Endophoric Markers	2	5
	Evidentials	0	0
	Frame Markers	75	45
	Transitions	51	67
	Subtotal	217	245
Interactional Metadiscourse	Attitude Markers	10	7
	Boosters	8	19
	Self Mentions	10	79
	Engagement Markers	24	15
	Hedges	34	40
	Subtotal	86	160
Total	303	405	

For comparison, the author calculated the numbers of each type of metadiscourse per thousand characters/words in the two corpora. See Figure 6 for details.

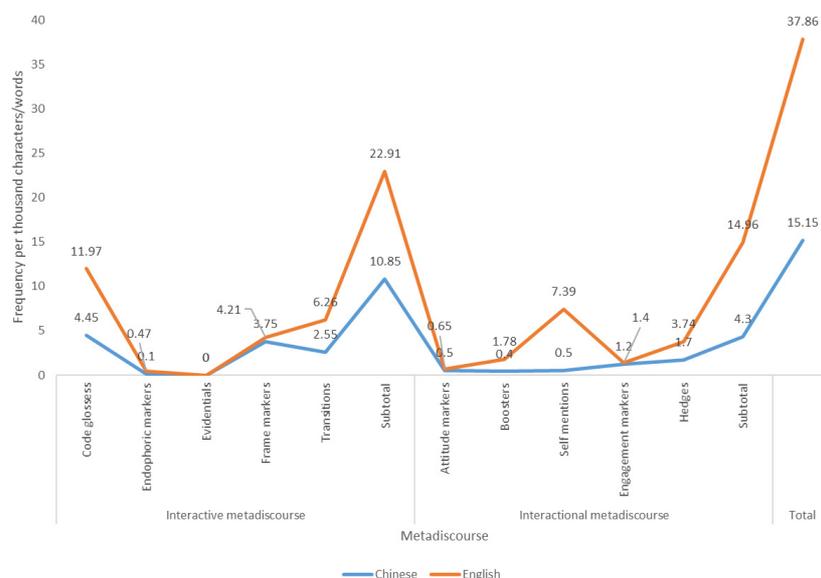


Figure 6. The frequencies of each type of metadiscourse per thousand characters/words

It is not difficult to find that English-translated company profiles use all types of metadiscourse more frequently than the Chinese ones, with the increases of code glosses, self mentions and transitions the most significant. The frequency of interactive metadiscourse per thousand characters/words is 22.91 for English and 10.85 for Chinese, and the frequency of interactional metadiscourse is 14.96 for English and 4.3 for Chinese. The total frequency of metadiscourse per thousand words is 37.86 for English, 2.5 times as high as its counterpart of 15.15.

5.2 The Construction of Intersubjectivity of Company Profiles Through Metadiscourse

Intersubjectivity emphasizes that consensus should be reached through equal dialogues. And obviously, this consensus is achieved by the interactive actions between subjects. As a result, metadiscourse constructs intersubjectivity of company profiles by fulfilling the Universal Validity Claims required by communicative actions. It should be pointed out that since the construction of intersubjectivity through metadiscourse is universally possible across all languages, the following examples are selected at random from the Chinese and English company profiles. And in the case of the former, corresponding translations are provided, following the source sentences.

5.2.1 Code glosses can fulfill all the four claims.

①此外，中油也将持续于各炼厂执行温室气体减量相关措施，并投入绿色能源如太阳光电、生质能、氢能及地热的研究与开发。

T: In addition, CNPC will continue to take greenhouse gas reduction measures in its refinery plants and be engaged in research and development of green energies, *like* solar photovoltaics, biomass, hydrogen and geothermal energies.

Based on the pre-existing grammatical rule of exemplification in the minds of both sides, the writer enumerates green energy with the expression “ru (like)” to deepen readers’ understanding of this concept, thus fulfilling the comprehensibility claim of language communication and constructing intersubjectivity.

②Shagang has won many honors for its achievements over the years, *such as* “Nationwide Customer Satisfaction Enterprise”, “China Grade AAA Enterprise for Quality, Service and Reputation” ... “The China Charity Enterprise Award”, etcetera.

Listing the names of the awards, the writer supports his above statement concerning the many honors won by Shagang over the years, so that readers could feel the information reliable and credible, which fulfills the truth claim and constructs intersubjectivity.

③CSSC has substantially secured a market niche for a number of its key products, such as containers, large-scale steel structures, metallurgical equipment, land-based power generating sets, pressure vessels and B-scanners and so on. *In other words*, CSSC Has already diversified its lines of business, covering trade, shipping, finance, real estate and bridge construction etc.

Since many product names have been mentioned above, the translator predicts that readers may be puzzled by the company’s business scope, and therefore explains with “in other words”. This shows the translator’s sincere intention to predict readers’ confusion and convey information clearly by putting himself in their shoes, which fulfills the rightness claim and constructs intersubjectivity.

④中国华能集团公司（简称华能集团公司）是经国务院批准成立的国有重要骨干企业。

T: China Huaneng Group Corporation (*Huaneng Group for short*) is a key state-owned company established with the approval of the State Council.

It is a common practice to note the abbreviation of the company’s name in parentheses to simplify later reference on the one hand, and to remind readers of the consistency of the full name and the abbreviation on the other. This conforms to the genre norms of company profiles which belong to information disclosure, fulfilling the truthfulness claim and constructing intersubjectivity.

5.2.2 Endophoric markers can fulfill the comprehensibility claim.

⑤Furthermore, many intellectual property rights were granted to the *aforementioned* technology, while we expect to commercialize those innovative ideas in the future.

Endophoric markers draw readers’ attention to the information in another part of the discourse, and supplement the content stated at present by connecting the propositions, promoting the effective transmission of information. Endophoric markers fulfill the comprehensibility claim and thus construct intersubjectivity.

5.2.3 Frame markers can fulfill the comprehensibility claim and the truthfulness claim.

⑥中国船舶工业集团公司发展历程

一、船舶工业（管理）局时期（1950.10~1953.1）

.....

二、第九工业管理局时期（1958.2~1963.8）

.....

三、第六机械工业部时期（1963.9~1982.5）

.....

四、中国船舶工业总公司时期（1982.5~1999.6）

.....

五、中国船舶工业集团公司（1999.7~）

.....

T: The history of China State Shipbuilding Corporation

First, the Ship Industrial Administration period (1950.10 ~ 1953.1)

...

Second, the Ninth Industrial Administration period (1958.2 ~ 1963.8)

...

Third, the Sixth Ministry of Machinery Industry period (1963.9 ~ 1982.5)

...

Fourth, China Shipbuilding Industry Corporation (1982.5 ~ 1999.6)

...

Fifth, China State Shipbuilding Corporation (1999.7 ~)

...

Frame markers indicating the order of discourse development build a clear framework for the propositional content, which bring convenience for readers to quickly understand the discourse structure and thus grasp the discourse information. undoubtedly, they fulfill the comprehensibility claim and construct the intersubjectivity.

⑦Achievements

1. China's premier commercial real estate brand -66 Wanda Plaza2. China's best corporate training center -66 Wanda Institute3. Asia's largest property owner -66 26.32 million square meters

...

14. World's first large scale cultural tourism complex-66 Wanda Cultural Tourism City

Many company profiles contain complicated information such as strategic objective statements and honors won, which is usually displayed to readers in order with figures, letters or icons. This is in line with the norms by which enterprises and their stakeholders interact, thus fulfilling the truthfulness claim and constructing intersubjectivity.

5.2.4 Transitions can fulfill all the four claims.

⑧**Besides**, COFCO also builds excellent living space by constructing commercial property, residential property, hotels, tourism property and integrated regional development projects.

The translator makes clear the logical relations between the propositions with transitions by predicting readers' discourse experience and their shared cultural knowledge, which fulfills the comprehensibility claim of language communication and constructs intersubjectivity.

⑨In order to achieve its target as set above, CSSC shall lay emphasis on the construction of two shipbuilding bases, namely, Changxing Island shipbuilding base in Shanghai and Longxue shipbuilding base in Guangzhou.

As a result, CSSC shall have upgraded its shipbuilding capability from the 4 million dwt by now to 14 million dwt by 2015.

“As a result” indicates the causality in the objective world, and states to readers the cause and effect of events so as to make the relationship clear. It adds to the reliability of propositions, thus fulfilling the truth claim and constructing intersubjectivity.

⑩Taiwan relies heavily on international imports ***because*** it lacks viable hydrocarbon resources.

The sincerity of language communication can be manifested by the sense of responsibility of the subjects in the process of interaction (Wang, 2016: 54). The primary function of company profiles is to convey information to stakeholders, but that is far from enough, since elaboration is also necessary. “Because” reflects the translator’s sense of responsibility to explain the information presented, which can win readers’ trust, thus fulfilling the rightness claim and constructing intersubjectivity.

⑪***Meanwhile***, DFM aims to further develop its CV business to be No.1 in China and maintain among top 3 in the world. DFM ***also*** unswervingly strives to develop its own brand PV business into the top league among all local brands.

Words indicating additive relations are often used in company profiles to state the achievements or strategic objectives of enterprises so as to shape corporate images from different perspectives and guide readers to make positive comments on enterprises. This kind of metadiscourse accounts for a large proportion of transitions, which embodies the norms of information disclosure in company profiles, thus fulfilling the truthfulness claim and constructing intersubjectivity.

5.2.5 Attitude markers can fulfill the comprehensibility claim and the rightness claim.

⑫COFCO presents itself in more than 140 countries and regions all over the world in terms of grain, oilseeds, crop technology and biofuel business. ***What’s more***, COFCO owns global producing and purchasing platforms and trading network, involving plantation, purchasing, storage, logistics and port facilities.

Attitude markers directly reflect the translator’s evaluation of propositional information. Showing the translator’s attitude, they win readers’ recognition of this evaluation, which fulfills the rightness claim. At the same time, “what’s more” implies a propositional meaning that the information following is more important. It expands the propositional content indirectly, fulfills the comprehensibility claim of language communication, and constructs intersubjectivity.

5.2.6 Boosters can fulfill the truth claim, rightness claim and truthfulness claim.

⑬In Short, CSSC has ***undoubtedly*** earned a leading position peerless in the shipbuilding circles in China.

“Undoubtedly” shows the translator’s certainty about the content presented. It convinces readers of his statement, which fulfills the truth claim and thus constructs intersubjectivity.

⑭美的是一家于深圳证券交易所上市的民营企业，其多元化的股份结构***显示***，近 20%股份为国际机构投资者所持有。

T: Midea is a private company listed on the Shenzhen Stock Exchange. Its diversified share structure ***indicates*** approximately 20 percent of shares are held by international institutional investors.

Boosters show the sense of responsibility of enterprises to what has been stated, thus arousing readers’ trust and resonance, fulfilling the rightness claim and constructing intersubjectivity.

⑮CSSC, with its endeavors and efforts for another five years, ***shall*** achieve its objective of being the world’s number one shipbuilding group in the year 2015.

In order to be appealing, enterprises would raise requirements and prospects for future development besides a summary of current business scope and conditions in company profiles. Boosters like “shall” and “should” repetitively appear in the English corpus, which conforms to the norms of this genre, thus fulfilling the truthfulness claim and constructing intersubjectivity.

5.2.7 Self mentions can fulfill the truth claim and rightness claim.

⑯***我们***还打造出了福临门、长城等具有影响力的食品品牌，将世界四分之一以上人口的餐桌与全世界的农场紧密地联系在一起。

T: ***We*** have also created a variety of influential food brands, such as Fulinmen and Great Wall, which closely connect the dining-tables of more than a quarter of the world’s population and the farms on the globe.

It can be found after an inspection of the concordances of “wo men (we)” that it usually occurs in contexts where facts about the company are stated. These facts are a real reflection of the objective world, which fulfills the truth claim. In addition, the writer’s construction of self-identity through self mentions is a way of recognizing the

existence of readers and engaging them in interaction, which fulfills the rightness claim and constructs intersubjectivity.

5.2.8 Engagement markers can fulfill the comprehensibility claim and rightness claim.

⑰ **Contact** Us

English Name: China Huaneng Group

...

Postal Code: 100031

Tel: (+8610) 63228800

Fax: (+8610) 63228866

Providing readers with a way to have an in-depth understanding of the current information, this kind of engagement markers fulfills the comprehensibility claim of language interaction and thus constructs intersubjectivity.

⑱ We hope that **you** will all continue to offer us **your** support, advice and encouragement as we strive to reach our goals.

“You” and “your” narrow the distance between the two sides by directly opening a dialogue with readers, reflecting the enterprise’s willingness to positively interact with the readers. This fulfills the rightness claim and constructs intersubjectivity.

5.2.9 Hedges can fulfill the rightness claim.

⑲ 目前全集团计划投资额过万亿元，年度投资额约2000亿元，主要投资方向为房地产、基础设施等城镇综合建设领域。

T: At present, CSCEC plans to invest more than 1 trillion yuan in areas such as real estate and infrastructure, with an annual investment volume of **about** 200 billion yuan.

Hedges engage readers in interaction by leaving a possibility of discussion to the current statement. Meanwhile, they show the writer’s responsible attitude to express opinions in a cautious manner, thus fulfilling the rightness claim and constructs intersubjectivity.

5.3 *An Analysis of the Quality of English-Translated Company Profiles of Chinese Enterprises*

5.3.1 Less Lexical Variation

The STTR of English company profiles is lower than that of Chinese ones, indicating that the former has fewer types and less lexical variation. Since lexical variation is one criterion for the complexity of discourses (Wang & Hu, 2008: 16), the English-translated company profiles are easier to understand than the source texts. In general, the English corpus has a smaller number of high-frequency words but a higher frequency, indicating that the translator tends to repeat a small number of commonly used words to simplify both language and information load of the source language, which provides another evidence for the less lexical variation of translated company profiles.

5.3.2 Lower Lexical Density

According to Stubbs (1986), the proportion of content words can be used to measure lexical density, since content words bear relatively stable meanings in a language, and their number marks the information load of a discourse. Overall, the frequency of content words of English-translated company profiles is lower than that of the Chinese ones, which means a lower lexical density and accordingly a less information load of translated texts of the same length. Contrary to our expectation, the frequencies of adjectives and adverbs in the English corpus are slightly higher than those of the Chinese corpus. The author believes that the translator may deliberately use more code glosses, adjectives and adverbs to explain those complicated concepts, which, from another perspective, reduces the difficulty of the English-translated company profiles.

5.3.3 Grammatical Explication

Holding that the meaning of a pronoun is determined by the noun with the same referent, Wang (1990) labelled pronouns as “semi-functional words”. Functional words and pronouns have no definite meanings, thus playing grammatical roles mainly. The frequencies of functional words and pronouns in the English corpus are higher than those of the Chinese corpus, showing the feature of grammatical explication. According to the statistical results, the translator deliberately uses more transitions, conjunctions and prepositions to mark the logical

relations within the discourse. As for the higher the frequency of pronouns, the author believes there are two major causes. First, Chinese has fewer types of pronouns and thus they are used less frequently (Liu, 1998: 445-476). Second, English repeats less, and pronouns are often used to replace the recurrences in the source texts. Grammatical explicitation makes clearer the logic of company profiles on the one hand, manifests the translator's respect for the codes of the target language and improves reader friendliness of the translation on the other.

5.3.4 Greater Intersubjectivity

It can be concluded from the examples above that metadiscourse categories with different functions in company profiles fulfill the Universal Validity Claims required by communicative actions in different degrees. Table 4 indicates the relationship between metadiscourse and the Universal Validity Claims.

Table 4. The fulfillment of the universal validity claims by metadiscourse in company profiles

Metadiscourse	Universal Validity Claims			
	Comprehensibility	Truth	Rightness	Truthfulness
Code Glosses	√	√	√	√
Endophoric Markers	√			
Evidentials*	—	—	—	—
Frame Markers	√			√
Transitions	√	√	√	√
Attitude Markers	√		√	
Boosters		√	√	√
Self Mentions		√	√	
Engagement Markers	√		√	
Hedges			√	

Note. Since there is no evidential in neither corpus, we omit the discussion here.

Each type of metadiscourse in the corpora fulfills at least one Universal Validity Claim, with code glosses, self mentions and transitions, the numbers of which increase most in the English corpus, fulfilling 4, 2 and 4 claims respectively. Obviously, English-translated company profiles display a greater intersubjectivity, and thus better reflect an equal and interactive relationship between enterprises and their stakeholders.

6. Concluding Remarks

Company profiles are enterprises' business cards for publicity. Needless to say, well-translated company profiles are extremely important to strengthen international influence, attract foreign business opportunities and increase profits of enterprises. Using corpus tools, this study examines the lexical features and intersubjectivity, and evaluates English-translated company profiles based on a comparison of Chinese and English corpora along the indicators of lexical variation, lexical density, grammatical explicitation and metadiscourse. The findings are as follows. First, English-translated company profiles show less lexical variation, lower lexical density, higher grammatical explicitation, and use more metadiscourse resources. Second, metadiscourse constructs intersubjectivity of company profiles by fulfilling the Universal Validity Claims of language interaction. Third, English-translated company profiles are easier to understand with a clearer logic and greater intersubjectivity.

Combining quantitative and qualitative methods, this study tries to analyze English-translated company profiles from the perspectives of lexical features and intersubjectivity. The indicators for the evaluation of company profile translation is of practical significance for Chinese enterprises to improve the quality of English-translated company profiles, in that the translator could measure the degree that the translation is adapted to the writing and reading habits of the target language. However, the conclusions about the fulfillment of the Universal Validity Claims by metadiscourse apply only to the company profiles, and different conclusions may be reached for different genres. As for indicators, only lexical aspects in language features were examined here, and syntax, collocation and narrative structure can be touched upon in future studies. In addition, in view of the limitation of corpus size and the accuracy of corpus tools, future studies can be conducted on the basis of larger corpora and

various corpus tools to improve the representativeness of the results.

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