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On Translation of Names of Hair Care Products

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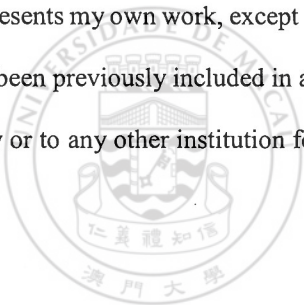
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May 2018

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Abstract

Abstract of thesis entitled “On Translation of Names of Hair Care Products”,
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This study is on translations of names of hair care products. Product names bear their significance – which is nonetheless easily neglected - in being crucial identifiers of suitable products for individual customers, offering some guidance for them to pick the products that match their demands and preferences. They also carry some persuasive or rhetorical power in persuading customers to make purchases. Product names, as a scarcely studied area, offer interesting and valuable insights into how product features can be manifested within the strictly limited naming space, requiring conciseness as well as some degree of appeal to customers at the same time. There is one more question to explore: particularly in hair care industry, how do product names share similarities or made different, more creative or unique, when facing fierce competitions among hair care brands.

This thesis will be structured under the overriding framework of Nord's typology of text functions, and mainly focus on the informative and the appellative text functions. Textual components in hair care product names and their translations will be categorized into these major text functions. The translations will then be analyzed according product functions, effects of product usage, special phrasing, and rhetorical devices. These are important means to achieve the specified text functions; they also constitute the key findings observed in selected cases of product names. Finally, discussion will be made concerning the possible

factors that influence how products are named and translated, such as target customer groups, brand size, and culture. The thorough examination of translation of product names offers valuable insights into translating practices related to marketing. It also deepens understanding of how products are designed and named in the complicated cross-border context.

Keywords: product name, text function, marketing translation, rhetoric



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