

英文 English Chinese 中文

翻译

Advertisement 广告
Translation

CUI Ying

A Journey across Languages and Cultures

**The Poetics
of English-Chinese
Advertisement Translation**

Image 品
意 牌
象 Brand

个性
Personality

Clothing 情
服装 感
Emotion

重写 Rewriting
Repetition 重复

比喻 Metaphor 四
Four-character 字
Structure 格

Aesthetic
审 Needs
美 诗
需 性
求 Poeticalness

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