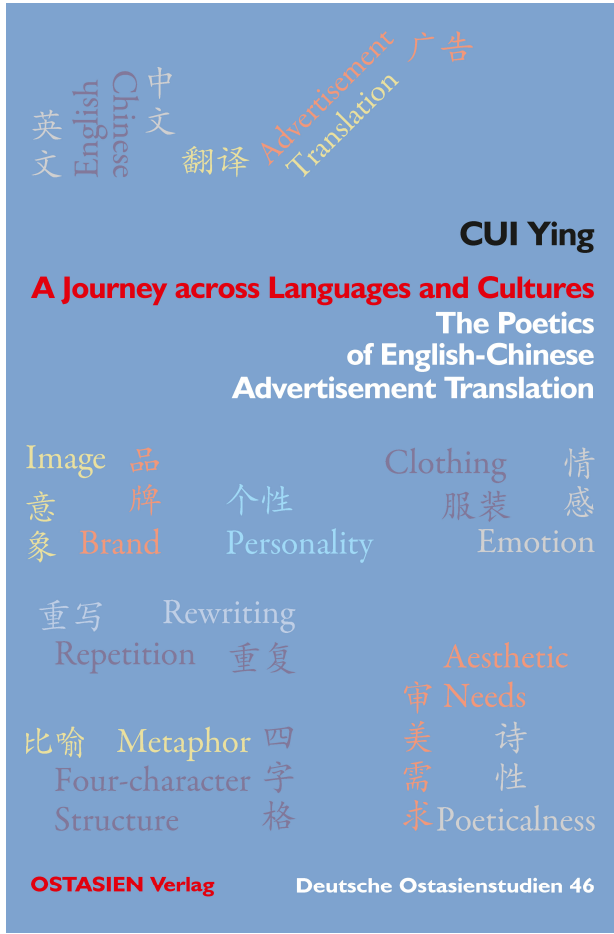




A Journey across Languages and Cultures: The Poetics of English-Chinese Advertisement Translation

by CUI Ying

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This book focuses on the English-Chinese language pair and explores the poetics of advertisement translation. It is composed of three parts. Part I provides a general discussion on the poeticalness of the advertising discourse and the cognitive poetics of advertisement translation. Part II analyzes the specific poetic methods in advertisement translation, namely repetition in terms of the linguistic form and images in terms of the semantic meaning. Part III investigates the issue of emotional involvement in brand name translation with special reference to the theory of brand personality. The discussions are intended to shed light on the nuances of the linguistic and cultural differences between English and Chinese and provide reference for researchers and translators.

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CUI Ying received her PhD from the City University of Hong Kong. She was a visiting scholar at Cornell University. She is now a professor at the School of Interpreting and Translation Studies, Guangdong University of Foreign Studies, Guangzhou, China. Her major research interests include translation, poetics, and linguistics, particularly advertisement translation and cognitive poetics. She has published papers in various journals such as *Babel*, *Perspectives*, *Translation and Interpreting Studies*, *The Journal of Specialized Translation*, and *Translation Spaces*.

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Dr. Martin Hanke
Wohlbacher Straße 4
D-96269 Großheirath

Tel. 09569-1886774, Fax 03222-1360347
Email: martinhanke@t-online.de
Web: www.ostasien-verlag.de

