

An Analysis of Huawei's Official Website Translation Under the Guidance of Theories of Communicative and Semantic Translation

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Abstract

With the rapid development of globalization, more and more enterprises have built official websites, which is an effective way for enterprises to communicate with the outside world and build a brand. As a world-renowned ICT provider, Huawei relies heavily on the quality of its official website translation, which directly affects its international image. This paper takes the "Our Company" column of the official website as the research object, and selects typical texts from it, including company profile, mission and vision, quality policy and so on. Through analysis, it is known that the website of Huawei uses communication translation more frequently, which can achieve the purpose of publicity. This paper provides some reference value for research Chinese enterprises to enhance their international influence.

Keywords

communicative translation, semantic translation, Huawei official website, translation strategy

1. Introduction

In the context of global development, enterprises need to build their own websites to enhance their influence in cross-cultural communication and enhance their brand awareness. The translation of these texts requires the formulation of reasonable strategies to meet the needs of the target audience. Huawei is a leading international ICT provider, its official website has a variety of texts, can provide reference for the analysis of enterprise translation and localization.

The sources of translation come from Huawei official website about "Our company", especially in company overview. The total characters are over ten thousand. The webpage serves as a core gateway for the outside to learn about Huawei and includes various text categories though they are from one webpage. Overall, this section contains subsections such as vision, mission, quality policy, research, innovation and milestone.

This study is grounded in Peter Newmark's translation theories. Newmark pointed out that there are two kinds of strategies, one is communicative translation, the other is semantic translation. In Newmark's view, semantic translation is to take the author as the center, to grasp the connotation of the original text, to understand the context, and to translate it into the target language within the syntactic limits. Communicative

translation takes the reader as the center, and the translated text can have the same impact on the target audience as the original text.

In this study, the English translation of the official website text of Huawei is analyzed with the help of the theory of communication, and its cross-cultural communication effect is evaluated. The theoretical analysis of this study is to verify that Newmark's theory can play an important role in the process of enterprise localization. From a practical point of view, it can provide reference for other Chinese enterprises to go global.

2. Literature Review

2.1 Theoretical Review

“Semantic translation” and “Communicative translation” are deeply rooted in functional linguistics and text typology. The conceptual foundation can be traced back to Karl Bühler's Organon model [1], which classified language functions into informative, expressive, and vocative. Katharina Reiss built a functional model on this basis, divided texts into three types: expressive, informative and operative, and clearly pointed out that the primary function of the text should be taken as the premise in the process of translation [2]. Christiane Nord further improved the theoretical framework, emphasized the importance of text purpose, and believed that the function of text can meet the needs of cross-cultural communication [3].

In 1981, Newmark wrote a book on translation, systematically expounded the connotations of communicative translation and semantic translation, and pointed out that semantic translation should be centered on the author, and the semantic structure, syntax and other contents of the target language should be analyzed to accurately reproduce the meaning of the source text [4]. He believed that semantic translation was suitable for expressive texts, while communicative translation was suitable for texts with strong appeal and rich information. Newmark pointed out that semantic translation should be based on the author, and the source text should be analyzed from the aspects of context, semantics and syntax, and the meaning should be accurately grasped. In 1988, he published *A Textbook of Translation*, which deepened the understanding of communicative translation, emphasizing that the translated text should have the same impact on the target audience as the source text on the source language audience [5]. Newmark pointed out that the former translation method is more literal, the latter translation method is more smooth, and the two methods are used in the translation of hybrid texts in corporate websites.

With the rapid development of digital technology, enterprises have achieved marketing under the guidance of globalization, and Newmark's theory has been further enriched in website translation. Miguel A. Jiménez-Crespo pointed out that web localization is not only a linguistic conversion, but also an adaptation to the cognitive habits of the target audience [6]. In the development of enterprises, Sandrini pointed out that the purpose of localization is to resolve the contradiction between “global” and “local” through textual adjustment and meet the needs of digital development [7]. This change has promoted the development of communication translation, and enterprises have achieved “transcreation”. Carreira and Katan pointed out that translators play the role of cultural mediators in the process of digital marketing, and they need to go beyond traditional equivalence to create brand stories that can be recognized by the local market [8][9]. In the process of Chinese enterprises “going global”, Han Jiaxue pointed out that the English translation of the official website is the key to the construction of international image, and the corporate values should be passed on to the world in a reasonable way [10]. Munday pointed out that in the process of corporate communication [11], translators should accurately grasp the technical milestones and realize the transcreation of corporate narratives.

2.2 Textual Review

From the functionalist point of view, the purpose theory can provide strong support for website translation. Nord pointed out that translation is a kind of communication behavior [12], which can achieve the purpose of communication, and the purpose of translation should be the premise of translation strategy. This also explains why the translation of each section of the official website of Huawei is different.

In the process of China's academic development, the translation of corporate publicity has attracted widespread attention. Ding Hengqi pointed out that Chinese enterprises have to rely on “Chinese-style thinking” in the process of external publicity [13], which will inevitably have a negative impact on translation, and overseas audiences will not be recognized. Xu et al. pointed out that the fundamental purpose of external publicity translation is to enhance the international image of enterprises, and cross-cultural communication should be carried out in an orderly manner [14].

Jia Wenbo analyzed the application of translation in the process of development and believed that the most effective way to communicate with each other is to adopt a reasonable communication strategy, so as to enhance the social function of translation, and the whole industry will usher in a new development period [14]. Li Ming analyzed from the perspective of business English, pointed out that the most critical role of business English text is to convey information, and emphasized that semantic translation is an important part of technical parameter description [15].

In the process of translating, if the text is complex, a single translation strategy can not meet the needs of communication. Ye Zinan pointed out that translators should have a strong purpose when translating publicity texts, and use a variety of translation strategies flexibly according to the characteristics of the texts [16].

Although many scholars have analyzed the external publicity style of enterprises from a macro level, they have not focused on the “Company Profile” section of the official website of Huawei from the perspectives of Semantic Translation and Communicative Translation. This paper focuses on the analysis of the website of Huawei such as the “R&D Milestones” and “Vision and Mission” sections, in order to further promote the application of translation theory in the localization process.

3. Analysis of the Translation of Huawei’s Official Website Texts

Huawei's official website is an important platform for the company to introduce itself to the world. The text of this section is a typical hybrid text, including both vocative elements and information elements. In order to enhance the influence of the brand in the international arena, it is necessary to use a reasonable translation strategy to translate this text.

After sorting out the website corpus, it is known that although semantic translation can ensure the accuracy of technology, it can not play an important role, while communicative translation can attract readers and achieve the purpose of publicity, which should be the focus of brand narrative. The next section will analyze the texts on the official website of Huawei from the above two aspects.

3.1 Communicative Translation

Communicative translation focuses on readers and strives to recreate the original text in the target language, so that readers can feel the impact of the text and achieve the purpose of communication. This requires translators to have a deep understanding of the audience and grasp the response of the audience, so that the translated text can be more authentic, and the original text can be respected in terms of form, and the target language can be freed from shackles, so that more audiences can understand it. In the construction of the website of Huawei Company, Chinese texts are generally written in a grand narrative style, using a large number of idioms and rhetorical repetitions, which are obviously different from the communication style of Western enterprises. Therefore, communicative translation should be used to restructure and compress information.

Example 1:

Source Text: 华为致力于把数字世界带入每个人、每个家庭、每个组织，构建万物互联的智能世界：让无处不在的联接，成为人人平等的权利，成为智能世界的前提和基础；为世界提供多样性算力，让云无处不在...

Official translation: We are committed to bringing digital to every person, home and organization for a fully connected, intelligent world.

This is the core vision of Huawei. In the original text, the grand vision is followed by a series of parallel clauses (“让无处不在的连接...”, “为世界提供多样性算力...”), which are full of emotion and introduce the concept of “connecting people all over the world...”. However, Western enterprises are more concise and direct in their discourse. Translators should not translate literally, but should adopt a communicative approach, completely omit redundant parallel clauses, condense the whole paragraph into a punchy sentence, respect the reading habits of the target audience, and maximize the communicative effect of the corporate slogan.

Example 2:

Source Text: 这场变革规模之大、程度之深，已非单一企业所能胜任，唯有通过产业协同，才能有效应对挑战。

Official Translation: No single company can navigate this massive transformation alone. Industries need to work together to tackle these challenges.

This paragraph is taken from the “Openness, Collaboration, Shared Success” section. The Chinese text “规模之大、程度之深” is a typical four-character structure, which is used to emphasize the importance of something. If it is translated directly into English, it will be very cumbersome and not natural. Translators should utilize communicative translation, summarize the content of this paragraph, and use the term “massive transformation”. In addition, the Chinese text “已非单一企业所能胜任” is translated as “No single company can navigate... alone”, which is in line with the English expression habits. The use of the word “navigate” can reflect the complexity of the business environment, which can be recognized by professional personnel.

Example 3:

Source Text: 聚焦主航道创新，加强基础理论应用的突破。

Official Translation: Concentrate our innovation efforts on strategic businesses and ramp up efforts to make breakthroughs in basic theory application.

“主航道” is a metaphor that has been used for a long time in Chinese corporate culture to describe the core business focus. If translated directly into “main channel”, it is likely to cause misunderstanding among readers, who may associate it with maritime logistics. In this case, the metaphor should be decoded and translated as “strategic business”, which can help readers understand the strategic intentions of the enterprise.

Example 4:

Source Text: 面向智能时代，我们将全面拥抱AI。

Official Translation: We will go all-in on AI in the intelligent era.

The following examples are taken from the “Research and Innovation” section. “全面拥抱” is a common slogan in the development of Chinese enterprises, which means to accept and be willing to accept something. If translated literally, it is grammatically correct, but it is not persuasive. In the translation, scholars use Communicative Translation that can be recognized by the audience, such as “go all-in on AI”. In the process of playing poker, the term “all-in” has a strong sense of commitment, which is recognized by the business community. This is a transcreation, which can make the text have a stronger appeal, and can attract the attention of the technical community and foreign investors.

Example 5:

Source Text: 我们尊重规则流程，一次把事情做对；我们发挥全球员工潜能，持续改进。

Official Translation: We respect rules and processes and do things right the first time; We fulfill potential of employees around the globe for continuous improvement.

The following content is taken from Huawei's “Quality Policy”. “一次把事情做对”, which is the core content of its quality management, and is literally translated into English as “do things right once”, which is not in line with the English language habits. Communicative translation should be used in translation, “do things right the first time”, this is not a random language, but to draw on the “Do It Right the First Time” (DIRFT) principle, which is put forward by Crosby, a pioneer in Western quality management. In the process

of translation, the translator introduces the management ideas that are widely recognized in the West, so that Huawei's quality standards are quickly recognized by international partners.

3.2 Semantic Translation

Peter Newmark (2006) pointed out that semantic translation is to convey the meaning of the source language to the target language, which is constrained by the semantic structure and syntax structure of the target language, and to achieve the purpose of maintaining the source text, so that the target audience can get a similar feeling to the source text. In the process of translating "Our Company" into English, this method is inevitably used, but the frequency is relatively low. When translating technical terms, financial data and historical milestones, this method can ensure objectivity and accuracy, and will not be affected by style.

Example 6:

Source Text: 针对扩散范式中迭代采样的复杂度难题，提出基于强化学习指导生成的采样寻优算法，有效解决多模态扩散大模型中高清视频和图像的生成效率与精度平衡难题。

Official Translation: To address the high computational cost of multi-step sampling, we proposed a reinforcement-learning-guided sampling optimization algorithm. This algorithm balances generation efficiency and quality for multimodal diffusion models.

In this paragraph, the breakthroughs made by Huawei in AI algorithm are described in detail, which is enough to show that it has attracted the attention of many investors and technical personnel. In the translation, the translator should pursue the authenticity, and use semantic translation to deal with the professional terms. In the process of translation, translators strictly abide by the semantic structure of the original text, and ensure the authority and scientific nature of the enterprise. In this theory, readers could directly understand the original text's meaning, especially for this kind of highly informative text which includes nominal proper terms such as "迭代采样" and "多模态".

Example 7:

Source Text: 2025年，研发费用支出为人民币1,923亿元，约占全年收入的21.8%。

Official Translation: In 2025, our R&D expenditure reached CNY192.3 billion, representing 21.8% of our total revenue.

In the process of translation, practitioners strictly follow the principle of semantic translation, accurately grasp the specific terminology, so as to ensure the consistency between the source text and the target text. In this way, there is no need to adapt to the communication, otherwise it will cause misunderstanding in the international financial market.

Example 8:

Source Text: 截至2025年底，在全球共持有有效授权专利约16.5万件。

Official Translation: As of the end of 2025, Huawei had held 165,000 active granted patents globally.

This is an informative text, which shows the intellectual property achievements of Huawei in a comprehensive way. If it involves legal content, it is necessary to carry out semantic translation, which can avoid legal disputes. For example, the term "有效授权专利" is translated into "active granted patents", which is a legal term recognized internationally, and should not be translated into "effective authorization patents" in a literal way, which fully shows that the company is transparent and rigorous in this regard, and foreign regulatory bodies and competitors also have the same expectations.

Example 9:

Source Text: 全球5G-A用户突破6,000万，支撑全球230多家运营商建设和升级光纤宽带网络，全球千兆用户已突破4.5亿。

Official Translation: The number of 5G-A users worldwide exceeded 60 million. We supported more than 230 carriers worldwide in building and upgrading fiber broadband networks. The number of gigabit users around the world exceeded 450 million.

This paragraph comes from the “Milestones” section, which is rich in objective performance indicators. In the translation process, the translator used semantic translation to convey the facts to the target language. In the translation of technical terms, “运营商” was translated into “carriers”, which is in line with the industry standards, and “光纤宽带网络” was translated into “fiber broadband network”. In addition, the long sentence in Chinese is divided into three English sentences, which is a syntactic adjustment, but will not change the semantic core, and will be limited to the syntactic level of the target language, which is in line with Newmark's principle.

3.3 The Combination of Theories of Communicative and Semantic Translation

Newmark pointed out that translation is a complex process, which requires the simultaneous use of semantic and communicative methods, and the two methods are not necessarily used in the same text. In some texts, the communicative method is used, and in other texts, the semantic method is used, which can make up for each other. There is no such thing as a purely communicative or semantic translation. In the process of website translation, the two methods are used at the same time, which not only ensures the accuracy of the translation, but also makes the translated text more readable.

Example 10:

Source Text: 华为创立于1987年，是全球领先的ICT（信息与通信）基础设施和智能终端提供商。华为目前有21.3万员工，业务遍及170多个国家和地区，服务全球30多亿人口。

Official Translation: Founded in 1987, Huawei is a leading global provider of information and communications technology (ICT) infrastructure and smart devices. We have approximately 213,000 employees and we operate in more than 170 countries and regions, serving more than 3 billion people around world.

The introduction section fully reflects the significance of the two strategies. The translator uses semantic translation to accurately reproduce the objective facts, including “213,000 employees”, “ICT infrastructure”, “1987”, “more than 170 countries” and so on. At the same time, the translator also uses communicative translation to adjust the tone and structure of the text, using “we operate in” instead of “business spreads over”, and “we” instead of “Huawei”, which is enough to shorten the psychological distance between foreign readers and the company, and to enhance the warmth of communication.

4. Conclusion

In this study, the English translation of the official website text of Huawei is analyzed from the perspective of Peter Newmark's translation theory. The “Our Company” section is analyzed, including quality policy, vision statement, technology milestone and other contents, which are divided into vocative text and informative text. In the analysis, the specific examples are compared and analyzed to show that the translation strategy should be adjusted according to the communication objectives and language characteristics.

The most critical finding of this study is that the proportion of communicative translation in the translation of the website of the company is relatively high, which is significantly higher than that of semantic translation. For vocative texts like quality policy and vision statements, communicative translation effectively adapts culturally expressions to Western business, enhancing brand appeal. For informative texts such as technology milestone and innovation sections, semantic translation is prioritized to ensure accuracy and authority. In this way, it preserves source semantics and specific terminology to avoid misunderstanding. This study provides practical insights for balancing semantic translation and communicative translation for corporations to expand overseas impact.

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