

## Translation of Network Catchwords from the Perspective of Skopos Theory

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**Abstract:** In today's age of social media, network catchwords play an important role of cultural communication and social symbols, expressing deep semantic concepts in short words and sentences, forming a fashionable and trendy oral communication mode. Its translation involves many aspects such as language, culture and social context. This paper will take the network catchwords in 2023 as an example, and from the perspective of skopos theory, exploring the meaning, usage context and cultural and social connotation of typical catchwords such as "new track", "Chinese modernization", "Ceiling" and "Ice-cream assassin". A comprehensive exploration of how multiple meanings are handled in cross-cultural translation and how these meanings are maintained or transformed in different contexts. It will help us to have a deeper understanding of the importance of network buzzwords in contemporary cultural exchanges, and provide new inspiration and direction for future research in related fields.

**Keywords:** Network Catchwords; Cross-Cultural Translation; The Perspective of Skopos Theory

As a unique linguistic phenomenon, Network Catchwords not only reflect the special linguistic needs in the contemporary cultural and social context, but also carry people's desire for humor, innovation and fast communication, and play a positive role in promoting interpersonal understanding and social media communication. So far, although there are many studies on translation theory and Network Catchwords, there is still a need for in-depth discussion on how to accurately translate Network Catchwords into English and achieve cross-cultural communication while maintaining their humor and innovation. In this text, we analyze several typical Network Catchwords, including "new track", "Chinese modernization", "Smoke and fire", "Ceiling" and "Ice-cream assassin" and so on, revealing their meanings and contexts of use in different contexts, which are characterized by humor, colloquialism and fashion. The buzzwords "new track" and "Chinese modernization" reflect the direction of China's economic and social development, while terms such as "fireworks" and "ice-cream assassin" show young people's active participation in Internet culture and

their pursuit of creativity. Words such as "fireworks" and "ice-cream" show young people's active participation in Internet culture and their pursuit of creativity. It not only provides practical guidance for translation practice and helps to improve the quality and efficiency of translation, but also promotes the communication and cooperation between China and the United Kingdom in the field of Internet culture.

### 1. Literature Review

Taking "Network Catchwords" and "Perspective of Skopos Theory" as the search themes, the time period is from 2020 to 2023, and 558 academic journal papers and 89 master's theses were retrieved through advanced search in China Academic Journal Network Publishing Repository (CASNPR), which covered a wide range of research fields.

Some domestic studies have focused on quantitative and qualitative analysis of the generation and development trend of Network Catchwords. (Hu Wenhao and Zhao Yaru, 2023) took the "Top Ten Network Catchwords" from 2012 to 2021 as the object, quantitatively analyzed their linguistic features and search index, and explored the generation and popularity patterns. The study points out that the evolution of the constructive features of Network Catchwords shows the enhancement of linguistic norms and social constructs, and reflects the rational turn of Internet public opinion. Rao Lijun (2023), on the other hand, explores the transmission mechanism of Network Catchwords and the evolution of violent speech from the perspectives of fan-factor theory and language violence. In addition, Huang Ying (2023) conducted an in-depth study of online language violence in microblogs based on a critical discourse analysis framework. The study found that online language violence is mainly manifested as harmonization, person degradation, and pejorative modification, revealing the way violent language evolves to language violence. Researchers have also explored the cognitive psychology and semantic cognition of Network Catchwords. Tang Langqing (2023) analyzed the cognitive psychology of the dissemination subjects of the "Top 10 Internet Words" in the past five years, and found that the cognitive psychology of the dissemination subjects included such characteristics as novelty and simplicity, and considered that factors such as the social environment, cultural connotations, and the

network group influenced the dissemination of Internet words. Based on the perspective of new cognitive pragmatics, Zhang Yi-han and Su Antimping (2023) selected typical Network Catchwords in 2022 to explain the cognitive mechanism of their lexical meaning generation and expansion. The study shows that the semantic construction of Network Catchwords conforms to cognitive principles and enriches the cultural connotations and social characteristics of the words. Huo Yuanjie (2023) conducts a long-term textual analysis and case study on the evolution of Network Catchwords, and analyzes the Network Catchwords selected by domestic lists during 2012-2022 based on the relevant concepts of communication, linguistics and post-subculture. Focusing on the evolution of the communication environment of Network Catchwords, the study provides an in-depth reflection on the social conditions and communication environment of Network Catchwords.

And in foreign countries, an important question has been raised in related studies about how to understand the complexity of Internet buzzwords and consider them as an act of translation. Functional translation theory is employed to explore how intertextual action, especially localization and global adaptation, is reflected in the translation of Network Catchwords. Olaf I S (2021) This study highlights a key issue in the field of intercultural communication and translation, which is how to make Network Catchwords meaningful in the target language culture while preserving their specificity. This theoretical approach provides a useful reference for translating Network Catchwords in 2023, while Abdelal M N (2019) also found that while focusing on the translation of traditional texts, his theoretical perspective is also instructive for the Chinese-English translation of Network Catchwords. It focuses on "faithfulness" and "reciprocity" in translation and puts forward the viewpoint of purposivism, which believes that translation should be based on the translator's goals rather than simply achieving reciprocity. This viewpoint can also be applied to the translation of Network Catchwords. When translating Network Catchwords, remaining faithful to the original text may not be enough to convey the same emotion and meaning in the target language. Under the perspective of Purpose Theory, translators can pursue conveying the main meaning and function, not just textual equivalence.

Based on the research results at home and abroad, it can be seen that researchers have applied a variety of theories and methods in their research in different fields, providing useful insight into our deep understanding of the generation, dissemination and translation of network buzzwords. However, the current research mainly focuses on the source and classification of network buzzwords, and does not

deeply study the specific application of translation strategies. In view of this, this paper will be based on the perspective of specific case and actual translation, discusses how to retain the original humor and creativity while convey the main meaning and function, to ensure that the network catchphrase in the target language culture can convey the same emotion and meaning, at the same time to retain its uniqueness, aims to promote the cross-cultural communication and translation of network catchphrase.

## **2. Translation of Internet Popular Words from the Perspective of Purpose Theory**

### **2.1 New Track**

The rise of the popular term "new track" in China's Internet is not just a simple linguistic phenomenon, but also a symbol of the spirit of the times. It reflects the desire and expectation for new opportunities, new challenges and new growth points against the backdrop of China's rapid economic development and accelerating social changes. Literally, the term "new track" originally refers to a new arena or race route. However, in the social context, its meaning has gone far beyond that. Nowadays, "new track" is often used to describe new development opportunities in various fields. Whether in the fields of science and technology, education, culture or economy, people are looking forward to finding their own "new track" and maximizing their personal and social values. When translating this term, we do need to balance the literal and metaphorical meanings. Therefore, "New Track" and "New Arena" are both good English translation options. In this case, "New Track" focuses more on innovation in direction and route, while "New Arena" emphasizes the new competitive environment and opportunities. Both translations convey the core meaning of "New Track" well, but each has its own emphasis.

The buzzword "New Circuit" is used in a wide range of contexts, not only in speeches by government officials and business leaders, but also in news reports, social media discussions, and everyday conversations of ordinary people. Of course, a cross-cultural communication strategy is essential to make this buzzword widely understood and accepted globally. For those international audiences who are not familiar with Chinese Network Catchwords, we can help them better understand and accept the concept by adding background introduction and case illustrations. At the same time, according to different contexts and needs, we can also flexibly choose translation strategies such as direct translation and paraphrasing to ensure that the translation is both accurate and easy to understand.

## 2.2 Chinese Modernization

“Chinese modernization” is an important assertion put forward by General Secretary Xi Jinping at the conference celebrating the 100th anniversary of the founding of the Communist Party of China, and it refers to the modernization path of socialism with Chinese characteristics. The concept emphasizes that China's modernization process must be based on its own national conditions and cultural traditions, with high-quality development as the fundamental goal, to achieve comprehensive modernization in all fields, including economy, politics, culture and society. When translating “Chinese modernization”, it is necessary to consider both the literal meaning and the deeper meaning of the term. Since the term has a specific historical background and cultural connotation in China, a combination of direct translation and commentary can be used to better convey the original meaning. For example, “Chinese modernization” can be translated into “Chinese modernization” with a nearby note: “a distinctive and unique path to China's modernization” to help the international community understand the uniqueness and innovation of China's modernization. As an important term in China, the translation of “Chinese modernization” should pay attention to conveying its unique cultural connotation and values. For example, “Chinese modernization” can be translated as “Chinese modernization”, with a note added next to it: “a distinctive and unique path to China's modernization”. To help the international community to understand the uniqueness and innovation of China's modernization. As an important term in China, the translation of “Chinese modernization” should pay attention to conveying its unique cultural connotation and values.

This important assertion of “Chinese modernization” is used in a wide range of contexts, including political speeches, news reports and other areas. The following are some specific contexts of use: Political speeches: On important political occasions, such as the Party Congress and the National People's Congress, Chinese leaders frequently mention “Chinese modernization”. They will explain the importance of this concept to China's development path, development model and development goals, and emphasize that China will push forward the modernization process while maintaining its own characteristics. News reports: When the media report on new developments and achievements in China's socio-economic development, “Chinese modernization” often appears as an important background concept. For example, when reporting on the high-quality development of China's economy, the construction of new towns and cities, and scientific and technological innovation, the media will emphasize that these achievements are important milestones on

the road to “Chinese modernization”. These contexts show that “Chinese modernization” has become an important guiding ideology for China's development, as well as the focus of global attention and research. It not only leads China's development path, but also provides new perspectives and insights for global development theory and practice. The translation of “Chinese modernization” should not only accurately convey the original meaning, but also reflect Chinese characteristics and help promote the in-depth development of Sino-foreign exchanges and cooperation.

## 2.3 Ceilings

The network catchword “ceiling” has been widely circulated in China's online community and has become a common term to praise the extremely high level or extreme state of a certain field or a certain person. The term implies an emotion of aspiration and admiration, and represents a kind of unsurpassed excellence and apex. When we try to translate “the ceiling” into English, we need to scrutinize its deeper meaning and look for the English equivalent that best expresses this meaning. “The ceiling” and “The pinnacle” are two good translation options. “The ceiling” emphasizes some kind of highest point, upper limit or limit, while “The pinnacle” expresses a state of being at the top, the pinnacle. Both options convey the core meaning of “The ceiling” well, but each has its own emphasis, so the choice needs to be weighed according to the specific context. In the process of cross-cultural communication, we need to note that the concept of “ceiling” does not have a direct counterpart in all cultures. Therefore, in the process of translation and communication, we need to assist translation through specific contextual descriptions and examples to help the target audience better understand and accept this concept. At the same time, we also need to pay attention to possible misunderstandings brought about by cultural differences to ensure that our translation and communication strategies fully respect and understand the cultural background and understanding habits of the target audience.

The network catchword “ceiling” is used in a variety of contexts, often to describe the highest level or extreme state in various fields. The following are some typical contexts: describing skills or abilities: when praising someone for reaching the highest level in a certain skill or ability, people will use “ceiling” to describe it. For example, “His basketball skills have really reached the ceiling, no one can beat him!” Here, “ceiling” means that the person's basketball skills have reached such a high level that it is difficult for others to surpass them. Describing the top level of an industry or product: When an industry or product reaches a very high standard or quality, it can also be described by

“ceiling”. For example: “The quality of this company's products is really the ceiling of the industry, and it is difficult for other brands to match it.” Here, “ceiling” means that the quality of the company's products is at the top level in the industry. To express a state of limitation: In addition to describing skills and abilities, as well as the top of the industry's products, the “ceiling” can also be used to describe a certain or insurmountable state. We must realize that the “ceiling” is not just a simple buzzword, but also the pursuit and admiration for excellence and the limit. When translating and disseminating this word, we should not only convey its literal meaning, but also convey the spirit of pursuing excellence and respecting the limit. Only in this way can the phrase “ceiling”, the network buzzword, truly maintain its original charm and power in the process of cross-cultural communication. It is important to recognize that “ceiling” is more than a simple buzzword; it implies the pursuit and admiration of excellence and limits. In translating and disseminating this term, we should not only convey its literal meaning, but also the spirit of pursuing excellence and admiring limits. Only in this way can the Internet buzzword “ceiling” maintain its original charm and power in the process of cross-cultural communication.

#### **2.4 Smoke and Fire**

“Smoke and fire” is a deep poetic and emotional network popular vocabulary, it with its unique charm, describes the rich and colorful human life, symbolizing the warmth, harmony and beauty of life. This word is a vivid portrayal of Chinese people's love for life and yearning for human kindness, and also reflects the value of family, hometown and reunion in Chinese culture.

In the translation of “Smoke and fire”, its rich cultural connotation and emotional color undoubtedly increase the difficulty of translation. Although it can be directly translated as “Fireworks Atmosphere”, which can convey the literal meaning of the words, that is, the atmosphere of fireworks, but the deep meaning of “Smoke and fire” is not fully expressed. The other translation, “Homely Atmosphere”, focuses more on the warmth and harmony of the home atmosphere, which better conveys the emotional color of “Smoke and fire”, but the literal meaning of the word is not sufficiently conveyed. In cross-cultural communication, how to make “Smoke and fire”, a word rich in Chinese cultural characteristics, resonate in the target language is a major challenge in the translation process. For audiences who do not understand Chinese culture, it is difficult to convey the real meaning of the words by simply translating them. Therefore, in the translation process, it is especially important to add cultural background explanations and depict corresponding scenes to

help the audience understand the emotions and imagery behind the “Smoke and fire”. At the same time, respecting the expression habits of the target language and avoiding semantic distortion caused by literal translation are also issues that need to be paid attention to in the translation process. Only in this way can the translation not only convey the original meaning, but also trigger the resonance of the target audience, and truly achieve the purpose of cross-cultural communication.

The term “Smoke and fire” is used in a variety of contexts and emotions, often in describing daily life, human interaction, family reunions and other scenarios, and the following are some specific examples of its use: describing daily life: people often use “Smoke and fire” when describing a dull and cozy life. For example, “Back in my hometown, I smell the familiar aroma of breakfast in the alley every morning, and that ‘smoky atmosphere’ makes me feel incredibly down-to-earth.” Here, “Smoke and fire” represents the triviality and beauty of life, a sense of stability and solidity. Describing human interaction: Chinese people pay attention to human feelings, and interactions between people are often characterized by deep emotions, which are also described by “Smoke and fire”. For example: “During the Spring Festival, the whole family gathers around to make dumplings and watch the Spring Festival Gala, and the house is filled with ‘Smoke and fire’, which is the flavor of home and the taste of reunion.” From these contexts of use, it can be seen that “Smoke and fire” is a kind of emotional projection of Chinese people's life, reflecting their longing for home and love of life. When translating this term, it is important not only to consider the literal meaning, but also to convey the deep emotion and love of life. For the target audience, understanding these emotions and contexts behind “Smoke and fire” will enable them to have a deeper understanding of Chinese culture and Chinese people's attitude towards life, thus achieving the purpose of cross-cultural communication.

The translation of “Smoke and fire” is not only a language conversion, but also a communication and understanding between cultures. In the process of translation, we have to preserve the mood and emotion of the source language as much as possible, and at the same time take into account the acceptance and understanding of the target audience, which requires us to have profound linguistic skills and rich cultural knowledge, as well as the love of life and the understanding of human feelings.

#### **2.5 Ice-Cream Assassin**

The network catchword “ice-cream assassin” is not only a playful term for the high price of ice-cream, but also a deeper reflection of the helplessness and pressure of consumers facing the price of certain

commodities in modern society. In the current era, with the development of the economy and social progress, people's consumption level continues to increase, however, along with it is the rapid increase in the price of some commodities, making ordinary consumers feel unbearable. The popularity of the term "ice-cream assassin" is a vivid portrayal of this social phenomenon. Ice-cream, as a summer delicacy, is a popular consumer product, but when its price soared to a level that was unacceptable to ordinary people, it gained the playful title of "assassin". This name not only reflects people's dissatisfaction with the high price of the product, but also reflects people's black humor in the face of this situation. When translated into English, "Exorbitant Ice Cream" and "Costly ice-cream assassin" are both good choices. Both options accurately convey the core meaning of "ice-cream assassin", which is expensive, and at the same time retain a certain amount of humor, so that the target audience can understand this Internet buzzword while feeling the teasing and sarcasm in the original word. Of course, in the process of cross-cultural communication, we must fully consider the cultural background and consumption habits of the target audience. In different cultural and economic environments, people's sensitivity and acceptance of commodity prices are different.

The contexts in which the Internet buzzword "ice-cream assassin" is used usually occur in the following situations: discussing the phenomenon of overpriced commodities: when people discuss the obviously high prices of certain commodities in social media or in their daily lives, they will use "ice-cream assassin" to describe the situation. This is the case. For example: "The price of drinks nowadays is crazy, a bottle of water costs several dollars, it's like the 'ice-cream assassin'". The term "ice-cream assassin" is used here as an analogy to the soaring prices of beverages to express dissatisfaction with the high prices. Sharing consumption experience: Some people share their consumption experience on social media after purchasing more expensive goods, and use the term "ice-cream assassin" to describe the phenomenon of high prices of goods, so as to trigger empathy among friends. For example, "I bought an ice-cream at the mall today, and it cost me 20 dollars... I was really stabbed by the 'ice-cream assassin'!" This usage usually carries some self-deprecation and humor. Media reports and commentaries: The media also use the buzzword "ice-cream assassin" when reporting on social phenomena such as soaring prices of certain commodities and the pressure felt by consumers. For example, "With the recent rise in food prices, even ice cream has become 'ice cream assassin', making ordinary consumers feel the pressure." This usage makes the report more vivid by quoting the Internet buzzword, and also easily

resonates with the readers.

When disseminating the Internet buzzword "ice-cream assassin", we should flexibly adjust our translation and dissemination strategies according to the local situation to ensure that the target audience can accurately and deeply understand the social phenomenon and cultural connotations behind this term. At the same time, we can also use a variety of means and channels, such as social media, web comics, etc., combined with specific situations and cases, to let the target audience more intuitively feel the social phenomenon of the high price of commodities represented by "ice-cream assassin", so as to trigger a wider resonance and discussion.

### **3. Reflections and Discussions**

#### **3.1 Network Catchwords and Social Mirroring**

Network Catchwords as a unique language phenomenon in the network era have long transcended the mere expression of network culture and become a powerful mirror image of the real society. They are not only a kind of linguistic innovation, but also a profound reflection of social mentality, value orientation and cultural characteristics. Taking "new track" as an example, the emergence and wide dissemination of this buzzword represents the mentality of people pursuing innovation and breakthrough in the new era. It echoes the current background of rapid social development and technological innovation, and at the same time, it has given rise to a greater spirit of exploration and innovation. Similarly, the buzzword "Chinese modernization" also deeply reflects the unique path and mentality of Chinese society in the pursuit of modernization. It is not only a modification or supplement to the Western modernization model, but also a comprehensive exploration based on China's national conditions, history and culture, as well as practical needs. The widespread dissemination of this buzzword reflects the efforts of the Chinese people to pursue modernization in social, economic and cultural aspects, as well as their pride and identification with their own development path.

Network Catchwords are not only a language phenomenon, but also a social mirror. They record the development and changes of the times in a unique way, reflecting people's mentality and cultural characteristics. Therefore, we should pay more attention to and study the social and cultural significance behind Network Catchwords to gain insights into the real face and development trend of the society, and provide useful references for building a more harmonious and progressive society.

#### **3.2 The Evolution of Buzzwords and Cultural Mobility**

Behind the semantic changes of Network Catchwords are often hidden deep-seated socio-cultural motivations, reflecting people's perceptions and expectations of a certain field or period of time. Take "ceiling" as an example, it was originally an architectural term used to describe the structure of the top of the interior of a building. However, in the context of the Internet, "ceiling" has gradually evolved into an adjective used to describe the highest level or top status in a certain field. This change in semantics reflects a change in society's perception and expectation of a certain field. In a competitive and excellence-oriented social environment, people aspire to find the highest standard or the best status in a certain field, so the word "ceiling" is given a new meaning. This evolution not only reflects the flexibility of language, but also reveals the continuous pursuit of excellence in society and culture. Similarly, the popularity of the word "Smoke and fire" reflects the pursuit of emotional life and the return to tradition and the countryside. In modern society, with the advancement of urbanization and the accelerated pace of life, people are more and more eager to return to nature and the countryside, looking for the simple and sincere emotions of life. Therefore, the word "Smoke and fire", which is rich in local flavor and human touch, has gradually become popular, which represents people's deep attachment to tradition and hometown, and also reflects people's strong demand for emotional life in modern society. The evolution of Network Catchwords is not only a linguistic phenomenon, but also deeply reflects the flow and change of culture. The semantic changes of these buzzwords are a true reflection of the social culture, the background of the times and people's mentality. By studying and paying attention to the evolution of these buzzwords, we can gain a deeper understanding of the development and change of society and the flow of culture.

### **3.3 How to get the Buzzwords Right**

In the face of the linguistic phenomenon of Network Catchwords, we should maintain a rational and open attitude. We should appreciate the creativity of Network Catchwords. These buzzwords are often original, imaginative and interestingly created by netizens. They can spread rapidly precisely because they express a certain emotion or point of view in a concise and graphic way, which resonates with the majority of netizens. At the same time, these buzzwords also represent the social and cultural phenomena in a certain period of time, providing us with new perspectives to observe and understand the society. While appreciating the creativity and fun of Network Catchwords, we should also maintain a cautious attitude. Because, these buzzwords may sometimes carry some misleading or negative influences. Especially for some specific groups,

such as teenagers or less educated netizens, they may not have an accurate understanding of Network Catchwords and are vulnerable to their negative influence. In order to better guide the development of Network Catchwords, we also need to strengthen guidance and education on Internet language. This includes improving the public's ability to recognize Internet language and cultivating their critical thinking so that they can make rational and correct judgments when facing Network Catchwords. Network Catchwords are not only a language phenomenon, but also the cultural imprint of a society. They reflect the change and development of society and record people's thoughts and feelings. Therefore, we should think about and explore the deep meaning and social value behind Network Catchwords from many angles, so as to make them an important window for us to understand the society and observe the times.

### **4. Conclusion**

To summarize, the translation of Network Catchwords is not only a mere communicative issue, but also a cultural issue. It reflects the phenomena and opinions in the fields of society, current affairs, politics and entertainment, and presents the qualities of humor, colloquialism and fashion. Cultural differences, pragmatic factors and multiple meanings should be focused on in the translation process. The precise meaning and cultural connotation of the original text should be conveyed while maintaining humor and innovation. Especially in cross-cultural translation, the differences between the cultural backgrounds of the source language and the target language, as well as the ways of thinking and socio-cultural connotations should be taken into full consideration, and translation strategies such as augmentation, direct translation, and paraphrase should be reasonably selected to ensure that readers can understand and feel the rich meaning of the original text.

The analysis in this paper mainly focuses on Chinese Network Catchwords, and the research on other languages is still insufficient. Future research can further expand the range of languages to fully understand the influence of different cultures on Network Catchwords. In addition, in the process of translating Network Catchwords, challenges such as cultural differences, pragmatic factors and multiple meanings still need to be faced, and future research can explore in depth how to cope with these challenges more effectively and improve the accuracy and communication effect of translation.

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