

On the Translation of New Energy Enterprise Websites from the Perspective of Eco-Translatology

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Abstract

This study examines the English translation of corporate websites from new energy enterprises in China from an Eco-translatology perspective. This research analyzes how translators make adaptive selections at the linguistic, cultural, and communicative dimensions to achieve adaptation within the target-language ecological environment. The findings reveal that the translator employs translation methods and techniques such as addition, conversion, omission, reordering, syntactic restructuring and free translation at the linguistic, cultural and communicative dimensions to enhance readability, cultural resonance, and persuasive impact. These adaptations are not arbitrary but represent strategic choices aligned with the expectations of international audience. By prioritizing functional effectiveness over formal correspondence, the translations successfully project an image of innovation, reliability, and global competitiveness for China's new energy companies.

Keywords

Eco-translatology; new energy; corporate websites; English translation.

1. Introduction

Since the proposal of the Belt and Road Initiative (BRI), Chinese enterprises have accelerated their pace of going global. In this context, enhancing their international communication capabilities has become crucial. The translation of Corporate International Communication (CIC) materials has garnered significant attention, with the translation of corporate websites being particularly important. Energy serves as the lifeline of modern economic and industrial development, and promoting the high-quality growth of new energy is essential for achieving high-quality economic and social development. Against the backdrop of a rapidly advancing global energy transition, Chinese new energy enterprises are setting off a new wave of international expansion.

A review of existing research on corporate international communication translation reveals a lack of focus on new energy enterprises. Furthermore, many studies approach translation strategies from traditional theoretical perspectives—such as functional equivalence or adaptation theory—thereby somewhat overlooking the communicative purposes that corporate international communication aims to fulfill. Eco-translatology, as an interdisciplinary approach that draws on theories from the natural sciences to address translation issues, emphasizes ecological environments. This aligns seamlessly with the green, environmentally friendly, and sustainable development philosophy championed by new energy enterprises. Such congruence offers a fresh perspective for translating international communication texts for new energy companies. Integrating Eco-translatology theory with corporate international communication texts, this study applies the “adaptation and selection” principle, with a focus on the “three-dimensional” transformation, to analyze translation methods and techniques used in translating Chinese corporate websites of new energy companies. This research aims

to expand the application of the theory in international communication practice and to deepen the study of corporate CIC translation. It holds significance for effectively narrating Chinese corporate stories and enhancing their international competitiveness.

The objective of the study is to explore the adaptation and selection strategies across the linguistic, cultural and communicative dimensions. To this end, the study addresses the following questions:

What translation methods and techniques are employed in translating English corporate website from Chinese new energy enterprises?

2) How do these methods and techniques reflect the adaptive selections guided by the three-dimensional transformation principle within the target-language ecological environment?

2. Literature review

2.1. Eco-translatology

Inspired by the development of ecological thoughts, Eco-translatology was proposed by Chinese scholar Hu Gengshen in 2001. Since then, this theory has garnered considerable academic attention and achieved significant recognition within the translation studies community. Dollerup comprehensively discussed its uniqueness at the First International Conference on Eco-translatology, distinguishing it from the three predominant schools of translation studies in Europe and endorsing its core principles. This work substantiates the important role of Eco-translatology in the global translation discourse system[1]. Scott discussed the translation of poetry from the viewpoint of eco-translatology and emphasizes that eco-translation is not just about enhancing readers' ecological awareness when translating certain ecological texts identified by eco-criticism[2]. Ecological translation was examined from a global environmental humanities perspective, where the "ecological environment" carries a "real reference" meaning[3]; however, it does not feature terms directly related to translation operations, such as "translation ecological environment". Aksoy highlighted the translation preferences of the translators of Otadirek and their significance in reproducing Kemal's ecological view in translation in an ecocritical way[4].

In China, academic attention has also been paid to the theoretical foundations of Eco-Translatology itself. Lan and Feng pointed out several suggestions for constructing the theory of translation studies based on the developments of Eco-translatology[5]. Fang illustrated the conceptual system of the translational eco-environment, analyzing its different strata and clarifying the transformation process from the original to the translational eco-environment[6]. In addition, key questions were raised concerning the preservation of the "translational ecological balance" for future study. These studies offered insights into subsequent research. A larger body of scholarship has used Eco-translatology as a theoretical framework to guide translation practice and pedagogy. The most extensively applied concept within this paradigm is the theory of "three-dimensional transformation"—analyzing adaptive shifts across linguistic, cultural, and communicative dimensions of translation. Scholars have drawn upon this framework to investigate various aspects of translation practice, including translation methods, strategies, and translators' decision-making. Within these diverse applications, tourism translation and international communication translation have emerged as particularly prominent areas of research. Li examined the translation of conference and exhibition materials from an Eco-translatology perspective, proposing improvements to the translation environment within event organization and advocating for the cultivation of competent translators to build a multidimensional translation system for international communication[7]. The English translation of public signs in scenic spots was investigated based on the three-dimensional principle, and solutions to the translation problems were offered[8-9]. In a different context, Wang and Yang analyzed English signage in hospitals and called for the

standardization of public signs translation[10]. Yuan looked into how ecological adaptation informs text selection and facilitates optimal transformation within the target language ecosystem in political contexts[11]. Meanwhile, the theory has also been applied to the English translation of literary works [12-13]. Guided by eco-translation ethics, Li et al. explored principles and strategies for translating the websites of mining and metallurgical enterprises, employing a textual function comparison approach oriented towards corporate needs and target readers expectations as evaluation criteria[14].

2.2. Translation of corporate international communication materials

Research on the translation of corporate international communication materials has yielded fruitful results over the past two decades. Previous studies have approached the topic from diverse theoretical perspectives, including Skopos theory[15], text typology[16], appraisal theory[17] and new rhetoric theory[18]. Furthermore, Wu and Li analyzed the application of recontextualization and transformation in corporate website translation, summarizing principles for transmitting corporate culture through recontextualization[19]. Tao investigated editing strategies for corporate website translation from the angle of information architecture, while Li explored the application of rhetorical persuasion to the strategic selection and textual construction in translating corporate promotional materials, with the goal of enhancing persuasive effect, promotional impact, and global influence[20-21].

However, most of these studies are predominantly grounded in Western translation theories. Research on CIC translation remains fragmented, lacking systematic theoretical discussion or detailed examination, which results in limited actionable guidance for translation practice[22]. Consequently, he constructed a research framework for Chinese CIC translation based on a self-built corpus. Recent scholarly attention has shifted towards corporate international publicity translation and corporate image construction. The USAS semantic analysis system was used to examine the corporate image construction strategy embedded in the corporate introduction text[23]. Mou and Wu explored ways of constructing China's corporate image through hypertext translation, utilizing its nonlinear, multimodal and interactive features[24]. Several scholars have also approached CIC translation from linguistic perspectives. Wang employed a five-dimensional model for business translation research from the perspective of critical genre analysis to analyze translation practices in the CSR reports of Chinese energy companies[25]. On the basis of embodied cognitive linguistics, Li and Zhang examined the characteristics and strategies for translating political metaphors from three interrelated dimensions: reality, cognition, and language[26].

Research on Eco-Translatology has covered diverse areas such as tourism promotion, medical culture introductions, and public signs. However, its application to corporate international communication materials, particularly in the burgeoning new energy sector, remains unexplored. Within CIC research, while various translational and linguistic perspectives have been adopted, there has been insufficient emphasis on the actual communicative efficacy achieved during language conversion. Therefore, to address these gaps, this study will apply the framework of Eco-translatology to investigate the effectiveness of translations in the CIC materials of new energy companies, focusing specifically on how adaptive selection strategies across the three dimensions achieve communicative goals within the target ecological environment.

3. The analytical framework

Eco-translatology is an interdisciplinary field that integrates ecological principles with translation studies. It conceptualizes translation as a complex, dynamic ecosystem, a selective activity in which the translator adapts to the translational eco-environment, going beyond mere linguistic transfer. Within the broader discourse system of ecological translation, Eco-

translatology is built upon core concepts such as the “translational eco-environment”, “translation adaptation and selection theory” and “three-dimensional transformation”.

In Eco-translatology, translation is defined as “a translator’s adaptation and selection activities in a translational eco-environment”[27]. The translational eco-environment refers to the world represented by the source text, source language, and target language—an interconnected and interactive whole that includes linguistic, communicative, and cultural, and social elements, as well as participants such as the author, reader, and commissioner[27]. It constitutes the totality of factors that constrain the translator’s optimal adaptation and selection.

“Adaptation” and “selection” describe two interconnected facets of the interaction between the translator and the translational eco-environment, reflecting two sides of the same process. Adaptation refers to the translator’s adjustment to the eco-environment, with the translator as the active agent. To produce a successful translation, the translator must actively perceive, comprehend, and adjust to this environment, which consists of factors such as the source text, source and target cultures, readership, commissioner, and prevailing social ideologies. Selection, in this framework, involves dual agency: the translator’s choices and the environment’s selective pressure. After adapting to the environment, the translator makes concrete translational decisions, which are then tested and “selected” by the target-culture environment, including readers, critics, and the market. For a translation to be successful, the translator must make adaptive selections and transformations across three interrelated dimensions: the linguistic, cultural and communicative[28]. The linguistic dimension pertains to formal features of the source and target languages, including lexicon, syntax, and genre-specific style. The cultural dimension relates to cultural, social, and ideological contexts that inform both the source text and its reception in the target culture. The communicative dimension concerns the translation’s purpose, including reader demographics, client specifications, and publishing norms [29].

Translation, in this view, is not merely a linguistic exercise but a systematic process. It requires the translator to constantly make choices that balance faithfulness to the source text’s linguistic, cultural, and communicative intent with the need for the translation to thrive in a new ecological environment—that of the target language and culture. The translation process begins with the source text and operates within a macro translational eco-environment, which includes linguistic, cultural, and social constraints of both source and target contexts. The translator’s primary role is to actively adapt to this multifaceted environment, implementing concrete selections through three-dimensional transformations. The ultimate goal is to produce a target text that achieves a high “degree of holistic adaptation and selection”, ensuring it is not only accurate but also acceptable and viable within the target culture. The analytical framework based on this process is illustrated in Figure 1.

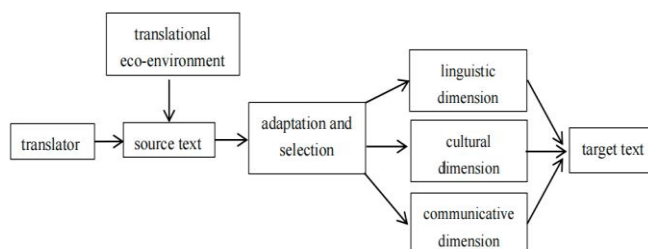


Figure 1. The analytical framework

4. Research methodology

This study is designed as a descriptive-explanatory qualitative case study to investigate the English translations of corporate websites from Chinese new energy enterprises. Texts under

examination are the specific translation instances (company profiles, mission statements, product descriptions, slogans) extracted from the official English websites of selected Chinese new energy companies, including but not limited to BYD, EVE Energy, GEM, BTR, and TWS. For each case, the original Chinese text (Source Text, ST) and its corresponding English translation (Target Text, TT) are compiled into a parallel corpus to facilitate comparative analysis. The methodology involves a comparative analysis of parallel texts (Chinese source texts and their English translations). The data analysis is guided by the theoretical framework of Eco-translatology, primarily drawing on principles of “adaptive selection” and the “three-dimensional transformation” (linguistic, cultural, and communicative) to identify and interpret the translation strategies employed. This approach allows for an in-depth examination of how translators make strategic choices to adapt the texts to the target-language ecological environment, thereby achieving the communicative goals of corporate international communication.

5. Discussion

The corporate official website serves not merely as an institutional facade and virtual credential, but functions as an indispensable conduit for corporate branding and stakeholder engagement. Text can be classified into three main categories: expressive, informative, and vocative[30]. A corporate website is a hybrid text with a twofold purpose—to inform and to persuade. It aims to stimulate interest among overseas audiences and encourage them to purchase the company’s products or services. Therefore, from the perspective of Eco-translatology, translators of CIC materials such as company profiles must fully leverage their initiative and assume their professional responsibility. They need to actively employ appropriate translation strategies and techniques to adapt to the “translational eco-environment” of international corporate communication and interpret the translated text within this context. When translating CIC materials, translators must fully consider the linguistic and cultural differences between English and Chinese at the lexical, grammatical, and syntactic levels. Within this eco-environment, they need to continuously make dynamic “three-dimensional” adaptations to realize the communicative goals of accurately conveying corporate information, promoting corporate culture, and facilitating international market expansion.

5.1. Adaptation and selection at the linguistic dimension

Translation constitutes a process of “adaptive selection” in which the translator must continuously make choices to adapt to the specific “translational eco-environment”, which includes the source text, the target language’s linguistic norms, and the communicative purpose of the translation. Adaptation and selection at the linguistic dimension entails the translator’s deliberate choices among language forms at various levels [31]. This process requires the translator to fully consider the linguistic conventions of target-language readers, ensuring an accurate transfer of the source text’s information through specific adjustments in lexicon, syntax, and discourse.

5.1.1. Lexical level

Example 1: 追求卓越 创造价值 言而有信 团队合作 尊重个人 (BTR Company Limited)

Translation: Pursue Excellence, Create Value, Dependability, Teamwork, Respect Individuals.

Analysis: The phrase “言而有信” is a four-character idiom that literally means “to speak and have trustworthiness”. It describes the virtue of keeping one’s promises, and being trustworthy and reliable. The expression is structured as a vivid, verb-oriented phrase which links an action (speaking) and its quality (being trustworthy). In the source text (ST), which presents the corporate value of BTR Company, the target audience includes employees, clients, and international partners. It is common in English corporate value statements to use abstract noun

or noun phrases for conciseness, or imperative verbs to communicate the company's guiding principles. The translator adapted the list to maintain a consistent pattern in English: the first two values use imperative verbs, whereas the last three use nouns. Translating “言而有信” literally into a verb phrase like “Be Truthful to Your Word” would have broken this syntactic rhythm, making the list appear uneven and less professional. Thus, the translator converted the vivid four-character idiom into a single, powerful abstract noun: dependability. This shift entailed a change in world class: from a verbal phrase emphasizing the act of promise-keeping to a noun capturing the underlying quality of being reliable. The term “Dependability” effectively conveys the core meaning of 信 (trust) and implies that the company and its staff can be relied on to fulfill their commitments. While alternatives such as “Promise-Keeping” or “Trustworthiness” were likely considered, “Dependability” was selected for its strong resonance in a business context, where it underscores reliability and consistency. This lexical adaptation ensures that the translation aligns with the linguistic and professional norms of the target eco-environment, enhancing recognizability, acceptance, and communicative effectiveness. Although the form of the original idiom is transformed, this adaptive selection allows the target text (TT) successfully fulfills its communicative purpose within the new cultural and corporate context.

5.1.2. Syntactical level

Example 2: 电池是一个生命体,我们始终抱着敬畏的心做好每一颗电池。(EVE company)

Translation: The battery is like a living entity, and we produce them with uncompromised respect and dignity.

Analysis: The ST shows typical Chinese syntactic features: parataxis (where clauses are juxtaposed without connectives) and a pre-verb adverbial phrase (“抱着敬畏的心”). The translator, however, made several crucial adaptations to conform to the syntactic norms of the target language eco-environment. First, the adaptation from a metaphor to a simile is a key syntactical choice. The ST's metaphorical structure “A是B” (A is B) was rendered using simile pattern “A is like B”. This rhetorical shift aligns with English conventions, where comparing an inanimate object (“battery”) to a “living entity” using “like” sounds more natural and less abrupt to the target reader than a direct metaphorical statement. In addition, the translator restructured the adverbial phrase. While the ST places the adverbial “抱着敬畏的心” before the verb, the English version places corresponding prepositional phrase “with uncompromised respect and dignity” after the verb. This selection adheres to the English end-weight principle, which favors placing heavier, more complex information toward the end of a sentence. Furthermore, the general Chinese verb “做好” (do/make well) was replaced with the more specific and contextually appropriate verb “produce”. This syntactical selection enhances clarity and fits the professional manufacturing context. The addition of the connective “and” improves the coherence to the TT. The use of “them” as an explicit object for the transitive verb “produce” reflects adaptation to English syntactic rules of hypotaxis. This is because Chinese allows object omission, whereas English generally requires explicit grammatical objects to form a complete sentence. These adaptations result in a sentence that is syntactically natural, clear, and effective within the English language ecosystem, thereby achieving the communicative purpose of the corporate website.

5.2. Adaptation and selection at the cultural dimension

The concept of “adaptation and selection at the cultural dimension” describes a translator's active negotiation of cultural differences. It involves making strategic choices to adapt the translation to the target cultural eco-environment, which facilitates its acceptance by the target audience and thus achieves the objective of cultural exchange (Hu, 2013). This requires the

translator to pay attention to the cultural differences between the source language and the target language so as to avoid misunderstandings.

Example 3: 汉为观止。(BYD company)

Translation: BYD HAN—An instrument of sheer luxury, power and safety.

Analysis: The ST is a masterful pun that is almost impossible to translate directly due to its profound cultural connotations. It represents a clever homophonic play on the Chinese idiom “叹为观止”, which means “to acclaim something as the peak of perfection” or “to be amazed by something so extraordinary that nothing could surpass it”. It replaces the character “叹” (to sigh in admiration) with “汉”, which also refers to one of the BYD car series. BYD names its car models after ancient Chinese dynasties. The new electric car model launched by BYD in 2020 is named “Han”, after the Han Dynasty. This substitution directly links the sense of awe to the product itself, implying: “The Han vehicle is what makes me sigh in awe.” The character “汉” also carries profound cultural weight, evoking the great Han Dynasty—a golden age of Chinese culture, power, innovation, and sophistication. For a Chinese audience, the name “Han” is not just a model name; but also connotations of prestige, heritage, and superior quality. Faced with this culturally rooted wordplay, the translator selected to completely abandon the original linguistic structure. Instead of preserving the form, the translator focused on conveying the idiom’s core meaning: expressing the highest possible acclaim and excellence. The communicative function (to amaze and impress) is preserved, even though the linguistic method is entirely different. Through free translation, the translator selected to replace the source culture’s historical values with those emphasized in the target culture: luxury, performance, and safety. These are the universal pillars of premium automotive marketing in North America and Europe. “Sheer luxury” appeals to desires for comfort, status, and premium experience. “Power” addresses a core performance attribute of a car (especially an EV). “Safety” is a critical purchasing factor, particularly for family vehicles and in markets like the US and EU. By placing the text in a cultural context that the target audience understands and values, the translation speaks their language not only linguistically but also in terms of consumer desires. The result is a rendering that fails as a literal translation but succeeds as an intercultural marketing slogan. It fulfills the same communicative aims as the original: to position the BYD Han as an exceptional, awe-inspiring, and top-class product. This exemplifies the essence of adaptation at the cultural dimension.

Example 4: 资源有限, 循环无限。(GEM company)

Translation: Recycling for future

Analysis: The source text is a slogan deeply rooted in Chinese Taoist and Buddhist philosophy. Its four-character parallel structure represents a classic rhetorical device in Chinese, characterized by rhythm, balance and intellectual elegance. The expression presents a dialectical relationship between the “有限” (finite) and the “无限” (infinite), suggesting a logical consequence and a call to action: since resources are limited, we must pursue infinite recycling to achieve sustainability. A literal translation, while faithful to the original form, may fail to convey the philosophical connotations to an audience unfamiliar with this expression. In this case, the translator adapted the message to the pragmatic culture prevalent in Western environmental discourse through domestication. The abstract concept of “无限” is transformed into the tangible goal of “for future”, shifting the focus from a philosophical ideal to a concrete, actionable mission. The phrase “for future” is a universally understood motivator in sustainability messaging, conveying purpose and urgency. It aligns with the Western cultural emphasis on practical solutions and legacy-building. The TT frames the message around benefit and purpose. It completely omits the reason (“资源有限”) and centers on the positive action and its outcome. “Recycling” is explicitly named as the means, and “for future” is the inspiring

goal. This selection is strategically positive: rather than beginning with a negative premise (scarcity), it starts with a positive solution (recycling) and its ultimate benefit (a sustainable future). This technique is often more persuasive in Western marketing and communication contexts, as it inspires hope and participation rather than fear or obligation. Although the original Chinese slogan derives its aesthetic power from its parallel structure and rhythmic balance, the translator intentionally abandoned this form in favor of a concise, memorable noun phrase “Recycling for Future”. This structure is highly conventional in the English slogans and contributes to the translation’s effectiveness through clarity and familiarity. The resulting text, as a modern, global corporate slogan, is easy to remember, say, and brand, thereby fulfilling its communicative purpose in the target cultural environment.

5.3. Adaptation and selection at the communicative dimension

Adaptation and selection at the communicative dimension means that, in addition to performing linguistic transfer and cultural transmission, the translator should also strive to ensure that the communicative intent of the original work is faithfully reproduced in the target language and is accepted and comprehended by the target-language readers[28]. The ultimate goal of corporate international communication is to convey the communicative intent of ST. The corporate website is to inform target customers of corporate products and values so as to gain their trust. Only by taking linguistic and cultural aspects into consideration can promotional material translation have its existential value and significance.

Example 5: 员工是公司重要的资产, 全体成员工作热忱投入、主动奋发、上下一心, 共建明美。(TWS company)

Translation: United as one, every employee in TWS devotes their passion and effort into whatever work they do, and across all departments.

Analysis: The core communicative goals of the source text are to express unity, dedication, and collective effort. The translator made several crucial adaptive choices to tailor the message for its English-speaking audience, ensuring the communication is effective, natural, and achieves its purpose. The four-character phrases “热忱投入、主动奋发、上下一心、共建明美” exhibit overlapping meanings. The translator first used reordering and selected “United as one” to translate “上下一心”. This choice immediately establishes the core theme of unity, which is a powerful and valued concept in Western corporate culture. It attracts the reader’s attention and sets an appropriate tone. This adaptation prioritizes the most effective idea first, conforming to English preferences for starting with a strong, thematic hook and making the message more dynamic and engaging. A critical communicative adaptation concerns the clause “员工是公司重要的资产”(Employees are the company’s important assets). While common in Chinese corporate discourse, calling people “assets” can sound impersonal in English-speaking cultures. Since the communicative purpose is to inspire rather than commodify, the translator wisely omitted this phrase to avoid potential cultural misalignment, focusing instead on employees’ actions (devotion and passion) as a more positive and acceptable way to express their value. The two phrases “热忱投入、主动奋发”(fervent dedication, proactive initiative) also convey overlapping meaning. To avoid redundancy, the translator condensed them into the concise and natural English collocation “devotes passion and effort”, which effectively captures the meaning without the formal tone of a literal translation. The concept of “主动奋发” is further conveyed through the active structure of the entire sentence (“every employee devotes”). The language sounds less like translated buzzwords and more like authentic modern corporate communication. Finally, the expression “共建明美” (jointly build Mingmei) is generalized for broader relativity. Rather than repeating the company name, the translator rendered the concept into “across all departments”, which is a concrete and readily understandable way to express collaboration in a Western business context. This adaptation

makes the abstract idea of “共建” more tangible. In summary, The TT successfully prioritizes the communicative function (building a positive, motivational, and unified corporate image) over strict lexical fidelity. It ensures the message is not just understood but is also effective and appropriate within the target cultural and corporate ecosystem.

Example 6: 用技术创新, 满足人们对美好生活的向往。白天, 太阳能电站像植物一样捕捉阳光的能量; 夜晚, 储能系统将白天储存的能量平稳地输送到千家万户。(BYD Company)

Translation: Technological innovations for a better life. During the daytime, solar farms capture the power of sunshine; at night, energy storage systems deliver power to families.

Analysis: The translator selected “solar farms,” the standard and natural term in English for large-scale solar energy generation facilities, over the more literal and technical “solar power station.” The adverb “平稳地” (smoothly) is omitted because the verb “deliver”, in an energy context, implies a stable and reliable supply. Adding “smoothly” would be redundant in English, demonstrating adaptation to linguistic economy. The hyperbolic Chinese idiom “千家万户” (thousands of households) is adapted into the simple, natural English word “families”. A literal translation would sound exaggerated and awkward in English. “Families” or “homes” effectively conveys the intended meaning of “end consumers” with greater clarity and simplicity. The Chinese source text is verb-driven, using active constructions such as “用 (use)技术创新, 满足 (satisfy)...向往”. This dynamic and direct style is typical of Chinese rhetoric. The translator adapted to the preferred stylistic norm of English promotional discourse, which often favors concise, noun-based phrases for impact and memorability. Instead of a literal translation like “Use technological innovation to satisfy...”, the translator selected a powerful nominal structure “Technological innovations for a better life.” This choice creates a succinct, slogan-like quality that aligns perfectly with international corporate branding. It is immediately understandable and resonates with the stylistic conventions of the target language eco-environment. The simile “像植物一样捕捉阳光的能量” (capture the sun’s energy like plants) is a literary device that connects technology to nature, evoking a sense of harmony. However, the translator made a deliberate choice to omit the simile “like plants”. In Western technological marketing contexts, comparisons to plants might unintentionally suggest slowness or organic fragility rather than high efficiency and engineering prowess. Although the poetic imagery is lost, the core message of efficiency (“capture the power of sunshine”) is strengthened. This adaptation prioritizes the communicative purpose (projecting reliability and innovation) over strict semantic fidelity, ensuring the message is received as intended in the target culture.

6. Conclusion

The analysis of the English translation of the corporate website from Chinese new energy companies reveals the strategic application of translation methods tailored to the needs of target readers. These translation methods and techniques can be summarized across the three dimensions. At the linguistic dimension, the most frequently employed methods and techniques include conversion of word class and rhetorical devices, syntactic restructuring, and addition. The goal is to enhance linguistic fluency, readability, and professionalism in the target language. Free translation is often utilized at the cultural dimension. It is rather difficult to translate cultural-loaded words literally, as the target audience may not grasp the gist. Thus, such expressions are either adapted into internationally familiar equivalents or explained succinctly within the text. Corporate slogans rooted in Chinese culture are often translated for their core meaning rather than their literal form to avoid confusion, demonstrating strong adaptation to the target audience’s reading habits. At the communicative dimension, the translator adopts translation techniques such as omission, reordering and free translation to achieve persuasive and appellative functions equivalent to those of the source text. This is evident in the adaptation

of long Chinese sentences and slogans into more direct and effective English expressions, the strategic emphasis on international partnerships to build credibility, and the restructuring of information hierarchy to prioritize what is most relevant to the global investor or customers. The translation strategies identified above are a clear manifestation of the translator's subjectivity. The translator plays a central role in responding to demands of the target-language ecological environment, which consists of the linguistic norms, cultural expectations, and communicative purposes of the international audience. Therefore, the translator must skillfully employ translation strategies to achieve multidimensional transformations at the linguistic, cultural and communicative levels. The application of translation strategies and techniques across these three dimensions demonstrates that these adaptive selections are guided by the overarching goal of ensuring the "survival" and "effectiveness" of the corporate international communication materials in a highly competitive global market. By adapting linguistically for clarity, culturally for resonance, and communicatively for persuasion, the translator enhances readability and comprehension of the target text, enabling new energy enterprises to construct an image of innovation, reliability, and global competitiveness. This study not only demonstrates the applicability of Eco-translatology in analyzing corporate international communication but also offers practical insights for translators and enterprises seeking to enhance cross-cultural engagement. It underscores the role of translation as a critical tool for constructing corporate identity and facilitating China's participation in the global sustainable energy discourse.

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