From the Perspective of Hermeneutics on Translation of Enterprise Website: A Case Study of ByteDance Homepage

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Abstract: This article mainly uses George Steiner's hermeneutic translation theory to study the English translation of the company's website homepage. It mainly uses Steiner's four steps of "trust", "aggression", "incorporation" and "compensation" to systematically analyze ByteDance's website text style of the home page, as well as translation strategies, aims to explore the role of Steiner's hermeneutics in the translation of informational texts, expand the application of Steiner's hermeneutics in the translation of informational texts, and apply this translation theory to translate related texts for the purpose of Translation studies offers a more novel perspective.

Keywords: George Steiner's hermeneutics; ByteDance homepage; Translation

1. Introduction

George Steiner is a representative figure of the hermeneutic school in contemporary Western translation theory. His most prestigious translation treatise, After Babel: Aspects of Language and Translation, provides an extensive and in-depth exposition of the study of language and translation, revealing the essence of language and translation by taking literary masterpieces as examples, and clarifying that translation is a fundamental element of language, and that translation and language understanding are inseparable. According to Steiner, translation is a process of understanding, i.e., understanding is translation. At the same time, he proposes that language has translatability, thus affirming the value and the necessity of translation. Steiner's translation theory divides the translation process into four steps, namely, trust, aggression, incorporation, and compensation. "Trust" means that the translator will study and understand the source text because he "believes" that it has the value of being translated; "Intrusive" is the understanding or interpretation of the original text is an "invasion" activity". Incorporation" is an activity of the translator's mind, in which the translator selectively retains or removes the characteristics of the source text to form the translation; "compensation" means that the translator restores the lost balance in the translation process in order to achieve an ideal translation. According to Steiner, a work will be improved once it is translated. Because the translation process will sort out and analyze the original text and the translated text in an orderly manner. A perfect translation can be achieved by striving for a balance between the original text and the translated text through the four steps of translation, so as to achieve no shortcomings and no surpassing. The four steps of translation proposed by Steiner is an important part of hermeneutics, which can be used to guide the translation of corporate websites to make the translation more faithful, fluent, maintain the style of the original text and achieve balance.

For the construction of the company itself, the foreign translation of the company's web page can introduce the company and its products to overseas customers in a comprehensive and detailed manner. Companies can put any information they want people to know into their website, such as corporate profile, corporate culture, etc., and display it on the webpage. Companies can use the Internet to communicate with overseas customers after translating their website in English. Therefore, for the development of a company's business, the key is how to promote the company's website to the world, which also reflects the importance and necessity of English translation of the company's website.

Through this translation research, the author intends to achieve two goals: theoretically, through the translation of the company's website, the translation theory and translation practice are combined, and the translation theory, skills and strategies involved in the company's website translation process are systematically summarized and summarized, hoping to provide certain references and references for the future translation of the company's website; From a practical point of view, we hope to provide

more accurate translations for its Chinese website according to customer requirements, so that its partners can have a more comprehensive and accurate understanding of the company's specific situation, so as to better promote trade cooperation.

2. Text features of company home page

2.1 Content introduction of Company home page text

Bytedance focuses on technology development, technology promotion, technology transfer, technology consulting and technology services. Beijing ByteDance is one of the first technology companies to apply artificial intelligence to the mobile Internet scene, and is an information technology company in Beijing, China. The company's vision is to build a "global creation and communication platform". The globalization of ByteDance started in 2015, and "technology to the sea" is the core strategy of ByteDance's global development. Its products include Today's Headlines, Watermelon Video, Jitterbug, Volcano Video, Know Your Car, Wukong Q&A, etc. ByteDance strengthens the fulfillment of technological innovation and social responsibility in three aspects: platform governance, content construction and information service. Platform governance is the primary responsibility to be assumed by the enterprise. The second is the responsibility of science and technology innovation. As a technology company, development is the first priority, talent is the first resource, and innovation is the first driving force. Bytedance is committed to applying artificial intelligence and other technologies to society and promoting social progress. Lastly, it is the responsibility of content construction and information service.

2.2 Research on the social functions and characteristics of the text on the home page of the company's website

2.2.1 Social function of the text on the home page of the company's website

A company can use its website homepage to promote its corporate culture, corporate products, corporate philosophy and recruitment of talents and other information and content. The company's website works like an advertisement of the brand's capabilities shown on TV, and, with a larger information capacity, the company's website can be better advertised so that people can know the company visually and clearly. Being able to present the company and its products in detail and comprehensively, it can also be able to keep in touch with potential customers. When people take the initiative to learn about the company's products, they will habitually go to the company's website to learn about the company's news and information, so that they can use the network to communicate with customers later. Customers can also actively provide feedback to the company through the company website. If customers want to know the company's culture, they will first log on to the company's homepage and ask the relevant staff for information.

2.2.2 Features of the company's website homepage text

Company website homepages belong to propaganda materials, so they usually use simpler vocabulary, and these can make the promotional materials easier to be read and understood, just to take care of consumers at all levels. The translator of the translation company should also use some common vocabulary when translating, but because the Chinese corporate promotional materials are relatively descriptive, usually more ornate in terms of words, with more modifiers, compact in structure and logical language, which can enhance the company's publicity and infectious effect, and neat counterpoint.

3. Overview of Steiner's Hermeneutic Theory

Hermeneutics is a philosophical and cultural trend that became popular in the West after the 1960s. Hermeneutics was initiated by Heidegger in the 20th century. Heidegger further sublimated hermeneutics from the traditional methodology of the humanities to philosophical hermeneutics, and proposed the famous "hermeneutic cycle", which is considered to have laid the foundation of modern hermeneutics. The hermeneutic view of translation is to "break the principle of 'fidelity' and 'reciprocity', and the so-called fidelity and right and wrong are caused by the difference of understanding". George Steiner is a famous American translator. Steiner was a famous American translation theorist and literary scholar who specialized in German, French and English. He has made

many contributions to translation theory, and his book After Babel: Aspects of Language and Translation is of great significance in the field of translation and has given translation scholars a further understanding of translation methods, which is of considerable theoretical value. Steiner emphasized the translator's subjectivity and creativity from a new perspective, arguing that translating a source language text means understanding the source language text and even transcending the creation of the original work. His ideas have been recognized by many translation scholars, but there are still some translation scholars who think that his views are too idealistic and impractical, and thus there are many problems in translation theory and criticize him. Steiner's translation theory is mainly divided into four steps, the first one is trust; the second one is aggression; the third one is incorporation; and the fourth one is compensation. The proposal of Steiner's translation theory has shaken up the translation field both at home and abroad, and has unique significance, and at the same time, there are some problems that need more consideration. However, it is undeniable that Steiner's translation theory has enriched the connotation of translation.

4. Website Analysis of Bytespring Company Guided by Steiner's Hermeneutic Theory

4.1 Trust

The first step of translation is to ask the translator to select the translated text, so the trust here refers to the translator's trust in choosing the source language text according to his own interests, creative ability, knowledge reserves, etc. If a translator is forced to translate a text in a field that he is not familiar with and is not good at, then the quality of the translation is worrying, and the translation process is meaningless. If the translator can translate according to his wishes, trust his translated text, and believe that his translated text is valuable, then the translation process must be positive and easy. Of course, when choosing a trusted translation, it is also important to note that the source language text is translatable. In today's market, articles are mixed, many texts are to meet the market, conform to people's preferences, always read catchy, but not really literary meaning. Therefore, translators should pay attention to the translatability of the article when choosing to translate the text. Trust means that when the author is translating, we must believe that the translated work is valuable and worthy of our translation, and all translation activities must start with trust. Then, when carrying out translation activities, the author should trust the original author, have a deep understanding of the raw materials, and use various translation strategies and translation skills to restore the content and values of the original author as much as possible on the basis of the original materials, so that the recipient can fully understand the meaning.

The material selected by the author comes from the homepage website of ByteDance, which ranks among the best in the global enterprise and has a relatively strong authority, using third-person narrative, objective tone, highlighting the customer-centric nature of the enterprise, strong agitation in language, trying to establish an emotional connection with customers, and the content is intuitive, concise and clear to express their intentions and thoughts. As a relatively strong global company, we need to further study its external communication. Therefore, acknowledging the existence of the original text and affirming its value and significance is the first step we should follow in our translation activities, and it is also the embodiment of the four-step "trust" in Steiner's hermeneutics.

4.2 Aggression

Steiner believes that the second step of translation is invasion, the translator needs to invade the source language text, fully analyze the connotation and meaning of the source language text, obscure cultural load words, and complex sentence patterns, etc. in order to fully understand the surface meaning and deep meaning of the original text, so as to carry out the next two steps of translation. The meaning of intrusion is similar to the process of the translator himself dividing the original text, making preparations, exploring intelligible words and sentences, and breaking them into reconstruction. It is the second step of translation, which can see what the general reader cannot see, one step ahead of the reader. Insight is more comprehensive and thorough. Readers and interpreters with subjective initiative need to invade the original text, interpret and translate. It is equivalent to the process of breaking the original text and reconstructing it.

Example 1: Stay level-headed. Focus on impact.

As a company that currently has a certain influence and market scale in China that uses the Internet as its platform for development, the website of its company homepage also adopts some popular words

on the Internet in the expression of some language and content. These Internet buzzwords are the common language used by Chinese netizens to communicate on the Internet platform, and to a certain extent, they also reflect the Chinese cyber language culture. When translating such words to foreign countries, it is difficult to make the target language audience understand the meaning of them by simple direct translation. In the example sentence, the word "Self-Hyped" is a common Internet buzzword, which basically means to amuse oneself, to enjoy some of the fun by oneself and ignore others. On the ByteDance's website, the phrase is actually a request for employees to "stay level-headed", clear-headed, not self-satisfied, and focused on the results of their work in their daily work. Therefore, some words with linguistic and cultural characteristics of the original language should be invaded and their connotation and meaning should be analyzed in depth in order to make the readers of the target language understand the meaning. The translator has to understand the original text in order for the reader to understand the translation.

Example 1: Be a champion of inclusion and foster a welcoming workplace.

Under Steiner's idea of translation as understanding and understanding as translation, the translator is given a great deal of autonomy to split and reorganize the source language according to the meaning of the sentence or the actual language usage, and to reinterpret the original text with the translator's autonomous understanding. The translation in the example sentence does not directly follow the simple subject-verb-object structure, but uses an appealing imperative sentence to break the sentence structure of the original. In terms of sentence meaning, Chinese expressions usually use some idioms, which are a unique expression in Chinese, and each idiom has an implied meaning rather than a simple literal meaning. When translating, the translator also needs to make an intrusive understanding of the idiom and translate its metaphorical meaning. "The idiom "the sea is inclusive of all rivers" is a very common idiom in Chinese, which is used to express the inclusiveness of a wide range of things, and its meaning is "very inclusive" when combined with the context. However, inclusion mainly refers to inclusiveness, it would be better to translate it as "inclusiveness". Therefore, this example sentence intrudes into the original text in terms of sentence style and meaning, and breaks the structure of the original text, and the translator's subjectivity is greatly reflected.

4.3 Incorporation

After the second step, the translator is given words and sentences from different fields, which are then translated into the target language after being fully understood. In the process of translation, some things are closer to the expression habits and usage of the target language and will be retained, while some things are not compatible due to the cultural history and wording habits of different countries, so they need to be dealt with and certain translation strategies can be adopted, such as naturalized translation, which requires the translator to try to convert obscure and difficult words into words and expressions that the target language readers can understand. The naturalized translation requires the translator, when absorbing, to try to convert the obscure text into words and expressions that the readers of the target language can understand and have similar meanings to the original. The translator's inner mastery of the source language and the target language is examined.

4.3.1 Incorporation of the meaning of the text

Since the language habits of the original and the target language are different, translators need to fully understand the meaning of the original text in the process of translation, choose appropriate translation methods and translation strategies to absorb the language expressions in the original text that are not suitable for the target language and can better fit the language habits of the target language readers.

Example 1: Be tenacious in making sure that the diversity of the world is reflected in your team.

In the original article, the author of "Mars Perspective" has a detailed understanding, which means that in the process of globalization, enterprises should strip themselves from their Chinese perspective, and use the perspective of Martians to think about how to carry out their own business in other countries, not be bound by prejudice, and separate the rational self. Due to the difference between Chinese and English language, in order to highlight the key points, Chinese sentences are neat, often repeating the meaning of sentences before and after, to achieve the role of emphasis, while English is logical and rigorous in expression, and strives to explain clearly, generally not repeated. Here, if the author translates word by word and sentence by sentence as "Be tenacious in making sure that the diversity of the world is reflected in your team and Operate companies without any characteristic of your own nationality. The meaning of "Martian perspective" and "difference and diversity" overlap, so

the translation of the phrase is omitted to make the meaning of the original clearer and less cumbersome. Therefore, in the process of "incorporation", the author adopts a translation method that highlights the emotional meaning slightly, combining the two sentences into one sentence, so as to make the intended message in the original work more relevant to the language and cultural habits of the target language.

4.3.2 Incorporation of textual forms

Since the linguistic habits of the source and target languages are different, there will be some differences in syntactic structure, which requires the reader to be able to fully understand the grammatical structure of the source and target languages and reabsorb the sentence structure and expressions of the original work.

Example 1: 150,000 minutes of high-quality extracurricular content will be developed and 1,000 community sites covered and 100,000 rural children served in the next three years in this plan. It is committed to promoting universal education and allowing children to see a bigger and more beautiful world.

From the original text, we can see that the Chinese sentences are more fragmented and mostly short, and they mostly take the active voice. It is in line with the language expression characteristics of Chinese. However, when translating from English, we should consider the language expression habits of English, which mostly uses a static sentence style, mostly long sentences, combining long and short, and mostly taking passive voice when the object is the subject. Therefore, in my English translation, the short sentences are converted into long sentences with a strict logical structure, and the active voice is changed into the passive voice. This is the "incorporation" of the structure of the translated language, and in the process of translation, the grammatical difference between Chinese and English is used to process the original language, which is more in line with the expression habits of the target language readers.

4.4 Compensation

After selecting the translated text in the first step, understanding the original text in the second step, and translating it with appropriate translation strategies in the third step, we come to the fourth step of compensation. Compensation is a further improvement of the translated text after the third step of incorporation. Since there are differences in meaning, vocabulary, grammar and syntax between the source language and the target language, it is very important to compensate and improve the translation after the completion of the overall translation. To compensate for the missing images and features in the translation of the source language, we need to use our knowledge base to balance the original and the translation.

4.4.1 Compensation by adding footnotes

In order to make up for the lack of information, the translator will added endnotes and arranged them in alphabetical order, and also will adopt the translation method of paraphrasing as the main supplement, supplement by pinyin and add annotations after the words. However, in the text of the web page of ByteDance, there is no case where footnotes are used.

4.4.2 By adding compensation

Due to the different cultural backgrounds and language habits derived from the dialect, the text in the original text may be omitted, so that the translator is required to appropriately add to the translation without deviating from the meaning of the original text during the translation process, so that the meaning of the translated text is more complete and the expression is clearer, so as to avoid the target language readers cannot accurately receive the meaning of the original text due to the incomplete expression of the translation.

Example 1: We require strict adherence to all applicable anti-corruption laws, including but not limited to the US Foreign Corrupt Practices Act, UK Bribery Act, and applicable international anti-corruption conventions, and applicable international anti-corruption conventions.

The original term "Anti-Corruption Laws" generally refers to a wider range of meanings in the Chinese to English translation process, but the context suggests that the term "anti-corruption" here refers to "commercial anti-corruption". Therefore, the anti-corruption laws here are, by default, the most severe laws in the administrative sanctions against commercial bribery, the Foreign Corrupt Practices Act and the UK Bribery Act. Therefore, it is necessary to add a translation to the original text

to clarify the specific names of the anti-corruption laws here, so that the translation is clearer and more readable to the target language readers.

5. Conclusion

Chinese company websites and foreign company websites have different characteristics in terms of text structure, content, word characteristics and rhetorical style, and there will be many Internet hot words on the homepage of the website. Therefore, in the process of translation, the biggest difficulty is the lack of "grounded" translation methods. So when translating, we should consider the readability of the translated text and the acceptability of the target language readers, and avoid all texts being translated word by word. In terms of vocabulary, translators should consider the difference between Chinese and English, and pay attention to the transformation of parts of speech; Besides, translators should pay attention to analyzing sentences and discourses, grasp effective information for translation, and avoid redundancy that makes it difficult for the audience to understand; Translators should be flexible in dealing with translation barriers caused by cultural differences between China and the West.

This paper takes the hermeneutic translation theory as the theoretical framework of the whole paper, evaluates the translation of the webpage text of Bytedance, considers the text characteristics and readers' psychology of different countries and nations, and adopts Steiner's four steps of "trust," "aggression," "incorporation," and "compensation" to study the translated text. These four steps fully reflect the subjectivity of the translator, that is, the translator should not only be faithful to the original text, but also have his or her own understanding and thoughts when translating. The study of enterprise website translation guided by this theory can provide more accurate translation as well as can provide reference for the same type of translation, which is also conducive to the partners to have a more comprehensive understanding of their specific situation, while promoting the trade cooperation.

Acknowledgements

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