

Analysis of Cross-Cultural Communication Paths in the English Translation of Company Profiles from the Perspective of Rhetorical Aesthetics

Liangxun Zhou*

School of Foreign Languages, Zhanjiang Preschool Education College, Zhanjiang 524300, Guangdong, China

**Author to whom correspondence should be addressed.*

Copyright: © 2026 Author(s). This is an open-access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0), permitting distribution and reproduction in any medium, provided the original work is cited.

Abstract: In the context of the continuous advancement of global economic integration and the ongoing evolution of the international communication landscape, the company profile, as an important text for showcasing the company image, conveying brand concepts, and expanding the international market, its English translation quality directly affects the perception and evaluation of the company by overseas audiences. Currently, many company profile English translations still have problems such as copying the original expression, insufficient rhetorical transformation, lack of cultural connotations, and unsatisfactory communication effects, making it difficult to achieve effective cross-cultural communication. The theory of rhetorical aesthetics emphasizes that language expression should not only accurately convey information but also take into account formal beauty, emotional appeal, and cultural acceptability, providing a new research perspective for the English translation of company profiles. This paper, based on the theory of rhetorical aesthetics and combined with relevant theories of cross-cultural communication, analyzes the manifestation of rhetorical aesthetic value in the English translation of company profiles, discusses the existing problems in current company profile English translations, and proposes practical paths to optimize the communication effect of cross-cultural communication, with the aim of providing references for the construction of international communication capabilities of companies and the improvement of the translation quality of company publicity texts ^[1].

Keywords: Rhetorical aesthetics; Company profile; English translation; Cross-cultural communication; Translation strategies

Online publication: May 26, 2026

1. Introduction

The process of economic globalization is continuously deepening, and Chinese companies are increasingly participating in international competition. The scope and depth of international exchanges and cooperation undertaken by companies have been continuously expanding. The company profile has become an important

carrier for companies to conduct international communication, shape brand image, and explore international markets. The company profile is not only the disseminator of information, but also the carrier of corporate culture, business philosophy, and brand spirit. With the changes in the international communication environment, overseas audiences increasingly value the expression style and cultural acceptance experience of the text. Simply relying on language conversion is no longer sufficient to meet the requirements of cross-cultural communication. In reality, many companies' English translations of their profiles remain at the level of word-for-word correspondence and sentence transformation, with language expression being stiff, cultural color being weakened, and rhetorical features being lacking. They cannot reflect the unique brand value of the company and fail to arouse the reading interest of overseas readers. The rhetorical aesthetic perspective emphasizes the technicality and appeal of language expression, and values the harmony of language form and cultural connotation. It can effectively overcome the shortcomings of traditional translation models. Applying the rhetorical aesthetic concept to the research of company profile English translation can not only improve the quality of the translation but also enhance the cultural compatibility and brand awareness of international communication of companies. This paper mainly studies the relationship between rhetorical aesthetics and cross-cultural communication, starting from the characteristics of company profile texts, analyzing the role of rhetorical aesthetics in company profile English translation, and then exploring ways to improve the effectiveness of international communication of companies, providing certain theoretical references and practical ideas for the construction of the international image of companies in the new era ^[2].

2. The theoretical basis of company profile English translation from the perspective of rhetorical aesthetics

2.1. The relevance of rhetorical aesthetic theory and company profile English translation

According to the theory of rhetorical aesthetics, language is not only a tool for transmitting information, but also has the functions of shaping images, stimulating emotions, guiding cognition, and spreading culture. In terms of the development process of rhetoric, rhetoric not only focuses on the selection of words and the arrangement of sentences, but also pays more attention to the artistic appeal and aesthetic value of language expression. The company profile is a comprehensive text with information, publicity, and cultural characteristics. Its main purpose is not only to explain the basic situation of the company, but more importantly, to shape the company image, enhance the brand appeal, and make overseas audiences have a positive perception. Therefore, company profile English translation cannot only remain at the level of mechanical conversion of semantic content, but should focus on the overall expression effect of the translation, so that the language conforms to the expression habits of the target language while also reflecting the characteristics of corporate culture. From the perspective of rhetorical aesthetics, company profiles often use some highly evocative rhetorical expressions, such as parallelism, metaphor, citation, symbolism, etc. These rhetorical techniques not only enhance the rhythm of the text but also express the value concepts of the company ^[3].

2.2. Rhetorical features of corporate introduction texts in cross-cultural communication contexts

Corporate introduction is a typical external publicity text, and its language has distinct characteristics of cross-cultural communication. On one hand, it needs to explain the authenticity and accuracy of the

corporate introduction; on the other hand, it should use persuasive rhetoric to shape the corporate image and enhance the communication effect of the brand. Therefore, corporate introduction has both explanatory and promotional characteristics, as well as cultural characteristics. Its rhetorical features are different from those of general application texts. Chinese corporate introduction is deeply influenced by traditional culture and often uses parallelism, enumeration, four-character phrases, and expressions with cultural symbolic meanings. For example, “Based on integrity, driven by innovation, and achieving win-win cooperation” and “Craftsmanship quality, pursuing excellence” are used. Their structures are neat, and at the same time, they reflect the musicality and rhythm of the Chinese language. Such expressions have strong appeal to Chinese readers, but English expressions place more emphasis on logical relationships and the simplicity of language. If the original structure is directly copied, it will result in repetition or exaggeration in the translation, which does not conform to the reading habits of English readers. English corporate introductions adopt writing methods such as factual basis, data support, and logical expression, focusing on objectively presenting the advantages of the company, and rarely use descriptive language^[4].

2.3. The value of rhetorical aesthetics in international corporate communication

International communication has changed from the original one-way information output to the current cultural identification and brand value dissemination. Corporate introduction is an important part of international corporate communication. The quality of its translation not only directly affects the international image of the company but also has an impact on the construction of a country’s cultural soft power. The role of rhetorical aesthetics is to improve the language quality of corporate introductions, making the translated language more natural, more infectious, and easier for overseas readers to accept, thereby enhancing brand affinity. From the perspective of brand communication, a good corporate introduction can not only introduce the strength of the company but also convey the company spirit, thereby evoking emotional identification from overseas readers. Rhetorical aesthetics is the way to achieve this goal^[5].

3. The lack of rhetorical aesthetics in the English translation of company profiles and the challenges of cross-cultural communication

3.1. The imbalance of language rhetorical conversion and its impact on communication effect

Company profiles are the texts that companies use for international communication. The quality of their translation is directly related to the company’s brand image and its international competitiveness. In recent years, more and more companies have begun to attach importance to the construction of English official websites, overseas promotional brochures, and international exhibition materials. However, many companies’ English translations of their profiles still have obvious problems of rhetorical conversion imbalance, which affects the effect of cross-cultural communication. Some translations overly emphasize form correspondence, translating Chinese expressions word for word into English, without considering the rules of English language expression, resulting in the translation retaining many traces of Chinese thinking and a poor reading experience. Chinese company profiles often use rhetorical devices such as parallelism, four-character phrases, and repetition and emphasis. These rhetorical devices are in line with the characteristics of the Chinese language, which emphasizes rhythm and overall beauty, and can enhance the language’s momentum and reflect the company’s corporate culture concepts. However, English pays more attention to clear logic

and concise information. If these rhetorical means are forcibly applied, the translation will have problems such as semantic repetition, complex sentence structures, and exaggerated expression, making it difficult for overseas readers to truly understand the company's information and also affecting the professional image of the company. Some company profiles, in order to highlight the company's strength, use a large number of modifying words such as "internationally leading", "world-class", "industry-leading", and "create brilliance". Chinese readers can generally understand the promotional nature of these words, but English business texts focus more on objective expression ^[6].

3.2. The weakening of cultural load information leading to reception deviation

Company profiles are not only the concentrated manifestation of basic company information but also a platform for the dissemination of corporate culture, brand concepts, and value systems. The cultural load information contained in them also reflects the company's business philosophy and cultural characteristics. In the process of cross-cultural communication, if the handling of cultural information is inappropriate, it will lead to the loss of cultural connotations in the translation, thereby affecting the understanding of the company brand by overseas readers. Chinese company profiles generally attach importance to cultural expression. Many companies integrate traditional Chinese cultural spirit into their corporate concepts, such as integrity in operation, win-win cooperation, harmonious development, and innovation and progress. These value pursuits have distinct Chinese characteristics and are also important components of the company brand culture. However, some translations, in an attempt to achieve language simplicity, delete a large amount of cultural expression and only leave basic factual introductions, resulting in a significant weakening of the corporate cultural characteristics and a tendency towards homogeneity in the company's brand image ^[7].

4. Optimization path for English translation of company profiles from the perspective of rhetorical aesthetics

4.1. Combining rhetorical reconstruction and text optimization

Rhetorical aesthetics emphasizes that language expression forms should serve communication. For the English translation of company profiles, it should follow the principle of functional equivalence and restructure the rhetorical system according to the characteristics of the target language, without adhering to the original form. The translator should grasp the structure of the company profile from the perspective of the overall text, integrate the information reasonably according to the expression characteristics of English business texts, and make the translation clearer in structure and more logically coherent. Chinese company profiles usually express themselves through the narrative methods of historical development, corporate culture, and prospects, with strong overallness. English company profiles pay more attention to highlighting key points and categorizing information. Therefore, the translator can appropriately adjust the text structure, organize the company's advantages, core business, brand characteristics, and development strategies separately to improve the efficiency of information acquisition. Rhetorical reconstruction is also reflected in the transformation of sentence structures ^[8].

4.2. Unification of cultural adaptation and aesthetic reproduction

The English translation of company profiles is both a process of language conversion and a process of cultural re-creation. Rhetorical aesthetics requires that the translation convey the aesthetic value of the

original text, allowing the target readers to have a reading experience similar to that of the original readers. Therefore, cultural adaptation has become the principle of the English translation of company profiles. The translator should consider the cultural background of the target audience and make corresponding adjustments to the culturally loaded information according to the laws of cross-cultural communication. For Chinese cultural expressions with unique characteristics, methods such as interpretive translation, functional correspondence translation, and cultural conversion can be adopted to make the translation have cultural characteristics and be understandable. Integrating traditional cultural concepts with modern corporate values and presenting the corporate culture spirit in a way that the target language can accept can enable overseas readers to understand the company information while experiencing the charm of Chinese corporate culture ^[9].

5. Enhancing cross-cultural communication capabilities through the perspective of rhetorical aesthetics in the translation of company profiles

5.1. Establishing a communication system for translating company profiles based on audience needs

The ultimate goal of translating company profiles is not to complete the language conversion, but to achieve effective information dissemination and the transmission of brand value. Therefore, from the perspective of rhetorical aesthetics, attention should be paid to the reading habits, cultural background, and information needs of the audience, and a discourse system that is more in line with international communication rules should be formed. For a long time, when translating external publicity texts of companies, more emphasis has been placed on the complete preservation of the original content, while ignoring the information reception methods of overseas audiences, resulting in the translation being correct in content but failing to achieve the effect of dissemination. International business communication emphasizes the idea of audience-centeredness. Translators should, based on the cognitive characteristics of readers in different countries and regions, appropriately modify the company profiles, making the language more natural and fluent and the organization of information more in line with the discourse structure of English. Information such as the company's development history, technical advantages, brand concepts, and social responsibilities should be integrated according to the order of information most concerned by the target audience, improving the readability of the text and the speed of information acquisition ^[10].

5.2. Improving the training of personnel for translating company profiles and ensuring translation quality

High-quality translation of company profiles cannot be without high-level translators and a complete quality assurance system. Currently, the international communication environment for companies is constantly changing, and translating company profiles is no longer a simple language task, but a comprehensive work that integrates knowledge from multiple disciplines such as linguistics, communication studies, cross-cultural communication, international business, and brand communication. Translators should not only have a solid bilingual proficiency but also have a comprehensive understanding of different cultural backgrounds, international business communication rules, and the brand-building ideology of the company. They should make corresponding rhetorical adjustments in specific communication objects to ensure that language expression and cultural dissemination are unified. Universities with foreign language and translation majors should increase the construction of courses such as rhetoric, cross-cultural communication, business English,

and international communication theory in the training process, cultivating students with international communication awareness and improving their cross-cultural expression ability. Companies should also establish a complete management system for translating company profiles, strengthening pre-transliteration planning, in-transliteration review, and post-transliteration evaluation in the translation process, thereby shaping a relatively complete quality control framework.

6. Conclusion

The company profile is a major form of international communication for companies. The quality of its English translation directly affects the shaping of the company's brand image and the effectiveness of cross-cultural communication. The theory of rhetorical aesthetics holds that language expression should take into account information transmission, cultural dissemination, and aesthetic experience, providing a new theoretical perspective for the research on the English translation of company profiles. From the analysis, it can be seen that currently, the English translation of some companies' profiles still has problems such as insufficient rhetorical transformation, insufficient expression of cultural connotations, weak awareness of the target audience, and poor communication effect. To a certain extent, this has reduced the international communication ability of the companies. Facing the new situation of the constantly changing international communication environment, the English translation of company profiles should break free from the constraints of traditional literal translation thinking, adhere to the integration of rhetorical aesthetics and cross-cultural communication, fully consider the rules of target language expression, and, in accurately conveying the company information, further strengthen the language's appeal, cultural affinity, and brand recognition. Translators should start from the perspective of international communication, use means such as rhetorical reconstruction, cultural adaptation, discourse optimization, and communication strategy adjustment to achieve the unity of language form, cultural value, and communication effect.

Funding

Guangdong Provincial General Higher Education Institutions' Featured Innovation Project Study on Enhancing China's Pharmaceutical Company Overseas Image with the guidance of Transknowletology (Project No.: 2024WTSCX196)

Disclosure statement

The author declares no conflict of interest.

References

- [1] Sun Q, 2014, Analysis and Countermeasures of Chinese Resume Translation. *Anhui Literature* (Second Half), (11): 122–123.
- [2] Wang XL, Hu KB, 2023, Translation of “Reform and Opening-up” in English Media and Its Reception Study. *Foreign Language Teaching Theory and Practice*, (4): 84–98.
- [3] Wang X, 2022, Strategies for English Translation of Cross-Border E-Commerce Product Descriptions. *Journal of*

Hebei North University (Social Sciences Edition), 38(5): 98–101.

- [4] Zhang Y, 2015, Cross-Cultural Communication Research on the English Translation of Chinese Original Online Games. *Journal of Beijing University of Posts and Telecommunications (Social Sciences Edition)*, 17(2): 8–13.
- [5] Bai H, 2013, Research on English Translation of Online News Headlines from a Cross-Cultural Perspective. *Borderland Economy and Culture*, (4): 146–147.
- [6] Zhu YN, Zhang GP, 2006, English Translation Skills of Textual Descriptions for Commodity Packaging under Communicative Translation Principles. *Science and Information (Academic Research)*, (11): 90–91.
- [7] Shang J, Lin XP, Hu Y, et al., 2011, Analysis on the Chinese-English Translation of Tourism Promotion Materials in Ningbo. *Anhui Literature (Second Half)*, (11): 207–209.
- [8] Zhao XY, 2018, Research on the Evolution of English Translation Norms for Works by National Leaders, thesis, East China Normal University.
- [9] Yang J, 2019, Research on English Translation of Chinese Classics and Cultural Communication. Xinhua Publishing House, Shanghai.
- [10] Li JH, 2021, Research on the In-Depth Study of the Cultural Education Approach of Multimedia Communication of Chinese Excellent Traditional Culture, thesis, Hunan University.

Publisher's note

Bio-Byword Scientific Publishing remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.