



Localized Expression of English Copy for Products on Cross-Border E-Commerce Platforms

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Abstract: Against the backdrop of the continuous expansion of China's cross-border e-commerce export industry, more domestic brands are going global. As a core medium connecting brands and overseas consumers, the English copy of products exerts a direct impact on product exposure, conversion efficiency and brand reputation abroad. Currently, most cross-border e-commerce enterprises still adopt literal translation, which gives rise to various problems such as poorly matched keywords, Chinglish sentence patterns, inadequate cultural adaptation and non-standard information presentation, greatly undermining market competitiveness. Guided by Eugene Nida's Functional Equivalence Theory and combined with relevant research on localized translation, this paper establishes a comprehensive strategic system for localized English copy by applying theories to the translation of product titles and detail pages on cross-border e-commerce platforms. It clarifies the key points of localization for title keywords, sentence structures, word order and dynamic optimization, as well as the stylistic rules, information layout, service descriptions and language standards for detail pages. Meanwhile, a full-cycle implementation framework consisting of preliminary calibration, in-process optimization and post-launch iteration is formulated, with typical translation examples for verification. The research proves that scientific localized copy writing based on translation theories can effectively break down linguistic and cultural barriers in cross-border trade, enhance user trust and boost product sales, providing practical references for the high-quality global expansion of domestic brands.

Keywords: cross-border e-commerce, product copy, English translation, localized expression, brand global expansion, Functional Equivalence Theory

INTRODUCTION

Against the trend of global digital trade, China's export-oriented cross-border e-commerce industry has maintained steady growth. Supported by a sound supply chain and diverse cross-border platforms, domestic products have entered markets across Europe, America, Southeast Asia, Latin America and other regions, becoming a major driving force for foreign trade growth. Nevertheless, as the industry booms, linguistic translation and cultural adaptation have gradually become major obstacles restricting brands from further exploring overseas markets.

Current Situation and Translation Pain Points of Export Cross-Border E-Commerce

Generally, small and medium-sized cross-border e-commerce merchants lack awareness and capabilities for professional localized translation. Most product copies rely on machine literal translation or Chinglish, resulting in widespread problems.

For one thing, translated copies fail to conform to overseas users' search and reading habits. Issues including keyword stuffing, disordered word order and stiff marketing expressions are prevalent, making products incompatible with platform search algorithms and leading to severely insufficient exposure. For another, translations ignore regional cultural differences and platform compliance rules. Non-uniform product parameters, violations of cultural taboos and inappropriate absolute expressions often trigger user misunderstandings, after-sales disputes and even platform penalties [1]. Wang Weiwei [2] pointed out in studies on English localized translation that mechanical literal translation is a major defect in foreign trade text translation, which leads to rigid expressions and low audience acceptance. In addition, most merchants fail to dynamically update translated copies after release, so the content cannot keep pace with market trends and changing user demands, further dragging down product market performance.

Relevant Translation Theories and Functional Equivalence Principles

Product copies for cross-border e-commerce fall into the category of practical commercial promotional texts, which integrate information delivery, marketing persuasion and cross-cultural communication functions. This research takes Eugene Nida's Functional Equivalence Theory as the core theoretical foundation. Breaking the shackles of traditional formal equivalence in translation, this theory holds that the primary goal of translation is not to replicate linguistic forms word for word, but to achieve dynamic functional equivalence between the source language and the target language. It enables target-language readers to gain the same comprehension, emotional feedback and behavioral guidance as source-language readers [3], which perfectly matches the core demands of cross-border e-commerce copies that prioritize communication effectiveness, marketing results and audience experience.

Peter Newmark[4] classified translation types and proposed that communicative translation is more applicable to practical texts such as commercial documents, exhibition materials and e-commerce content, emphasizing audience acceptance and actual communication effects — a view highly consistent with Functional Equivalence Theory. Guo Jianzhong[5] further interpreted the theory, stating that cross-cultural translation should not only realize basic information conversion, but also retain the emotional connotations and cultural characteristics of the source text, striking a balance between linguistic domestication and cultural preservation. Lawrence Venuti's foreignization translation theory reminds translators that localized rewriting should not completely abandon the inherent cultural features of domestic brands, and a balance needs to be struck between adapting to overseas markets and retaining brand essence.

Many domestic scholars have applied Functional Equivalence Theory to the translation of commercial texts. Liu Fang [3] stated that e-commerce texts should restructure sentence patterns and discourse logic in line with Functional Equivalence Theory to adapt to overseas audiences' thinking modes. Focusing on the translation of daily chemical products for overseas markets, Song Xin [6] argued that weakening exaggerated Chinese marketing rhetoric and highlighting information authenticity based on this theory is crucial to building overseas users' trust. Chen Xi [7] stressed that the essence of localized translation lies in cultural transmission, and Functional Equivalence Theory guides translators to unify linguistic norms and cultural adaptation so as to eliminate cognitive

deviations in cross-lingual communication. Existing studies show that Functional Equivalence Theory can provide a complete theoretical framework for the selection of vocabulary, rewriting of sentences, restructuring of discourse and cultural adaptation in cross-border e-commerce copy translation, serving as an effective solution to Chinglish, cultural conflicts and rigid expressions.

Significance of Localized English Copy for Exposure, Conversion and Brand Trust

Localized translation is far more than simple language replacement; it refers to text reconstruction and value adaptation from the perspective of cross-cultural communication, and serves as a core foundation for cross-border e-commerce brands to build overseas competitiveness [5]. In terms of key operational indicators, localized copies play an irreplaceable role in boosting product exposure, user conversion and brand trust. For exposure, localized keywords and sentence structures tailored to overseas search habits can comply with the algorithm rules of mainstream platforms like Amazon and AliExpress, effectively improving organic search rankings and product exposure. For conversion, concise, standardized and logically organized localized copies reduce overseas users' reading and comprehension costs, clearly convey core product values and greatly lift click-through and conversion rates.

In terms of brand building, authentic and culturally appropriate copies avoid cultural conflicts, demonstrate brand professionalism and foster stable user trust, helping domestic brands shake off the stereotype of "low price and poor quality". In research on cross-cultural translation, Cowan [8] noted that cultural localization is a core strategy to maintain the persuasive function of texts and realize effective communication across markets, which also applies to cross-border e-commerce copy translation.

Sun Nan [1] proposed that translation in the digital era should balance global communication and local adaptation, and only language expressions tailored to local market features can achieve efficient international dissemination. Yan Rui [9] also held that English localization is a prerequisite for cross-cultural communication, which can effectively remove cognitive biases and communication barriers in cross-lingual information transmission.

Research Focus of This Paper

Based on the actual operation of cross-border e-commerce and guided by Functional Equivalence Theory, this paper focuses on two major types of product copies: titles and detail pages. Combining relevant theories and existing academic achievements on localized translation, it systematically sorts out core strategies for localized English copy writing covering keyword formulation, sentence standardization and stylistic optimization.

Meanwhile, it establishes a practical and iterative implementation framework for localized translation, providing theoretical support and practical methods for cross-border e-commerce enterprises to optimize English copies, break through barriers for global expansion and enhance market competitiveness.

LOCALIZED EXPRESSION STRATEGIES FOR ENGLISH TRANSLATION OF PRODUCT TITLES

Product titles act as the traffic entry for cross-border e-commerce products and core carriers for platform retrieval and user identification, undertaking dual functions of attracting traffic and delivering information. The quality of localized titles directly determines traffic accuracy and exposure results. Following Functional Equivalence Theory, the translation of titles should first realize equivalence in information delivery and traffic attraction. This section constructs a strategic system from three dimensions: localized keyword system, sentence patterns & word order, and dynamic optimization, with supporting cases.

Construction of Localized Keyword System

Keywords are the core of title localization. The major flaw of traditional literal translation is its disconnection from overseas users' search habits, which violates the principle of equivalent audience experience in Functional Equivalence Theory. Therefore, professional tools should be adopted to build a localized keyword matrix adapted to target markets and match overseas users' search behaviors accurately.

(1) Accurate Selection of Core Keywords

Abandon literal translation based on Chinese vocabulary. Leverage cross-border dedicated keyword tools such as Merchant Words and Sonar to capture high-frequency search terms on target platforms, and adopt the most recognized and highly searched general words popular among overseas users while avoiding Chinglish vocabulary.

Example: 家用纯棉四件套 Improper literal translation: Cotton four-piece bedding set for family use (awkward wording, not mainstream search terms overseas) Localized version: 100% Cotton Bedding Set (commonly used core terms on overseas platforms, matching search algorithms and realizing equivalent information delivery)

(2) Localized Adaptation of Attribute Words

Words related to product sizes, measurement units, materials and functional features must conform to the usage habits of target markets. Distinguish standards among Europe, America, Latin America and other regions to prevent deviations in parameter expression. There are obvious differences in measurement units and specification descriptions between Chinese and English, and literal translation is likely to cause information errors.

Example: 2 米加大加厚冬被 Improper literal translation: 2 meters thick winter quilt (metric units are rarely used in European and American markets, causing comprehension difficulties) Localized version: Oversized Thick Winter Comforter, 78.7in (converted to imperial units; adopt the overseas common word "comforter" instead of "quilt" to fit local cognitive habits)

(3) Scenario-based Mining of Long-tail Traffic Words

Use Google Trends to capture real-time buzzwords, colloquial expressions and scenario-based terms popular in target markets. Supplement long-tail words according to product application scenarios to cover segmented traffic and improve targeted traffic attraction. Suo [10] pointed out in text translation research that vocabulary in line with audiences' daily expressions can significantly improve communication effects and audience acceptance.

Example: 户外便携折叠水杯（露营专用） Literal version: Portable Folding Water Cup
Optimized long-tail version: Collapsible Water Cup for Camping & Hiking (add popular outdoor scenario words "camping" and "hiking" to fit overseas outdoor consumption scenarios and strengthen traffic attraction)

(4) Expansion for Multilingual Adaptation

For mainstream non-English markets such as Spanish-speaking and Portuguese-speaking regions, provide supplementary localized translations based on English copies to expand market coverage and ensure functional equivalence across different language markets.

Rules for Localized Sentence Patterns and Word Order

Most overseas users browse e-commerce platforms via mobile devices, and their reading habits differ greatly from Chinese users. In accordance with Functional Equivalence Theory, titles should abandon Chinese structural logic and follow standard English expressions to guarantee equivalent reading experience and information delivery.

(1) Put Core Information in Front for Mobile Reading

Arrange content following the overseas mainstream structure: Core Product + Core Functions + Advantages & Attributes, enabling users to capture key information quickly. Chinese tends to place modifiers in front of nouns, while English highlights the main product first.

Example: 高颜值无线蓝牙耳机 降噪入耳式 Improper Chinglish word order: High appearance level Wireless Bluetooth Headphones Noise Cancelling (stacked modifiers and disordered word order) Localized word order: Noise Cancelling Wireless Bluetooth Earbuds, Stylish Design (put core product "earbuds" first, followed by functions and attributes, complying with English expression habits)

(2) Simplify Expressions and Avoid Word Stacking

Follow platform character limits strictly, cut redundant expressions and repetitive modifiers to keep titles concise and compliant with platform search rules.

Example: 新款家用全自动小型洗衣机 迷你宿舍专用 Redundant literal translation: New style household fully automatic small washing machine mini for dormitory (repetitive

modifiers, exceeding character limits) Simplified localized version: Mini Fully Automatic Washing Machine for Home & Dorm (remove redundant words and retain core information)

(3) Abandon Exaggerated Chinese Marketing Words and Adopt Compliant Plain Expressions

Delete overused words such as "bestseller", "top-grade" and "factory direct sales" which do not fit overseas marketing contexts. Use plain and objective expressions popular overseas to avoid user antipathy and platform rule violations, realizing equivalent marketing and compliance effects.

Example: 爆款顶级防滑拖鞋 厂家直销 Improper exaggerated literal translation: Best Selling Top Grade Anti-slip Slippers Factory Direct Sales (contains absolute words violating platform rules) Compliant localized version: Durable Anti-slip House Slippers (adopt the objective word "durable", reduce excessive marketing tone and comply with overseas e-commerce rules)

Dynamic Localized Optimization

Copy localization is not a one-time task, and continuous adjustments should be made according to product lifecycles and market changes. First, adjust keywords based on product sales cycles: use high-traffic core words for bestsellers, precise attribute words for profit-oriented products and scenario-based long-tail buzzwords for traffic-oriented products to match different operational goals. Second, keep up with market trends and changes in user behaviors, update popular terms and expressions timely, and phase out outdated words to ensure timeliness and market adaptability of titles. Third, adopt the collaborative mode of machine translation + manual polishing: use machine translation to improve the efficiency of draft writing, and invite translators with localized expertise to revise and polish the content. Wei Shuxia[11] stated that English localized translation should integrate local expressions on the basis of standard linguistic norms to eliminate Chinglish, which is the core value of the human-machine collaborative translation mode. Wang Weiwei[2] also mentioned that digital translation cannot fully rely on machines, and manual localized polishing is essential to make up for the lack of cultural awareness and rigid expressions in machine translation.

Example: Iterative optimization of trendy words Early version: Fashionable Phone Case (conventional expression) Updated version with new buzzwords: Trendy Aesthetic Phone Case (adopt the popular word "aesthetic" among young overseas consumers to keep up with current trends)

LOCALIZED EXPRESSION STRATEGIES FOR ENGLISH TRANSLATION OF PRODUCT DETAIL PAGES

Product detail pages are core scenarios that drive user purchasing decisions, undertaking the functions of information delivery, doubt elimination and trust building. From the perspective of Functional Equivalence Theory, the translation of detail pages needs to achieve quadruple equivalence in information delivery, aesthetic perception, persuasion

and cultural communication, fully adapting to overseas consumers' purchasing cognition and regional characteristics. Relevant strategies with practical cases are elaborated as follows.

Localization of Writing Style

Overseas consumers are more rational in consumption, and their perception of marketing copies differs from domestic users. The writing style of detail pages must completely abandon excessive Chinese marketing tactics and be restructured to realize equivalent reading experience and marketing effects.

(1) Adopt Objective and Factual Texts and Reduce Exaggerated Rhetoric

Avoid lyrical, exaggerated and extreme marketing expressions, and deliver product information with accurate and plain descriptions to prevent false promotion. As Song Xin[6] noted in the research on daily chemical product translation, overseas copies should downplay marketing tones and emphasize information authenticity to enhance user trust.

Example: Skincare product copy
Literal translation of Chinese marketing text: This magic cream revitalizes your skin instantly with unparalleled effects. (exaggerated expressions rejected by overseas users)
Localized factual version: This daily facial cream nourishes and revitalizes your skin and gently improves skin condition. (describe product effects objectively without overstatement)

(2) Use Short Sentences and Paragraphs for Fragmented Reading

Split lengthy and complex sentences and shorten paragraphs to adapt to overseas users' fragmented mobile reading habits. Chinese writing prefers long connected sentences, while English favors short and separate sentences.

Example: Kitchenware copy translation
Literal translation of long Chinese sentence: This stainless steel pot which is made of high-quality raw materials can resist high temperature and is not easy to rust and can be used for cooking soup and frying food. (cumbersome sentence hard to read)
Localized version with short sentences: Made of premium stainless steel. High temperature resistant & rust-proof. Ideal for soup, frying and daily cooking. (split into short sentences and separate paragraphs for mobile reading)

(3) Avoid Absolute Expressions to Comply with Platform Rules

Strictly refrain from using absolute words such as "highest", "top choice" and "best", so as to meet the compliance requirements of major cross-border platforms and prevent trust crises caused by exaggerated promotion.

Example: Home storage box copies
non-compliant literal translation: The best storage box for home organization (the absolute word "best" is prohibited by platforms)
Compliant version: Practical Storage Box for Household Organization (use the objective word "practical" to highlight product advantages)

Localization of Information Presentation

The core of localized information presentation is to adapt to overseas consumers' shopping logic. Revise rather than translate literally, restructure discourse and unify product parameters to realize equivalent information delivery.

(1) Localization of Product Specifications and Parameters

Match product sizes, measurement units, voltage standards and quality specifications with the standards of target countries. Never directly adopt domestic standards to avoid return disputes caused by inconsistent parameters.

Example: Domestic small home appliances (220V for domestic use) Improper literal translation: 220V Mini Electric Kettle (fail to mark voltage for overseas use, resulting in missing key information) Localized version: Mini Electric Kettle, Voltage: 110V (US Standard) (mark voltage in line with US standards and supplement key parameters)

(2) Restructure Discourse Logic

Break the traditional Chinese total-part-total narrative structure, and arrange content following overseas users' preferred order: core selling points → detailed parameters → application scenarios → product advantages. Liu Fang[3] pointed out that structural restructuring is a key part of copy localization to adapt to overseas audiences' thinking modes.

Example: Logic revision of home textile product details Original Chinese logic (total-part-total): This product is made of high-quality pure cotton fabric with exquisite workmanship and standard sizes. Suitable for bedrooms and guest rooms, it is an ideal household product. Localized overseas logic: Core Advantages: 100% pure cotton fabric, exquisite workmanship. Product Size: Standard size for universal use. Application Scenarios: Perfect for bedroom, guest room and daily home use.

(3) Present Parameters in Tables

Organize complicated information about specifications, materials and sizes into standard tables for intuitive display, improving browsing experience and reducing users' information comprehension costs.

Localization of Service Information

Information about logistics, payment, after-sales and other services greatly influences users' purchasing decisions. Localized service descriptions can reduce users' concerns before purchase and ease the workload of customer service, realizing equivalent service commitments. On the one hand, adopt expressions conforming to local habits and policies for logistics and payment in different markets, and standardize statements on return & exchange policies and after-sales guarantees in accordance with consumer protection laws of target countries. On the other hand, optimize copies based on frequently asked questions from overseas buyers to answer common inquiries in advance.

Example: Translation of return and exchange policies Literal translation of Chinese expression: 7-day no-reason return and exchange, full refund if unsatisfied. (Chinese-specific statement inconsistent with overseas regulations) Localized version: 30-day free return & exchange. Full refund available if you are not satisfied with the product. (adapt to the mainstream 30-day return policy in Europe and America and adopt commonly used overseas after-sales expressions)

Localization of Language Norms and Cultural Adaptation

Standard language and cultural adaptation are the bottom line of localized translation. In line with Functional Equivalence Theory, translations must be grammatically correct and free of cultural conflicts to realize equivalent cross-cultural communication.

Chen Xi[7] emphasized that culture transmission is the core of translation localization, and only the integration of linguistic standardization and cultural adaptation can win recognition from overseas audiences.

(1) Basic Language Standardization

Adopt dual verification by tools and manual review to eliminate spelling, grammar and formatting errors and maintain brand professionalism.

(2) Avoid and Adapt to Regional Cultural Differences

Fully take into account religious customs, aesthetic preferences, taboos related to numbers and colors in target markets to prevent cultural conflicts.

Case 1: Color cultural differences Chinese copy: 红色喜庆婚庆四件套 (Red symbolizes good fortune in Chinese culture) Risky literal translation: Red Wedding Bedding Set (Red is associated with warnings and negative implications in Western culture) Optimized version: Festive Red Bedding Set for Wedding (add the word "festive" to weaken negative associations and highlight festive attributes)

Case 2: Translation of culture-specific terms Chinese expression: 龙头工厂直供产品 (A Chinese term referring to leading manufacturers) Misleading literal translation: Dragon Head Factory Supply (Dragon carries negative connotations in Western culture and causes misunderstandings) Localized version: Supplied by Leading Manufacturer (adopt the mainstream overseas expression to accurately convey the original meaning and avoid cultural taboos)

Case 3: Explanatory translation of traditional cultural products Chinese product: 中式陶瓷茶盘 (A traditional tea ceremony utensil unfamiliar to Western audiences) Literal translation: Chinese Ceramic Tea Tray (only literal translation, failing to help overseas users understand its usage) Culturally adapted version: Traditional Chinese Ceramic Tea Tray, a classic tool for tea ceremony. (add cultural explanations to help overseas users understand the product and realize equivalent cultural communication)

IMPLEMENTATION FRAMEWORK FOR LOCALIZED TRANSLATION

Combined with Functional Equivalence Theory and practical operations of cross-border e-commerce, a standardized full-cycle implementation system is established in three phases to balance translation efficiency and copy quality and realize standardized implementation and long-term optimization.

Preliminary Phase: Machine Translation Draft + Manual Localized Calibration

The primary goals of this phase are efficient draft production and accurate quality control. Generate initial copies quickly with intelligent translation tools, then professional translators revise the content following Functional Equivalence Theory. Focus on optimizing keywords, sentence patterns, cultural expressions and product parameters to correct rigid and Chinglish expressions from machine translation.

Practical case: Calibration of desk lamp copy
Machine translation draft: Beautiful desk lamp, bright light, good for study. (simple and rigid sentences with colloquial wording)
Manually calibrated localized version: Modern LED Desk Lamp, Soft Eye-caring Light, Ideal for Study & Office. (optimize vocabulary and sentences to fit formal e-commerce expressions and realize equivalent information and aesthetic effects)

In-process Phase: Differentiated Optimization by Product Category

Copies for different product categories have different emphasis, so targeted localized optimization should be carried out based on product features to implement Functional Equivalence Theory. Ma Jiewei [12] pointed out that the translation of texts for different product categories should adapt to industry characteristics and audience demands.

- 3C Digital Products: Prioritize the accuracy of technical terms and parameter standards.
- Example: Wireless charger: Fast Wireless Charger, 15W High Power Output (mark power parameters accurately and adopt universal digital industry terms)
- Home Products: Focus on popular descriptions of application scenarios and product advantages.
- Beauty & Personal Care Products: Ensure compliant and professional expressions of ingredients and efficacy.
- Apparel Products: Guarantee accurate adaptation of sizes, materials and styles, and unify overseas size standards.

Post-launch Phase: Continuous Iteration Driven by User Feedback and Data

Localized optimization is an ongoing task. Monitor operational data including exposure, click-through rate and conversion rate, collect overseas users' comments and inquiries, and update copies regularly to maintain long-term functional equivalence. Jian Lihua[8] proposed that localized translation should take audience acceptance as the core and continuously optimize communication effects through iteration.

Iteration case: Outdoor backpack copy Old version with low click-through rate: Large Outdoor Backpack Updated version combined with popular search terms: Large Capacity Hiking Backpack with Multiple Pockets (add high-frequency search words "large capacity" and "multiple pockets" to improve traffic attraction)

CONCLUSION

As competition in the cross-border e-commerce industry intensifies, localized English product copies have evolved from auxiliary operational work into core soft power and competitiveness for domestic brands going global. Guided by Eugene Nida's Functional Equivalence Theory and combined with a large number of practical translation cases for cross-border e-commerce, this paper sorts out localization strategies for titles and detail pages, and builds a full-cycle implementation framework.

Localized translation runs through the whole process of product exposure, user conversion and brand trust building. Accurate localized keywords, authentic sentence patterns, well-structured information, compliant service descriptions and culturally friendly translations can break down linguistic and cultural barriers. By realizing functional equivalence in information delivery, marketing, cultural communication and compliance, high-quality translated copies can improve product performance in overseas markets and help domestic brands gain a firm foothold globally.

High-standard localized translation puts forward higher requirements for translators: they need not only solid bilingual proficiency, but also in-depth understanding of translation theories, cross-border marketing thinking, platform rules and cross-cultural knowledge. In the future, with the refined development of cross-border trade, copy localization will become more intelligent, data-driven and sophisticated. Cross-border e-commerce enterprises should attach importance to the integration of translation theories and practical operations, keep optimizing English copies, and help domestic brands break through development bottlenecks and achieve sound and sustainable growth in overseas markets with authentic, compliant and market-adaptive content.

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