

ver, the advertisements don't pay much attention to the general grammar, but aim to be clear and prominent, so the simple sentences and omitted sentences are usually best choices for it, which not only save space but also encourage people to buy our products.

Eg: Obey your thirst. 服从你的渴望。(the Sprite Beverage)

Take TOSHIBA. Take the world. 拥有东芝, 拥有世界。(TOSHIBA Group)

We can see that all above ads are short but concise and powerful. The easier they can be remembered, the more popular they can be in the public.

### 2.2.2 Using imperative sentence

The imperative sentence can be interpreted as a request, order or advice in some circumstance, but these functions have the purpose of advertisement. Therefore, short and clear imperative sentences are often used in advertisement to stimulate people to buy the products advertised.

Eg: Turn it on! 穿上它! (Puma)

Just do it. 只管去做 (Nike)

### 2.2.3 Using Interrogative Sentences

Interrogative sentences can make suspense, stimulate consumers' curiosity, and thus induce them to consume. It is easy to be understood and often used in our daily life. It can not only resonate with people, but also highlights the characteristics of commodities unconsciously.

Eg: What are luxury car should be? 豪华汽车应该是怎样的?( LINCOLN)

Do you love anyone enough to give them your last Rolo? (Rolo Candy)

谁让你爱到可以获得你最后一块Rolo糖果呢

The first ad started from the stand of customer aims to arouse their curiosity so they want to seek truth. It seems just a simple question, but its real meaning is that LINCOLN represents of standard of luxury car. The second slogan shows consumers the unique flavor of Rolo candy by using interrogative sentence. Delicious candy can be compared to one's devotion, it has to be said that this ad is unique and full of warmth.

## 3. The Principles of Advertising English

As a special applied style, advertisement is aimed to make money through writing, so the principles of advertisement translation can be various. A successful advertisement should be determined by the targeted audience. To that end, the translation should fully take the language habits and aesthetic psychology into consideration. The translation should be true to the original text, maintaining the attraction and acceptability of ad from the cultural point, so we can reproduce the advertising effect of the original text.

### 3.1 Being true to the original

As for translation benchmarks, the faithfulness of translation is the priority. Faithfulness refers to the translation have to be consist with the original content, which can be the most significant guideline of advertising translation. Therefore, when introducing the goods' information, we should be totally true to the original, so as to guarantee the refined convey of good's information. The translation of advertisement English is artistic and creative though, the authenticity of advertisement cannot be overlooked, and it is crucial, too.

Eg: We're Siemens. We can do that. 我们是西门子, 这点我们能做到。(Siemens Group)

Feel the new space. 感受新境界 (Samsung Group)

### 3.2 The attraction of language pattern

As we all know that advertising has its own features compared with other writing styles. It has not only commercial value, but also can be appreciated and studied in a literal way. Therefore, the translation cannot pursue the simple reproduction. It should allow intentional language changes to the original text due to cultural differences.

Eg: Intelligence everywhere. 智慧演绎, 无处不在 (Motorola, Inc.,)

Good to the last drop. 滴滴香浓, 意犹未尽 (Maxwell House, a coffee producer)

The translation maintains the original meaning, but changes the original structure and words. The Chinese idioms make the translation be featured with neat pattern and strong rhythm. The translation is consistent with the aesthetics and cultural habit of Chinese readers, so it can easily catch Chinese consumers' eyes and reach its advertising goal.

### 3.3 The acceptability in culture

Most languages have a specific expression way. Therefore, the translation should prioritize the targeted readers, making out their thinking mode, values and so on. So we can make the translation as equivalent to the original one as possible.

Eg: Seven-up 七喜饮料

We call it “七喜” in China. However, many people are reluctant to buy it at the beginning, because it's easy to remind us of “七上八下”, which often makes people nervous and anxious. But the word "Xi" has a positive meaning, so Chinese people are willing to see this world. “Xi” gives us a happy sense, and “Xi” also means a high spirit. It has the same meaning as “up”. Such a small adjustment brings totally different outcomes.

## 4. Translation Strategies of Advertising English

Chinese and English are two language families which have their own characteristics. So it is hard to be equivalent between these two languages. Therefore, we need to follow translation principles, find the common points from language rules and reduce the misunderstanding caused by cultural differences on the basis of a full understanding of the original text<sup>[3]</sup>.

### 4.1 Literal translation

It is a kind of translation method maintaining both the original content and language pattern. Literal translation can reproduce the goods' information to the largest extent while maintaining the original rhetoric, making the details (including the literal and potential meanings) is transmitted very clear.

Eg: The taste is great. 味道好极了 (Nestle Coffee)

Impossible made possible. 不可能变为可能。(Canon Pinter)

### 4.2 Amplification

In order to make concise ads faithful to the original text and make the translation conform to the original expression habits, for example, we can use the strategy of amplification to achieve this. Amplification is the addition in the target text of words that did not appear in the source text but without affecting the original meaning<sup>[3]</sup>.

Eg: A diamond is forever. 钻石恒久远, 颗颗永流传 (De Beers)

Yes, I do. 为了爱, 我愿意 (I Do diamond rings)

The first slogan is for De Beers diamond ring. When translating the ad, the author made it into two antithetical sentences according certain conditions, and the rhyme makes it easy to read. The translation is concise and clear, which makes it achieve great success in China. Since then, diamond rings have become synonymous with love. This slogan has also become the most representative advertisement of the 20th century. Besides, the amplification of “For Love” in the second slogan expresses the symbolic meaning conveyed by diamond ring, making the product more attractive for couples.

### 4.3 Adapted translation

In many cases, the certain cultural background is underpinning advertising language. Designers borrow idioms, proverbs, phrases to publicize their products and resonate customers. We call this method as the adapted translation<sup>[4]</sup>. It can convey the connotation and guarantee the concise and concise language features of the original advertisement.

Eg: Testing is believing. 百闻不如一一尝。

Spoil yourself and not your figure. 享受, 享瘦 (a diet ice cream)

The first ad borrows from "seeing is believing". And its translation also comes from the Chinese idioms “百闻不如一见”, which not only stimulates people take action at once, but implies the high quality of the food. The second ad is translated from two homophones in Chinese, that is “受” and “瘦”. By doing this, customers may be interested in the product and decided to buy one.

## 5. Conclusion

To sum up, the translation methods of advertisement are flexible and changeable, so we cannot follow them without any change. No matter what translation method we adopt, we must ensure that the key of advertising translation can realize the semantic equivalence. At the same time, we are supposed to value its attractiveness, and to enhance the cultural and emotional effect of advertising, so we can hit the goal of promotion.

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# Research on Innovative Development Strategy of College Basketball Physical Training

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**Abstract:** Under the background of the continuous development of education in our country, as for the design of the college basketball course, it is necessary to consider many factors to improve physical fitness training for athletes to ensure that athletes not only have good physical quality and positive attitude, but also good endurance, speed and power level. Therefore, college basketball physical training should consider all kinds of factors and adopt scientific methods to shape athletes' physical fitness in all aspects. This paper deeply analyzes the problems existing in the physical training of college basketball, studies how to innovate and promote the physical training of college basketball, in order to provide reference for the scientific theory and practice of college basketball physical training in the future.

**Keywords:** Universities; Basketball training; Physical training; Innovate

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## Introduction

As a comprehensive sport, basketball is popular for its high intensity physical confrontation and fast game rhythm, which puts forward strict requirements for the athletes' physical qualities such as speed, strength, endurance and flexibility. Therefore, there is a complementary relationship between basketball training and physical fitness improvement. On the one hand, the improvement of physical fitness provides a solid foundation for the effective use of basketball skills and tactics, and helps athletes to display personal skills and team cooperation more smoothly in the game; On the other hand, the use of basketball skills and tactics also puts forward higher requirements for athletes' physical fitness, and encourages them to constantly break through the limit in training and improve their competitive level.

## 1. Current situation of physical training in college basketball training

### 1.1 The content of basketball physical training is simple

Basketball has a high degree of complexity puts forward extremely strict requirements on the physical quality of athletes, so physical training should cover all parts of the body, but from the current situation of basketball physical training in colleges and universities in China, it is not difficult to find that the training project is single, mainly limited to the basic exercises such as push-ups and running. This kind of training effect is not ideal especially in the training amount, intensity and time allocation lack of science and rationality. At the same time, the failure to fully consider the individual differences of athletes such as weight, height and gender leads to obvious differentiation of training results, potentially increasing the risk of sports injuries. In addition, from the current physical training situation of college basketball teams, it can be found that the arrangement of training content is relatively basic, such as warm-up activities are usually limited to two laps of jogging and some basic leg or arm stretches, rarely for the specific needs of basketball hip muscles, thigh quadriceps and other muscle groups for special training, warm-up training degree is not enough.

### 1.2 Lack of normative training plans

At present, many college basketball coaches fail to form a reasonable and orderly program when formulating the physical strength training plan for basketball players, resulting in the lack of clear goals and phased planning of the training content, and fail to fully meet the individual training needs of different athletes. The training plan is often lack of systematic and sustainable, so it is difficult to achieve the expected training effect. In addition, some college coaches in the process of promoting basketball physical training, failed to combine training and competition closely, resulting in the implementation of training and the actual needs of the game does not meet, and then affect the performance of athletes in the game. In addition, due to the lack of a reasonable recovery system, unable to provide adequate rest time for athletes after physical training, resulting in athletes physical quality is difficult to get substantial improvement.

## 2. College basketball physical training innovation and development strategy

### 2.1 Enrich physical training content

First, strengthen strength training. In competitive sports, no matter for the pursuit of excellence or self-protection, athletes must have