

Name: Wang Junchao

Major: Translation Studies (PhD)

Business English (MA)

Research interests: Applied Translation Studies,

Metaphor Studies, Transediting, and MTPE

Representative work: *Exploring the Translation Processes of Business*

Metaphors: Triangulated Approaches Adopted (2023)

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A. Education background:

- a. In 2009, got **BA** in **English** from Shandong Normal University;
- b. In 2011, got **MA** in **Business English (Linguistics)** from Guangdong University of Foreign Studies (GDUFS);
- c. In 2015, got **PhD** in **Translation Studies** from GDUFS (and co-sponsored by the University of Leicester, UK);
- d. From Dec. 2015 to the present, working as a Chinese-cum-English editor of Journal of Guangdong University of Foreign Studies, associate editor of the Journal, graduate and MTI students supervisor; awarded the titles of “Yunshan Young Scholar”, “Outstanding Party Member (2021)” and “Excellent Young Editor of Guangdong Province”.

B. Academic publications:

a. Research articles (30+)

2023. Wang, J. A ChatGPT-driven Study of Translating and Post-editing Chinese Enterprise Publicity Materials[J]. *Modern Languages, Literatures, and Linguistics* (1);
2022. Wang, J. The Translation and Promotion of Chinese National Drinks Brands from the Perspective of Advertisement History[J]. *Communication across Borders: Translation & Interpreting* (3);
2022. Wang, J. A Contrastive Study of Multimodal Advertising in China-foreign Automobile Enterprises and the Translation Strategies. *Journal of Asia-Pacific and European Business* (2);
2022. Wang, J. Debates and Distinctions in the History of Translation Studies and Translation Criticism [J]. *Translation Horizon* (Volume 15);
2022. Huang, L., Wang, J., Liu, Y. Exploring the Translation Concept of Chinese Crosstalk Humor [J]. *Foreign Language Journal* (5);
2021. Huang, L., Liu, Y., Wang, J. Research on the Dilemma and Strategies of Translating Chinese Crosstalk Terminology [J]. *Translation Teaching and Research* (7);
2021. Wang, J. A Visualization Analysis of Research Hotspots and Trends in Editorial Subjectivity (1991-2020) [J]. *Communication Power Research* (1);
2021. Wang, J. Multi-dimensional Model Framework for the Development Strategy of Chinese Sci-tech Journals [J]. *Literature World* (10);
2021. Wang, J. Research on the Construction of a Database for Editing and Publishing of Chinese Science and Technology Journals in the New Era[J]. *Changtan* (1);
2020. Wang, J. A Problem-oriented Construction of the Theoretical Category of Editorial Subjectivity[J]. *Writing and Editing* (3);
2020. Wang, J. Cognitive Schema Perspective on the Mechanism of Understanding and Translation Strategies of Metaphor Chains in Business

- Discourse [J]. Journal of Zhejiang International Studies University (3);
2019. Wang, J. Construction of a Research Framework for Chinese Enterprise's Going Global Publicity Translation[J]. Journal of Shanghai Translation (2);
2018. Wang, J., Liang, H. Creative Translation of Creative Advertising [J]. Oriental Translation (2);
2018. Wang, J. 20 Years of Visual Analysis of Research on Teaching Business English in China (1998-2017) [J]. Foreign Languages and Literature (4);
2018. Wang, J., Paterson, K. An Eye-tracking Approach to Metaphor Comprehension in Translation [J]. Business Translation (1);
2018. Wang, J. A New Exploration of Literary Metaphor Translation Model[J]. Journal of Xi'an International Studies University, 26(1);
2017. Wang, J. The Fusion Paradigm of Comparative Translation Research from the Perspective of Integration [J]. Journal of Guangdong University of Foreign Studies, 28(6);
2017. Wang, J. Innovative Teaching Model of Problem-Strategy Integration Writing[J]. Contemporary Foreign Languages Studies (6);
2017. Wang, J., Deng, W., Zeng, L. A New Exploration of Translating Novel Business Metaphors from the Perspective of Contextual Parameters [J]. Journal of Xi'an International Studies University, 25(1);
2016. Wang, J., Z Lisha. An Empirical Study on the "Materialization" Strategy of Translating Online Product Recommendations[J]. Journal of Guangdong University of Foreign Studies (6);
2016. Wang, J., Zeng Lisha. The Purpose of Translating Multimodal Online Product Promotions from the Perspective of Adaptation Theory[J]. Journal of Shanghai Translation (1);
2015. Wang, J., Zeng, L. A Review of 50 Years of Western Translation Process Research [J]. Journal of Guangdong University of Foreign Studies (6);
2015. Huang, L., Wang, J. A New Exploration of Vocabulary Teaching Models from the Perspective of Constructivism[J]. Foreign Language Journal (5);

b. Monograph, edited and translated works (7)

2023. *Exploring the Translation Processes of Business Metaphors: Triangulated Approaches Adopted*, Royal Collins Publishing Group.

Forthcoming. *The Axiomatic Interpretation of Laozi* (Vol. 2, Ch-En trans.), Foreign Language Teaching and Research Press.

2022. *Yearbook of Nanjing 2021* (English editor), Jiangsu Phoenix Science and Technology Publishing Co., Ltd.

2021. *Chinese History* (Vol. 2, Ch-En trans.), People's Education Press.

2016. *The Axiomatic Interpretation of Mencius* (Ch-En trans.), Foreign Language Teaching and Research Press.

2013. *Western Learning Going East and the Late Qing Society* (Vol. I-II, Ch-En trans.), Enrich Professional Publishing.

2013. *Discourse Analysis* (Chief-edited by Du Jinbang), Wuhan University Press.

C. Research projects

a. Hosted research (5)

2020. The Guangdong Provincial Social Science Fund Youth Project (GD20YWY03), completed;

2017. The Guangdong Provincial Humanities and Social Science Key Research Base Project (CTS201714B), completed;

2018. The key project of Guangdong Provincial Journal Research Association (20180207), completed;

2020. The key project of Guangdong Provincial Journal Research Association (20200207), completed;

2022. The Key Project of the Guangdong Provincial Journal Research Association(20220201), in progress.

b. Participated research (9)

2021-now. Participated in the National Social Science Key Project (20&ZD312), in progress;

2013-2018. The National Social Science Project (13BYY088, 2nd), completed;
2016-2022. Participated in the Guangdong Provincial University Characteristic Innovation Project (2016WTSCX028, ranked 3rd), completed;
2019-2023. Participated in the Guangdong Provincial University Characteristic Innovation Project (2019WTSCX024, ranked 3rd), completed;
2015-2019. The Guangdong Provincial Quality Engineering Project, completed;
2015-2019. Participated in the Jiangxi Provincial Humanities and Social Science Fund Project (YY1538, ranked 3rd), completed;
2012-2016. Participated in the Ministry of Education Humanities and Social Science Project (12YJA880041, ranked 3rd), completed;
2018-2021. Participated in the Guangzhou Social Science "Thirteenth Five-Year Plan" Project(GZQN02, ranked 1st), completed;
2019-2023. Participated in the Tianjin Art Science Project (ranked 2nd), completed.

D. Teaching experience

2015.09-2016.01 Advanced Writing, BA course of SITS, GDUFS;
2016.03-2016.07 Business Translation, Double-degree course of SEIB;
2016.09-2017.01 Advanced Writing, BA course of SITS, GDUFS;
2016.09-2017.01 Comprehensive Business English 3, BA course of SEIB;
2017.03-2017.07 Comprehensive Business English 4, BA course of SEIB;
2017.09-2018.01 Business Texts Translation, optional course of FELC;
2017.09-2018.01 Business Translation Research, MA course of SEIB;
2020.12-2021.12 IELTS Writing, training course of IC, GDUFS;
2020.09-2020.12 BEC Vantage, BA course of FLC, HSC.