

Table 1 Comparison of ethical priorities across different text types in the translation of ginseng and deer antler-related content

Text type	Primary communicative purpose	Key audience	Major legal/regulatory constraints	Ethical priorities	Recommended translation strategies
Commercial advertising	Persuasion; brand positioning	Global consumers; health-product buyers	Health-claim regulations (FDA, EFSA); truth-in-advertising rules	Avoid misleading claims; ensure transparency	Moderate simplification + clear hedging terms; avoid medicalized claims
Product packaging	Product identification; mandatory information disclosure	Consumers; regulatory authorities	Labeling standards; ingredient disclosure; origin rules	Accuracy; prevent cultural misinterpretation	Standardized terminology; weakened claims; dual-track wording (function + cultural note)
E-commerce product pages	Dense information display; trust-building	Cross-border consumers; platform regulators	Platform-specific ad rules; prohibition of disease claims	Avoid misleading visuals/text; prevent over-symbolization	Segmented “function vs. culture” structure; include disclaimers; provide origin/traceability notes
Exhibition Interpretation	Cultural education; contextual explanation	Museum visitors; cultural audiences	Clarity standards; institutional language norms	Maintain cultural depth; avoid stereotyping	Retain key terms + explanatory notes; provide historical/cultural background
Museum/historical documentation	Cultural preservation; knowledge systematization	Scholars; cultural institutions	Documentation standards; heritage-preservation norms	Protect terminology system; high precision	Preserve terms (transliteration + notes); maintain theoretical framework
Science Communication / Policy texts	Public education; policy clarity; normative communication	General public; regulators; policymakers	Scientific evidence requirements; policy language standards	Prevent pseudo-scientization; emphasize clarity	Scientific language dominant; culturally sensitive explanations of TCM concepts