College of Foreign Languages and Literatures, FJCU

**Transition and Transformation:   
Explorations in Language, Literature, Culture, and Translation**

輔仁大學外語學院2024跨文化研究國際學術研討會：

轉銜・轉變：外語、文學、文化與翻譯之探究

Paper Abstract (English)

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| Title：Textual and Functional Analysis of Book Blurbs from Bestsellers: A Contrastive Research Between German and Chinese. | | | |
| Fields of specialization：German Linguistics, Discourse Linguistics | | | |
| 發表子題  Topics & Issues | * 1. Language Change and Cross-Cultural Communication   子題一：語言轉變與跨文化溝通   * 2. Translation and Transmediation: Roles and Challenges   子題二：翻譯與轉譯的角色與挑戰   * 3. Literary Movements and Interdisciplinary Influences   子題三：文學流變與跨領域影響   * 4. Movements and Convergences of Cultures and Their Redefinition   子題四：文化移動、融匯與再定義   * 5. Transitioning to Sustainable Cultures and Its Challenges   子題五：永續文化發展與挑戰  □Others其他\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |
| 摘要：英文250或中文500字以内  Abstract：fewer than 250 words in English or 500 words in Chinese  The book blurb is a ubiquitous genre in our daily lives and has been the subject of considerable attention in English-speaking research fields. Nevertheless, its cultural and linguistic variants in German and Chinese have remained underexplored. An English genre analysis of various book blurbs reveals that they serve as promotional texts, comprising certain functional moves that can be seen as the generic structure of the book blurb genre.  This article employs a functional and textual analysis of book blurbs in German and Chinese, utilising data from bestselling non-fictional books in the category of "Finance and Management" to contextualise the findings. This research demonstrates how the promotional communicative goal is achieved through rhetorical structure and textual-linguistic features. From an intercultural and interlingual perspective, a comparison of German and Chinese book blurbs raises questions about how homogeneous communicative goals are achieved in different cultural and linguistic contexts. | | | |
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