

4.2 Translation peculiarities of advertisement slogans

Advertising is omnipresent, multifaceted and diverse. It is closely connected to the mass media, which serve as carriers of specific advertising texts. At the same time, one should not forget that advertising is not only a mass communication, but also a compulsory kind of communication as well. [187, p. 10].

At present, our country has increased interest in advertising due to the developing international relations in the field of trade and tourism. For this reason, it is important to study advertising texts written in one of the most widely used international languages - English - and to study the problems that arise in the translation of English-language advertising slogans and texts and to find ways to solve them. Moreover, such research is important for the development of advertising science and for the improvement of advertising education.

Translation of an advertisement text, unlike translation of fiction, in which the translator is obliged to convey the artistic and aesthetic qualities of the original, is somewhat different in form, language means, as well as a pronounced communicative orientation. In the process of translation of such texts, the translator has to solve both purely linguistic problems caused by the differences in the semantic structure and peculiarities of using the two languages in the communication process, and problems of sociolinguistic adaptation of the text.

Translation of advertising slogans differs from other types of translation in form, linguistic means, and communicative orientation. We can distinguish three stages in the process of RT translation:

- 1) identification of characteristic features of DH language;
- 2) understanding their impact on the emotional level of consciousness of the target audience;
- 3) elimination of linguistic and cultural barriers between communicants.

The peculiarity of translating advertising texts is that with a small volume of text a lot of time is spent on preparation. The translator must have a thorough knowledge of the subject matter, understand the exact message of the text and how it is supposed

to affect the intended recipients. When translating an advertisement, the following factors must be taken into account: ethical norms, psychological characteristics of the audience, their behavioral stereotypes, which may differ from country to country.

Another important thing that the translator of advertising texts must take into account is the national laws on advertising. Advertising laws may differ in many countries, and the translator must take these differences into account. For example, British law restricts the use of female imagery in advertising, so advertising created in this country is characterized by a number of prohibitions. The rules of Ukrainian advertisement process may be found on the official governmental cite [186].

When translating from English into Ukrainian and from Ukrainian into English, you should also take into account that typologically these languages differ from each other. For example, English is analytical and Ukrainian is synthetic. This means that in English, meaning is expressed through combinations of word meanings, and in Ukrainian - through changes in word forms. Therefore, literal translation of a phrase is often impossible, and even if it is possible, it cannot convey the exact meaning intended by the copywriter. When translating advertising slogans, different transformations are used in order to make them understandable for English- and Ukrainian speaking customers.

One of the mandatory components of advertising is expressivity, as it largely determines the extent to which the communicative, aesthetic and pragmatic functions of advertising are realized. The most accurate definition of expressivity can be found in a Handbook of Pragmatics and it is seen there as a property of a text or its part, which conveys a speaker's inner state and has an emotional or logical enhancement in the process of its development [187, p. 10]. Creating expressiveness is a long and painstaking work. Without the use of lexical, phonetic, and lexical-stylistic techniques, an advertiser would not be able to achieve such success in promoting his advertisement. It is the effective choice of the means of expression that determines the success of the advertising text. The most effective expressive means at different linguistic levels include: 1) lexical: loanwords, words with positive semantics; 2) phonetic: alliteration, phoneme repetition, rhyme; 3) lexical and stylistic: metaphor, epithet, comparison,

rhetorical question. The use of the above-mentioned means is an integral part of creating expressiveness in advertising texts in both English and Russian. All of them are intended to make the addressee pay attention to the product. The task of the translator is to try to keep them in the target language (TTS).

So, let's have a closer look at the examples of advertising texts and their translations into Ukrainian and English to identify the translational transformations that translators used to preserve the communicative value of the source text.

Let us analyze the translation of English-language advertising slogans.

1. Life's better – the Milky Way [196] – *Молоко вдвічі смачніше, якщо це Milky Way*. When translating the advertising slogan, the lexeme «better» is concretized into the lexeme «смачніше» and the word «life» is replaced with the word «молоко» in order to focus the consumers' attention on one of the main components, which is included in the chocolate bar; the use of different concepts is also due to a different world perception of Ukrainian- and English-speaking cultures. The translator manages not only to adapt the RT for Ukrainian-speaking consumers, but also to preserve the epithet, thus making it more expressive and memorable.

2. Maybe she's born with it, maybe it's Maybelline – *Всі в захопленні від тебе, а му від Maybelline* [190]. Modulation is used in the translation. The translator decides not to translate the slogan verbatim, but to put into it a meaning that is understandable and close to the Ukrainian consumer. In the English version, there is a play on words «Maybe – Maybelline», which, unfortunately, cannot be conveyed in Ukrainian. However, the expressiveness is achieved at the same linguistic level as in the original: phonetically. The translator uses assonance through the repetition of such phonemes as [o] and [e]. The translated slogan is very successful, which confirms its popularity.

3. Gillette. The best a man can get - Gillette – *Найкраще для чоловіків* [194]. When translating the advertising slogan, the antonymic translation is used. This transformation helps to focus the attention on the advantages of the advertised product. In addition, the *modus operandi* category of the advertising contributes to the preservation of such techniques as the rhymes «Gillette/get - Gillette/no».

4. Whiskas: «Treat your cat with Whiskas and make the Christmas magical. My cat loves Whiskas. I love my cat»– *«Наближається Новий рік. Таке бажане та улюблене свято для кожного. Та що за свято без подарунків? І що за Новий Рік без Whiskas? Whiskas – найбажаніший подарунок для Вашої киці!»* [196]. A holistic transformation is used in the translation of the RT. Comparing the English and Ukrainian advertisements, it should be noted that the cause-and-effect relationship is built differently. The translator changes the structure of the original text, but retains the meaning of the text. In the first case, the author induces the buyer to act, using an incentive construction. In the second case, the translator focuses primarily on the festive atmosphere, in order to make the customer buy the product in question, thus making his or her pet happy.

5. «Skittles. Taste the rainbow» [195] – *«Skittles. Святкуй веселку»* [195]. The translation of the RT uses such techniques as borrowing «Skittles» and calquing «taste the rainbow – святкуй веселку». In this case, the translator uses borrowing in order to preserve the graphic image of the word and to convey the authenticity of the product. The literal translation helps to retain the meaning implicit in the original: the colorful candies are associated with the rainbow. As a result of translating this advertising slogan, the translator manages to retain the causative structure, which contributes to preserving the expressiveness of the above-mentioned RT.

It is difficult to answer unequivocally which translation strategy is the best to follow when translating the advertising texts, but it should be noted that literal or literal translation is very rarely used, because it is the imagery, not the form of the text, that is important in advertising.

If the slogan for the Bounty candy bar «A taste of paradise» were translated literally as «Смак раю» or «Смак, як у раю», we note that these versions are not as striking as «Баунті – райська насолода». Here, the translators chose the emotive and expressive word «delight» instead of the more common «taste». Such words-amplifiers are an essential part of successful advertising.

More often than not, free translation or adaptation is used when translating advertisements, especially slogans, because it is important to consider the national and cultural characteristics of the audience. An example of adaptation in advertising:

The slogan of Carlsberg beer: «Carlsberg - probably the best lager in the world» in Ukrainian sounds like this: «Карлсберг – імовірно найкраще пиво у світі». In this example, the form of the slogan has been retained, but the word «lager» has been replaced by «пиво» because «lager» (the name the English use for light beer) is quite rare in our country, and not everyone knows the meaning of the word.

In some cases, the slogan is left untranslated in its original language. This is necessary to emphasize the foreign origin and, consequently, the quality of the product. For example:

«Volkswagen. Das Auto», «Nike. Just do it» or McDonalds – every time a good time».

It should be noted that English-language advertisement texts have distinctive features, knowledge of which can help in developing translation strategies:

- The frequent use of imperative verbs in the imperative mood.

The study of English advertising slogans shows that the most frequently used imperative verbs are: *buy, try, ask, get, see, feel, taste, watch, find, listen, drive, let, look, drink, do, enjoy* [187, p. 27]. For example:

Relax, it's Holiday Inn – Забуть про справи в Холідей Інн.

The analysis of Ukrainian advertising slogans shows approximately the same number of imperative verbs. Despite the fact that in the two languages the ratio of imperative verbs is relatively equal, the sounding of such verbs as «to have» or «to love / like» in Russian analogues will not be quite adequate. For the sake of harmony and to avoid double meaning in such cases, translators prefer to find substitutions depending on the meaning of the slogan:

Have a break, have a Kit-Kat – Відпочинь, з'їж Кім Кат.

- A large number of emotionally colored adjectives and adverbs.

In the process of creating and translating advertising texts, adjectives and adverbs are used to describe various properties of the product being advertised - shape,

size, quality of cost, sensations the product evokes. In English-language advertisements, adjectives that indicate the authenticity of a brand are common: genuine, authentic and original. The adjective «new» is used more often in English-language advertisements - it is found in almost every second advertising text. And it is not always possible to translate it with its basic meaning:

The new truth for sensitive skin: Estee Lauder invents Verite – Веріте від Есте Лаудер – відкриття для Вашої шкіри.

- An appeal to the buyer.

Translators of English-language advertisements pay attention to the special nature of the use of personal and possessive pronouns in advertising slogans. The persuasive tone of the advertising address (which is also characteristic of Ukrainian advertising texts) is often based on the following communicative model: «we, our» - to refer to the advertiser, «you, your» - to refer to the potential buyer, and «they, their» - to refer to possible competitors [187, p. 24]. Also in both languages personal and possessive second-person pronouns are often used, as they reinforce the advertising appeal. For example:

At Hampton, We Love Having You Here – Поки Ви у ХемптонІнні, ми турбуємося про Вас. (Hampton Inn).

- Research of different stylistic devices.

Translating stylistic means of expression that carry the image charge of an advertising text often causes difficulties for translators because of the national peculiarities of the stylistic systems of different languages. All linguists emphasize the need to preserve the image of the original in translation, rightly believing that, above all, the translator should strive to reproduce the function of the reception, not the reception itself.

It is difficult and not necessary to preserve the alliteration, which is more characteristic of the English language, in translation. But still, if the entire text of an English-language advertisement is built on this very device, and it carries a certain stylistic meaning, it makes sense to convey this peculiarity. If «sound to sound» is not

possible, you can use unusual rhythm, word order, rhymes and repetition in various combinations instead. For example:

Tour to Turkey!!! – Вигравай Тур до Турції!!!

The translation of anaphora, epiphora or phonetic repetition does not cause much difficulty. Most often these techniques are transmitted by equivalent or variant correspondences, since the main task of transcribing such stylistic means is to preserve the positional relation of the units.

Know music. Know the beat – Знаєш музику! Знаєш ритм!

Don't dream it, drive it – Не мрій про неї, кермуй нею!

It gives you wiings! – Ред Бул надає крила!

Of particular interest is rhyme. Rhyming slogans are better placed in the minds of consumers, resulting in increased acceptance of the product on the market, but it is very difficult to translate a rhyming slogan from one language to another, preserving all the lexical and semantic nuances of the original and not distorting the main meaning. The ideal way to translate a rhyming text is to create a new rhyming text, preserving the meaning and style.

Gillette – the best a man can get! – Джилет – найкраще для чоловіків!

In many cases, translators are able to convey the linguistic basis and function of expressive means with an equivalent or variant correspondence. Sometimes it is not possible to find a similar equivalent in the system of another language, and the translator has to resort to using transformations such as differentiation and concretization; generalization of meaning; semantic development; holistic transformation; compensation.

Hair comes alive in our hands – Мистецтво пробуджувати красу волосся!

One of the most difficult cases of translating stylistic means of expression is wordplay or puns, and here, as a rule, it is not without losses. When translating, one must decide whether to convey the content by abandoning wordplay or to preserve the pun by replacing the image. Sometimes translators manage to keep the wordplay in the text:

For some the essence is to see, for others to see the essence – Для декого –
головне – побачити, для декого – побачити – це головне!!

In this Pilsner Urquell beer slogan, in the second case the word «main» emphasizes the peculiarity of the brand - its focus on people who look deeper than others.

However, when translating the wordplay, one must be wary of an unintended pun in translation, lest one get ambiguous.

As a result of scientific research the following conclusions are made.

1. In translation expressiveness is achieved at the level of speech, all means of language are considered in totality.

2. Translation transformations are necessary to preserve communicative and expressive function of advertising slogan; if in the process of translation expressiveness is lost, it is achieved at the expense of language means of the CPR. In this case, the following changes are observed: shift of metaphor, absence of translation of the graphic image of the word.

3. Translation-transformations are oriented on adaptation of interpretation, laid down by copywriter in the advertising slogan, for recipients of translation.

Thus, advertising slogans are considered to be the dominant feature of the translation process.

We can also conclude that an advertising text is a very special type of text, for the translation and adaptation of which the translator has to put a lot of effort. The choice of one or another translation method or technique depends on many factors: the nature of the text to be translated, the audience of the consumer of advertising products, the peculiarities of the translator's psychology, his or her adherence to a particular literary tradition. It all depends on each and every case. However, keep in mind that literal or literal translation can rarely be used.