

Specificity of the Translation of Advertising Texts From English Into Russian

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Annotation: Nowadays translation of advertising texts is becoming as a completely separate line of work for translators, which requires from a translator an ideal knowledge of the stylistic subtleties, cultural nuances of English and Russian, a clear understanding of the purpose of advertising. In most cases word for word translation of advertising texts and slogans does not fully convey the meaning and the mood of the product, so they are extremely rarely translated verbatim. During the translation into another language, the same phrase might have different semantic shades that change its conception. So that in the process of translating advertising message, translator should take into account such features like the purpose of the advertising texts, the linguistic qualities of the original text, the nature of the consumer, the audience's needs, the cultural aspects of the language.

Key words: the purpose of advertising, linguistic qualities, the translation of the slogan, transcreation, the methods of translation.

INTRODUCTION

In modern society advertising texts perform the most significant communicative function. One of the major points of the translation of advertising messages is expressed in the meaningful relationship between the original text and the translation, as well as in the transfer of the sociolinguistic aspects of the translated text. The stylistic, structural and national-cultural features of the advertising texts really have an impact on the translation of the text into a foreign language. Among the characteristics of the translation, the following contradictory aspects can be distinguished: - first and foremost, the translation of the slogan is not considered as an "original creative work". T. Bell says that the translator must always act within the framework dictated by the advertising agency when creating the initial slogan; - on the other hand, in relation to the translation of advertising messages directly, a team of scientists R. Ray and N. Kelly use the word "transcreation" («пересоздание»). The researchers emphasize that the term is used to denote an adapted translation or when the content is completely rewritten in the target language to reflect the main point of the original text.

Advertising text is a text containing advertising information designed to arouse interest among a certain audience in certain goods in order to further sell these goods. As Belova states in her article: "The advertising text must perform a number of essential functions, and any other text is not aimed at fulfilling them." Consequently, the translation of advertising texts is quite an important process. In addition, creating a new equivalent advertising text in the target language requires the translator to solve the problem of sociolinguistic adaptation of the text.

Particularly, according to the researcher (I. Zlobina, 2010), an advertising text includes a number of extralinguistic components and is adequately perceived only if they are harmoniously combined. This factor is significant during the translation, because neglecting these components will not translate the advertising message with the greatest effectiveness. In the process of translation, it is essential to take into account the purpose of the advertising message, the cultural and individual possibilities of the language in the cultural aspect of the consumer, the nature of the consumer, the linguistic qualities of the original text, so on, because the translation of advertising texts requires from the translator to have knowledge of the subject and clear understanding of what the author of the advertising message wanted to say.

During the translation of English advertising texts, in many cases, Russian specialists escape to translate the text, they try to give its "semantic equivalent". For example: "What legs! Much more than legs! OMSA knows how to be admired!" (От Парижа до Находки "Omsa" – лучшие колготки!); "Betcha can't eat just one" (Захрустишь – не устоишь!)

The choice of a method of translation depends on many factors. For many advertising translators, the text of a foreign language means understanding the idea of the advertised product, while by taking into account national specifics of the advertising texts, the message itself is often rewritten in the language which is in the consumer's country. In some cases where an exact translation is disagreeable for some reason, the translator uses phrases that are estimated in meaning, which must necessarily take into consideration traditional aspects, national and social characteristics, behavior of a particular audience to which the product is directed in the advertising text.

Sometimes due to the translation of facts and events which are related to the culture of a particular audience, various traditional customs, names of dishes, clothing, translators face significant difficulties in translating the original. So in these cases, the translator's task is solving linguistic problems due to differences in the semantic structure and peculiarities of using two foreign languages in the communication process.

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In the article, Zlobina emphasizes that the use of quotations, allusions, idioms, as well as foreign language insertions in advertising assumes that the creator of the text and its recipient have common background knowledge. According to the researcher B. Rarenko: "The translation of advertising is in principle possible, but losses, as with any translation, are inevitable, so the ability to prioritize becomes important when translating an advertising message." If it is necessary to make a choice, the translator should try to convey, first of all, those that serve as additional means of highlighting the components of advertising texts. According to Rarenko's analysis, these include: 1) emotional-evaluative vocabulary with the semantics of a positive assessment; 2) means of expressing the hyperbole of a positive assessment; 3) "fashion words"; 4) foreign words, turns of speech and quotations; 5) dialectal words and phrases; 6) syntactic design of the statement; 7) repetitions of all levels; 8) puns, metaphors, comparisons, author's paired phrases and other lexical figures of style; 9) the background of the literary norm of the language; 10) stylistically colored vocabulary.

One of the most important components of the advertising text is the description of the advertised product or service, attributive combinations, which include adverbs and adjectives, carry a large functional load indicated in the researcher's article (I. Zlobina). Some researchers even call adverbs and adjectives keywords of the advertising text and pay special attention to them. It is adjectives and adverbs that help create that unique tone of the advertising appeal, which allows you to convey the qualities and dignity of the advertised item. When translating into Russian language, this circumstance must be taken into account: "Radiant, sensual, sophisticated, J'adore is a fragrance that celebrates the renaissance of extreme femininity and the power of spontaneous emotion with a brilliant bouquet of orchids, the velvet touch of Damascus plum and the mellowness of Amarante wood" (Сияющий, чувственный, сложный, J'adore – аромат, который празднует Ренессанс чрезвычайной женственности и власть непосредственной эмоции с блестящим букетом орхидей, бархатным контактом Дамасской сливы, и спелостью леса амаранта).

In the process of translating advertising texts, adjectives and adverbs are used to describe the most diverse properties of the advertised product - shape, size, cost quality, sensations that this product evokes. The most commonly used adjectives in English advertising are: natural, sensual, innocent, passionate, romantic, mysterious, good, better, best, free, fresh, delicious, full sure, clean, wonderful, special, fine, big, great, real, easy, bright, extra, rich, gold. Often there are adjectives indicating the authenticity of the brand: genuine, authentic и original. But, according to I. Zlobina, the adjective "new" is used as the champion in terms of frequency in English advertising - it can be found in almost every second advertising text.

The most significant features of the advertising text include such as the frequent use of verb forms, which significantly enhance the dynamism of the advertising message. (see, buy, fly). "They fell in love with her when she started wearing that Sexplosion perfume. That perfume really attracts boys! Buy some!". Very often in advertising texts there is a metaphor, the translation of which requires great creativity from the translator: "Plop plop, fizz fizz, oh what a relief it is!" (реклама Alka-Seltzer: "Веселье без похмелья!"); "The quicker picker-upper" (реклама шоколада Bounty: "Bounty. Райское наслаждение"). Or when translating an ordinary advertising slogan into Russian, the translator uses a metaphor: "Mr. Clean will clean your whole house and everything that's in it" ("Mr. Proper все отмыл и квартиру освежил"; "С Mr. Proper веселей, дома чисто в два раза быстрее!"); "If it's gotta be clean, it's gotta be Tide" ("Чистота – чисто Тайд!")

When translating advertising texts from English into Russian, it is important that the text conveys the meaning and mood. But if the original marketers use various tricks to improve the perception of the text, then it becomes more difficult to translate it. There are a huge number of such tricks: puns, rhyming, consonance of individual words or double meanings of phrases. If they are, then 100% accurate translation becomes impossible. The translator can only get as close as possible to the original presentation. Some experts do this very well:

A classic example with the Gillette brand slogan. In the original it sounds «Gillette. The best a man can get». A simple, strong and memorable slogan, the effect of which largely depends on the rhyme. It was translated into Russian with dignity - «Gillette. Лучше для мужчины нет». The translation preserves a short and capacious form, a clear rhythm, and, most importantly, a rhyme with the name of the trademark. The slogan is actively used by the company to this day.

CONCLUSION

In the process of recreating an advertising text, the translator faces the task of conveying the means that form different types of information in their complex interweaving, but not all of them are equally difficult to translate. The linguistic means used in advertising can carry one type of information or several at once, but in general, advertising has a redundancy of means that serve its communicative task, but this redundancy should not be removed during translation, it must be tried to be preserved. Depending on the type of text, approaches and requirements for translation are determined, the type of text affects the choice of translation techniques and the degree of equivalence of the translation to the original, and accordingly, the goals and tasks facing the translator differ. Various authors point out, in particular, I. S. Alekseeva: "In order for an advertising text to fulfill its communicative function, it is not enough to translate it, it must be included in the cultural environment of the target language".

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