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LEXICO-GRAMMATICAL PECULIARITIES OF TRANSLATION OF ADVERTISING SLOGANS

Abstract

The article is dedicated to the research of lexico-grammatical peculiarities of translation of advertising slogans. It is pointed out by the authors that an appropriate translation of advertising slogans plays a significant role in the field of international modern trade. The authors placed special emphasis on the research of lexico-grammatical peculiarities of translation of advertising slogans and definition of the differences between advertising slogans and ordinary texts. The main grammatical peculiarities of advertising slogans were investigated and organized in the article. The authors defined a set of approaches used to overcome difficulties of translation of advertising slogans into Ukrainian language. There are two approaches to the problem of classification of translation transformations used for translation of advertising texts. The first classification is based on the type of translated texts (genre and stylistic peculiarities of original text); the second one is based on the type of translator's speech acts in translation process (psycholinguistic peculiarities of speech acts in written and oral forms).

Keywords: translation, translation transformations, advertisement, advertising slogan, translation problems.

An advertising slogan or tagline is an integral part of any advertising campaign. A concise, emotional phrase is designed to attract the attention of consumers of goods and services, influencing their choices. It should be memorable, make the brand easily recognisable and distinguish the brand's products from others. Today, there are many types of advertising slogans, but there is still no single classification for them.

Translation is a process characterised by a focus on conveying the communicative effect present in the source text and partially modified as a result of differences between two languages, cultures and communicative situations. In today's world, advertising is an integral part of any means of mass communication, influencing the consciousness of a wide range of people. The language of advertising has certain features that distinguish it from the language of other spheres of human activity. There are two main approaches to the problem of classifying techniques for translating advertising texts. The first classification is based on the nature of the translated texts (genre and stylistic features of the original), and the second is based on the nature of the translator's linguistic actions in the translation process (psycholinguistic features of linguistic actions in written and oral forms).

Our study focuses on examining the relationship between the content and form of the translated text and the content and form of the original text, as well as on the appropriate type of translation for advertising slogans. By adequate translation, we mean a type of translation that ensures the fulfilment of the pragmatic tasks of the act of translation "at the highest possible level of equivalence for achieving a specific goal, without violating the norms or conventions of the target language, while complying with the genre and stylistic requirements for texts of a certain type and corresponding to the socially recognised conventional norms of translation." Y. Marchuk has developed a typology of translation correspondences for analysing the structural and semantic features of advertising slogans, according to which three types of correspondences are distinguished: equivalent, variant and transformational. Equivalent correspondences in translation are understood as the fixation of translation equivalents and semantic identities. Variant correspondences are translation decisions that are possible when conveying the basic meaning of a sentence. Examples of variant correspondences include the simplest cases of contextual translation decisions involving the polysemy of individual lexical units. Variant correspondences may not cover the entire range of translation correspondences and may be contextually limited. However, this type of correspondence is intuitively acceptable and is therefore available to translators.

It should be noted that an advertising slogan has certain similarities with an advertising headline, but it should be remembered that they are different and independent components of advertising text. One of the main characteristics of advertising slogans is their ability to simultaneously reflect the essence, philosophy and corporate policy of a company in various industries. The subject of advertising, i.e. a specific product or service, has a significant impact on the style of advertising texts. This primarily affects the choice of translation techniques for such texts.

The language of advertising has rather peculiar grammatical features. In advertising texts, grammar is secondary, since the main purpose of advertising is to achieve the desired semantic and emotional effect. Advertising texts often use the highest degree of comparison of adjectives. Analysis of a number of advertising texts has shown that the use of the adjective 'the best' is quite common in advertisements. There are other features of the use of lexical units belonging to different parts of speech in advertising language. For example, we noticed a tendency to use the adverb 'now' as a substitute for the adjective "modern" in the sense of 'contemporary, fashionable.' For example: 'You've got the now look!' In our opinion, this is due to the need to make advertising texts vivid, evoking the desired images in consumers of goods or services.

Advertising texts can be divided into four components, which include an advertising slogan, a catchy headline, the advertising text itself, and the so-called echo phrase. It should be noted that the presence of all four components is not mandatory. Thus, a headline is almost always present in an advertising text, while the use of other components is determined by the characteristics of the advertised product or service, or depends on other criteria. Therefore, the headline is the most important verbal component of advertising. Usually, it is the headline that contains the main idea or argument of the advertising text. According to the results of studies of advertising texts, about 80% of consumers who read the headline do not pay attention to the advertising text itself. It is known that the purpose of an advertising headline is to actively attract the attention of consumers of goods and services in order to attract their interest in the advertised product. That is why the headline must necessarily contain an appeal and

the main advertising argument. These components are further developed in the advertising text itself.

The results of our research have shown that, at the lexical level, a whole range of translation transformations are widely used to translate advertising slogans into closely related languages, including concretisation, generalisation, compression, decompression, antonymic translation (negation, positivation, cancellation of two negative components), holistic transformation and compensation. At the grammatical level, the translation transformations used to translate advertising slogans into closely related languages are mainly represented by compensation, word order change and integration. It should be noted that morphological and syntactic changes in the structure of an advertising slogan in the translation process are caused by interlingual differences in the grammatical structure of unrelated languages and the linguistic and cultural characteristics of their lexical composition. The main grammatical phenomena that determine the use of these translation transformations include the following:

- 1) the absence of a particular grammatical category in one of the languages (e.g., articles, gerunds, infinitive and participle constructions in Ukrainian, etc.); 2) partial similarities or differences between certain categorial features in different languages (e.g. some forms of passive verb constructions, categories of number and gender, modal verbs, etc.). The main factors that cause difficulties in the process of translating English advertising slogans into Ukrainian include the following: 1) the mobility and variability of the associative field of stimuli containing specific transformational elements;
- 2) the diversity and multi-level functions performed by advertising slogans, and the obligation to preserve them in the translated text;
- 3) the lack of equivalence of vocabulary and the absence of figurative meanings of certain concepts in the target language;
- 4) the peculiarities of actualising stylistic devices in the target language. At the same time, in our opinion, the choice of a translation option for an advertising slogan largely

depends on the translator's level of communicative competence and their translation preferences.

Therefore, having analysed various approaches to the lexical and grammatical features of translating English advertising slogans and the difficulties that may arise when translating them, we conclude that in the process of translating any advertising text or slogan, special attention should be paid to the type of slogan and its function. This is necessary, first and foremost, to ensure that the translation of a particular advertising slogan is as close as possible to the original and does not lose its original meaning.

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