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## КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

**ЛІНГВОСТИЛІСТИЧНІ ОСОБЛИВОСТІ ПЕРЕКЛАДУ РЕКЛАМНИХ СЛОГАНІВ**

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**ЗАВДАННЯ**  
**на курсову роботу з перекладу з англійської мови**  
**для студентів IV курсу**

студент IV \_\_\_\_\_ курсу Па08-19 \_\_\_\_\_ групи, факультету перекладознавства КНЛУ спеціальності **035 Філологія**, спеціалізації **035.041 Германські мови та літератури (переклад включно)**, перша – англійська, освітньо-професійної програми **Англійська мова і друга іноземна мова: усний і письмовий переклад**  
Тема роботи Лінгвостилістичні особливості перекладу рекламних слоганів

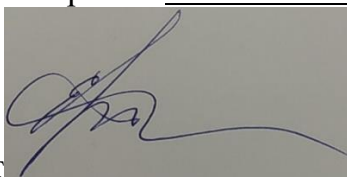
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Дата видачі завдання \_\_\_\_\_ вересня 2022 року

**Графік виконання курсової роботи з перекладу**

№ п/п	Найменування частин та план курсової роботи	Терміни звіту про виконання	Відмітка про виконання
1.	Аналіз наукових першоджерел і написання <b>теоретичної частини</b> курсової роботи ( <b>розділ 1</b> )	1–5 листопада 2022 р.	
2.	Аналіз дискурсу, який досліджується, на матеріалі фрагмента тексту; проведення перекладацького аналізу матеріалу дослідження і написання <b>практичної частини</b> курсової роботи ( <b>розділ 2</b> )	7–11 лютого 2023 р.	
3.	Написання <b>вступу і висновків</b> дослідження, оформлення курсової роботи і подача завершеної курсової роботи науковому керівнику для попереднього перегляду	28–31 березня 2023 р.	
4.	<b>Оцінювання</b> курсових робіт <b>науковими керівниками</b> , підготовка студентами презентацій до захисту курсової роботи	25–30 квітня 2023 р.	
5.	<b>Захист</b> курсової роботи (за розкладом деканату)	2-13 травня 2023 р.	

Науковий керівник \_\_\_\_\_ (підпис)

Студент \_\_\_\_\_



## РЕЦЕНЗІЯ НА КУРСОВУ РОБОТУ З ПЕРЕКЛАДУ З АНГЛІЙСЬКОЇ МОВИ

студента(ки) ІV \_\_\_\_\_ курсу групи Па08-19 \_\_\_\_\_ факультету германської філології і перекладу КНЛУ спеціальності **035 Філологія**, спеціалізації **035.041 Германські мови та літератури (переклад включно)**, перша – англійська, освітньо-професійної програми **Англійська мова і друга іноземна мова: усний і письмовий переклад**

Єрмак Дар'ї Віталіївни

(ПІБ студента)

за темою Лінгвостилістичні особливості перекладу рекламних слоганів

	Критерії	Оцінка в балах
1.	Наявність основних компонентів структури роботи — <i>загалом 5 балів</i> (усі компоненти присутні – 5, один або декілька компонентів відсутні – 0)	
2.	Відповідність оформлення роботи, посилань і списку використаних джерел нормативним вимогам до курсової роботи — <i>загалом 10 балів</i> (повна відповідність – 10, незначні помилки в оформленні – 8, значні помилки в оформленні – 4, оформлення переважно невірне – 0)	
3.	Відповідність побудови вступу нормативним вимогам — <i>загалом 10 балів</i> (повна відповідність – 10, відповідність неповна – 8, відповідність часткова – 4, не відповідає вимогам – 0)	
4.	Відповідність огляду наукової літератури нормативним вимогам — <i>загалом 15 балів</i> (повна відповідність – 15, відповідність неповна – 10, відповідність часткова – 5, не відповідає вимогам – 0)	
5.	Відповідність практичної частини дослідження нормативним вимогам — <i>загалом 20 балів</i> (повна відповідність – 20, відповідність неповна – 15, відповідність часткова – 10, не відповідає вимогам – 0)	
6.	Відповідність висновків результатам теоретичної та практичної складових дослідження — <i>загалом 10 балів</i> (повна відповідність – 10, відповідність неповна – 8, відповідність часткова – 4, не відповідає вимогам – 0)	

Усього набрано балів: \_\_\_\_\_

Оцінка:

«До захисту»

\_\_\_\_\_ (42-70 балів)

\_\_\_\_\_ (підпис керівника)

«На доопрацювання»

\_\_\_\_\_ (0-41 балів)

\_\_\_\_\_ (підпис керівника)

” ” \_\_\_\_\_ 2022

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## INTRODUCTION

Advertising has entered our everyday life. We listen to it on the radio, watch it on TV, see it on the Internet, look at it while walking around the city. Today it is almost impossible to avoid and ignore advertising, and many products and services are advertised internationally. Many foreign brands are sold on the Ukrainian market, this term paper is focused on the translations of texts and advertising slogans from English into Ukrainian. Advertising involves the creative use of words with a strategy to capture the market, and translation often involves creativity as well as translation strategies to achieve the goal set by marketers. If the translator manages to convey the meaning and creativity of the slogan at the same time, as well as to achieve the goal of the advertisement (which is often to sell a product/service or attract customers), we can say that the translator has done the job successfully.

The study of English advertising has an important practical significance. English Advertising is a specialized English language that belongs to the field of applied linguistics. It serves specific promotional purposes in the commercial, industrial, scientific and social fields. In today's world, advertising has become one of the symbols of a country's economic development and civilization.

The theoretical grounding for the ideas supplied was formed on the basis of the fundamental scientific works by N.A. Hurska [1], I. M. Klymenko [5], U. Kurmach [7], A. O. Malyshenko [8], Y. Chen [13; 14], X. Ding [16], W. Wells [33]. Advertising texts in general have been repeatedly studied in terms of their structural, semantic, genre, stylistic and communicative features.

The research has been conducted on the basis of the English advertising slogans published online on the web-sites in the USA and Europe. There has been made an attempt to perform adequate translation of commercial English slogans into Ukrainian. The preliminary linguistic analysis of the authentic English slogan in comparison with their Ukrainian equivalents has allowed to distinguish the distinctive genre features relevant for translation.

**The topicality** of the topic is caused by the fact that today in linguistics as a science, on the one hand, there is a significant amount of literature devoted to the

study of linguistic features of advertising slogans, but there is still no sufficiently complete picture of the peculiarities of translating English-language advertising slogans into Ukrainian. The study of the specifics of translating advertising slogans is an important potential contribution to modern Ukrainian translation studies. After all, for the development of a progressive information society and the spread of globalization processes in the field of advertising communication in Ukraine, a comprehensive study of the interconnectedness of all possible components of advertising is necessary, which requires the analysis of foreign-language advertising discourse.

**The aim of the research** is to explore the stylistic features of English advertising slogans. The practical part of the term paper is an attempt to exemplify the peculiarities of translating English advertising slogans into Ukrainian.

**The objective** of the following research is to:

- 1) to highlight the linguistic features of English advertising slogans;
- 2) to define advertising slogan, highlight its functions and features, determine its place among functional styles;
- 3) to analyze the linguistic and stylistic features of the translation of English advertising slogans and their translation techniques;
- 4) to analyze the difficulties of translating English expressive vocabulary in advertising texts and slogans.

**The object** of the research are English slogans and their Ukrainian translation equivalents.

**The subject** of the research are the peculiarities and problems of rendering English commercial slogans in Ukrainian.

**The data sources** of the research are slogans in English.

To solve the tasks in this paper, the following **methods** were used: comparative analysis of the comparison of the translation text with the text of the original work, transformational, quantitative, statistical analyses.

**The theoretical value** of the research lies in the identification of specific features of advertising slogans in English and Ukrainian, as well as in the

generalization of the theoretical basis necessary for the implementation of qualified translation.

The **practical value** of the work is that the results of the study can be used to solve practical problems of translation of slogans and advertising texts, as well as in the development of methodological manuals on the theory of translation and the theory of advertising texts translation.

**The structure of the work:** the work consists of an introduction, two chapters, conclusions and a list of references. The introduction substantiates the relevance of the research topic, its theoretical and practical significance, defines the object, subject, aim and objectives of the study, methods and structure of the work.



## CHAPTER 1. ADVERTISING SLOGAN AS AN OBJECT OF RESEARCH

### 1.1 Lexical and grammatical features of an advertising slogans

Advertising has become an integral part of modern life. Firmly settling in the communicative space of society, it surrounds us everywhere (radio, television, Internet, newspapers, magazines, etc.). It should be recognized that at this stage of civilization development advertising in many of its manifestations is an effective mechanism for the formation of views, tastes, styles of behaviour and values. This feature of advertising has determined the need for its comprehensive study, especially in the field of linguistics. Despite the fact that many works have been devoted to the study of various aspects of advertising communication, to this day, this area is full of controversial issues regarding the status of the language of advertising, its universal and ethno-cultural features, etc. Undoubtedly, advertising slogan as a key form of realization of advertising communication has its own linguistic specificity and uniqueness, respectively, it has certain characteristics that emphasize its unique nature and pragmatic purpose.

The term “slogan” has a long and rich history of origin. It is generally accepted that it originates from the Scottish Gaelic word “slough-ghairm” and means “a battle cry”. Slogans have long been used in religious and political spheres, but today they are mainly used in business and trade. In August 1859, the world's first advertising slogan of the American pharmaceutical company Beechams Pills appeared in print: “*Beechams Pills: Worth a Guinea a Box*” (see Annex A). Advertising slogan together with the company name and logo are three key components of brand identity that establish the connection of companies with the outside world [19: 421]. Each of these elements performs different functions.

The slogan plays a central role in the advertising message: it should encourage the consumer to make a choice in favour of the advertised service and position the institution in the service market. To be effective in the process of communication, slogans should combine the language form (expressive language means and possibilities of the language system), pragmatic guidelines (immediate impact on the

consumer and long-term recognition effect) and communicative functions as accurately as possible [9: 204]. A slogan is the essence of an advertising concept compressed into a formula, a short message brought to linguistic perfection, which is easy to remember. Semantic richness in combination with a short form of a slogan allows to compare the slogan and the title of the advertising text with the so-called literature of small forms – sayings, proverbs, aphorisms [9: 207].

Among the syntactic means of expression in advertising slogans, elliptical constructions, repetitions, especially at the level of syntactic organization of the proposal, and rhetorical questions are the most common. From lexical means, such figures of speech as metaphor, simile, hyperbole, antithesis, litotes and irony can be distinguished. Among the phonetic means of expression, alliteration is most often used. When translating advertising slogans, it is more about their localization and adaptation to the social, territorial and professional characteristics of potential addressees [1: 56].

In the English advertising slogans we can find absolutely any types of vocabulary:

- neologisms;
- archaisms;
- proper names;
- jargonisms and slang;
- professional vocabulary, etc.

The lexical means of expressiveness of the advertising slogans are realized through the use of various metaphors, as well as epithets. Epithets are represented in the English prospectus by such typical adjectives as: *good, better, fresh, wonderful, welcoming, special, fine, big, real, extra, rich, mouth-watering, delicious* [1: 66].

Among affirmative sentences a special place belongs to structurally incomplete sentences, in particular elliptical ones. In this case, the establishment of the semantic structure of the advertising slogan is mainly due to the polycode nature of advertising or due to internal structural features: elliptical sentences do not contain a predicate component, which is not supposed to be established, for example: *More than money*

[33: 556] (slogan of the Visa payment system, укр.: *Більше, ніж гроші*).

Incentive slogans contain a call to action, but this action is not usually directly related to the addressee's illocutionary intention, it usually aims to induce the addressee to want to make a certain purchase. The key grammatical element here is the usage of the imperative mood, e.g.: *Just quit it* (slogan of social advertising against bad habits, in particular smoking, укр.: *Просто кинь це*) [36: 590]. Imperative sentences are built as monosyllabic syntactic constructions, which in Ukrainian can be reproduced both in the form of one- and two-syllable sentences.

The slogans expressing prohibitions are also presented in the form of incentive sentences, e.g.: *Don't Buy Exotic Animal Souvenirs* [36: 601] (slogan of social advertising on animal protection, укр.: *Не купуй сувеніри з екзотичних тварин*). A special syntactic technique in the translation of English incentive sentences into Ukrainian is the combination of several incentives within one slogan, e.g.: *Stay Alive, don't drink and drive* [35: 14] (social advertising of safe driving, укр.: *Залишайся живим, не пий і кермуй*).

Syntactically, most slogans are simple sentences. Sometimes it is just a phrase or even one word: *Subway* – “*Eat Fresh*” (SB); *Harvey's* – “*Meet. Fire. Good*” (HN). The use of simple sentences, individual phrases or words is associated with the dynamism, expressiveness of the advertising text, which should be quickly perceived by the reader. Often elliptical constructions are used, which stylize the slogan in colloquial speech. And incentive constructions in the text of advertising give liveliness and emotionality to the statement: *Burger King* – “*Have it your way*” (BK). In general, syntax is perhaps the most powerful means of conveying emotional information in advertising. This includes rhetorical questions: *Wendy's* – “*Where's the Beef?*” (WD); elliptical sentences: *Applebee's* – “*Eating good in the neighbourhood*” (AB); exclamatory sentences: *Pizza Hut* – “*Best pizzas – best deals!*” (PH); syntactic repetition/parallelism: *TGI Friday's* – “*Live it, love it, book it*” (TGI).

Thus, one of the tasks of a slogan is to inform the audience about a product or service. At the linguistic level, this function is achieved with the help of the vast

majority of nouns, which carry a lot of information, compared to other parts of speech.

An example of the above statement is the advertising slogan of McDonald's – *“Two all-beef patties, special sauce, lettuce, cheese, pickles, onions on a sesame seed bun. Power. Beauty. Soul”* (MC). We can notice that this text of the advertising message mostly consists of nouns and adjectives and verbs are absent at all.

As it was mentioned earlier, the task of advertising slogan is to cause the planned behaviour. Verbs, unlike other parts of speech, have greater motivational power. It is not enough to ensure that everyone is familiar with the product, an important task is to sell this product, to convince the potential buyer that one needs it. To implement this function in Ukrainian and English, imperative sentences with a verb in the imperative mood are used, for example: *“Buy it. Sell it. Love it”* (EB). The imperative mood can express an appeal, suggestion, persuasion, etc. Imperatives encourage a potential buyer to purchase a product. It is not uncommon to find verbs in the imperative mood with the particle “not”. This emphasizes the contrast between the desired result and what the potential buyer has at the moment.

Interrogative sentences in the function of structurally simple monopredicative slogans are rare, but have a pronounced expressive character. The translation of these slogans is illustrated by the following example: *“What are we made of?”* [33: 660] (укр.: *З чого ми зроблені?*). Thus, monopredicative syntactic constructions are frequent for the formation of slogans, they allow to adhere to one of the main principles of forming an advertising text – that is conciseness.

The most common grammatical means of expressiveness of the English advertising slogans are:

- the use of rhetorical questions: *“Where's the Beef?”* (WD) (укр.: *“А де яловичина?”*) This slogan belongs to Wendy's – an American international chain of fast-food restaurants;

- active use of abbreviations and various graphic means of expression;

- use of personal and possessive pronouns. Constructions such as “ми – наш”, “ви – ваш” make the advertising message even more convincing. A striking example

of the use of such constructions is the slogan of Arby's, an American chain of fast-food sandwich restaurants with more than 3300 restaurants: “*We have the meats*” (AR) (“*Ми маємо м’ясо*”);

- use of an imperative and a hidden command or call to action: *try, get, take, send for, use, call, make, let, come on, hurry, come, see, give, choose, eat, buy, feed* [34: 93]. For example, the slogan of Subway – an American multinational franchise of fast-food restaurants: “*Eat fresh*” (SB) (“*Їж свіже*”).

One of the most popular and effective techniques in English advertising is rhyme, which serves to enhance the expressiveness of the message and to facilitate its memorization. Rhyme as a manipulative technique is aimed not only at memorizing the statement itself, but also the name of the product. Rhythmically and correctly organized text, clear placement of pauses, coordinated mechanism of musical accompaniment – all this leads to a successful interpretation of the content of the statement: *Get back your «oo» with Typhoo* (TP); *Hair feels fresher, stronger, for longer* (SW); *Gateway. A better way* (GW). At the present stage, the technology of creating advertising texts based on the use of phonestemics and paronymic attraction is widespread. English philologist J. Firth drew attention to the fact that some English sounds and sound combinations can convey certain meanings. One of the functions is the phono-aesthetic function is the ability of sounds to create a certain context [19: 185]. A large, above the norm, number of repeated morphemes in an advertising text creates an internal attraction of words, synthesizes sound images, forms an associative field of an advertising slogan, intensifies textual meanings: *The first fragrance for men from TOM FORD* [35: 19]; *BIOLAGE: hold stronger, longer. Find strength in styling. BIOLAGE styling* [35: 22].

Adjectives play a big role in the composition of an advertising slogan. They are capable of creating specific associations. The slogan reflects the main concept of the advertising text and contains an emotionally coloured expression of a positive emotion, an evaluation of the advertising product. The superlative degree of adjectives contributes to the impression of exclusivity of the brand and inspires confidence in the buyer. For example: “*Carlsberg. Probably the best beer in the*

*world! It's the most fabulous party of the year...*” [36: 603].

To make the advertisement valuable to the recipient's attention, readable and convincing, and especially memorable, advertising in English often uses a variety of rhetorical devices to enhance the artistry and attractiveness of the language. It can be said that the success of English advertising is not only related to the successful combination of words and sentences, but is also closely linked to the clever use of various rhetorical devices.

Puns and wordplay are actively used in the creation of an advertising slogan, using the features of homonyms advertising statement has a double meaning that is remembered. In English advertising creatives often use the charm of a pun. For example, the Muenster Meat shop is known for its slogan “*Nice to meat you*” [36: 604]. The word play in this slogan is that the words “meet” and “meat” are homonyms. For a linguist, it will be a particular challenge to translate this slogan into Ukrainian while preserving the original meaning.

## **1.2 Language expressive means in English advertising slogans**

Advertising text is the most expensive text in the world, as it is often paid a lot of money for its creation and publication. Subsequently, there should be high requirements to every word in advertising, not only artistic and informational, but also economic – here literally every word should be successfully sold. Advertising text should:

- attract the attention of an uninterested recipient;
- arouse the consumer's desire to read, listen to or watch the advertisement (this is done by subheadings, intermediate headings, various highlights, audio effects, catchy slogans);
- be so interesting that the recipient perceives the advertisement to the end.

The demonstration of the aesthetic function of language in advertising is carried out through the use of figurative means (tropes, figures of expressive syntax), modernization of the usual word usage (the presence of puns, rhymes in advertising texts).

The originality of the language of advertising is determined by the fact that it (the language of advertising) is always in interaction and in correlation:

- with the visual range (print advertising – in newspapers, magazines; outdoor advertising - billboards, posters, banners, etc;)
- with sound (on the radio);
- with sound and visuals (as part of a TV spot, clip).

Imagery and emotionality of the slogan are achieved through the use of vocabulary rich in «connotative loop» [12: 4-6]. In addition, positively evaluative vocabulary prevails, which is expressed by adjectives, adverbs and nouns with high quality semantics (delicious, sensational, special, superior, terrific, unique, mouth-watering, etc.), and the evaluation itself is often hyperbolic: “*Taste the ultimate*” (Bombay Sapphire Gin) [34: 101]. Here is an example of advertising of Gula Cakery: “*Excellent daily specials and mouth-watering desserts*” [34: 100]. We can see that the use of adjectives that describe desserts and create associations for the recipient is a vivid example of evaluative vocabulary. Semantic fields will depend directly on the sphere of the advertised product, but more often than not, the semantics of most words in an advertising slogan will be positive to create a positive association.

An important factor that contributes to the implementation of advertising is emotionally expressive vocabulary and evaluative vocabulary with positive connotations. Emotional (expressive) vocabulary is expressed in words, the whole lexical meaning of which is enclosed in the emotions and feelings of the speaker. Emotionality in the text of advertising is often combined with evaluation. Evaluative vocabulary expresses the attitude of the speaker, his/her encouragement or disapproval of the meaning inherent in the meaning of the word or text as a whole. Evaluativeness is one of the most important concepts of connotation. The following example can be given: KFC – “*Better recipes, better choices, better call us for dinner!*” [34: 99]. This text is an example of vivid emotionality and evaluativeness. The use of the adjective “better” in the context allows to influence the evaluative perception of the buyer. This adjective indicates the excellent quality of the product, which has become even better compared to previous versions and existing samples of

similar products on the market.

McDonald's McGriddles – “*Bizarre, but yummy*” [34: 99]. This example, in addition to such a key means of expressing emotionality as *yummy* (смачный), contains the word *bizarre* (химерный, дивный). If to look in the dictionary, the word *bizarre* has several meanings, namely: 1. very odd in manner, appearance, etc.; grotesque. 2. unexpected and unbelievable; fantastic. Similar words: fantastic [28: 155]. This is an additional psychological factor of influencing a customer and increasing one's interest in the advertising message and product.

Colloquial vocabulary is characterized by notable features at all levels of the language system. It includes pronunciation, peculiarities of the choice of lexical units and their organization. Such vocabulary contributes to the creation of an informal dialogue between the brand and the consumer, contributes to their rapprochement. Since colloquial vocabulary conveys the language of the streets, its use in advertising is most often limited to mass consumption products. For example, a chain of fast-food restaurants used the following slogan: *I'm lovin' it!* Another interesting example is Burger King advertising:

*“Burger: I'm just sayin' that with me you always have it your way.*

*Girl, I am made to order.*

*\*Father enters\**

*Burger: Dad, don't you knock?*

*Father: What's goin' on? First you sell yourself for a buck and now this?*

*Burger: Stop treating me like I am on a kid's menu!*

*Father: You get your buns downstairs right now!*

*Burger: Eat me.” (BK)*

In this case, the advertising text is a sequential dialogue between a character dressed as a burger and his father. The text is full of abbreviated verb forms: just sayin', what's goin' on and the elliptical construction, for example: *Don't you knock?* [34: 98]. In addition, there are many exclamatory sentences in the text, and the dialogues themselves are highly emotional. A notable feature of the American colloquial style is the reduction of the ending -ing to -in'. This graphic designation is



used to mimic the pronunciation. All this indicates that we have a text of conversational functional style. Nevertheless, the author tries to encourage the viewer and the characters to act, filling the dialogues with motivating phrases. It is interesting to analyze the translation of some phrases from this advertisement. We can meet the word “buck”, which serves as an informal name for the dollar, so the translator will have the opportunity to translate the phrase in several ways: “*Спочатку ти продаєш себе за бакс, а зараз це?*”; “*Спочатку ти продаєшся за 1 долар, а тепер ось це?*”.

One can also observe the translation of jargon: “*You get your buns downstairs right now!*” [34: 98]. The character of the advertisement is in the costume of a big burger, that is why instead of the word “ass” from the phrase “get your ass in here” it was decided to use the word “buns”, thus avoiding vulgar vocabulary in advertising and achieving a comic effect.

Emotionally coloured words take up a specific layer of the vocabulary of the language. They form a certain emotional atmosphere in the context. With its help in advertising the necessary emotional and evaluative subtext is formed, which motivates readers to buy the goods, forming stable associations. We can divide emotionally coloured vocabulary into the following subtypes:

1. Words with unambiguous evaluative meaning – these are mainly words whose semantics already contain evaluation. Examples are the following slogans: “*Trusted Everywhere*”; “*Being stylish is being able to dress up with less*” [34: 100]. The words “trusted” and “stylish” have a positive impact on the consumer, forming a trusting attitude to the brand. The positive evaluation represents the denotative component of their meaning.

2. Connotational words are those words that acquire evaluation only in a certain context. Usually they are neutral vocabulary, the direct meaning of which does not predetermine anything in the speaker's attitude towards the object of evaluation. However, appearing in the context they acquire a bright emotional colouring: “*Hip, stylish, cool and despite the Elephant, light*”; “*Sharp: Sharp Minds, Sharp Products*” [34: 101]. The words “sharp” and “light” are not initially

emotionally charged, but in the context of these slogans they become emotionally charged. The first one is an advertisement for shoes. The authors emphasize its lightness, which is one of the guarantees of its convenience. The second one shows us the slogan of Sharp, which is engaged in the production of household appliances, office equipment, video, information systems and electronic components. The authors of the slogan emphasize the accuracy and efficiency of the equipment, which is undoubtedly an important factor that customers rely on when choosing a particular product.

Quite often the main purpose of an advertisement is to create an image of the product being sold, and for this the author resorts to all kinds of linguistic means and idiomatic expressions. The task of emotive and evaluative vocabulary in the text of advertising is to create impressions, bright colours, emotions, associations for the recipient. Through visualization the creators of advertising slogans manage to shape the necessary image of the product. As soon as the recipient keeps their eyes on the advertisement a little longer than usual, it can be assumed that the advertisement has captured their attention. Subsequently, the addressee is interested in the text. It depends on what verbal constructions and techniques the author will use, what positive associations and emotions this text will trigger in the addressee, in other words, how the act of perception and comprehension of the recipient of advertising will be realized. Nevertheless, to achieve maximum effectiveness of an advertisement is possible only if the advertising slogan is perceived by the receiver in the form in which it was created by the author.

Epithets are among the most effective means of influence in advertising, as they enhance the expressiveness of the advertising message, emphasize the individual feature of the object. The advantage of epithets is that they can be used for different target audiences. Moreover, some characteristics of objects, which are neutrally perceived in one context, acquire some explicitness within the advertising text due to their emotional and expressive colouring. Let's consider the example of the advertising slogan of the American restaurant chain Fuddruckers: "*World's Greatest Hamburgers*" (FD). The noun "world" in combination with the adjective «greatest»

carries the meaning of full confidence in the quality of this product, and consequently, at the subconscious level creates a sense of confidence in the buyer of a product.

Another example of elevated emotionality is the text of Pizza Hut advertising slogans: *The best pizzas under one roof* (PH); *Totally new pizzas* (PH); *Gather round the good stuff* (PH); *America's favorite pizza* (PH). It should be noted that almost all Pizza Hut slogans over the years consist of epithets. The use of such epithets as “the best pizza”, “new pizza”, “the good stuff” have the effect of some exaggeration, creating an image of uniqueness and sublimity of the product. It should be mentioned that often in English advertising slogans epithets help to emphasize the improvement of qualities and technologies of product preparation. The manufacturer takes into account the natural curiosity of the buyer, using words such as “novelty”, “new”, “innovation”, etc. The use of the epithet “new” (*new pizza*) allows to subconsciously associate the product as something unique and better than other products of this kind.

What is more, in advertising slogans antonyms are widely used, which are especially endowed with evaluative value. Most often, antonyms in advertising slogans create an antithesis. The advantage of using this technique is that the juxtaposition of sharply opposite phenomena or features causes acute interest, a vivid idea of the named objects and events, and is engraved in the memory. But unlike metaphor and personification, antithesis is based not so much on the principle of comparison, but on the principle of comparing two logically opposite phenomena. Creating such a connection draws the attention of the recipient to the product, in addition, it allows to clearly emphasize the advantages of the advertised product. Let's consider this example of Subway slogan from 2003: “*So you can feel good about being good, and OK about being bad*” (SB).

Sometimes the advertising text can be based on an allusion. Allusion has some disadvantages, as it does not always fully reveal the intentions of the advertisement or advertising slogan and does not captivate the recipient. The advertising text of the widespread fast-food chain Subway offers new sandwiches: “*The sub is toasted. Your*

*willpower is toast*” [34: 100]. The denotative meaning of the lexeme “sub” is “an elongated piece of bread cut in half and filled with meat, cheese, vegetables”; the lexeme “willpower” means the will to perform some feat, and the idiom “to be toast” has the following meaning: “if someone is toast, you mean that they are certain to be defeated or destroyed” [28: 155], “to be likely to be unsuccessful, destroyed, or dead” [28: 156]. Thus, the meaning of the allusion is that Subway fast food is so delicious that it is impossible to control oneself.

Hyperbole, as well as the highest degree of adjectives, contributes to the creation of an impression of exclusivity of the product. It creates a feeling for the recipient that this product is one of a kind. Pizza Inn – “*Best pizza ever!*” and also Pizza Hut – “*The best pizzas under one roof*” [34: 97]. The slogan is clearly exaggerated, but the effect produced by this advertisement will affect the consumer, making in his/her mind a strong association between the name of the company and its definition of “the best”.

The role of repetition in slogans is significant, because the more often the word is emphasized in the advertising message, the higher the probability that the buyer will remember it. It is also worth considering such a concept as the informativeness of the text. The informativeness of the text is a relative indicator, because it depends on the reader. There are different ways to increase and decrease the degree of informativeness of the text. For example, if there are too many repetitions in the text, its informativeness is lower compared to the text where the information is not repeated. Semantic redundancy can be expressed in the use of repetition. Papa John's Pizza – “*Better ingredients. Better pizza*” (PJ).

Such stylistic technique as gradation is also often used in English advertising slogans. This is a technique in which the next word or phrase strengthens (less often weakens) the meaning of the previous one. This technique helps to develop the dynamics of the slogan, pushes the client to a certain way of perceiving this product. KFC – “*Better recipes, better choices, better call us for dinner!*” (KFC). In this case, we observe the dynamics of the slogan development: increasing – “*Кращі реценції, кращий вибір, краще подзвони нам і замов вечерю*”. This technique helps to

enhance the emotionality of the language.

The more specific the slogan is, the more accurate the impression of the product one forms. Therefore, specific, clear, understandable words work effectively in advertising. The McDonald's company slogan is a vivid example of the use of concrete vocabulary in a slogan: *“Two all-beef patties, special sauce, lettuce, cheese, pickles, onions on a sesame seed bun”* (MC). Even someone unfamiliar with this fast-food restaurant chain will be able to imagine this product. Each of the nouns is specific, simple and clear. Specific vocabulary inspires more confidence in the customer, but also inflates the bar of his/her expectations and requirements for the product. Product descriptions can include professional terms, which give the advertising a more scientific look. *“Clean diesel technology. Good for the environment. Good for you”* [34: 99]. In the advertising slogan of the car, marketers used the names of a particular type of technology, emphasizing its favorable impact on the environment.

An advertising message needs to stand out in a stream of similar messages, so very often it is the quantitative aspect of the information that is placed in the focus of attention. Numbers in advertising can be used to denote age, date, to display statistics, to denote the number of objects, and for percentages. The range of uses of numerals in advertising is quite wide. *“Head & Shoulders is America's #1 dandruff shampoo brand”*; *“1 hot cup. 1 warm feeling. 1 magic moment. 1 Nescafe”* [34: 98]. Personal and possessive pronouns are quite common. Like the colloquial vocabulary, they contribute to the formation of an informal dialogue with the consumer, encouraging them to action, forming a picture of the desired in the imagination.

Phraseology is widely used in advertising. This is a bright, colorful, deliberately successful and distinctive technique. The familiarity and recognition of the phraseology increases the ability of the consumer to perceive, remember and recall the slogan. Using a phraseology in ordinary speech, people automatically remember the advertisement [10: 109]. Phraseologisms are usually specific: they express difficult to imagine abstract concepts with the help of visual pictures. In advertising phraseological units are used in four forms:

- paraphrase - replacement of one of the words, for example: Dairy rivers – “*Fruit shores. Fruit shores*”; “*Молочні ріки – Фруктові берега*” (“*Fruttis*”) [34: 97];

- “clean” phraseology, when a ready-made phrase is used, which may include a word directly related to the object of advertising, practically subjecting it to formal change, for example: Pepsi – “*Take everything from life!*” – “*Бери від життя все!*” (PP);

- phraseology-reinterpretation – the whole meaning of a phraseology breaks down into separate meanings of its constituent words, as a result the expression acquires a new meaning, for example: Mentos – “*Fresh decision*”; “*Свіже рішення*” (MS);

- using a phraseology to emphasize the brand name, for example: InterArtBazaar – “*Follow the Bazar! Glue Moment. Appreciate the moment! Glue Moment! Appreciate the moment!*” [34: 102]; ІнтерАртБазар – “*Стеж за Базаром! Клей “Момент”. Цінуй момент!*”.

### **1.3 Specifics of studying an advertising slogan as an object of research discourse.**

This term paper has several features of discourse that can be analyzed:

1. Subject matter and topic: The subject matter of the term paper is advertising, specifically the translation of English advertising slogans into Ukrainian. The topic is the analysis of the linguistic and stylistic features of English advertising slogans and their translation techniques.

2. Structure and organization: The term paper has a clear structure and organization, consisting of an introduction, two main chapters, conclusions, and a list of references. The introduction provides background information on the subject matter and outlines the aim and objectives of the study, while the two main chapters focus on the theoretical and practical aspects of the research.

3. Language and style: The language and style of the text are academic and formal, with a focus on clarity and precision. The text uses technical terminology

related to linguistics and translation studies, as well as referencing several academic sources.

4. **Argumentation and analysis:** The term paper presents a clear argument and analysis of the subject matter, using a range of research methods to explore the linguistic and stylistic features of English advertising slogans and their translation into Ukrainian. The text also discusses the practical implications of the research, highlighting its potential value for translation practitioners and educators.

5. **Audience and purpose:** The term paper is aimed at an academic audience, specifically those interested in linguistics, translation studies, and advertising. The purpose of the text is to present a research study and its findings on a specific topic, with the aim of contributing to the academic discussion on the subject matter [29: 123].

Chapter one of the paper provides an overview of the theoretical background of the study, drawing on the works of several scholars in the fields of linguistics, translation studies, and advertising. The chapter defines the concept of advertising slogans and explores their linguistic and stylistic features. It also discusses the functions of advertising slogans and their place among functional styles.

Chapter two of the paper focuses on the practical aspects of the study, presenting an analysis of English advertising slogans and their translation into Ukrainian. The chapter discusses the difficulties of translating English expressive vocabulary in advertising texts and slogans and proposes translation techniques to overcome these difficulties. The chapter also provides examples of translated advertising slogans and discusses their effectiveness in capturing the intended audience.

Overall, the study highlights the importance of accurate and creative translation of advertising slogans in today's globalized market. The study provides a theoretical and practical framework for translation practitioners and educators to approach the translation of advertising slogans in a way that captures both the meaning and creativity of the original text.

Furthermore, the study sheds light on the role of advertising in modern society

and its impact on the economy and civilization. The ubiquity of advertising in our daily lives calls for a deeper understanding of its linguistic and communicative features. The study argues that advertising slogans constitute a distinct genre with its own stylistic and linguistic characteristics that need to be taken into account during the translation process.

The research methods used in the study include comparative analysis, transformational analysis, and quantitative and statistical analyses. These methods enable the researcher to identify the peculiarities and problems of rendering English commercial slogans in Ukrainian and to propose translation strategies to address these challenges.

The findings of the study have both theoretical and practical significance. The theoretical significance lies in the identification of specific features of advertising slogans in English and Ukrainian and the generalization of the theoretical basis necessary for the implementation of qualified translation. The practical value of the study lies in its contribution to solving practical problems of translation of slogans and advertising texts and in the development of methodological manuals on the theory of translation and the theory of advertising texts translation.

In conclusion, the study provides a comprehensive analysis of the features of discourse in advertising texts and slogans, focusing on the translation of English advertising slogans into Ukrainian. The study contributes to the field of translation studies by offering a theoretical and practical framework for the translation of advertising slogans, highlighting the linguistic and stylistic features of the genre, and proposing translation strategies to overcome the challenges of translating expressive vocabulary in advertising texts.

The study also highlights the importance of cultural context and audience awareness in the translation of advertising slogans. Advertising slogans are not only language-specific but also culture-specific, as they rely on cultural references and symbols that may not be easily translatable. Therefore, the translator must have a deep understanding of the target culture and audience to ensure that the translated slogan conveys the intended message and creates the desired impact.



The study recommends that translators adopt a creative and flexible approach to translation and use a combination of translation techniques, such as adaptation, cultural substitution, and paraphrasing, to render the slogan in the target language effectively. The study also suggests that translators should work closely with marketers and advertising professionals to ensure that the translated slogan meets the marketing objectives and reflects the brand image.

Overall, the study contributes to the development of the theory and practice of translation by focusing on a specific genre of discourse and highlighting the challenges and strategies of translating advertising slogans. The study provides valuable insights for translators, marketers, and advertising professionals who work in an increasingly globalized and multilingual world.

In conclusion, this study has shown that translating advertising slogans is a complex and challenging task that requires a deep understanding of both the source and target languages and cultures. The study has highlighted the linguistic and stylistic features of advertising slogans in English and Ukrainian, analyzed the difficulties of translating expressive vocabulary in advertising texts and slogans, and recommended translation techniques to overcome these difficulties. The study emphasizes the importance of cultural awareness and audience engagement in the translation of advertising slogans to ensure that the message is conveyed effectively and the desired impact is achieved.

This study has contributed to the field of translation studies by shedding light on the specific challenges and strategies of translating advertising slogans. The findings of this study can be used to develop new methods and tools for translating advertising slogans and can inform the development of training programs for translators and advertising professionals. Further research can build on this study by exploring the translation of other genres of advertising discourse, such as TV commercials, print ads, and social media marketing.

Text analysis. The slogans expressing prohibitions are also presented in the form of incentive sentences, e.g: *Don't Buy Exotic Animal Souvenirs* [36: 601] (slogan of social advertising on animal protection, укр.: *Не купуй сувеніри з*

екзотичних тварин). A special syntactic technique in the translation of English incentive sentences into Ukrainian is the combination of several incentives within one slogan, e.g: *Stay Alive, don't drink and drive* [35: 14] (social advertising of safe driving, укр.: *Залишайся живим, не пий і кермуй*).

The text presents slogans expressing prohibitions in the form of incentive sentences, such as “*Don't Buy Exotic Animal Souvenirs*” [36: 601] (a slogan for animal protection). In the translation of these English incentive sentences into Ukrainian, a specific syntactic technique is used – combining multiple incentives within one slogan. For instance, the slogan “*Stay Alive, don't drink and drive*” [35: 14] (a slogan for safe driving) in Ukrainian would be translated as “*Залишайся живим, не пий і кермуй.*” This text can be analyzed for its stylistic and linguistic characteristics

This text includes a slogan that has a clear persuasive message with an imperative sentence structure. The slogan uses a rhetorical technique of repetition with the repeated use of the word “don't” to emphasize the prohibition. The translation of the slogan into Ukrainian demonstrates a specific syntactic technique of combining multiple incentives within one slogan. The use of imperative sentences and rhetorical devices in advertising slogans is a common stylistic feature that aims to capture the attention of the audience and persuade them to take a particular action. Additionally, the text demonstrates the importance of considering cultural and linguistic differences when translating advertising slogans to ensure the intended message is conveyed effectively.

#### Stylistic Characteristics:

- The text contains a few examples of slogans, which are a common feature of advertising language.
- The slogans use imperative language, which is a typical feature of persuasive writing. Imperatives are direct commands that are meant to influence the reader or listener to take a specific action.

- The slogans use strong, memorable phrases that are designed to stick in the reader's mind. For example, “*Stay Alive*” is a short and powerful phrase that is easy to remember.

- The slogans also use emotive language, which is intended to appeal to the reader's emotions and create a strong reaction. For example, the phrase “*don't drink and drive*” is emotive because it highlights the serious consequences of a dangerous behavior.

#### Linguistic Characteristics:

- The text includes examples of both English and Ukrainian slogans, which demonstrates the use of code-switching, or the practice of using more than one language in a conversation or text.

- The Ukrainian translations of the slogans use a specific syntactic technique, which involves combining multiple incentives within one slogan. This is an example of how language structure and syntax can impact the meaning and effectiveness of a message.

- The text uses specific vocabulary related to advertising and communication, such as “slogans”, “incentive sentences”, and “translation”. This demonstrates an understanding of specialized language and its use in specific contexts.

- The text also uses technical terms related to language and translation, such as “syntactic technique”, which demonstrates a knowledge of linguistic concepts and terminology.

Overall, the text demonstrates an understanding of the stylistic and linguistic features of advertising language and the importance of effective communication in this context.

In terms of linguistic characteristics, the text makes use of imperative sentences, which are commands or requests that urge the reader or listener to take a specific action. These sentences are often used in advertising to create a sense of urgency and encourage the target audience to engage with the product or service being advertised.

The slogans in the text also make use of rhetorical devices such as parallelism and repetition. For example, the repetition of the word “don’t” in the slogan “*Don't Buy Exotic Animal Souvenirs*” [36: 601] emphasizes the importance of not participating in the illegal trade of exotic animals. The parallel structure of “*Stay Alive, don't drink and drive*” [35: 14] reinforces the message that drinking and driving is dangerous and can result in fatal consequences.

Additionally, the slogans in the text apply emotive language to appeal to the reader's emotions and create a sense of empathy towards the cause being promoted. For example, the slogan “*Don't Buy Exotic Animal Souvenirs*” [36: 14] evokes a sense of compassion for animals and encourages the reader to take action to protect them.

Overall, the text demonstrates the importance of linguistic and stylistic choices in creating effective advertising slogans. By using imperative sentences, rhetorical devices, and emotive language, these slogans can effectively convey a message and motivate the target audience to take action.

The text under analysis employs several stylistic devices and expressive means to convey its message effectively. The use of incentive sentences, a type of imperative sentence that encourages the audience to take action, is one such device. The slogans presented in the text use this device to express prohibitions in a positive way, urging the audience to take a specific action that aligns with the message being conveyed.

Another stylistic technique employed in the text is the use of parallel structure. In the example slogan “*Stay Alive, don't drink and drive*” [35: 14], the repetition of the structure “verb + adjective” creates a sense of balance and emphasis on the importance of both actions. This technique is used to make the message more memorable and impactful.

The use of rhetorical questions is another stylistic device used in the text. By posing questions that challenge the audience's current beliefs or actions, the text encourages them to reconsider their choices and take action. For example, a slogan like “*Would you let someone you love drink and drive?*” [36: 602] appeals to the

audience's emotions and sense of responsibility.

The translation of English slogans into Ukrainian also uses specific linguistic techniques. The combination of multiple incentives within one slogan, as seen in “*Stay Alive, don't drink and drive*” [35: 14], is an example of syntactic parallelism. This technique is used to maintain the structure and balance of the original slogan while conveying the same message in Ukrainian.

Overall, the stylistic and linguistic characteristics of the text contribute to its effectiveness in conveying a clear and impactful message. The use of incentive sentences, parallel structure, rhetorical questions, and specific syntactic techniques in translation all work together to create slogans that are memorable, persuasive, and promote positive behavior change. Furthermore, the use of imperative forms in advertising slogans is also common. Imperative sentences are intended to command or instruct the reader or listener to take specific actions. For example, the slogan “*Just Do It*” (NK) by Nike is a classic example of an imperative sentence used in advertising. The use of such direct and commanding language is intended to create a sense of urgency and motivate the audience to take immediate action.

Another stylistic device commonly used in advertising slogans is repetition. Repetition involves repeating a word or phrase in order to reinforce its message and create a stronger impact on the audience. For instance, the slogan “*I'm Lovin' It*” (MC) by McDonald's uses repetition to create a catchy and memorable phrase that reinforces the brand's message of enjoyment and satisfaction.

In terms of expressive means, advertising slogans often use figurative language such as metaphors, similes, and personification. These figures of speech are used to create vivid imagery and make the slogan more memorable and engaging. For example, the slogan “*Melts in Your Mouth, Not in Your Hands*” (MMS) by M&M's uses a metaphor to describe the candy's texture and reinforce its quality.

In conclusion, the analysis of advertising slogans reveals the use of various stylistic and linguistic devices to create a memorable and impactful message. From imperative forms to repetition and figurative language, these devices are carefully chosen to engage and motivate the audience to take action.

## **CHAPTER 2. PECULIARITIES OF TRANSLATING ENGLISH ADVERTISING SLOGANS INTO UKRAINIAN**

### **2.1 The strategies of translating advertising slogans**

The problem of translation of advertising texts and slogans stands out as a separate part of work with advertising texts, as it has a pronounced specificity. Practice shows that direct and literal translation of a certain slogan or message, which may seem the easiest, is often impossible, and even if it is possible, it is not able to convey its pragmatic aspect. However, there are a small number of advertising slogans to which direct translation can be applied, and as a result it will sound adequate.

From the perspective of lexical features, there is no essential difference between the composition of advertising English and the composition of general practical English. Therefore, in the process of translation, it is also influenced by deeper language levels such as sentences, paragraphs and chapters. It also needs to be guided by translation theories and principles. One of the authors of Western translation theory, Eugene Nida's equivalent translation theory is the best principle to guide English translation of advertisements. Nida believes that "the focus of translation should not be the expression of language, but the response of the reader to the translation" [28: 43].

That is to say, the translation should be equivalent to the original in the function of the language, rather than in the form of the language, that is, dynamic peering. Therefore, in the translation, in addition to finding the point of convergence with the original text from the linguistic law, it is also necessary to deal with the differences in understanding brought about by cultural differences as well as to consider the vocabulary and rhetorical features of the original text. Therefore, the translator must understand the characteristics of advertising English, understand the response of the recipient of the translation to the translation and the response of the original recipient to the original text, change or adjust the information form according to different reactions, and smoothly complete the transmission of information. That is

to say, the translation should be in perfect harmony with the original text, sound, shape and meaning. In the specific translation process, the methods of literal translation, free translation, and borrowing translation are mainly used.

It can be argued that slogans that are not translated become part of the visual design of the advertisement, and therefore, depending on their execution, attract attention and contribute to the enhancement of expressiveness. Although it should be noted that the untranslated text may be incomprehensible to the recipient of the advertisement. Oddly enough, quite a large number of foreign companies that present their services on the Ukrainian market leave their advertising slogans without translation. It should be noted that the name of the advertising brand plays a key role here, and the text of the message itself is not so important, therefore, does not require translation. The existence of a foreign-language advertising slogan in the Ukrainian-speaking environment in the original language has the right to exist. But it can be argued that English slogans in the Ukrainian-speaking environment require certain conditions. The first condition requires the target audience of the campaign to speak English. The second condition is that the slogan should be extremely concise in order to be well perceived and remembered.

During translation, it is usually necessary to adapt a foreign slogan in order to avoid triviality and convey all the sociolinguistic features of the advertising text. This is due to the fact that in English, simple at first glance phrases have a certain meaning, and it is crucial not to lose the meaning of the slogan in direct translation [8: 39]. Therefore, when translating, it is necessary to choose a more adequate option that better expresses the content of the entire advertising campaign. Often in the translation work with advertising texts, specific linguistic and cultural-linguistic characteristics are not taken into account, which can significantly affect the meaning of the translation. When translating, one should keep in mind the special communicative orientation of advertising messages. Based on the analysis of English advertising slogans and their translations into Ukrainian, several strategies can be identified that are used in translation. It should be noted at once that this division is rather arbitrary, but still allows to take a deeper look at the issue of translation.

Therefore, we can distinguish the following ways of translating advertising slogans: 1) direct translation; 2) adaptation 3) no translation; 4) revision.

It is worth noting the direct translation of advertising slogans. This strategy should be used with caution, as it is the least sensitive to the culture of the target language. Direct translation is used when it is necessary to convey a large amount of information. It is important to note that not only large advertising texts but also advertising slogans sometimes require direct translation. It should also be noted that when translating some slogans, literal translation is used, as well as adaptation, which is used in cases where a simple translation of the original words of the advertisement into Ukrainian is impossible for various reasons. The essence of this approach is to adapt the text in accordance with the peculiarities of the target language, foreign advertising companies often face the problem of adapting the original advertising text. Apparently, the reason for this is the typological differences between Ukrainian and English. After all, the meaning of the phrase, which in English is expressed through changes in the formal characteristics of words, in Ukrainian is conveyed through the combination of the content of several words.

The analysis revealed the following examples of literal translation of slogans into Ukrainian:

1) *We have the meats* (SR) – *Ми маємо м'ясо*. This example shows that the slogan was translated verbatim. Nevertheless, this translation into Ukrainian is understandable and attracts the attention of customers.

2) *Two all beef patties, special sauce, lettuce, cheese, pickles, onions on a sesame seed bun.* (MC) - *Дві котлети з яловичини, фірмовий соус, листя салату, сир, мариновані огірки, цибуля на булочці з кунжутом.* () Given that this slogan consists of the name of the product ingredients that are included in the product that this slogan advertises. Since these product names are common around the world, the literal translation is accurate and clear.

3) *I'm lovin' it* (MC) – *Я це люблю*. This is the slogan of the McDonald's fast food chain. When analyzing the translation of the slogan, it is clear that the slogan is translated literally. However, the translator changed the order of words in the slogan



due to the syntax rules of the Ukrainian language.

4) *I hot cup. I warm feeling. I magic moment. I Nescafe.* (NF) - *І гаряча чашка. І тепле відчуття. І чарівна мить. І Нескафе.* This slogan is transmitted verbatim because it is understandable to Ukrainian people. The name of the product was translated using transliteration *Nescafe - Нескафе.*

5) *Whoever you are, Whatever you do, think of good ice cold Coca-Cola.* (CC) - *Ким би ви не були, що б ви не робили, думайте про холодну Кока-Колу.* The example below shows a literal translation of a Coca-Cola slogan. However, the translation analysis revealed that the translator omitted some elements, namely *good ice*, leaving only the adjective *холодну*.

6) *The pause that refreshes.* (CC) – *Пауза, яка освіжає.* The translation was made with preservation of word order and sentence type.

7) *Pure as Sunlight.* (CC) - *Чистий, як сонячне світло.* Similar to the previous example, the translation is word-for-word, preserving the meaning of all words, word order, and sentence type.

8) *Thirst knows no season* (CC) – *Справа не знає пори року.* This translation reveals a verb-by-verb translation, but with a grammatical change in the verb, since the original is affirmative, while the translation is negative.

9) *Three million a day.* (CC) – *Три мільйони в день.* The translation is completely word-for-word and unaltered.

10) *Born to create drama.* (YD) – *Народжений, щоб створювати драму.* This translation of the slogan was made verbatim, as it was found to be an accurate rendering of the slogan in Ukrainian.

11) *Great ideas for small rooms* (CH) – *Чудові ідеї для маленьких кімнат.* Literal translation with preservation of sentence grammar.

12) *Healthy, beautiful smiles for life* (HB) - *Здорові та красиві посмішки на все життя.* The translation was done verbatim, but the Ukrainian version added the word *все* to make the slogan easier to understand in Ukrainian.

13) *Why drive something like a Golf when you can drive a Golf?* (КП) - *Навіщо їздити на чомусь на киталт «Гольфа», коли можна їздити на*

«Гольфі»? The translation is verbatim, preserving the syntax and grammar of the original sentence.

14) *Raising the bar. Again.* (FN) - *Піднімаю планку. Знову.* The example above shows that this translation preserves and has the same the same lexical meaning.

15) *All the best stories* (GR) - *Усі найкращі історії.* Word-for-word translation with accurate translation.

16) *Simply clever* (SK) – *Просто розумно.* Accurate word-for-word translation.

17) *A cockpit, an engine, two wings. Is it still a car?* (MD) - *Кабіна, двигун, два крила. Це все ще машина?* This translation is a word-for-word translation, since all the meanings and syntactic features of the sentence are preserved.

Other examples of literal translation of advertising slogans are:

- *More defined. More beautiful lashes* (CH) - *Більш виразні. Більш красиві вій.*

- *Let's make things better.* (DG: 141) - *Давайте зробимо речі кращими.*

- *Stay Alive, don't drink and drive* (35: 14) - *Залишайся живим, не пий і кермуй.*

- *Eat Fresh!* (SB) – *Їж свіже!*

- *Probably the best beer in the world!* (SB) - *Напевно, найкраще пиво в світі!*

- *Obey your thirst.* (SP) – *Слухайся своєї спраги.*

- *It's the real thing.* (CC) – *Це справжня річ.*

- *Your daily ray of sunshine* (CH) - *Твій щоденний промінчик сонця.*

- *Stronger than dirt* (CH) – *Сильніші за бруд.*

The next translation transformation is adaptation. Adaptation is used in cases when the original advertising phrase cannot be simply translated into Ukrainian for various reasons. Then the translator faces the task of translating the source text, adapting it to the norms of the target language. The essence of this approach is that the photo material can be preserved, but the text is adapted in accordance with the

peculiarities of the target language. Most often, a foreign advertising company faces the problem of adapting the original advertising text. The reason is probably in the typological differences between the Ukrainian and English languages. After all, the meaning of the phrase, which in English is expressed through changes in the formal characteristics of words, in Ukrainian is transmitted through the combination of the content of several words.

Examples of translating advertising slogans using adaptation include:

1) *Come hungry. Leave happy* (IH) - *Приходь голодним, а піди задоволеним*.

In this example, adaptation is used because the advertising phrase has differences in the construction of the slogan and sentences. The Ukrainian language is characterized by the use of compound sentences, as they are easier to perceive by customers.

2) *Thirst asks nothing more*. (CC) - *Спрага більше нічого не просить*. In this example, an adaptation is used because the construction used is not typical for the Ukrainian language. Therefore, the translator changed the paradigm of the sentence, adapting the slogan to the Ukrainian language.

3) *Impossible is nothing*. (AD) – *Немає нічого неможливого*. The change in the order of words and phrases in the slogan was revealed by the fact that the slogan in English is not typical for Ukrainians. Therefore, to make the slogan easier to understand, the translator adapted it.

4) *A taste of paradise* (QZ) - *Райська насолода*. To make the advertising slogan easier to remember and perceive, the translator changed it to make it more adapted to the Ukrainian language.

Another transformation used in the translation of slogans is revision. This strategy involves formulating a completely new advertising slogan. The photo material can be kept, but it is risky, because the photo material and the text should reflect a single advertising concept. Idioms help to create an image that is the central means of influencing the recipient. It is imagery and impressiveness that are the basis of advertising and ways to create these characteristics of advertising slogans. One of the means of impression is the use of low-frequency words. Imagery is also created by the semantics of words. The semantic and communicative task of the advertising

text is a call to action, this leads to the predominant use of verbs in comparison with other parts of speech. It is important to use the verb with the most precise meaning semantically correctly in order to leave a vivid impression of what is said. For example:

1) *Help yourself to happiness* (GC) – *Порадуй себе сніданками від Golden Coral*. In the example above, the translator added the product that the slogan advertises, thus completely changing the slogan.

2) *It Gives You Wings*. (RB) – *Redbull надає крила*.

Another type of translation is the absence of translation. The absence of translation is quite common. This strategy is used when the text has a simple structure that is understandable to a wide range of consumers. For example:

1) *You can Canon* (КП: 35) - *You can Canon*. This type of advertising slogan draws the attention of potential buyers to the goods or services of foreign companies, and therefore to their better quality. That is why this translation was not done, as it is common on the Ukrainian market. This slogan is easy and understandable for Ukrainians.

In addition to the above transformations, when translating slogans, we also use a combination of transformations to translate one advertising slogan. For example:

1) *Mazda CX-9. Big Yet Agile* (КС: 45) - *Mazda CX-9. Грай на повну*. This example combines a revision (completely changed second part of the slogan) and no translation (*Mazda CX-9*).

2) *What you want is a Coke* (СС) - *Те, що ти хочеш – це Кока-Кола*. In this slogan used adaptation (change of the type of the sentence), adding a syllable *що* and transliteration, that is, a letter-by-letter translation of the product name – *Кока-Кола*.

3) *The only thing like Coca-Cola is Coca-Cola itself* (СС) - *Єдине, що може зрівнятися з Кока-Колою – це сама Кока-Кола*. This example shows a combination of adaptation (changing the lexical meaning of words) and transliteration (*Кока-Кола*).

4) *My world. My style. My Ecco*. (КР: 25) - *Мій світ. Мій стиль. Мій Ессо*. Combined literal translation and untranslated product name *Ecco*.

5) *Coca-Cola revives and sustains.* (CC) – *Кока-Кола відроджує і підтримує.* This translation combines transliteration (*Кока-Кола*) and literal translation.

6) *Got kids. Got Touran.* (VW) - *Є діти. Є Туран.* This translation combines adaptation (changing words) and transcription (*Туран*).

7) *Discover Opel.* (OP) - *Відкрийте для себе Opel.* Adaptation (change of the construction) and no translation.

8) *Your move, BMW.* (BMW) - *Твій хід, BMW.* Direct translation (*Твій хід*) and no translation of the name of the car company (*BMW*). The name is not translated, as it is widely known in Ukraine and does not require translation.

9) *Today. Tomorrow. Toyota.* (TY) - *Сьогодні. Завтра. Тойота.* Direct translation + transcription (*Тойота*).

10) *The spell has been broken. Audi is growing faster than BMW, Mercedes, & Lexus.* (AU) - *Закляття знято. Ауді зростає швидше, ніж БМВ, Мерседес і Лексус.* Direct translation + transcription (*БМВ, Мерседес, Лексус*).

11) *Have a break...Have a Kit Kat.* (KK) - *Зробіть перерву... Візьміть Кім Кат.* Direct translation + transliteration (*Кім Кат*).

12) *There are some things money can't buy. For everything else, there's MasterCard.* (MT) - *Є речі, які не можна купити за гроші. Для всього іншого є MasterCard.* Direct translation + no translation (*MasterCard*).

13) *Taut. The first clean sports drink* (BG) - *Taut. Перший напій без добавок для спортсменів.* No translation + adaptation.

14) *Skittles...taste the rainbow Skittles.* (TM) - *Скіттлз... Скуштуй райдужний Скіттлз.* Direct translation + transliteration (*Скіттлз*).

15) *America runs on Dunkin* (DD) - *Америка не бачить життя без Dunkin.* Adaptation + no translation.

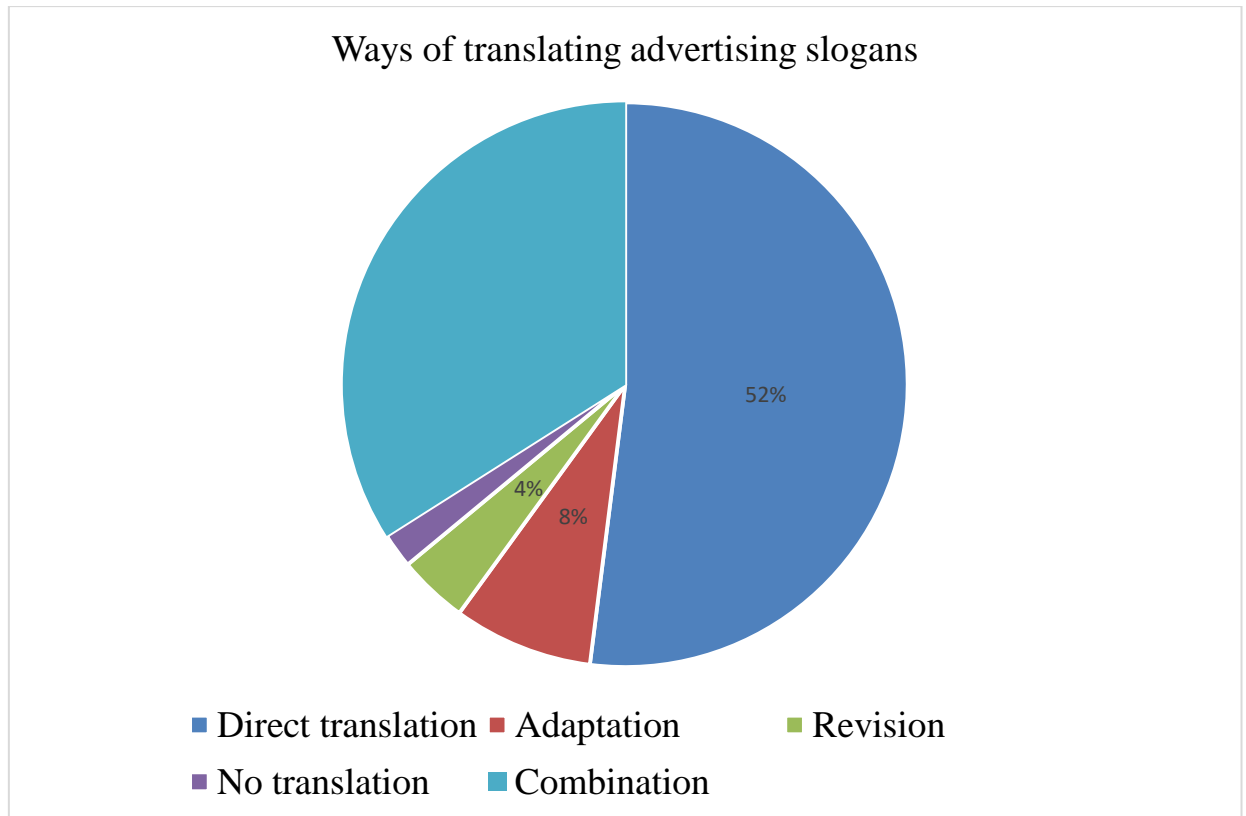
16) *Connecting people* (HM) - *Nokia єднає людей.* Direct translation + addition.

17) *For a delicious treat, Little Chef is up your street* (GR) - *Щоб отримати смачне частування, завітайте в Little Chef для смакування.* Direct translation +

no translation.

After analyzing 50 slogans (see Annex B), it was discovered that direct translation (or literal translation) was used most often in the process of translating slogans from English into Ukrainian – 52%. Combination of the translation transformations rank second by the number of uses – 34%. The use of adaptation was also noticed – 8%. Revision and no translation were also mentioned – 4% and 2%.

The results of the study are presented in Table 1.



## 2.2 Typical difficulties of translating advertising slogans into Ukrainian

Translating an advertising text and slogan is much more difficult than translating fiction, because here the linguist's task is to convey the artistic and aesthetic advantages of the original source rather than the correct verbal translation of the text content. And such translation is slightly different in form, language means and should also contain a pronounced communicative orientation. Translating such texts, the translator solves both purely linguistic difficulties caused by differences in the semantic structure and subtleties of the use of two languages in the process of communication and the problems of sociolinguistic adaptation of the text. The task of

translation of advertising in the traditional sense has never been set in the world, because the exclusivity of advertising texts and slogans makes them sometimes difficult to translate, and the brightness and expressiveness of advertising is lost in translation.

According to Nida and Reyburn, the main purpose of the translator is to deliver the information both in content and form [28: 155]. The translator's purpose involves much more than to render information; he/she might have to render a particular type of behavior by means of a translation. In this case, the translator has to attempt, not only to make the message intelligible, but also render the meaning for the target audience. Nida and Taber discussed the problem of equivalence and speaks about contextual consistency; dynamic equivalence over formal correspondence; the oral (heard) form of language over the written form; forms that are used by and acceptable to the audience for which a translation is intended over forms that may be traditionally more prestigious.

Analyzed the translation of the slogans, it was discovered that advertisers demand that translators provide not only grammatically correct translations, but also that they preserve wordplay, literary devices and adherence to the principle of minimalism. However, the first rule of a translator is that any wordplay is translated. It is impossible to develop a universal recipe for translation and adaptation of slogans and texts as it all depends on the specific situation and the translator. Nevertheless, the main difficulty is that it is almost impossible to meet this requirement without significant damage to the marketing components (i.e. the four Ps of marketing — product, price, place, and promotion). Any advertising text is overloaded with functionally significant tools and the aim of each tool is to convince people to buy the product or service. This so-called “supersaturation” creates an inevitable conflict between content and form, which leads either to a loss of meaning or to noticeably heavy-handed sentences. The choice between authenticity or free adaptation also depends on the target audience of the product.

Based on the slogans analyzed, it was found that the main task of the interpreter is to preserve the emotional coloring, to convey the communicative task of

the original text. Sometimes the task cannot be accomplished using only one or two transformations and the slogan has to be completely rebuilt for translation. It is very important to preserve the communicative task of the slogan during translation. We should not forget about the active use of advertising on the Internet, and the need to translate slogans that are perceived by recipients on social networks. The extremely high dynamism and evolution of electronic text creates additional difficulties when studying and translating restaurant slogans. The intertwining of genres and styles, the wide targeting of electronic content (after all, the addressee is the so-called «global reader»), the diversity of cultures, values, interests can also become an obstacle to the quality of translation of restaurant slogans.

Analyzing the results of research on the translation of English advertising slogans into Ukrainian, we can come to the disappointing conclusion that a high-quality, adapted translation of the name, advertising slogans, the history of the company, terms of sale and all kinds of information that the company wants to inform hypothetical buyers can preserve the popularity of the restaurant enterprise and guarantee its successful entry into the international market. Such work should be entrusted only to a professional who has proper experience in adapting and translating advertising slogans.

When translating English advertising slogans, it is crucial to preserve the impact of the original text on the reader, and therefore the communicative intention of the author and the potential impact of the text on the target audience must be preserved and adequately conveyed in the translation, in particular, by adding relevant clarifications, explanations and comments, proper design and presentation of proper names, adaptation of units of measurement for the target audience, omission or generalization of too specific and concrete socio-cultural information and complete omission of irrelevant details for potential readers.

The interpreter must have a good knowledge of the source and target languages in order to adequately translate the idea inherent in the advertising of the restaurant business, and a significant extra-linguistic knowledge. The main problem faced by the interpreter when working with the text of the restaurant



business is that a specialist has to solve two difficult tasks:

1) to convey the information given in the original text as accurately as possible;

2) to preserve its emotional coloring.

Significant difficulties for interpreters also arise when working with advertising slogans that contain repetition. As a rule, preference is given to preserving the structure of the stylistic figure, if the meaning is lost in the course of lexical and semantic transformations, and of course the emphasis is on brand identification and creating positive associations among consumers. Let's consider the slogan of the world network of food establishments Burger King – “*Fast Food for Fast Times*” (BK) or Pizza Hut – “*Making it great again and again*” (PH). In the language of translation, the repetition was left, besides, the expression “fast snack” emphasizes the main feature of consumption of this type of food – significant time saving and convenience.

Rhyme as one of the most widespread phonetic figures (in advertising texts, in particular) also belongs to the category of «problematic» from the point of view of translation of linguistic means for reproduction in a foreign language. Preserving the consonance of word endings and at the same time accurately describing the advertised object, providing the expected effect on the target audience is not an easy task. Such an order may take the translator not days but months, despite the fact that it is a short expression. Often they do not dare to start the time-consuming process of matching and decide to «take the easy way out» - give a descriptive translation as an option.

If to talk about the mistakes that translators most often make when translating English-language advertising material, they primarily include:

1. Stylistic inadequacy. One should carefully select the lexical content, because emotional and expressive means can both «embellish» and ruin the text, if they do not meet the requirements of the style. Excessive use of words that mainly function in everyday speech should be avoided.

2. Clericalisms – speech turns inherent in the formal business style, but

typically used outside of it, giving the text a more neutral sound without the usual imagery.

3. Literalisms. This is one of the most common mistakes even among experienced interpreters. It is not always appropriate to dwell on one basic meaning of the word, it is worth constantly looking for more interesting answers that will give the statement individuality and picturesqueness.

4. Quite often, trying to find unique equivalents to English words, interpreters resort to unnecessary distortion or transliteration of lexemes or creation of new ones. This is quite a popular phenomenon on the media. Nevertheless, it is worth knowing the limit in borrowing foreign words, because their oversaturation complicates the perception of the text and simply sounds inappropriate.

5. And of course the greatest impact on the unsuccessful further course of the marketing campaign is the failure to take into account cultural characteristics, as already mentioned in the term paper, expressed in the text of the advertising message. The manufacturer, when deciding to enter the international market, should consult with local marketing specialists, as well as linguists, to identify the key differences in the socio-cultural environment to predict the future reaction of the target audience to the new advertising message.

Wordplay is often used in slogans. *“Impossible is Nothing”* (AD) (the slogan of Adidas) is translated as *“Немає нічого неможливого”*, which means that we should not think that something is impossible because everything can be achieved. The connotation of the original slogan is therefore preserved.

For pragmatic reasons, the translator can leave the product or company name unchanged in the transformed slogan, which can serve as an additional argument in favour of the promoted product: the impression is created that a foreign brand is particularly popular, which does not require translation of its name: *“MasterCard. There are some things money can't buy. For everything else, there's MasterCard”* (MT) – *«Є речі, які не можна купити за гроші. Для всього іншого є MasterCard»*.

It seems that the most successful translations of advertising slogans are those

using stylistic transformations, which can compensate semantic and pragmatic losses, highlighting new shades of meaning, close to the mentality of the foreign language audience, capable of generating associations and image sequences, prompting to purchase. The study shows that the most productive in an advertising text is transcreation on the basis of figurative representation of meanings, which highlights adequate associative rows, significant for the structure of cognitive schemes of representatives of foreign-speaking culture. In addition, the aesthetic traditional cultural preferences of the audience actively influence the emotional assessment of the stimulus conveyed by the advertising message.

## CONCLUSIONS

Today the slogan as a type of advertising text has entered all spheres of human life. Advertising slogan plays a crucial role in influencing potential consumers of advertised products, goods and services. Ukraine does not stand aside in this regard. Mass media are full of various slogans, which were created not only in our country, but also in many other countries, in particular in the English-speaking world. Slogans direct people of any country to certain actions, deeds, behavior, because they have such characteristics as brevity, conciseness, often rhyming. On the one hand, these characteristics of the slogan arise not in vain: due to careful selection and organization of this type of text at the formal, i.e. lexical and syntactic level, the recipients of the slogan understand the content of the message illustrated by advertising; and on the other hand, each slogan has a potential suggestive effect on the recipients.

Translation activity is a multi-stage discursive process, the ultimate goal of which is to create an equivalent text in the target language, which should have an identical communicative impact on the target (secondary) addressee as the original text on the original (primary) addressee, taking into account the peculiarities of the language and culture of the original and the translation. The decisive factor in the translation of English advertising slogans is to preserve the impact of the original text on the reader in the translated text, and, therefore, the communicative intention of the author and the potential impact of the text on the target audience should be preserved and adequately conveyed in the translation, in particular, by adding relevant clarifications, explanations and comments, proper design and presentation of proper names, adaptation of units of measurement for the target audience, omission or generalization of too specific and concrete socio-cultural information and complete omission of irrelevant details for potential readers.

In the term paper the concept of “slogan” is analyzed, its lexical-grammatical, syntactic characteristics are defined; the role of restaurant business slogans in modern Ukrainian society is determined; the ways of preserving the

pragmatic potential of English slogans in their translation into Ukrainian are presented. The components of the speech situation were considered, the relationship between the speaker and the recipient of the slogan in the process of receptive textualization was explained. Particular attention was paid to lexical and semantic transformations used in translation if non-standard language units are found in the source text at the level of a word or a phrase. In restaurant business slogans, lexical units play a very important role in the translation process because they are relatively independent of context, but they give the translation text a different direction depending on the equivalent of the word in the target language chosen by the translator. In the process of writing the course work it was found that during the translation of advertising slogans of the restaurant business the following lexical and semantic transformations are used most of all: calculation, extraction, syntactic similarity, and sentence combining.

Taking into account the cross-cultural component of international communication, the transcreation of advertising texts causes a number of difficulties, among which, first of all, rhyming, allusion, pun, etc. In the case of the last ones, even experienced linguists sometimes fail to accurately convey the meaning of the source material, so in the course work special attention was paid to the analysis of unusual constructions and wordplay in advertising messages and suggested ways to translate them into Ukrainian, trying to preserve the emotional flavour inherent in the original. At this stage of the study, the most common mistakes in advertising translation were identified. Among them, in particular: clericalism, literalism and stylistic inconsistency. Thus, the conducted linguistic research reveals the main differences between English and Ukrainian restaurant slogans.

In this term paper 50 slogans are analyzed and it is revealed that 52% of them were translated using literal translation. Experienced linguists do not consider this method to be the hastiest, because very often when using literal translation the advertising slogan loses its linguistic and stylistic features. Using the combination of the transformations, 34% of 50 slogans were translated. The

adaptation takes 8%. The use of the revision method, which implies a partial or complete change and replacement of the slogan, was also detected. 4% of slogans were translated using the revision method. The analysis revealed usage without translation (2%).

The ideas for possible further research may be the analysis of the specifics of the translation of linguistic features of audio and video advertising in the field of commercial and political advertising into Ukrainian as well as the study of the social orientation and the target audience.

## РЕЗЮМЕ

Лінгвостилістичні особливості перекладу рекламних слоганів.

Курсову роботу присвячено проблемі дослідження особливостей перекладу англомовних рекламних слоганів українською мовою шляхом аналізу лінгвостилістичних особливостей цього типу текстів та їх перекладознавчої інтерпретації. Аналіз прикладів реклами, узятих із друкованих та електронних англомовних ЗМІ, свідчить про універсальні закономірності застосування мовних одиниць різного рівня, які змушують працювати уяву та пам'ять реципієнта.

**Ключові слова:** рекламний текст, рекламний слоган, експресивні засоби, синтаксичні, фонетичні, стилістичні засоби.

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ANNEX A

**BEECHAM'S PILLS**

UNIVERSALLY DECLARED TO BE WORTH A GUINEA A BOX

**BEECHAM'S PATENT PILLS**  
ST. HELENS LANCASHIRE

**A WONDERFUL MEDICINE**

FOR BILIOUS & NERVOUS DISORDERS

RECOMMENDED BY THE MEDICAL FACULTY AS THE BEST AND SAFEST FAMILY MEDICINE, BEING SUITABLE FOR SUFFERERS OF ALL AGES

INVALUABLE TO ANY HOUSEHOLD.

PREPARED BY THOMAS BEECHAM

**WORKS ST. HELENS LANCASHIRE**

CANNING & CO. LTD. LONDON, W.C.

— SOLD EVERYWHERE — IN BOXES 1<sup>s</sup> 1<sup>1</sup>/<sub>2</sub><sup>d</sup> AND 2<sup>s</sup> 9<sup>d</sup> EACH —

## ANNEX B

1. We have the meats (SR)	1. Ми маємо м'ясо	Direct translation
2. Mazda CX-9. Big Yet Agile (KC)	2. Mazda CX-9. Грай на повну	Revision + no translation
3. Come hungry. Leave happy (IH)	3. Приходь голодним, а піди задоволеним	Adaptation
4. Help yourself to happiness (GC)	4. Порадуй себе сніданками від Golden Coral	Revision
5. Two all beef patties, special sauce, lettuce, cheese, pickles, onions on a sesame seed bun. (MC)	5. Дві котлети з яловичини, фірмовий соус, листя салату, сир, мариновані огірки, цибуля на булочці з кунжутом.	Direct translation
6. I'm lovin' it (MC)	6. Я це люблю.	Direct translation
7. 1 hot cup. 1 warm feeling. 1 magic moment. 1 Nescafe. (NF)	7. 1 гаряча чашка. 1 тепле відчуття. 1 чарівна мить. 1 Нескафе.	Direct translation
8. What you want is a Coke (CC)	8. Те, що ти хочеш – це Кока-Кола	Adaptation + addition + transliteration
9. The only thing like Coca-Cola is Coca-Cola itself (CC)	9. Єдине, що може зрівнятися з Кока-Колою – це сама Кока-Кола	Adaptation + transliteration
10. Whoever you are, Whatever you do, think of good ice cold Coca-Cola. (CC)	10. Ким би ви не були, що б ви не робили, думайте про холодну Кока-Колу.	Direct translation
11. Thirst asks nothing more. (CC)	11. Спрага більше нічого не просить.	Adaptation



12. The pause that refreshes. (CC)	12. Пауза, яка освіжає.	Direct translation
13. Pure as Sunlight. (CC)	13. Чистий, як сонячне світло.	Direct translation
14. My world. My style. My Ecco. (KP)	14. Мій світ. Мій стиль. Мій Ecco	Direct translation + No translation
15. Thirst knows no season (CC)	15. Спрага не знає пори року.	Direct translation
16. Three million a day. (CC)	16. Три мільйони в день.	Direct translation
17. Coca-Cola revives and sustains. (CC)	17. Кока-Кола відроджує і підтримує.	Direct translation + transliteration
18. Born to create drama. (YD)	18. Народжений, щоб створювати драму.	Direct translation
19. You can Canon (KП)	19. You can Canon	No translation
20. Great ideas for small rooms (CH)	20. Чудові ідеї для маленьких кімнат	Direct translation
21. Healthy, beautiful smiles for life (HB)	21. Здорові та красиві посмішки на все життя.	Direct translation
22. Why drive something like a Golf when you can drive a Golf? (KП)	22. Навіщо їздити на чомусь на кшталт «Гольфа», коли можна їздити на «Гольфі»?	Direct translation
23. Raising the bar. Again. (FN)	23. Піднімаю планку. Знову.	Direct translation
24. Got kids. Got Touran. (VW)	24. Є діти. Є Туран.	Adaptation + transcription
25. All the best stories (GR)	25. Усі найкращі історії	Direct translation
26. Discover Opel. (OP)	26. Відкрийте для себе Opel.	Adaptation + no translation
27. Your move, BMW. (BMW)	27. Твій хід, BMW.	Direct translation + no translation

28. Simply clever (SK)	28. Просто розумно.	Direct translation
29. A cockpit, an engine, two wings. Is it still a car? (MD)	29. Кабіна, двигун, два крила. Це все ще машина?	Direct translation
30. Today. Tomorrow. Toyota. (TY)	30. Сьогодні. Завтра. Тойота.	Direct translation + transcription
31. More defined. More beautiful lashes (CH)	31. Більш виразні. Більш красиві вії	Direct translation
32. The spell has been broken. Audi is growing faster than BMW, Mercedes, & Lexus. (AU)	32. Закляття знято. Ауді зростає швидше, ніж БМВ, Мерседес і Лексус.	Direct translation + transcription
33. Have a break...Have a Kit Kat. (KK)	33. Зробіть перерву... Візьміть Кіт Кат.	Direct translation + transliteration
34. There are some things money can't buy. For everything else, there's MasterCard. (MT)	34. Є речі, які не можна купити за гроші. Для всього іншого є MasterCard.	Direct translation + No translation
35. Let's make things better. (DG: 141)	35. Давайте зробимо речі кращими.	Direct translation
36. Impossible is nothing. (AD)	36. Немає нічого неможливого.	Adaptation
37. Stay Alive, don't drink and drive (35: 14)	37. Залишайся живим, не пий і кермуй	Direct translation
38. Eat Fresh! (SB)	38. Їж свіже!	Direct translation
39. Probably the best beer in the world! (SB)	39. Напевно, найкраще пиво в світі!	Direct translation
40. Obey your thirst. (SP)	40. Слухайся своєї спраги.	Direct translation
41. It Gives You Wiiings. (RB)	41. Redbull надає крила.	Revision

42. It's the real thing. (CC)	42. Це справжня річ.	Direct translation
43. Taut. The first clean sports drink (BG)	43. Taut. Перший напій без добавок для спортсменів	No translation + Direct translation
44. Skittles...taste the rainbow Skittles. (TM)	44. Скіттлз... Скуштуй райдужний Скіттлз.	Direct translation + transliteration
45. America runs on Dunkin (DD)	45. Америка не бачить життя без Dunkin	Adaptation + no translation
46. A taste of paradise (QZ)	46. Райська насолода	Adaptation
47. Connecting people (HM)	47. Nokia єднає людей	Direct translation + addition
48. For a delicious treat, Little Chef is up your street (GR)	48. Щоб отримати смачне частування, завітайте в Little Chef для смакування	Direct translation + No translation
49. Your daily ray of sunshine (CH)	49. Твій щоденний промінчик сонця.	Direct translation
50. Stronger than dirt (CH)	50. Сильніші за бруд	Direct translation