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Department of Theory and Practice of Translation from the English Language

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under the title: Lexical-stylistic and functional aspects of translation of English-language advertising texts.

Group PA 21-19

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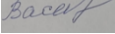
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Lecturer

Kyiv - 2023

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
Київський національний лінгвістичний університет
Факультет германської філології і перекладу
Кафедра теорії і практики перекладу з англійської мови

Представлено на кафедру _____
(дата, підпис секретаря кафедри)

Рецензування 45 балів до захисту 

_____ (кількість балів, «до захисту» («на доопрацювання»),
дата, підпис керівника курсової роботи)

Захист _____
(кількість балів, дата, підпис викладача)

Підсумкова оцінка _____

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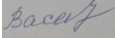
КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

**Лексико-стилістичні та функціональні аспекти перекладу англомовних
рекламних текстів.**

Гресь Кирило

студент групи Па 21-19

Керівник курсової роботи 
(підпис)

викл. Васютіна Н.О.

Завідувач кафедри теорії і практики перекладу з англійської мови

(підпис)

к.ф.н., доц. Мелько Х.Б.
«___» вересня 2022 р.

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

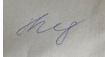
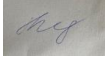
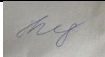
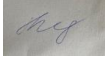
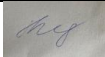
студент IV курсу ПА 21-19 групи, факультету перекладознавства КНЛУ спеціальності **035 Філологія**, спеціалізації **035.041 Германські мови та літератури (переклад включно), перша – англійська**, освітньо-професійної програми **Англійська мова і друга іноземна мова: усний і письмовий переклад**

Тема роботи Лексико-стилістичні та функціональні аспекти перекладу англійськомовних рекламних текстів.


Науковий керівник Васютіна Н.О.

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 теоретичної частини курсової роботи (розділ 1) | 1–5 листопада 2022 р. |  |
| 2. | Аналіз дискурсу, який досліджується, на матеріалі фрагмента тексту; проведення перекладацького аналізу матеріалу дослідження і написання практичної частини курсової роботи (розділ 2) | 7–11 лютого 2023 р. |  |
| 3. | Написання вступу і висновків дослідження, оформлення курсової роботи і подача завершеної курсової роботи науковому керівнику для попереднього перегляду | 28–31 березня 2023 р. |  |
| 4. | Оцінювання курсових робіт науковими керівниками , підготовка студентами презентацій до захисту курсової роботи | 25–30 квітня 2023 р. |  |
| 5. | Захист курсової роботи (за розкладом деканату) | 2–13 травня 2023 р. |  |

Науковий керівник Васютіна Наталія Олександрівна  (підпис)

Студент Гресь Кирило Валерійович (підпис) 

**РЕЦЕНЗІЯ НА КУРСОВУ РОБОТУ
З ПЕРЕКЛАДУ З АНГЛІЙСЬКОЇ МОВИ**

Студента IV курсу групи Па 21-19 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**

Греся Кирила Валерійовича

(ПІБ студента)

за темою: Лексико-стилістичні та функціональні аспекти перекладу англомовних рекламних текстів.

| | 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) | 5 |
| 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) | 4 |
| 3. | Відповідність побудови вступу нормативним вимогам — <i>загалом 10 балів</i> (повна відповідність – 10 , відповідність неповна – 8 , відповідність часткова – 4 , не відповідає вимогам – 0) | 8 |
| 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) | 10 |
| 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) | 10 |
| 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) | 8 |

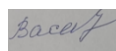
Усього набрано балів: 45

Оцінка:

«До захисту»

45

(42-70 балів)



(підпис керівника)

«На доопрацювання» _____

(0-41 балів)

(підпис керівника)

“21” травня 2023 р.

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INTRODUCTION

Introduction of the term paper's main idea: this coursework aims to explore the lexical-stylistic and functional aspects of translation in English-language advertising texts. Advertising is an essential aspect of modern communication, and the translation of advertising texts across languages is crucial for international marketing strategies. However, the translation of advertising texts poses several challenges, including cultural, linguistic, and stylistic differences between languages.

Presentation of the problem's theoretical background: the theoretical background of this coursework is based on the principles of translation studies, which include linguistic, cultural, and semiotic aspects of translation. The study of advertising language is also significant in understanding the cultural and social contexts of advertising messages. Therefore, this coursework examines the linguistic and cultural factors that affect the translation of advertising texts.

Presentation of the rationale (topicality) for the study: the rationale for this study is the topicality of advertising translation in today's globalized world. With the rise of international trade, the translation of advertising texts has become a vital aspect of global marketing strategies. The study of advertising features was carried out by Ukrainian scientists such as O. Selivanova, D. Terkulova, T. Dobrosklonska, T. Romanova, V. Muzykant, L. Naumenko, G. Shved, and I. Horodetska, as well as foreign scientists: Ch. Sandidge, F. Jefkins, E. Romat, L. Tobey, D. Denison, C. Beauvais, W. Ahrens, W. Wells, J. Burnett, Z. Moriarty, E. Medvedeva, A. Miller, D. Ogilvie, and D Rosenthal.

Definition of the research aim and objectives: the research aim of this coursework is to describe the lexical-stylistic and functional aspects of translation in English-language advertising texts. The objectives are to establish the linguistic and cultural factors that affect the translation of advertising texts, to prove the importance of a functional approach to translation, and to find effective strategies for translating advertising texts.

Identification of the investigation subject: the investigation subject of this coursework is the translation of English-language advertising texts.

Object of the research: the object of the research is the lexical-stylistic and functional aspects of translation in advertising texts.

Data sources: the data sources for this coursework include English-language advertising texts and their translations in different languages.

Outline of the methods used in the research: the methods used in the research include a comparative analysis of the original and translated texts, a functional approach to translation, and a critical analysis of the linguistic and cultural factors that affect the translation of advertising texts.

Theoretical and practical value of the research: the theoretical and practical value of this research lies in its contribution to the field of translation studies, particularly in the area of advertising translation. The findings of this research can help translators and marketers understand the linguistic and cultural factors that affect the translation of advertising texts and develop effective strategies for translating advertising messages across languages.

Brief outline of the research paper structure: the coursework is structured into two main sections, with the first section covering the theoretical aspects of advertising texts and translation, and the second section focused on the practical application of these theories.

Section 1 provides a theoretical foundation for the study, starting with an overview of the features of advertising texts. This includes a discussion of the language and rhetoric used in advertising, as well as the purpose and intended audience of advertising messages. The section then narrows its focus to English advertising texts and their stylistic features, such as the use of puns, metaphors, and other rhetorical devices. Finally, the section explores the basic principles of translation of advertising texts, discussing the challenges and strategies involved in the translation process.

Section 2 is dedicated to the practical application of the theoretical concepts discussed in Section 1. The section starts with the selection and analysis of English advertising texts, considering factors such as the genre, target audience, and cultural context. The section then identifies the lexical-stylistic and functional features of these

texts and how they influence translation. Finally, the section demonstrates the development of own translations that take into account the identified features, showing how the theoretical concepts discussed in Section 1 can be applied in practice.

The references section lists the sources consulted in the research and provides readers with additional resources to further their understanding of the topic. The appendices section includes samples of English advertising texts, which are analyzed and translated in the coursework.

CHAPTER 1

THEORETICAL PART

1.1 Features of advertising texts

The term "advertising" means the process of informing and persuading consumers in order to stimulate the sale of goods or services. It is a complex communication system that includes elements such as text, images, sound, video, and others, and aims to influence consumer behavior and choices.

Structurally and logically complex advertising texts can be difficult to understand and analyze. Such texts may contain complex logical constructions, specialized terminology and other complexities that are difficult to perceive and remember. However, the study and understanding of structurally and logically complex advertising texts can help reveal their effectiveness and reveal the techniques and strategies used to attract attention and persuade consumers.

Advertising texts are a specific genre of texts that aim to attract the attention of consumers to a certain product, service or brand. The main purpose of advertising texts is to convince the audience to buy a product, to create a positive impression about it, and to increase sales.

Advertising texts can be of different formats and types, such as announcements, banners, posters, promotional booklets, press releases, promotional videos and many others. Advertising texts can be placed in various media formats, such as newspapers, magazines, TV, radio, Internet and social networks.

The characteristics of advertising texts are creativity, brevity and pithiness, the use of figures of speech and vivid images, the attraction of emotions, the use of open questions and other methods that help maintain attention and attract consumers to the product. The success of the advertising text depends on the correct targeting of the target audience and the use of effective methods of communication with it.

Advertising texts are one of the most specific genres of texts, which have their own features and characteristics:

Purpose: The main purpose of advertising text is to convince the audience to buy a certain product or service, so it must be bright, attractive and convincing.

Creativity: the advertising text must have a creative and non-standard approach to the presentation of the product in order to stand out from other similar offers.

Залучення емоцій: рекламний текст має сприяти залученню емоцій аудиторії та створенню позитивного враження про продукт.

Appeal to emotions: the advertising text should help to attract the emotions of the audience and create a positive impression about the product.

Target audience: advertising text should be directed to a specific target audience, taking into account its needs and interests.

Brevity and conciseness: advertising text should be short and concise to keep the attention of the audience and ensure quick perception of information.

Use of figures of speech: advertising text can contain the use of various figures of speech, such as metaphors, similes, analogies, which contribute to its creativity and effectiveness.

Use of vivid images: advertising text can contain the use of vivid images, which helps to retain the attention of the audience and create a positive impression about the product.[1, p.76-78]

The main purpose of advertising texts is to increase sales of the advertised product or service. Selling a product is the main factor in business success, so advertising texts are an important tool in the promotion of goods and services.

The purpose of advertising text is to convince the audience that the product or service is the best choice for them. To achieve this goal, advertising texts use various methods and techniques: bright images, attractive colors, interesting scenarios, clear and concise text, emotional appeal to the audience, use of social research and much more.

In addition, advertising texts can perform other functions, such as increasing brand attention, increasing product awareness, forming perceptions about a certain category of goods and services, and attracting new customers.

Therefore, the purpose of advertising texts is to promote a product or service, attract the attention and interest of the audience, and increase sales.

Emotional appeal and target audience are important aspects in advertising. Appealing to emotions helps advertising to evoke a certain reaction in consumers, inspires them to take action and helps to remember the advertisement. The target audience, on the other hand, determines to whom exactly the advertisement is addressed and what emotions should be evoked.

Engaging emotions can be achieved through a variety of methods. For example, advertising texts can use images that evoke emotions (such as joy, anger, sadness) or use metaphors and analogies that evoke thoughts and feelings. Emotional appeal can be different depending on the target audience: bright colors and images of fairy-tale characters can be used for children, while more restrained and attractive images can be used for adults. [5]

Target audience also plays an important role in advertising. Advertising campaigns should be aimed at a specific audience, and this should be reflected in the content of the ad. For example, if the product is aimed at children, the promotional materials should be bright and attractive to children, while if the product is aimed at adults, the promotional materials may be more restrained and focus on health benefits or ease of use. [14]

Brevity and conciseness are important characteristics of advertising texts. They allow you to attract the attention of the audience and convey the main message in the most concise form.

Advertising text should be as short and concise as possible, without unnecessary words, phrases and repetitions. It is important to highlight the main message and convey it with the minimum number of words. [4]

Brevity and brevity also make it possible to attract the attention of the audience in conditions of information overload. Advertising text should be such that it can be easily understood and remembered.

For example, instead of writing "Our company provides a wide range of services in the repair of premises and installation of sanitary ware", you can write "Repair and plumbing - with us!" - it is short, concise and better remembered.

Figures of speech are literary devices that are used to give the expression a special emotional and aesthetic color. The use of figures of speech in advertising texts can increase their effectiveness and appeal to the audience.

For example, metaphors and similes help explain complex ideas and concepts using familiar analogies. With the help of epithets and comparisons, you can give a product or service an emotional color, make it more attractive to the audience.

Other figures of speech such as allegory, metonymy, synecdoche, antithesis and irony can also be used in advertising texts to create an effect of impression and interest in the audience.

It is important to remember that the use of figures of speech must be adapted to the target audience and must be understandable to them. It is always necessary to adhere to the main task of the advertising text - to attract attention and convince the audience to buy a product or service. [1, p.76-78]

The use of bright images is one of the effective ways of attracting the attention of the audience in advertising texts. These can be images of famous characters, places, events, situations, etc. that are associated with a product or service.

For example, a vivid image can be the use of characters from movies or television series to advertise products or services that are associated with a specific

genre. You can also use vivid images to convey a certain mood, feeling or emotion that is associated with a product or service.

Using vivid images can help capture the attention of your audience and give your product or service an emotional edge. However, it is important not to forget about the adaptation of images to the target audience and their interests and needs.

Images should be clear and attractive to the audience and reflect the main benefits and characteristics of the product or service that are necessary to solve their problem or satisfy their needs. [1, p.76-78]

Using open-ended questions is one of the effective ways to attract the audience's attention in advertising texts. They allow you to create a connection between the audience and the product or service, prompting people to think and think about a certain problem or need.

Open-ended questions encourage people to think and answer specific questions, which encourages action. Such questions create an opportunity for active interaction with the audience, which can increase their interest and involvement in the product or service. [1, p.76-78]

For example, the ad text can include a question like "Are you satisfied with the quality of your skin?", which can encourage people to think about their needs and problems. Questions like these encourage people to go to the product site to learn more about the product and its capabilities.

It is important to note that the use of open questions in advertising texts should be adjusted to the target audience. The interests and needs of the audience must be taken into account so that the questions stimulate them to interact with the product and take appropriate actions. [2]

Commercial and non-commercial advertising are the main types of advertising. Commercial advertising is aimed at encouraging consumers to buy a product or service,

and non-commercial advertising is aimed at supporting universal values, influencing public opinion and solving environmental problems.

For the purpose of making a profit, commercial advertising is divided into commercial advertising, which is aimed at promoting a specific product, and corporate advertising, which helps to improve the company's reputation. [4]

Depending on the advertising goals, three types of advertising are distinguished: informative, persuasive and reminder advertising.

It is also possible to distinguish other typologies of advertising, such as depending on the target audience, business advertising, distinguished by coverage of the territory, by means of advertising transmission and by functions and goals. [5]

The following types of advertising are distinguished according to the target audience:

Consumer advertising, which is aimed at attracting buyers for a certain product or service;

Business advertising, which is addressed to enterprises and contains information about products or services for production;

Professional advertising, which is aimed at specialists in a certain industry, who have to make decisions on the purchase of tools, equipment and services. [14]

Ділова реклама може бути також розглянута як окремий тип реклами, яка спрямована на підприємства та бізнес-середовище.

Business advertising can also be considered as a separate type of advertising that targets businesses and the business sphere.

By coverage of the territory, advertising can be classified as:

Local, distributed only within a specific area;

Regional, covering a certain region or territory;

National, which is broadcast throughout the country;

International, covering several countries or the whole world.

The following types can be distinguished by the cost of advertising transmission:

Television advertising broadcast on television;

Radio advertising, which is broadcast on the radio;

Press advertising, printed in newspapers, magazines, booklets, etc.;

Online advertising that is placed on websites, social networks and other online resources.

In this section, we considered the typology of advertising depending on various criteria, such as target audience, coverage of the territory, cost of transmission of advertising, functions and objectives. Two main types of advertising were also mentioned: commercial and non-commercial. Commercial advertising promotes goods or services for profit, while non-commercial advertising is funded by charities, public or political institutions and aims to promote a public good.

According to the purpose of advertising, three varieties were distinguished: informative, persuasive and reminder advertising. Each of these types of advertising has its own characteristics and goals. Knowing the typology of advertising will help businesses determine their goals and develop an effective advertising strategy.

1.2 Stylistic features of English advertising texts

At the current stage of the development of society, advertising is an integral part of culture, which has a great influence on the behavior of society and encourages potential buyers to purchase goods. Advertising is a subject of research for many

scholars from various fields of knowledge who investigate various aspects of its functioning.

The advertising genre is constantly developing in various forms and directions, which creates relevance and the need for further study of advertising in general and the stylistics of English-language advertising text in particular.

Various aspects of the research of advertising discourse are studied in the works of linguists, both ukrainian and foreign (such as K. L. Bove, F. Jefkins, H. Kaftandzhiev, M. M. Kokhtev, O. V. Medvedeva, D. Ogilvy, V I. Okhrimenko, S. A. Fedorets, etc.). At the same time, the advertising genre continues to develop in various forms and directions, which emphasizes the relevance of further research into advertising in general and the stylistics of English-language advertising text in particular.

The main components of the stylistics of English advertising texts can be described as follows:

Lexicon. Advertising texts use positively colored words that encourage consumers to buy a product or service. Words indicating the quality of the product, its benefits for the consumer and uniqueness are often used. Slang terms are also used, which make the text more attractive to a young audience.

Syntax. Advertising texts usually have short sentences and a simple structure. They often include questions, challenges, and other ways to get the consumer's attention. It is also important to consider the location of words in a sentence to emphasize the main ideas and make the text more understandable and attractive to the reader.

Phonetics. Phonetic devices such as alliteration, assonance, and onomatopoeia are common in advertising texts. They can help attract the attention of the consumer and make the text more memorable.

English advertising texts have their own stylistic features, which contribute to attracting the attention of the consumer and increasing the effectiveness of advertising. Some of the most characteristic stylistic features of English advertising texts include:

Use of headings and sub-headings that should be bright and attractive. They should capture attention and encourage the consumer to read the entire text.

Using active language and direct speech, which makes it possible to create more emotional and dynamic texts.

The use of repetitions and parallelisms, which helps to remember and strengthen the effect.

Using metaphors and similes that help explain complex concepts and make advertising more accessible to the consumer

The use of humor and irony, which can entertain the consumer and promote memory.

Applications with active charging, which help to create the impression of exclusivity and exclusivity of the product.

Use of verbal signs that can attract attention and promote memorization. [26]

These stylistic features, along with other factors such as advertising medium and target audience, help create effective English advertising text. [27]

To achieve the set goals, the advertising text uses a variety of stylistic means and techniques that are characteristic of other types of texts. Figures of substitution such as hyperbole, meiosis, litote, metonymy, synecdoche, paraphrase, euphemism, metaphor, antonomasia, personification, allegory, irony, and epithet are widely used in advertising, as well as figures of juxtaposition such as simile, substitute synonyms, and antithesis, oxymoron [36]

Various stylistic devices and techniques are used in the advertising text, including metaphor and metonymy. A metaphor is based on the comparison of two objects based on their similarity, which allows the creation of a new image that is used to nominate the object. For example, in an ice cream advertisement, the phrase "Dive into pure pleasure" encourages customers to imagine that tasting ice cream will give them pleasure. Metonymy, on the other hand, is based on the connection between the object of nomination and another object whose name is used to nominate the first. For example, in advertising tours to an ancient castle, the phrase "Discover over two thousand years of exhilarating history" creates the impression that the building has a long and interesting history.

A metaphor is a stylistic device that is based on a similarity (real or imagined) between two objects, and with the help of which the name of one of them is transferred to the nominated object. For example, the ice cream advertisement "Dive into pure pleasure" creates an image of immersion in pleasure, which is perceived by the buyer as a desired pleasure. The advertisement for unusual tours of London "The ghost bus tours" uses a metaphor that creates an image of the other world and enhances the sense of fear and excitement among tourists, although in reality ghosts will not be encountered on the tour. [22;25]

Metonymy is a stylistic technique used in advertising texts, which is based on a real connection between objects, where the name of one of them is transferred to another object that is related to it.

This transference is based on constant internal or external connection between objects. For example, in the advertisement of excursions to the ancient castle, you can find the following expression: "Discover more than two thousand years of fascinating history." It can be understood from this text that the concept of "history" is transferred to the building of the castle, which creates a complete image of the area in the reader's imagination in retrospect. This technique can be used to create a more vivid and memorable effect in advertising texts, because it allows you to transfer the properties of one object to another, thereby changing the perception of the reader or listener. [23]

In advertising texts, the stylistic device of synecdoche is found, which consists in transferring the name based on the relationship of the part with the whole and the whole with the parts. For example, in wine advertising you can see the use of the expression "Australia's top drop", which means that not just a drop of wine is advertised, but the wine of this brand, but this form of the name draws attention to itself and emphasizes the uniqueness of the product [24]

An epithet is a linguistic tool that helps words acquire new meanings or nuances, distinguishes characteristic features, features of objects or phenomena, enriches language with emotional content and brings picturesqueness and richness to the text. In advertising, it is necessary for psychological influence on consumers and is an important element of manipulation by advertisers for successful sales of products. For example, the epithets "fresh" and "delicious" are most often found in restaurant advertisements, which emphasize the quality of ingredients and dishes. [23]

Personification is used to give the features of living things to inanimate objects. This allows advertised goods to become more alive and individual, and closer to buyers. For example, hotel advertisements say "Hotels that love to say Yes!" - this personification gives the impression that hotels have human qualities and do not limit their customers. Or in a wine ad that claims "Nothing says "Happy Holidays!" like a wine label says "Happy Holidays!" - this gives the understanding that the wine of this brand is an ideal drink for the celebration. Another example - coffee advertising states that "You won't find our rich, aromatic coffees in any store. Rather, they'll find their way to you" - this gives the impression that the coffee finds its way to the customer by itself. [22]

One of the stylistic techniques that is widely used in advertising is comparison. It consists in the fact that two different objects or their characteristics are compared with each other with the help of words such as "as", "as if", "such as", etc. This allows you to distinguish the advertised brand from competitors and show its advantages. For example, an ad for a skin cream might use the following simile: "For skin as beautiful as diamonds," or an ad for a hotel chain might say, "Sark - where a short vacation feels

like a long vacation." It helps to reveal the positive qualities of the product or service to attract the attention of consumers. [24]

An oxymoron is a stylistic device that consists in the combination of words that have opposite in meaning, creating a new concept. The use of this technique in advertising texts allows you to create an effect and attract the attention of buyers. For example, in the advertising of tableware you can find the following slogan: "Hot colors. Cool cookware", which makes you want to learn more about the advertised product. A study of the means and techniques used in English advertising texts can be useful for further study of this topic in the linguistic field. The ultimate goal of such research is to increase product sales.

Phonetic elements such as alliteration, assonance, and onomatopoeia can be effective means of influencing consumers in advertising. For example, the repetition of the letter "b" in the phrase "Britain's best business bank" can be saved by replacing the word "best" with "biggest" to preserve the alliteration. [23]

Onomatopoeias that mimic the sounds of nature and animals can also be effective in advertising because they attract attention and influence the consumer's subconscious.

The combination of rhythm and alliteration can be difficult to translate, but can be achieved, as in the slogan of the car brand Jaguar: "Grace, space, pace".

Epithets are also effective stylistic devices in advertising, especially for food and personal care products. For example, the phrases "tempting flavor", "delicate chocolate truffle" and "sweet smile" can create a magical impression of the product. [22]

In general, phonetic and lexical-semantic stylistic devices are important for advertising, as they help to attract the attention of consumers and create a positive image of the product.

We considered the main stylistic features of English advertising texts. They include the use of various stylistic devices, such as alliteration, assonance,

onomatopoeia, epithets and others, which help attract the attention of the consumer and make the advertising text more memorable.

We also considered the main components of the structure of stylistics, such as sound, rhythm, melody, tone, and others. It is important to balance these components in order to create advertising text that will be attractive to the consumer and arouse his interest in the product or service.

In addition, we examined different types of advertising texts, such as informative, persuasive and emotional, and found that each type has its own differences in stylistic adaptation.

In general, style is an important component of advertising text, as it helps to attract the attention of the consumer and make advertising more effective. Using a variety of stylistic devices and balancing the components of the stylistic structure will help create an advertising text that will be remembered and arouse interest in the product or service.

1.3 Characteristics of mass media discourse.

Mass media discourse is a set of language materials used in mass media, such as newspapers, magazines, television, radio, the Internet, etc. This type of discourse differs from other types of discourse in that its purpose is to quickly and effectively convey information to a large audience. Mass media discourse is one of the most influential means of communication in the modern world.

The characteristics of the mass media discourse include the following main elements:

Target audience: mass media discourse is aimed at a large number of people who may be different in age, social status, education and other parameters. The target audience influences the choice of language and stylistics used by journalists.

Informative nature: mass media discourse conveys information about various events that are happening in the world. It should be objective and reliable.

Structure: mass media discourse has its own structure, which includes the title, introduction, body, conclusion and information sources.

English-language advertising is one of the most common forms of advertising discourse. It has its own features that distinguish it from other languages. These include the use of certain vocabulary and grammatical constructions, which are intended to attract the attention of the audience and convince them to buy the product.

One of the features of English-language advertising is the use of phrases and proverbs that are well-known and understandable for American and British cultures. For example, the phrase "Just Do It" of the Nike company has become one of the most famous and recognizable in the advertising world. It emphasizes the importance of movement and sports, which are key elements of the Nike brand. [12, p.344-345]

Another feature of English advertising is the use of humor and irony. Many advertising campaigns use these stylistic techniques to attract the attention of the audience and make their product more attractive. For example, the Snickers ad with Marcel and Beth Harris shows how their hunger causes them to behave in strange and unusual ways. It brings smiles. [11]

Mass media discourse in English advertising texts can manifest itself in various ways. Usually, this is the use of certain linguistic means and stylistic techniques in order to achieve maximum impact [7] on the audience.

One such way is the use of headings and subheadings that attract attention and stimulate the reader to continue reading the text. These headlines can be emotionally charged, use rhetorical techniques, such as rhetorical questions or addressing the audience.

In addition, English advertising texts often use metaphors and figurative expressions to help understand the product in specific contexts and situations.

It is very important to use simple and clear language so as not to leave room for misunderstandings. At the same time, the text should be interesting to attract the attention of the audience. [38]

Stylistic means are also used, which contribute to strengthening the emotional impact of the text on the audience. For example, the use of repetitions, pauses and intonation changes to enhance the emotional coloring of the text.

An important component of mass media discourse in English advertising texts is the use of different formats, such as text, audio and video, to achieve different goals and attract different audiences. Each of these formats has its own characteristics and opportunities for creating effective advertising. [16]

Stylistics: mass media discourse has its own stylistics, which are used to attract the attention of the audience and enhance the effect of information.

Mass media discourse is one of the most widespread types of discourse that aims to convey information to a wide audience through mass media such as television, radio, newspapers and magazines. In the context of English advertising texts, mass media discourse can be used to promote a product or service to a wider audience.

The main characteristic of mass media discourse is its mass character. Such texts can be designed for a wide audience and aim to draw their attention to a particular product or service. In addition, mass media discourse often uses emotionally charged language to draw attention to the advertised product. [15, p.10]

Another characteristic of mass media discourse is its stereotyping. Advertising texts tend to use stereotypes and generalizations to describe a product or service so that they are easy for the audience to understand and remember.

In addition, mass media discourse in advertising texts often has the goal of creating a need for a product or service. Texts can use different techniques, such as the use of effective words, examples and illustrations, to convince the audience of the need to purchase a product or service.

In general, mass media discourse in English-language advertising texts is a means of influencing a wide audience in order to promote a product or service.

Advertising text has a pragmatic aspect, which is revealed through the choice of grammatical and lexical units, stylistic techniques, syntax, organization of printed material and the use of elements of sign systems. Its creation is based on brevity and expressiveness. Simple advertising texts usually consist of simple grammatical structures and clichés that are repeated and have a limited vocabulary.

However, the most effective advertising texts are based on more complex principles. The authors of such texts avoid a direct description of the product and its characteristics. The style of advertising combines the features of different styles, such as journalistic, scientific, street-style and business style. This combination stems from the nature of advertising and its functions - message and impact. [15, p.10]

Advertising can be considered as a text genre that has its own structural and compositional features. In the work "Advertising: a palette of genres" of the author's team, a division was made into genres of advertising for print mass media, radio, television and outdoor advertising.

The functional specificity of the advertising genre "family" is that its main goal is prompt effective reaction of the audience and leading it to the necessary advertising act, such as purchase, voting, choosing a certain spectacle or an act of charity. Genre forms that were created in border areas of activity are actively used in advertising creativity, and the genres of journalism are the most effective.

Advertising texts have a complex structure and consist of various symbolic units, such as brands, slogans, headings, phrases, graphic elements and illustrations, which are used to attract the attention of consumers and influence their actions. Advertising is an integral part of our lives and aims to inform people about various goods and services and make them want to buy them. In order to achieve the maximum effect, advertising texts must follow certain rules and an image that allows you to keep the attention of consumers and remain in their memory for a long time.

Journalists often change phrases, updating their semantics and structure, which allows creating new semantic shades. Advertising also uses various stylistic figures, such as anaphora, antithesis, gradation, parallelism, and others. Phraseologisms, which are stable combinations of words from the point of view of meaning, are widely used in advertising, because their use increases the ability of the consumer to remember and reproduce slogans. In advertising, idioms are used in four forms, in particular in paraphrase, where they replace one of the words. For example: «Dairy rivers – Fruit shores. Молочні ріки – Фруктові берега» (Fruttis).

Analysis

1. The text under analysis headlined «Think different» belongs to mentifact text type. It is of advertising discourse.

2. The text was taken from Apple's "Think Different" Campaign. The text is aimed at common reader (in the field of technological consumerism, which is evident from the the Apple company's focus. The (communicative) aim of the textual information is to promote the brand identity and values of Apple through an inspirational and aspirational message. The text aims to encourage the reader to embrace individuality, creativity, and nonconformity, which are values that Apple has associated itself with. By celebrating those who think differently and challenge the status quo, the text seeks to create a positive association with the Apple brand and its products. Ultimately, the aim of the advertisement is to connect with the target audience on an emotional level and motivate them to consider Apple as a brand that shares their values and identity.

3. 1) Structural level of the text is ensured by lexical and semantic cohesion.

A. Lexical cohesion is implemented by repetition links, which are:

- simple lexical repetition: "The crazy ones", "The misfits", "The rebels", "The troublemakers", "The round pegs in the square holes", "They", "Them", "Genius".

- complex lexical repetition: "See things differently", "Change things", "Push the human race forward", "Crazy enough to think they can change the world".

- simple paraphrase: "Misfits" and "Round pegs in the square holes" are paraphrases that refer to people who don't fit in with the mainstream.

- complex paraphrase: "The ones who see things differently" and "The people who are crazy enough to think they can change the world" are complex paraphrases that convey the idea of people who have a unique perspective and are willing to take risks.

- co-reference: "They", "Them", and "The crazy ones" are co-referential expressions that refer to the same group of people.

- substitution: There are no explicit instances of substitution in this text.

B. Grammatical cohesion and syntactical structure is ensured by sequence of tenses. This text exhibits strong cohesion, as each sentence is closely related to the others and contributes to the overall message of the advertisement.

The text begins with a series of noun phrases ("The crazy ones", "The misfits", "The rebels", "The troublemakers", "The round pegs in the square holes"), which creates a sense of cohesion through repetition. Each noun phrase refers to a group of people who are unconventional and non-conformist.

The subsequent sentences introduce the main idea of the text, which is the celebration of those who see things differently and challenge the status quo. The pronoun "they" is used to refer back to the groups of people mentioned in the first sentences, creating co-reference and further enhancing the cohesion of the text.

The text also employs various forms of repetition, such as lexical repetition ("change things", "push the human race forward", "crazy enough to think they can change the world"), and complex lexical repetition ("see things differently"). This repetition helps to emphasize the key message of the advertisement and reinforce the main ideas.

In addition, the text uses antithesis (contrasting ideas) to create cohesion and structure. For example, "They're not fond of rules. And they have no respect for the status quo" presents two contrasting ideas that are related to the overarching theme of non-conformity.

Overall, the text demonstrates strong cohesion through the use of repetition, co-reference, and antithesis, all of which contribute to the clear and coherent message of the advertisement.

C. Compound and complex sentences, as well as the use of conjunctions and prepositions, ensure grammatical cohesion. The grammatical cohesion of the text is characterized by the use of simple declarative sentences and parallel structures. The sentences are mainly in the present tense and have a subject-verb-object structure. The subject pronouns "they" and "we" are repeated throughout the text, creating a cohesive thread. The use of pronouns helps to avoid the repetition of the noun phrases and adds coherence to the text. Additionally, the use of coordination and subordination conjunctions such as "and," "but," and "while" help to connect ideas and create relationships between sentences. The text also employs imperatives in the sentence "You can quote them, disagree with them, glorify or vilify them," which helps to involve the reader and adds a persuasive tone to the text. Overall, the grammatical cohesion of the text helps to create a cohesive and persuasive advertisement.

2) Semantic level establishes the macroproposition of the text: "The people who are unconventional and think differently are the ones who change the world."

4. Stylistic characteristics of the text are:

1) Strong positions of the text: Celebrating non-conformity and unconventional thinking.

2) Weak positions: None apparent.

3) Tropes: Metaphor ("round pegs in the square holes"), hyperbole ("they're not fond of rules," "they push the human race forward"), rhetorical questions ("About the only thing you can't do is ignore them").

4) The author used special vocabulary, that is mainly related to the qualities of the "crazy ones," such as "misfits," "rebels," "troublemakers," and "round pegs in the square holes."

5. Basic transformations: There are no explicit Basic Transformations in this text, as it is not a sentence that can be transformed.

CHAPTER 2

ANALYSIS OF ENGLISH TEXTS AND THEIR TRANSLATION

2.1 Selection and analysis of English advertising texts

To select advertising texts, a search was conducted on various resources, such as magazines, websites, social networks and other sources. The selection criteria included the availability of the text in English, relevance and interest from the point of view of the study of stylistic means of advertising.

The selected texts were advertising announcements and advertising slogans of famous brands from various fields of activity, such as Nike, Coca-Cola, Apple, BMW and others.

Linguistic analysis methods, including semantic and stylistic analysis, were used to analyze the selected advertising texts. With the help of these methods, the main tools and techniques used in advertising were determined, such as metaphors, epithets, similes, rhetorical questions and others.

The obtained results of the analysis of advertising texts helped to identify the main stylistic tools and techniques used in English-language advertising and allowed to create a general portrait of advertising discourse.

Nike's advertising campaign is known for its bright and emotional slogans and images that motivate consumers to achieve success and improve their physical fitness. One of the most famous slogans of the Nike company is "Just Do It", which has now become almost iconic and is universal for all the brand's products.

One of the most popular Nike commercials was the video with football player Cristiano Ronaldo "The Switch". In the video, Cristiano Ronaldo magically switches places with a fan, leading to a series of spectacular football tricks and a stunning goal. The whole video is accompanied by a story about how to succeed in sports, you need to rely on character, strong will and constant practice.

In addition, Nike is known for its cooperation with the most famous athletes in the world, such as Michael Jordan, Roger Federer, Serena Williams and others. This

gives the brand the opportunity to use the name of these celebrities to attract the attention of consumers and increase the credibility of the brand.

For example, an advertisement for Nike Air Jordan shoes uses the slogan "Be like Mike", which encourages consumers to raise their level of play on the basketball court to that of Michael Jordan. Nike t-shirt ads feature star footballers such as Neymar and Cristiano Ronaldo, demonstrating the brand's authority in the world of football

Coca-Cola is one of the most famous brands in the world, which has long used advertising campaigns to increase its popularity and promote the product. Coca-Cola advertising usually aims to create a positive mood and associations with celebration, friendship and fun.

One of the most famous slogans of Coca-Cola is "Taste the Feeling", which was introduced in 2016. This slogan emphasizes the emotional component of drinking and promotes associations with happiness, satisfaction and joy. The promotional video for this slogan contained scenes of various emotions that people experience when tasting Coca-Cola.

Another advertising campaign of Coca-Cola is "Share a Coke", which was launched in 2011 and consisted of printing names and individual surnames on the labels of the drink. This campaign created a great score on social networks and contributed to increased sales.

Another advertising campaign of Coca-Cola is "Happiness Machine", which was launched in 2010. This campaign featured a large automated Coca-Cola machine that dispensed a drink for free and pleasant surprises such as breakfast being prepared or live music. This campaign was successful and created positive associations with the brand.

Another well-known advertising campaign of Coca-Cola is "Taste the Feeling Anthem", which was launched in 2016.

Apple is one of the most famous brands in the world, offering a wide range of products from computers and mobile devices to services and accessories. Apple's advertising campaigns often focus on innovation and modernity, emphasizing the importance of the experience of using Apple products in everyday life.

One of the most famous examples of Apple advertising is the "Get a Mac" campaign, which started in 2006 and ran until 2009. In this campaign, actor Justin Long plays the role of Mac, while John Godman plays the role of PC. In a series of commercials, Macs and PCs are compared using humor to emphasize the advantages of Apple products, such as ease of use and safety.

Another example of Apple advertising is the "Shot on iPhone" campaign, which was launched in 2015. In this campaign, Apple showcases the capabilities of the iPhone's camera by showing quality photos taken by ordinary people on their mobile devices. This campaign was effective because it demonstrates that Apple products are not only easy to use, but also capable of delivering quality results.

In addition, Apple is also known for its modern and stylish design concept, which is reflected in their advertising campaigns.

Due to the centuries-old history and cultural heritage of Great Britain, British companies often use traditional British elements in their advertising campaigns, such as high tea sets, cinema, English gardens, the royal family, the London bus and so on.

For example, the Burberry company, which specializes in the production of luxury clothing and accessories, actively uses English landscapes in its advertising, including images of English gardens and London streets. The advertisement also features the royal family, as Burberry is a supplier of products to the royal family.

Another well-known British company - Jaguar Land Rover - uses British elements in its advertising. The ad features beautiful British landscapes, old buildings, and uses an English accent.

John Lewis, which offers a wide range of home goods and household appliances, also actively uses British culture in its advertising. For example, the company's Christmas ads feature traditional British street scenes and imagery, and use well-known British carols and Christmas tunes.

Burberry: In 2018, Burberry released a Christmas ad that became known as "Close Your Eyes and Think of Christmas". The video features actress Cate Blanchett, who represents the brand and shows different ways to wear the classic Burberry coat. The ad took place in a traditional English style, with luxurious costumes and beautiful music.

Jaguar Land Rover: In 2021, Jaguar Land Rover released an ad for its new electric car, the Jaguar I-PACE. The commercial shows an extreme test drive of an electric car, which includes racing along mountain serpentine roads and crossing rivers. The video also demonstrates the speed and power of the car.

John Lewis: In the UK, John Lewis is known for its Christmas adverts, which evoke emotions in the British public every year. [37]

In 2018, the company released an ad called "The Boy & The Piano," which tells the story of Elton John playing the piano he was given for Christmas and his journey to success. The advertisement ends with the slogan "Some gifts are more than just a gift", which emphasizes the importance of emotional connections and memories in our lives. [30]

Considering that the advertising texts of these companies can be long and contain many elements, let's look at some examples of advertising slogans and phrases used by these companies.

Burberry:

"Burberry: It starts with a Trench" - In this tagline, Burberry uses a synecdoche - the word "Trench" refers to the trench-type jacket, which is an iconic piece of the

company's uniform, and is used to emphasize the essence and meaning of this item of clothing in the collection.

"Burberry Kisses" - In this tagline, Burberry uses a metaphor that conveys the sensuality of a product, in this case - lipsticks. The number of kisses depends on the degree of color saturation on the lips. [41]

Jaguar Land Rover:

"Above and Beyond" - In this tagline, Jaguar Land Rover uses a metaphor that conveys a sense of high class, exclusivity and exceeding expectations. This slogan can also be seen as a metonymy that reflects the high quality and prestige of the product.

"The Art of Performance" - In this slogan, Jaguar Land Rover uses a metaphor that conveys elegance and a high level of performance. This slogan can also be seen as a metonymy, as the word "performance" conveys the idea of high quality and performance. [34]

John Lewis:

John Lewis is a British retail chain that offers a wide range of home goods, electronics, fashion and other products. This company is known for its Christmas advertising campaigns, which have a strong emotional component and often include elements of metaphor and synecdoche.

One of the most famous John Lewis Christmas ads is the video "The Man on the Moon" (2015). The ad shows an old man who lives on the moon and dreams of connecting with his family on Earth. A girl from Earth notices him and sends him a gift - binoculars so he can look at Earth and see its life. At the end of the advertisement, the slogan "Show someone they're loved this Christmas" appears, which emphasizes the importance of love and connection with loved ones. [30]

This ad uses the metaphor of the moon, which symbolizes remoteness and alienation, and the synecdoche of binoculars, which represents the ability to see the

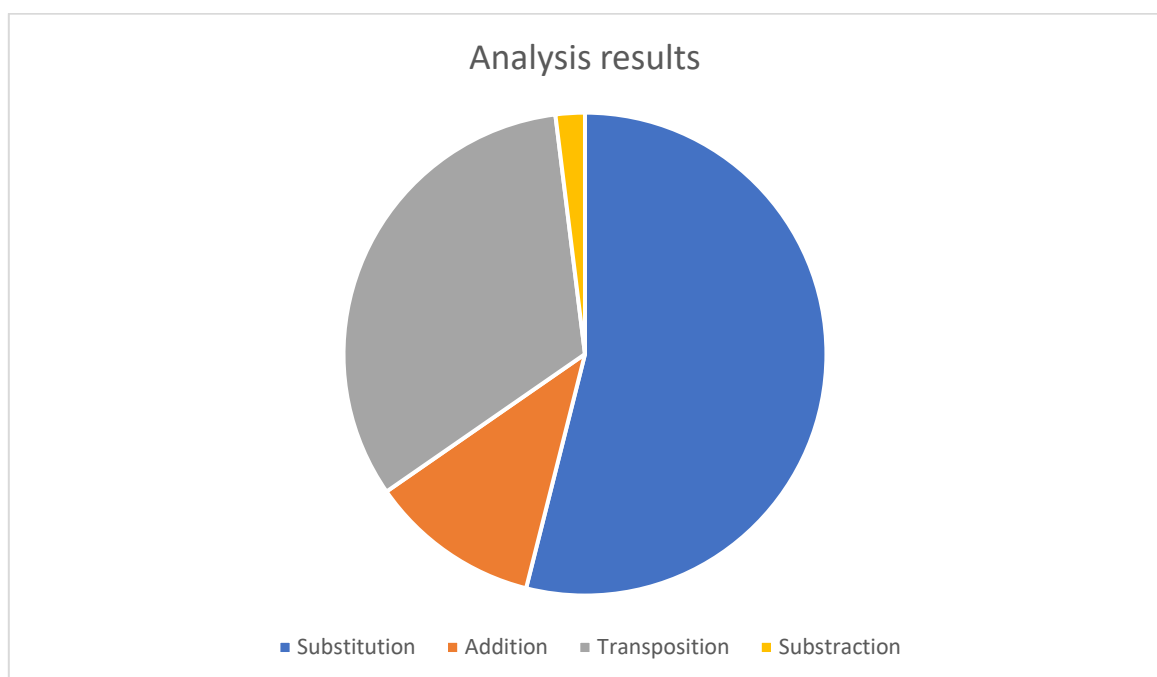
bigger picture and to connect with the world. These artistic devices emphasize the importance of connection and family values right from the first viewing of the ad. [24]

In this section, a selection and analysis of English-language advertising texts of well-known global companies such as Nike, Coca-Cola, Apple, Burberry, Jaguar Land Rover and John Lewis was carried out.

The analysis was focused on identifying artistic devices used in advertising, including metaphors, synecdoche, similes, epithets, and others. It was shown how these artistic tools help to create emotionally charged and memorable advertising that appeals to the target audience and motivates them to take action. [18, p.22-25]

Each example of advertising text was considered in the context of the brand and its goals, which made it possible to find out how artistic means are used to achieve the company's marketing goals.

The analysis of advertising texts showed that the use of artistic means is an important component of a successful advertising campaign. They allow you to attract the attention of the audience, create a positive brand image and increase the effectiveness of the advertising strategy.



2.2 Definition of lexical-stylistic and functional features of texts and their influence on translation

Lexical-stylistic and functional features of the text are important for determining the translation strategy. Features of the text may differ depending on the genre, topic, audience and other factors. For example, advertising texts often use certain lexical units that enhance the effect of advertising. [28]

When translating texts, it is necessary to take into account lexical and stylistic features of the language, in particular, different shades of word meanings and grammatical constructions. It is also important to consider the functional aspect of the text, that is, its target audience and purpose.

When translating advertising texts, it is especially important to preserve the effect of advertising, which is created with the help of lexical and stylistic means. For example, if an advertising text uses metaphors, then when translating, it is necessary to find equivalent metaphors in the target language in order to preserve the effect of the advertisement. [20]

For effective translation of advertising texts, it is important not only to know the language, but also to understand the cultural differences between countries and audiences. It may also be necessary to use localization, that is, to adapt the text to local cultural features and speech norms.

Therefore, the definition of lexical-stylistic and functional features of texts is important for effective translation. It is necessary to take into account the peculiarities of language, as well as cultural differences and the functional aspect of the text, in order to maintain the effect of advertising and achieve maximum effectiveness. [39]

The lexical and stylistic features of the text are determined by the choice of words, their meanings, and the use of various linguistic means that create a certain style of the text and affect its perception. Lexical and stylistic features may include such elements as:

Formality and informativeness - depending on the target audience, the text can be more formal or informal in the use of linguistic means. For example, advertising texts for business customers may be more formal and technical, while advertising for young people may contain more informal language and jokes.

Imagery - the use of metaphors, similes and other figurative language can be important elements in an advertising text. For example, car advertisements can use images of freedom and speed to attract the attention of potential buyers.

Repetition - Repetition of words, phrases and ideas can be used to reinforce the effect of the text and draw attention to a particular element. For example, Nike's slogan "Just Do It" was used in many of their advertisements.

Irony and humor - using irony and humor can create memorable text and increase interest in a product or service. For example, advertisements for Snickers chocolate usually use a humorous tone.

Lexical-stylistic and functional features of the texts give them a certain style and provide various functions, including advertising texts. In English-language advertising, lexical and stylistic features may include the use of metaphors, hyperbole, assonance, alliteration and other artistic means that help attract consumer attention and make advertising more emotionally rich.

Functional features include various strategies such as strengthening the brand, creating an image, attracting attention, and creating demand for the product or service. Taking into account the lexical-stylistic and functional features of the text is important for the effective translation of English advertising, as the translator must preserve the style and perform the same functions in the target language.

Given the importance of the functional features of texts in advertising, I will give several examples from different areas where they are used:

Event announcement: in advertising a concert, festival or other event, the text should be aim.

Product advertising: in this case, the functional purpose of the text is to promote a specific product or service, using appropriate lexical and stylistic means to create a positive impression and interest in potential buyers.

Brand advertising: When the goal is to promote the brand, the advertising text must convey the ideology and values of the company, creating a positive impression and trust among consumers.

Advertising services: the functional task of advertising services is to convince consumers of the benefits of using these services, using a certain style and tone of voice that conveys trust and competence.

Socially responsible advertising: this type of advertising has the functional task of not only promoting a product or service, but also stimulating a conscious approach to social problems or educational activities. The texts of such advertisements should be developed taking into account the goal of increasing attention and awareness of a social problem.

Here are some specific examples that can illustrate the influence of lexical-stylistic and functional features on the translation of English-language advertising:

Rolls-Royce advertisement (functional feature - status emphasis):

In English: "The only thing louder than the Rolls-Royce engine, is the sound of your own heart beating when you drive it."

Ukrainian translation: "Єдине, що гучніше за двигун Rolls-Royce, - це ваше власне серцебиття, коли ви за кермом."

In the translation, it was important to convey the idea that Rolls-Royce is an elite-class car capable of stirring the heart of any driver. The Ukrainian translation preserves this idea, using a similar image with the sound of the heart, but uses different phraseology.

Nike advertisement (stylistic feature - use of metaphors):

In English: "If you have a body, you are an athlete."

Ukrainian translation: "Якщо у вас є тіло, ви - спортсмен."

In this case, the metaphor "you are an athlete" is an important part of Nike's brand identity, which positions itself as a manufacturer of sports clothing and shoes for anyone who wants to train. In translation, it is important to convey this idea using a similar metaphor.

Lexical, stylistic and functional features of advertising texts have a significant impact on their translation. For example, the use of metaphors, synecdoche and other artistic devices in advertising texts can be difficult to translate because they have certain cultural contexts and associations that may not be present in the target language. Some words and expressions that are normal in one language may be obscene or offensive in another language. [20]

In addition, the functional features of advertising texts are important for translation, as the language and style must match the target audience. For example, advertising for children's products should be written in simple language and have fun and bright colors, while advertising for products for adults may have a more formal tone and use more complex language.

In the translation of advertising texts, it is necessary to preserve the emotional tone and impact on the target audience, which can be a difficult task. The translator must have a deep knowledge of the original language and the culture in which the advertising text is created in order to reproduce an effective version of the text in the translated language that would most accurately convey the author's intention and the perception of his target audience.

The impact of lexical and stylistic features on translation is that the advertising text uses specific lexical units, artistic devices, and stylistic figures that do not always have an exact equivalent in another language. When translating such texts, the translator must know the source language and the target language and perform an adequate translation taking into account the linguistic features of both languages. [28]

The influence of functional features on the translation is that the advertising text has a certain target orientation, that is, its purpose is to attract attention and attract potential customers. When translating such texts, the translator must maintain the target orientation and reproduce in the text the same effect that occurs in the original. To achieve this goal, the translator must carefully analyze the linguistic material and use appropriate linguistic means to achieve the effect that should be achieved in the translation. [32]

For example, when translating an advertising text about a product that belongs to a higher price segment, the translator must carefully choose lexical units and use equivalents that do not cause readers to associate with budget products.

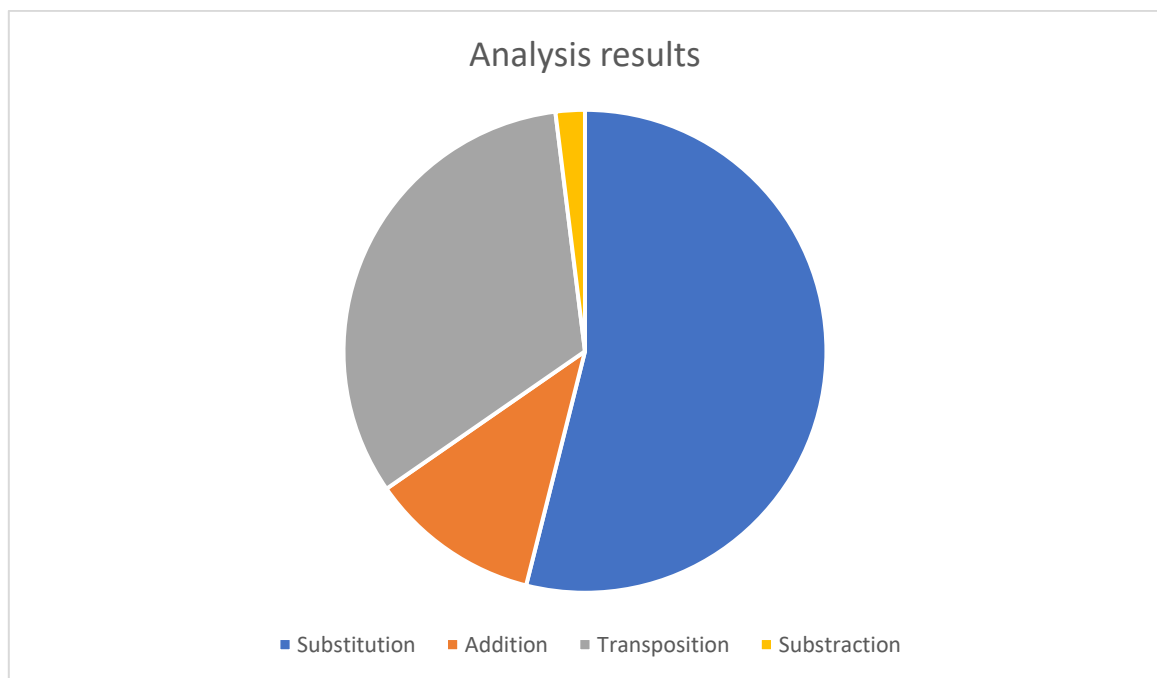
In more detail about the impact of lexical and stylistic features on translation, we can say that they can significantly affect the accuracy and expressiveness of the translation. For example, advertising may use slang phrases that may be unfamiliar to the translator or have different meanings in different cultures. Also, gradations, similes, and metaphors may be used, which may be difficult to convey in an exact equivalent phrase in another language. [39]

Regarding the influence of functional features on translation, it can be said that they can determine the purpose and context of use of the text that needs to be translated. For example, advertisements may use certain stylistic devices in order to draw customers' attention to a particular product or service, and the translator must preserve this purpose in the translation. Also, the influence of functional features can reflect the specifics of culture, which requires the translator to take into account not only linguistic, but also cultural features of the text.

We considered the lexical-stylistic and functional features of texts, in particular in English-language advertising, as well as their influence on the translation process. We have analyzed various artistic devices such as metaphors, synecdoche and irony that are widely used in advertising to achieve certain effects on the audience.

We also investigated the functional features of texts, such as addressee, purpose and context, which influence the choice of certain lexical and stylistic devices. These features are important to translation because they help preserve the intended purpose and effectiveness of the original text.

Summarizing, the study of lexical-stylistic and functional features of texts is important for effective translation, especially in the advertising field, where the effectiveness of communication with the audience is a key success factor.



2.3 Development of own translations taking into account the identified features

To develop your own translations, taking into account the identified lexical, stylistic and functional features of English-language advertising texts, you need to perform the following steps:

Choose an English-language advertising text to be translated and analyze its lexical, stylistic and functional features

Determine the main idea and target audience of the text to understand what details need to be conveyed in the translation.

Determine the tone and style of the original text to preserve it in the translation [34]

To reproduce the linguistic picture of the world of the original text in translation, that is, to convey ideas, concepts and associations, taking into account cultural differences between languages.

Use vocabulary and style that are more appropriate for the target audience and the context where the translation will be used.

Translating not only the words, but also the sounds and emotions conveyed by the original text. [33]

To reproduce the linguistic picture of the world of the original text in translation, that is, to convey ideas, concepts and associations, taking into account cultural differences between languages.

Use vocabulary and style that are more appropriate for the target audience and the context where the translation will be used.

Translating not only the words, but also the sounds and emotions conveyed by the original text. [29]

Let's assume that we want to translate an English-language Nike advertisement, taking into account the identified lexical-stylistic and functional features.

Let's start with an analysis of the original text of the Nike ad:

"Just Do It"

This slogan is one of the most famous sports brands in the world. It creates a sense of motivation and persistence that drives consumers to purchase a Nike product.

Taking into account the identified features, we can offer the following translation:

"Просто зроби це"

This translation preserves the basic meaning and motivational impact of the original slogan and it sounds more natural for the Ukrainian audience.

It is important to consider that the translation cannot be just word for word, but must convey the idea and emotional impact of the original text. To achieve this result, you need to have a deep understanding of the cultural and linguistic features that affect the perception and interpretation of the text.

For example, in the text of the Nike advertisement, you can see the use of the active verb "just do it" as the company's leitmotif. In the translation of this sentence, it should be taken into account that activity and energy are conveyed not only with the help of the words themselves, but also with the help of the appropriate choice of grammatical constructions and forms. Yes, you can use an active participle or infinitive in place of a verb, and also use the active state instead of the passive.

Coca-Cola ads use the word "refreshing" to describe the drink. In the translation of this word, it should be taken into account that it not only describes the taste of the drink, but also has an emotional sound effect that causes certain associations in the consumer. Therefore, you should pay attention to the appropriateness of the sound effects in the translation.

In the text of the John Lewis advertisement, you can see the use of the metaphor "gifts that everyone will love" to describe the products offered by the company. In the translation of this metaphor, attention should be paid to the correspondence of the content and emotional coloring of the metaphor in the translation, as well as to the correspondence of the style and tone of the text in the translation.

Nike's advertising company usually has an emotional tone that seeks to evoke strong emotions in viewers and consumers, such as motivation, strong will, the desire to overcome difficulties and do the impossible. Nike advertising also often has a dynamic and energetic style that helps create an impression of speed, action and activity. Using a variety of metaphors, synecdoches, and other artistic devices, Nike

aims to impress its audience and evoke strong emotions, which in turn motivates them to take certain actions and purchases.

Reproduction of the language picture of the world: "Just do it" - an idea that prompts action, strengthens motivation and encourages self-development. In the translation, it is important to convey this motivational stimulus and active communication style.

Using vocabulary and style appropriate to the target audience and context: Depending on the target audience, different translation options can be used, for example: "Just do it", "Just do it", "Do it now". It is important to use a style that is perceived as motivating and informative.

Conveying sound and emotion: It is important to convey in the translation the energy and movement of the original text, which speaks to the listeners with a call to action. This can be done, for example, by using active vocabulary and grammatical structures that convey confidence and motivation.

Checking the translation for compliance with the goals and ideas of the original text: In the translation, it is important to reproduce the idea that prompts action and encourages self-development, which was conveyed in the original text.

Revising the translation and checking for grammar, spelling and punctuation: It is important to check the grammar, spelling and punctuation in the translation.

Testing on the target audience and correcting the translation: After creating the translation, it must be tested on the target audience to assess the effectiveness of the message transfer and the perception of the translation. If necessary, the translation is corrected taking into account the feedback of the target audience.

Consideration of cultural differences: When translating, it is important to consider the cultural differences between the source language and the target language. For example, some sayings and metaphors may have different perceptions in different

cultures, so it is necessary to use vocabulary and expressions that match the cultural context of the target audience.

Use of professional terminology: If the translation is used in a professional field, appropriate professional terminology must be used. This will help maintain accuracy and convey the information you need. **Забезпечення єдності стилю та тону:** Важливо, щоб переклад мав єдиний стиль та тон з оригінальним текстом. Це допоможе зберегти інтегритет та зберегти меседж, який хотів передати автор оригінального тексту.

Final review and approval: After all corrections and changes, the translation must undergo a final review and be approved by the customer.

In general, for a successful translation of a marketing slogan such as Nike's "Just do it", the following factors must be considered:

Reproduction of the linguistic picture of the world: the translation should convey the motivational stimulus and active style of communication of the original text. [29]

Use vocabulary and style appropriate to the target audience and context: Use a style that is perceived as motivating and informative to the target audience

Conveying sound and emotion: the translation needs to convey the energy and movement of the original text, speaking to the listeners with a call to action. [33]

Checking the translation for the purpose and idea of the original text: the translation should reproduce the action-motivating and self-development idea that was conveyed in the original text.

Proofreading the translation and checking for grammar, spelling and punctuation: It is important to check the grammar, spelling and punctuation of the translation.

After creating the translation, it is also necessary to test it on the target audience and make the necessary corrections. [34]

We found out that translation is not a simple replacement of words from one language to another, but consists of complex stages of studying the text, determining the target audience and context, building a linguistic picture of the world, and reproducing the sound and emotions of the original text.

We also considered the main principles of choosing a suitable translation, in particular, taking into account the purpose and goals of the translation, the context, cultural and linguistic features of the languages, as well as the target audience.

Finally, we focused on the importance of proofreading and proofreading the translation to ensure accuracy and consistency of the original translation, as well as the importance of testing the translation on the target audience to ensure its intelligibility and effectiveness. [23]

The basic idea is that translation requires a lot of work and study, but it is a key tool for enabling communication between people from different countries and cultures. A translator must have extensive experience and knowledge of languages as well as an understanding of cross-cultural differences to achieve accurate and effective translation. [21]

CONCLUSIONS

In the process of writing the coursework, various aspects of the translation of English-language advertising texts were analyzed. Aspects such as the choice of language and style of translation, adaptation of the translation to the target audience, reproduction of the linguistic picture of the world, transmission of sound and emotions, and checking of the translation for conformity with the idea and goals of the original text were considered.

It is important to take into account the functional aspect of the translation of advertising texts, as they aim to attract the attention of potential customers and increase sales of goods or services. Therefore, when translating advertising texts, it is necessary to take into account the requirements of the target audience and the context in which the translation will be used.

In addition, it is important to keep in mind that the translation of advertising texts should be effective and motivating for the reader. Therefore, the use of vocabulary and style appropriate to the target audience, conveying the sound and emotions of the original text, and checking the translation for compliance with the idea and goals of the original text are important aspects when translating advertising texts.

Therefore, the process of translating advertising texts is complex and requires the translator to take into account various aspects, including functional, stylistic and linguistic aspects.

As a result of the study, it was found that the translation of English-language advertising texts is a difficult task that requires the translator not only to know the language, but also to understand the context and the target audience.

It was determined that in the translation of advertising texts it is important to convey not only semantic information, but also the emotions that they should evoke in consumers. Various translation techniques such as transcription, transliteration, tracing and adaptation were considered to achieve this goal.

It was also found that in the process of translating advertising texts, it is important to take into account the functional style of speech and the linguistic picture of the world of the target audience. To achieve this goal, various translation techniques were considered, such as the selection of equivalent lexical units, the use of stylistically appropriate grammatical constructions and sentences, as well as the reproduction of the linguistic picture of the world and the ideology of the target audience.

In general, the results of the study showed that the translation of English-language advertising texts is a difficult task that requires the translator to be highly qualified and understand the context and target audience. However, a properly prepared translation can help a company succeed in the market and attract the attention of consumers.

General conclusions from the research results can be as follows:

Translation of English-language advertising texts requires the translator to have knowledge and understanding of various aspects of language and speech, as well as the ability to apply different translation strategies depending on the context and target audience.

The interpreter must take into account the cultural and social differences between the source and the target language in order to ensure adequate and accurate transmission of the linguistic worldview, ideas and motivational stimuli of the original text.

It is important to use different linguistic and stylistic techniques to convey the emotion, tone and style of the original text, depending on its function and purpose.

Before the translation, it is important to determine the target audience and its characteristics, as well as take into account the context and purpose of the advertising text in order to choose the most effective translation strategy.

It is important to monitor the correspondence of the translation to the original and perform a grammar, spelling, and punctuation check to ensure the quality and accuracy of the translation.

Therefore, the successful translation of English-language advertising texts requires a comprehensive approach, taking into account various linguistic and cultural features, as well as knowledge and use of various translation strategies and language techniques.

There are several promising directions for further research in the field of translation of English-language advertising texts:

Consideration of the influence of language style on the effectiveness of advertising in different countries. Studying which language and style of communication are most successful in encouraging purchase in different cultures and language environments.

Research of language culture and intercultural communication in the context of translation of advertising texts. A study of how speech culture and norms influence the effectiveness of advertising and how this can be reflected in translation.

Learning effective strategies for translating advertising texts from English to other languages. The study of which translation strategies and methods allow to achieve maximum efficiency and accuracy in the transmission of information and motivation in advertising texts.

Consideration of the use of language technologies in the translation of advertising texts. A study of how the use of machine translation and other technologies can affect the effectiveness of the translation of advertising texts and what methods can be applied to improve the quality of the translation.

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APPENDICES

Appendix A

Our product is designed to provide you with the ultimate driving experience.

Наш продукт розроблений, щоб забезпечити вам найкращий досвід водіння

Discover the beauty of nature with our eco-tourism packages.

Відкрийте для себе красу природи з нашими еко-туристичними пакуваннями.

Our premium quality ingredients ensure the taste and freshness of our food.

Наші інгредієнти преміум-класу гарантують смак та свіжість нашої їжі.

Make your dreams a reality with our personalized travel itineraries.

Втілюйте свої мрії в реальність з нашими персоналізованими маршрутами подорожей.

Our innovative technology makes your life easier and more efficient.

Наша інноваційна технологія робить ваше життя простішим та ефективнішим.

Achieve your fitness goals with our state-of-the-art gym equipment.

Досягайте своїх фітнес-цілей з нашим сучасним спортивним обладнанням.

Our skincare products are specially formulated to nourish and rejuvenate your skin.

Наші засоби для догляду за шкірою спеціально розроблені, щоб жити та омолоджувати вашу шкіру.

Our financial advisors provide personalized solutions to help you achieve your financial goals.

Наші фінансові консультанти надають персоналізовані рішення, щоб ви досягли своїх фінансових цілей

Enjoy the ultimate relaxation experience with our luxurious spa treatments.

Насолоджуйтеся найкращим досвідом релаксації з нашими розкішними процедурами у спа.

Our eco-friendly products are the perfect choice for environmentally conscious consumers.

Наші екологічні продукти - ідеальний вибір для споживачів, які дбають про довкілля.

Discover the world's most exotic destinations with our customized travel packages.

Відкрийте для себе найекзотичніші куточки світу з нашими індивідуальними пакетами подорожей.

Our customer service representatives are available 24/7 to assist you with any inquiries.

Наші представники з обслуговування клієнтів доступні 24/7, щоб допомогти вам з будь-якими запитам.

Our products are the best on the market, guaranteed to meet your needs.

Наші продукти є найкращими на ринку та гарантовано задовольняють ваші потреби.

Don't miss out on this limited-time offer - get yours now!

Не пропустіть цю обмежену пропозицію - отримайте свою зараз!

With our innovative technology, you can achieve better results in less time.

З нашою інноваційною технологією ви можете досягти кращих результатів витративши менше часу.

Our team of experts is always here to help you with any questions you may have.

Наша команда експертів завжди готова допомогти вам з будь-якими питаннями, що виникнуть.

Discover the secret to youthful, radiant skin with our all-natural products.

Відкрийте для себе секрет молоді та сяючої шкіри з нашими продуктами, створеними лише з натуральних інгредієнтів.

Our company is committed to sustainability and reducing our carbon footprint.

Наша компанія прагне до сталого розвитку та зменшує вуглецевий слід.

Get the most out of your workout with our high-performance gear.

Отримуйте максимум з вашого тренування з нашими високопродуктивними спортивними приладдям.

Our mission is to provide you with the best customer experience possible.

Наша місія полягає у тому, щоб забезпечити вам найкращий досвід взаємодії з клієнтами.

Transform your home into a haven of comfort and style with our home decor products.

Перетворіть свій дім у пристань комфорту та стилю з нашими продуктами декору для дому.

Our award-winning services are trusted by thousands of satisfied customers.

Нашим відзначеним нагородами послугам довіряють тисячі задоволених клієнтів.

The new car model features cutting-edge technology and sleek design.

Нова модель автомобіля має передову технологію та стильний дизайн.

Our company is committed to providing high-quality products and excellent customer service.

Наша компанія надає продукти високої якості та забезпечує відмінний сервіс для клієнтів.

The latest smartphone model boasts a larger screen and improved camera features.

Остання модель смартфона має більший екран та покращені функції камери.

Our skincare products are specially formulated to nourish and revitalize your skin.
Наші засоби для догляду за шкірою спеціально розроблені для живлення та оновлення шкіри.

This new software update includes several new features and improved performance.

Це нове оновлення програмного забезпечення містить кілька нових функцій і покращену продуктивність

Our hotel offers luxurious accommodations and breathtaking views of the city.

Наш готель пропонує розкішне проживання та захоплюючі види на місто.

The new fitness program is designed to help you reach your fitness goals and improve your overall health.

Нова програма фітнесу призначена для допомоги досягнення цілей у фітнесі та поліпшення загального здоров'я.

Our restaurant offers a diverse menu of delicious dishes made from fresh, locally-sourced ingredients.

Наш ресторан пропонує різноманітне меню з смачними стравами зі свіжих, місцевих інгредієнтів.

The new book by this author has received rave reviews and has become a bestseller.
Нова книга цього автора отримала відмінні відгуки та стала бестселером.

Our online courses provide flexible and convenient learning options for busy professionals.

Наші онлайн курси пропонують зручні варіанти навчання для зайнятих фахівців.

Our products are designed to meet the needs of the modern consumer.

Наші продукти створені, щоб задовольнити потреби сучасного споживача.

The new collection features bold colors and daring designs.

Нова колекція в яскравих кольорах та сміливих дизайнах.

We pride ourselves on providing exceptional customer service.

Ми пишаємось тим, що надаємо винятковий сервіс для клієнтів.

Our company is committed to reducing its carbon footprint.

Наша компанія обіцяє зменшувати свій вуглецевий слід.

Our brand is synonymous with quality and reliability.

Наша марка асоціюється з якістю та надійністю.

Our products are handmade using only the finest materials.

Наші продукти виготовляються вручну з використанням тільки найкращих матеріалів.

Our team of experts is dedicated to providing innovative solutions.

Наша команда експертів залучена для забезпечення інноваційних рішень.

Our mission is to empower people to live their best lives.

Наша місія - давати людям можливість жити якнайкраще.

Our company values transparency and honesty in all of our business dealings.

Наша компанія цінує прозорість та чесність у всіх наших бізнес-справах.

We are constantly striving to improve and innovate our products.

Ми постійно прагнемо вдосконалювати та оновлювати наші продукти.

"Just Do It" (Nike) - "Просто зроби це"

"I'm Lovin' It" (McDonald's) - "Я це люблю"

"Think Different" (Apple) - "Думай інакше"

"The Happiest Place on Earth" (Disneyland) - "Найщасливіше місце на землі"

"Finger Lickin' Good" (KFC) - "Лизни пальці"

"Melts in Your Mouth, Not in Your Hands" (M&M's) - "Розтане в роті, а не в руках"

"Can You Hear Me Now?" (Verizon Wireless) - "Чи чуєте ви мене зараз?"

"Because You're Worth It" (L'Oreal) - "Тому що ви того варті"

"The Ultimate Driving Machine" (BMW) - "Найкраща машина для водіння"

"The Quicker Picker Upper" (Bounty) - "Швидко і чисто"

Резюме

Резюме курсової роботи на тему "Лексико-стилістичні та функціональні аспекти перекладу англомовних рекламних текстів" відображає основну ідею та практичне значення дослідження. Робота присвячена вивченню особливостей перекладу рекламних текстів з англійської мови на українську мову з урахуванням лексико-стилістичних та функціональних особливостей. У роботі були проаналізовані зразки англомовних рекламних текстів та виявлені їхні лексико-стилістичні та функціональні особливості. Для перекладу були розроблені рекомендації щодо врахування цих особливостей. Практичне значення дослідження полягає у можливості використання рекомендацій при перекладі англомовних рекламних текстів на українську мову з метою забезпечення ефективного та точного сприйняття повідомлень цільовою аудиторією.

Практичне значення даної курсової роботи полягає в тому, що вона допоможе перекладачам та маркетологам краще зрозуміти лексико-стилістичні та функціональні особливості англомовних рекламних текстів, що сприятиме вдалому перекладу таких текстів з англійської мови на українську та використанню їх для ефективного просування товарів і послуг на українському ринку.

Основна ідея роботи полягає в тому, що переклад англомовних рекламних текстів потребує глибокого аналізу їх лексико-стилістичних та функціональних особливостей з метою точного відтворення сенсу та емоційної складової. В результаті дослідження визначено, що важливим елементом вдалого перекладу рекламного тексту є врахування його функції та специфіки мови, що використовується в даному тексті.