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Yelyzaveta KELIAR

Research supervisor:
Khrystyna MELKO
Associate Professor
Candidate of Philology

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Факультет германської філології і перекладу
Кафедра теорії і практики перекладу з
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Представлено на кафедру _____
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Рецензування _____
(кількість балів, «до захисту» («на допрацювання»),
дата, підпис керівника курсової роботи)
Захист _____
(кількість балів, дата, підпис викладача)
Підсумкова оцінка _____
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КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

ВІДТВОРЕННЯ АНГЛОМОВНИХ РЕКЛАМНИХ СЛОГАНІВ УКРАЇНСЬКОЮ МОВОЮ

Келяр Єлизавета студентка
групи Па 16-20

Керівник курсової роботи _____
(підпис)

кандидат філологічних наук, доцент

Христина МЕЛЬКО

Київ – 2024

Київський національний лінгвістичний університет
Кафедра теорії і практики перекладу з англійської мови

Завідувач кафедри теорії і
практики перекладу з англійської мови

(підпис)
к.ф.н., доц. Мелько Х.Б.
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ЗАВДАННЯ
на курсову роботу з перекладу з англійської мови
для студентів IV курсу

студент _____ курсу _____ групи, факультету германської
філології і перекладу КНЛУ спеціальності **035 Філологія**, спеціалізації **035.041**
Германські мови та літератури (переклад включно), перша – англійська, освітня
програма **Англійська мова і друга іноземна мова: усний і письмовий переклад у**
бізнес-комунікації

Тема

роботи

Науковий

керівник

Дата видачі завдання _____ листопад 2023 року

Графік виконання курсової роботи з перекладу

№ п/ п	Найменування частини план курсової роботи	Терміни звіту про виконання	Відмітка про виконанн я
1.	Аналіз наукових першоджерел і написання теоретичної частини курсової роботи (розділ 1)	1–5 листопада 2023 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 2024 р.	+
3.	Написання вступу і висновків дослідження, оформлення курсової роботи і подача завершеної курсової роботи науковому керівнику для попереднього перегляду	28–31 березня 2024 р	+
4.	Оцінювання курсових робіт науковими керівниками, підготовка студентами презентацій до захисту курсової роботи	25–30 квітня 2024 р.	
5.	Захист курсової роботи (за розкладом деканату)	2-13 травня 2024 р.	

Науковий керівник _____ (підпис)

Студент _____ (підпис)

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

студента(ки) _____ курсу групи _____ факультету германської філології і перекладу КНЛУ спеціальності **035 Філологія**, спеціалізації **035.041 Германські мови та літератури (переклад включно)**, перша – англійська, освітня програма **Англійська мова і друга іноземна мова: усний і письмовий переклад у бізнес-комунікації**

(ПІБ студента)
за темою _____

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

Усього набрано балів: _____

Оцінка:

«До захисту» _____

(42-70 балів)

_____ (підпис керівника)

«На доопрацювання» _____

(0-41 балів)

_____ (підпис керівника)

” ____ ”
_____ 2022 р.

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INTRODUCTION

Advertising, as an integral part of modern society, exerts a substantial impact on our actions, perspectives, and overall outlook on the world. Advertising slogans are highly powerful marketing strategies. They possess brevity, and memorability, and frequently assume a significant role in shaping the image of a business or product. Advertising slogans are crucial for the development of a marketing plan and for effectively connecting with the intended audience. Accurate translation of advertising slogans is increasingly crucial for a successful global advertising strategy. In today's globalized marketplace, the translation and reproduction of English advertising slogans into Ukrainian represent a critical aspect of international marketing and brand communication strategies. Advertising slogans serve as succinct expressions of brand identity, values, and product attributes, aiming to capture the attention of consumers and foster brand loyalty. However, the successful adaptation of these slogans for Ukrainian-speaking audiences requires a nuanced understanding of linguistic, cultural, and marketing factors.

Despite the extensive research conducted on this subject, the examination of advertising in contemporary society remains pertinent and continues to elicit scientific interest.

The term paper is focused on how linguistic structures, semantic nuances, and rhetorical devices influence the effectiveness and impact of advertising messages after interpreting them into Ukrainian. This study seeks to shed light on the language complexities and tactics utilized in the process of adaptation through the analysis of case studies, linguistic theories, and translation methodologies.

The issue of peculiarities of translation advertising slogans has been explored by the following scientists D.M. Dobrovolska, L. Dyadechko, M.S. Sydorenko, O.I. Zelinska, V.V. Zirka, L. Konyuhova, A. Soloshenko

The rationale for the study is that the linguistic and cultural nuances inherent in advertising slogans pose unique challenges for translation and adaptation, necessitating a nuanced understanding of linguistic principles and cultural context.

Choosing slogans incorrectly or translating them badly might result in misunderstandings and a negative perception of the brand among the intended audience. This challenge is intensified when the cultural disparities and nuances of the language of the country being translated are not given proper consideration. Translating these slogans requires careful consideration of linguistic structures, semantic nuances, and pragmatic implications to ensure the fidelity of the message while resonating with the target audience. Linguistic theories such as semantics, syntax, phonetics, and pragmatics offer valuable insights into the complexities of language use in advertising and translation.

The aim of the research is to investigate the lexical characteristics of English advertising slogans and the methods of their translation into Ukrainian by examining the translational transformations that can offer the most equivalent translation quality. This research seeks to investigate the impact of translation choices on the reception and interpretation of advertising slogans among Ukrainian-speaking consumers and identify the difficulties that frequently occur throughout the process of translation. By exploring the linguistic and cultural factors that influence consumer perceptions and attitudes toward translated slogans, this study aims to provide insights into the effectiveness of different translation strategies in eliciting desired equivalence and pragmatic impact.

The investigation subject lexical characteristics of English and Ukrainian advertising slogans, translation strategies, and transformations. **The object of the research** is English advertising slogans and their Ukrainian translation equivalents.

Methods used in research encompass different lexical, grammatical, and lexical and grammatical translation transformations; employed commonly utilized scientific methodologies such as the empirical method, descriptive, and theoretical methods of induction and deduction.

The theoretical and practical value of the research is that the findings of the research can offer practical guidance for translators, marketers, and advertisers involved in the localization of advertising campaigns for Ukrainian-speaking audiences and contribute to the investigation on the topic of translation of advertising slogans. By identifying

effective translation strategies and linguistic techniques, the research provides valuable insights into how to adapt English advertising slogans to the linguistic and cultural context of Ukraine while preserving their intended message and pragmatic effect.

The structure of the term paper consists of two chapters, conclusions (for each chapter and general), a list of bibliography and data sources, and an ANNEX. The total amount of work is 65 pages.

CHAPTER 1

LINGUISTIC CHARACTERISTICS AND METHODS OF TRANSLATING ENGLISH ADVERTISING SLOGANS INTO UKRAINIAN

1.1 Advertising slogan as an object of linguistic studies

Advertising slogans in the contemporary advertising sector have a dual purpose: capturing customers' attention and intriguing linguists. They are multifaceted phenomena that integrate linguistic, cultural, psychological, and communicative elements. The analysis of English-language advertising slogans is a significant field of linguistic research that seeks to comprehend their influence on the perception of the linguistic and cultural environment in contemporary culture. This study enables us to get a deeper comprehension of how language is used to accomplish commercial objectives, as well as the distinct characteristics of the linguistic and cultural context among English-speaking societies. The analysis of English-language advertising slogans is a significant linguistic occurrence that demonstrates the interplay of language, culture, and business in contemporary society.

Despite extensive scientific investigation on the issue of translation advertising slogans, the examination of advertising in contemporary society remains pertinent and continues to captivate the interest of experts. Several prominent academics, including D.M. Dobrovolska, L. Dyadechko, M.S. Sydorenko, O.I. Zelinska, V.V. Zirka, L. Konyuhova, A. Soloshenko have extensively studied advertising slogans in various contexts, including linguistic.

According to the Cambridge Dictionary's definition of an advertising slogan, its a short easily remembered phrase, especially one used to advertise an idea or a product. [28] The linguistic aspect of an advertising slogan encompasses many elements of language and speech that are used to accomplish certain objectives in advertising. The most frequently linguistic tools in advertising slogans considering morphological, syntactic, and lexical levels have been described by M. Zembitska and Y. Mazur:

- 1) initial and full capitalization.

- 2) common use of the second person addressee "you".
- 3) wide use of such pronouns and adverbs as "every", "everything", "everyone", "always".
- 4) coinage - the use of coined words (neologisms) created by means of affixation, conversion, blending, clipping, abbreviation, condensation, compounding, reduplication, borrowing
- 5) binary connectives: two parts (words, phrases, clauses, or sentences; usually concise in form) which are opposed to each other.
- 6) Short simple sentences that are easy to remember.
- 7) One-member and nominative sentences.
- 8) Negative statements.
- 9) Imperatives.
- 10) Conditional clauses.
- 11) Inversion.
- 12) The comparative and superlative degrees of adjectives and adverbs

[27: 41]. Thus, the combination of these linguistic elements improves the capacity of slogans to attract attention, engage the audience, establish a connection, provide something new, highlight important points, ensure clarity, create a sense of urgency, persuade, present cause-and-effect relationships, etc. These linguistic tools contribute to the efficacy of slogans in grabbing the interest of the audience and influencing customer behavior.

According to Opanasenko and Fedirets' research being conducted on the topic of lexico-grammatical peculiarities of English slogan translation, the language of advertising has certain distinctive grammatical properties. Grammar is secondary in an advertisement text since the primary purpose is to produce the desired semantic and emotional impact. Considering the distinct lexical and grammatical characteristics of the languages, together with the cultural and historical disparities among the speakers, one could contend that achieving precise translation of advertising slogans is impossible. However, the majority of advertising slogans can be accurately translated by employing the appropriate translation procedure [8: 108] In general, most of the

scholars who have studied advertising slogans from a linguistic standpoint in their studies concluded that while translating and reproducing English-language slogans into Ukrainian, consideration should be given to the transmission of the statement's semantic content, onomastics, brand philosophy, and cultural adaptation. The morphological and syntactic inconsistencies in an advertising slogan after translation arise from grammatical variations across unrelated languages, as well as linguistic and cultural disparities in their lexicon composition. [5: 246] The observable differences in the form and structure of words and sentences are a direct consequence of the inherent variations across languages, leading to significant and substantial modifications in morphology and syntax. As for the reference, the translation of the advertising slogan of the New York Times – “*all the news that’s fit to print*” would be interpreted into Ukrainian as «*всі новини, які можна надрукувати*» several lexical, grammatical, and cultural adjustments are evident. The syntactic structure of the original slogan is tailored to English grammar norms, where the adjective clause “that’s fit to print” modifies the noun “news.” In Ukrainian, the syntactic structure may differ due to variations in word order and grammatical rules. The translated version maintains a similar structure, with the adjective clause “які можна надрукувати” modifying the noun “новини,” albeit with adjustments to adhere to Ukrainian syntax. Moreover, substantial and intricate cultural and language differences have a profound influence on the development and evolution of advertising slogans, resulting in substantial changes to their lexical structure and overall significance. These disparities, which are extremely complex and multifaceted, illustrate the intricate and nuanced nature of translation. It involves skillfully navigating a wide range of grammatical rules, and complex syntax patterns, and deciphering the cultural and societal contexts embedded within the text. Translations inevitably and distinctly influence and shape the ultimate composition of the advertising slogan, imparting their own distinct imprint and embellishing it with their own stylistic nuances, cultural richness, and linguistic flair. From a syntactical perspective, the majority of slogans consist of simple sentences. Occasionally, it may consist of a mere phrase or even a single word. [11: 172] For instance, Apple company’s slogan “*Think Different*” or “*Just Do It*” by Nike. The

utilization of simple sentences, detached phrases, or single words is associated with the vitality and eloquence of advertising discourse. This enables the reader to quickly and efficiently understand the information. This approach is in line with the rapid and dynamic character of contemporary communication, where conciseness and precision are of utmost importance. Moreover, the uncomplicated nature of syntactical structures in slogans allows for quick and lasting understanding, helping the reader to readily comprehend the information, thereby improving the efficacy of the advertising message.

While examining another field of linguistics - lexicology, we can identify the following lexical transformations: specification, generalisation, antonymic translation, compensation, addition, omission, semantic development. [13: 143] The factual material's examination revealed that the majority of the lexical alterations used to convey the means of expression in the examined English-language advertising slogans. Translators often need to alter texts by utilizing a variety of lexical and semantic changes to ensure equivalency between the source and destination texts. When a non-standard linguistic unit appears in the source text at the level of a word, phrase, or sentence, lexical and semantic transformations are applied throughout the translation process. These lexical units, also known as unities, are crucial to the translation process because, despite their relative contextlessness, they provide the translated text with a distinct focus based on the translator's choice of equivalents in the target language. L. Naumenko and A. Gordeeva identify the following categories of lexical and semantic transformations: selection of a variant equivalent, contextual substitution, calquing, descriptive translation, transcoding, antonymic translation, compression, decompression, permutation (word permutation), transposition (nominalisation, verbalisation), meaning specification, generalisation meaning. [23: 4-5] The intentional use of lexical transformations in translating English advertising slogans into Ukrainian is critical for ensuring that the desired message is effective with the target audience while being relevant and culturally sensitive. Using these modifications, translators can overcome linguistic and cultural barriers, improving the clarity, impact, and persuasiveness of translated slogans. Lexical transformations enable translators to

successfully communicate the desired message by adjusting language features to match the linguistic preferences and cultural norms of the Ukrainian audience. Translators can enhance the message by specifying and developing its semantics, so adapting it to the particular requirements and expectations of the intended recipients. This ensures that the message stays lucid and easily understood. The linguists N. Ishchuk and A. Svirhun defined the following semantic aspects used in advertising slogans: Personification, Simile, Hyperbole, Metaphor, and Antithesis - integrating these semantic dimensions within advertising slogans amplifies their linguistic complexity and persuasive efficacy, thereby augmenting their capacity to attract notice, communicate significance, and impact consumer behavior.

The prompting of media advertising slogans is expressed in definite-personal clauses, in which the main member is expressed by an imperative verb with different semantic meanings. [1: 3] This helps to deliver the suggestive meaning of the advertising slogan. A slogan is a crucial aspect of advertising texts that effectively communicates information in a concise, impactful, and memorable manner. Its purpose is to influence and motivate, serving as a key component of communicative contact between the speaker and the audience. This statement may be validated by referring to the scholarship of D. Dobrovolska, which emphasizes that an advertising slogan as the structural and content center of an advertising message is a specific sort of microtext, [4: 17] since its pragmatic objective is to put a manipulative influence on consumers, compelling them to purchase a specific product or service. Therefore translators must consider the overall context and primary text categories when translating.

As for the imperative verbs in advertising slogans possess different semantic subtleties based on their intended impact on the audience. Imperative verbs, such as "Buy now!", "Discover the difference!", "Join us!", or "Try it today!", can express mandates, encouragement, invites, or suggestions. Every imperative verb choice is meticulously designed to elicit a certain reaction from the audience, be it to make a purchase, investigate a service, or embrace a brand's message. Advertising is characterised by repetition at any level - from phonemic to paragraph level. Phoneme and morpheme repetition are usually additional means of highlighting cognitive

components - company and product names. [11: 172-173] For instance, the advertising slogan by Coca-Cola "*Open Happiness*" - the repetition of the phoneme "p" in "Open Happiness" emphasizes the action of opening and the positive emotional experience associated with consuming Coca-Cola; Kit Kat: "*Have a Break, Have a Kit Kat*" - this slogan employs morphemic repetition with the repetition of "have a" followed by the product name, Kit Kat. The repetition reinforces the idea of taking a break with the product; McDonald's: "*I'm Lovin' It*" - the contraction "I'm" followed by the repetition of the morpheme "love" emphasizes the positive feeling associated with McDonald's food. Researchers can use linguistic analysis to examine the complex techniques used in creating slogans, including the repetition of sounds and word parts, the use of figurative language such as personification, simile, hyperbole, metaphor, and antithesis, as well as the arrangement of words and rhetorical strategies. Moreover, when considering translation, the difficulties of accurately communicating the desired meaning, mood, and cultural subtleties of slogans across many languages and cultures provide a significant understanding of the intricacies of interlinguistic communication. Through the analysis of advertising slogans, researchers may enhance their comprehension of language utilization in persuasive communication and make valuable contributions to both theoretical frameworks and practical implementations in the fields of marketing and translation.

1.2 Methods and peculiarities in translating advertising slogans

The precise translation of advertising slogans into Ukrainian necessitates more than just transferring words; it demands a sophisticated comprehension of both languages, together with the cultural and socio-economic settings in which they are utilized. The obstacle of adequately translating English advertising slogans into Ukrainian persists up till now. While there is no universally applicable method for analyzing slogans during translation, Ukrainian experts have identified some key approaches in their scholarly works. According to T. Smirnova, when translating advertising slogans, it is crucial to ensure that the original material is accurately

reproduced and that the sociolinguistic elements of the language are effectively conveyed. In order to get an accurate comprehension of a slogan, it may be necessary to modify both the content and the structure. However, such modifications usually involve a compromise. Translating advertising slogans is a distinct challenge when working with advertising texts due to their unique characteristics. Sometimes, it is not feasible to provide an exact and word-for-word translation of a phrase; even if such a translation were achievable, it would not effectively communicate the intended message of the author. Within her research paper, she proposed the subsequent methods for converting advertising slogans:

- 1) no translation;
- 2) direct translation;
- 3) adaptation;
- 4) revision. [15: 1]

In the research stated that although this division is not fully accurate it does provide an opportunity to examine the situation more thoroughly. Firstly, **the absence of translation (no translation)** is well acknowledged and has its relevance, yet the absence of a straight translation might provide challenges for individuals unfamiliar with the language, hindering their comprehension. Untranslated slogans, when used in an advertisement's visual design, can draw attention and increase expressiveness, depending on how they are executed. Several prominent international corporations advertise their slogans in the Ukrainian market without providing translations. As previously said, this form of translation is justified, but it is subject to certain circumstances, such as the slogan's conciseness and memorability, as well as the target audience's minimal English proficiency. **Direct translation** - It is important to apply caution while using this approach, as it does not consider the specific characteristics of language and culture. However, this approach is frequently employed for the translation of somewhat lengthy advertisements and even slogans. Occasionally, slogans may employ a literal translation. **Adaptation** - Adaptation is employed when the original advertising slogan cannot be directly translated into Ukrainian due to numerous factors. At this point, the translator has to interpret the original material and

modify it to fit the standards of the desired language. The core principle of this strategy is to preserve the picture content while modifying the text to suit the specific characteristics of the target language. Typically, this method is utilized in tourism advertising. [7: 49] Normally, a foreign advertiser has the obstacle of modifying the original advertisement text. The likely cause for this is the typological disparities between the Ukrainian and English languages. In English, the meaning of a phrase is transmitted through changes in the formal properties of words. However, in Ukrainian, the meaning of a phrase is conveyed by mixing the meanings of many words. **Revision** - The commonly used approach, when translating advertising materials from the source language, primarily English, undergoes a complete transformation when rendered into Ukrainian. Nevertheless, employing this method has a potential risk, since both the visual content and the written language must align with a unified advertising idea. Therefore, to achieve a suitable translation, it is crucial to exhibit creativity, possess a basic comprehension of the brand's philosophy, and possess proficient translation abilities. Furthermore, O. Popova and I. Savaliuk's research introduces an additional technique referred to as **borrowing**. According to the research, this strategy is regarded as the least commonly employed when translating slogans. The basic concept of borrowing as a translation process is to preserve positive connotations of the producing country and its culture. This implies that logos, slogans, and headlines are not translated, but additional text can be used to communicate the message in the translated language. [18: 2] After analyzing and considering each approach, we can conclude that, while each method is efficient in its own manner, it also has drawbacks. Adapting an advertising slogan involves more than just translating words; it also entails translating ideas and concepts. Translation transformations are vital methods in the study of linguistics that involve the diverse tactics and approaches employed to convey meaning from one language to another. According to V.V. Koptilova, translational transformations are numerous and qualitatively diverse transformations that are carried out in order to achieve contrary to translational equivalence ("adequacy") of the translation differences in the formal and semantic systems of the two languages. [22: 131] D. Dobrovolska's work examines the use of lexical and grammatical changes as a

means of translation. As for grammatical transformations, this is the most widely used translation strategy, as they provide a change in the structure of sentences of the morphological and syntactic plans of the text. They are caused by interlinguistic differences in the grammatical structure of languages and their lexical composition. [4: 9] Grammatical occurrences that lead to the employment of transformations include the lack of a grammatical category in one of the languages (gerunds, articles), as well as the partial concurrence or divergence of certain categorial elements in the material of both languages. Therefore, advertising texts are occasionally not translated, but rather a "semantic equivalent" is identified. By adeptly manipulating the grammatical structures of sentences, translators ensure that the translated text reads naturally and effectively communicates the original message to the target audience.

On the lexical level, the most prominent category of slogan translation procedures in several languages is exemplified by the following transformations: concretisation, generalisation, addition, omission, semantic development, antonymic translation, reception of integral transformation, and compensation. [4: 10] Lexical transformations are typically employed when the original English-language slogan has semantic lacunae and non-equivalent vocabulary, that does not have an equivalent in Ukrainian. This may occur due to the grammatical and semantic structures of the two languages that differ, making it impossible to correctly translate the phrase. Each of the mentioned transformations plays a pivotal role in adapting the lexical content of the original text to fit the linguistic and cultural context of the Ukrainian audience. The strategic application of these lexical transformations allows translators to adapt English texts and advertising slogans into Ukrainian in a way that preserves their essence while resonating with the target audience. According to the research, lexical transformation is the most often used approach for translating advertising slogans. This can be attributed to the disparities that exist between Ukrainian and English across all aspects. Thus, by employing lexical replacements, translators can effectively address the deficiencies in semantic, syntactic, and morphological aspects. However, to properly interpret the slogan from the original language into Ukrainian, it is crucial to determine which elements of the language may be retained and which ones must be omitted.

According to D. Dobrovolska, the fundamental quality of an advertising slogan as a microtext is the message's conceptuality and main idea, which is consistent with the author's overall communicative principles. As a result, when translating slogans, the appropriate lexical content of the microtext is more significant than the lexical level, or the search for equivalents. Therefore, D. Dobrovolska in her study cites the following types of correspondence between the original slogan and its translation:

1. Full compliance
2. Incomplete compliance
3. Lexical transformations [6: 53-54]

Full compliance is applicable in cases when English lexical units have accurate equivalents in the Ukrainian language. Typically, this principle is highlighted when the slogan does not consist of stylistic devices or language play, and also employs a vocabulary that is relatively straightforward and precise. For instance, the Disney advertising slogan “*The Happiest Place on Earth*” would be literally translated into Ukrainian as «*Найщасливіше місце на землі*», since it doesn't possess a distinct vocabulary or wordplay, and all the lexical units in this text lack a secondary meaning; no structural or grammatical changes observed.

Incomplete compliance is observed in cases of lexical modifications during translation into Ukrainian, resulting from the selection of contextual equivalents. Specifically, when English slogans contain polysemous vocabulary. The concept of contextual substitutions is often used as it enables the adaptation of slogans to different languages during translation. For, instance advertising slogan (Nike) “*Just Do It*” would be translated into Ukrainian as “*Просто Зроби Це*”. In this example, incomplete compliance is evident as the Ukrainian translation provides a functional equivalent of the English imperative verb "do," but does not fully convey the precise connotations or emotional resonance associated with the original slogan. Despite this, contextual substitutions are utilized to adapt the slogan to the Ukrainian language and culture, ensuring that the message remains impactful and comprehensible to the target audience.

Lexical transformations are used when it comes to semantic gaps, or situations when there are no equivalent words or expressions in the Ukrainian language. Frequently, when employing this approach, the Ukrainian translation requires significant changes to achieve an adequate translation. For instance, the slogan of Burger King “*Have it Your Way*”, would be translated into Ukrainian as «*Зроби по-своєму*». When translating this slogan into Ukrainian, there may not be a direct equivalent for the phrase "your way," leading to the need for lexical transformation. The phrase "по-своєму" (your own way) conveys a similar sense of customization and individual choice, encouraging customers to personalize their orders according to their preferences. In this example, lexical transformation is employed to fill the semantic gap between the source and target languages by creating an equivalent expression that conveys the same idea. The Ukrainian translation requires significant changes from the original English phrase to achieve an adequate translation, demonstrating the necessity of adapting the language to accommodate linguistic and cultural differences.

Additionally, the whole constructions may have been replaced (complex lexical-grammatical substitutions). Replacement is divided into a turn to options: [21: 608]

- replacement of word forms;
- replacement of parts of speech;
- replacement of sentence members.

Translation involves the process of replacement, highlighting the ever-changing nature of transferring language. Translators must skillfully traverse the variations in language and culture to properly and efficiently transmit content across different languages. Translators use smart substitution tactics to connect the source and target languages, ensuring that the translated content is both accurate to the original and appealing to the intended audience. By employing diverse translation transformations, we can discern both subtle alterations and substantial modifications in the translated text. In fact, the original slogan may become unrecognizable at first glance, requiring a thorough examination of its core essence to identify it.

Certain translation difficulties are caused by verbs in the imperative mood. [41: 117] Although imperative verbs are commonly used in Ukrainian-language

advertising, the sound of phrases like "have," "love," or "like" may not be translated adequately. For instance, the slogan of the Airbnb company “*Belong Anywhere*” – “*Почувайтесь як вдома в будь-якій точці світу*”. The Ukrainian version “Почувайтесь як вдома в будь-якій точці світу” (Feel at home anywhere in the world) use the imperative word “почувайтесь” (feel) to express a comparable feeling of ease and affiliation. It is important to recognize that the Ukrainian imperative verb may have subtle variations in sound and tone compared to the original English verb, which might potentially affect the overall impact of the slogan. However, in this particular case, this Ukrainian equivalent translation being implied due to adequate translation completion.

In conclusion, advertising slogans are a captivating linguistic phenomenon that has attracted considerable interest from Ukrainian scholars. Linguists have conducted experiments to study different approaches to translating these slogans into Ukrainian, revealing the intricate and subtle aspects of linguistic transmission. Translating advertising slogans involves a meticulous examination of linguistic and cultural elements to guarantee successful communication with the intended audience, encompassing lexical modifications and grammatical adjustments. Based on a study of various classifications of translation transformations that have been conducted, it can be concluded that there is currently no universally accepted categorization of forms of translation transformations in contemporary linguistic science. It is important to mention that creating a unified categorization is challenging due to the varying amount of translation transformation methods recognized by various linguists.

1.3 Specifics of advertising discourse text analysis

Advertising discourse has a prominent role in contemporary society, spreading through several types of media and communication channels. This phenomenon reflects a diverse language occurrence that goes beyond simply promoting things or services. It involves intricate tactics of persuasion, manipulation, and constructing identity. The subject of linguistics has seen a rise in the study of

advertising discourse in recent years. This area of research has gained interest from scholars in several disciplines. Diverse perspectives exist among scientists about the interpretation of the definition of advertising discourse. O.E. Tkachuk-Miroshnychenko considers advertising discourse as a dynamic formation characterized by the synthesis of many components. [16: 216] T.V. Kravets argues that advertising discourse is a combination of signs and symbols, making it a hybrid form of communication that includes both text and images with various elements. An emblematic element merged with a linguistic element (brand, slogan, headline, main text). [9: 8] Advertising discourse is a form of intentional communication that extensively employs tactics and techniques of suggestive influence. Its sole objective is to elicit the desired actions from the audience after the communication has taken place. Therefore, an advertising text is a concise informational message that aims to persuade consumers to buy a specific product or service via the use of an appellative (persuasive) message with the use of various linguistic means.

One of the main features of the translation of advertising texts is expressed in the content ratio between the original and the translation, as well as in the transmission of sociolinguistic aspects of the translated text. [15: 1] Translating advertising text, equally to advertising slogans, requires a specific level of inventiveness and artistic aptitude from the translator. When translating a text, it is crucial to accurately express not just the appellative function of the text, but also the grammatical, stylistic, and rhetorical elements, while adapting them to the target audience's culture, age, gender, and other relevant factors.

ADVERTISING TEXT ANALYSIS

He regarded me casually as I unwrapped the box. It was, well, a Blue Choo Choo. All in all, he seemed unimpressed. It was, after all, another in a long long list of Choo Choos. But then I flipped the switch and he changed his mind. About the Blue Choo Choo in particular and life in general. Because in a move completely against its otherwise wholesome, hard working and dignified appearance, the ambitious locomotive had begun to sing. A song so perfectly precocious, a song so wholly over

the top in its joy, a song that could only be accurately described as "The ballad of the ridiculously happy Blue Choo Choo". His curious eyes lit up with the luminosity of two small light bulbs provided power by a nuclear reactor. He lunged towards the Big Blue Choo Choo to embrace and declare his indestructible love. It was simply, ridiculously, agonisingly and got clouds gently allow resplendent, hundred and gloriously, obviously, wholly, impossibly and endearing. An awesome string quartet arrived and got on with its uplifting work. Fluffy, soft clouds deliberately went their separate ways to gently allow purposeful slivers of brilliant, ethereal, joyous resplendent golden sunshine through. And well, about one hundred and seventy eight angels dressed in pristine whiter than white, arrived to solemnly carry my heart out of my body. It was clearly apparent; the Blue Choo Choo was not going to be a passing fancy. The Blue Choo Choo will not go the way of the soft soccer ball, the cheerful flock of golden wind-up geese, the fire engine, the insanely expensive keyboard or that great hope; that prince among toys, the rocking, rocking horse. No, the Big Choo Choo was beyond all these mere trifles. The Big Blue Choo Choo was something else. It was never going to be just a toy, it was a companion. An imaginary friend, minus the imagination. An eternal and mighty bond was formed. I beamed. He beamed more. The Big Blue Choo Choo continued its happy happy song. I must admit, for me, the charm ran out quickly. About 4 hours and 134 renditions later, The Choo Choo Ballad had failed to retain its precocity, joy, or its reason to exist. I gently attempted to introduce the fluffy tiger. The unfortunate fluffy tiger was dismissed faster than my childhood request for a private jet. I attempted firmness. I took away the Choo Choo and shut it up, maintaining businesslike precision and put away (it was to be an important statistic), and almost managed nearly 3 seconds of blissful silence before I was met with a cry of such outrage that it stopped me in my tracks. My son seemed upset. With no words and pure emotion, my son begged me not to separate him from his best friend, berated me for my lack of taste in music, demanded that the Human Rights Commission be notified and further outlined in grisly detail, a set of consequences so severe, it made me shiver. I looked down at the Choo Choo, and I stili maintained, it actually smirked at me. I flipped the switch, the Big Blue Choo Choo sang again, my son was mollified, balance

was restored and the nightmare was well underway. My other cunning plans, including but not limited to, guilt tripping him with his erstwhile golden oldies, the wind up ladybird and the awesomely slick police car, were equally futile. The Blue Choo Choo continued its pervasive, invasive, tinny, psychotic song through every waking hour. It never left my son's side. It sang from the mantelpiece, when he ate, sang through play time, bath time, nappy change time, sleep time, all the goddamn time. It was the soundtrack to his and consequently my life. The Blue Choo Choo Ballad crept into my mind through my ear and took up permanent residence in Sound City, and soon went on to become its Mayor. Where it unleashed a dark reign of such perversion, such plasticity, such insidiousness, treachery and irrevocable damage, that if it were a real person, it would adorn the walls of most self respecting despots. It influenced every single note of music that ever entered my mind. It corrupted each and every song that was there already. This singular piece of musical evil made just about everything sound a bit like it. Created unholy, beastly remixes of all my favourite songs. Black Sabbath sounded strangely upbeat. Vivaldi sounded tinny. The Spice Girls sounded about the same. Any song about any train (Ozzy, Soul Asylum, Train (The Band), Al Stewart) was forever lost to the Big Blue Choo Choo. Even my dreams weren't spared from this eerie invasion of joy. I hummed the tune in the lift, and soon without me even realising, other people in the office started to hum it. When my son used to sleep (he wouldn't let me touch it while he was awake, that creepy train must have said something to him), I looked it over, expecting to find a 666 somewhere. People said I obsessed about it. "It's so nice" they said, when I played it for them. "That little child inside you will love it", they harped. It goes without much saying, that they didn't want to hear about the mass murderer inside me, the raging Choo Choo hating monster, even I didn't know about, until this plastic offspring of Beelzebub came along. I bought state-of-the-art noise cancelling headphones, only to realise it doesn't cancel noise inside the head. I lost weight rapidly, I contemplated taking the screwdriver to the battery case, but I tried to restrain myself for the fear of my only son, delight and pride disowning me forever. I lived on, a desultory being, complete wreck. I spoke less and murmured more. I had sudden outbursts of screaming, crying and holding my ears, which sometimes lasted

hours. I had become one of those rare creatures, an actual victim of musical abuse. I was apparently suffering from Post Big Blue Choo Choo Trauma. My son grew out of his Choo Choo phase. He eventually moved on to other things. A great deal more meaningful and for sure, less offensive. The undying love, mercifully, wasn't all that undying. Very soon he was old enough for sport and girls, an altogether different kettle of worry-fish. He was fine. But Big Blue Choo Choo, the train from hell with a song to sing, stayed with me. That diabolical arrangement of musical notes, that altogether unfortunate union of sound and pure unadulterated evil, had, without a tiny shred of reasonable doubt, changed me forever. (51)

This advertising text was submitted by Duracell and won Gold Lion in the Press Lion category at the 2014 Cannes Lions International Festival of Creativity. (51) According to Wikipedia, Duracell Inc. is a prominent American producer of alkaline batteries, specialized cells, and rechargeable batteries. The company is widely recognized for its battery goods, which are prominently displayed in nearly every supermarket.

Discourse parameters of the text

Upon analyzing this text, it becomes evident that it does not fall under the category of advertising discourse. Unlike commercial texts, it does not employ any pragmatic or persuasive methods to sway the reader. Rather, it is presented as an instance of fictional (aesthetic) discourse. This text can be classified as belonging to the fictional (aesthetic) discourse based on several key features. These include the presence of expressiveness, imagery, and obvious metaphorical elements. The author also employs emotionally charged vocabulary to evoke strong emotions in the reader. Additionally, the text exhibits a certain subjectivity, as the author vividly describes a seemingly ordinary event using a wide range of emotions. From my perspective, the act of arousing intense emotions is a highly suggestive method in advertising that leads to improved sales and leaves a lasting impression on consumers. In terms of extralingual factors, this text resembles a Duracell battery, displaying the distinct characteristics commonly associated with products produced by this company. Specifically, it is

presented in a combination of black and orange colors and incorporates certain elements of a battery, such as a "+" symbol at the bottom, which is formed by words from the text itself. Despite the lack of a corporate name in this photo, we can still discern the advertising message and identify the brand being represented. This picture exemplifies the innovative strategies employed by marketers.

Stylistic characteristics of the text

As previously stated, this text belongs to fictional (aesthetic) discourse, hence it incorporates numerous stylistic devices. While analyzing this paragraph, it was highlighted tropes, figures of speech, and special literary and colloquial vocabularies.

Analysis of tropes and figures of speech:

1. *Metaphor* - The Blue Choo Choo is metaphorically depicted as an entity with human-like qualities, emotions, and actions. It serves as a symbol of joy, annoyance, and even malevolence throughout the narrative.
2. *Irony* - There's irony in the contrast between the initial excitement over the Blue Choo Choo and the eventual frustration and suffering it brings to the narrator.
3. *Hyperbole* - Exaggerated language is used to emphasize the impact of the Blue Choo Choo's presence and the narrator's anguish, describing it as "diabolical" and its song as "evil."
4. *Personification* - The Blue Choo Choo is personified, given human attributes such as singing and smirking.
5. *Alliteration* - Instances of alliteration add rhythm and emphasis to certain phrases, such as "Fluffy, soft deliberately went their separate ways."

Special literary and colloquial vocabularies:

1. *Proper names* - "Blue Choo Choo," "Big Blue Choo Choo," "Sound City," "Post Big Blue Choo Choo Trauma."
2. *Poetic and highly literary words* - "resplendent," "precocious," "ethereal," "gloriously."
3. *Neologisms* - "Choo Choo Ballad," "wind up ladybird," "awesomely slick."
4. *Slang* - "creepy," "cunning," "goddamn."

5. *Jargon* - "state-of-the-art," "noise cancelling headphones."
6. *Colloquial expressions* - "outbursts of screaming," "moved on to other things."
7. *Buzzwords* - "Choo Choo phase," "nightmare."
8. *Weasel words* - Phrases like "the undying love wasn't all that undying" convey ambiguity or uncertainty.

In conclusion, the text serves as a creative and engaging advertisement for Duracell, using fictional storytelling to emphasize the reliability and longevity of their batteries. Through vivid imagery, metaphors, and hyperbolic language, the narrative illustrates the enduring power of the Blue Choo Choo toy, which is sustained by Duracell batteries. Despite the humorous portrayal of the toy's relentless singing and its impact on the narrator's life, the underlying message is clear: Duracell batteries provide long-lasting energy that keeps toys running and brings joy to children's lives. The text effectively blends elements of fiction with subtle advertising, capturing the reader's attention while promoting the durability of Duracell products.

CHAPTER 2

TRANSLATIONAL ANALYSIS OF ADVERTISING SLOGANS

2.1 Lexical transformations in the translation of advertising slogans

The New York Times (daily newspaper) presented its slogan as (4) “*All The News That’s Fit to Print*” (ANFP), which will be translated into Ukrainian as “*Усі новини, гідні друку*”. Lexical transformation, specifically substantiation, has been implemented while translating the SL slogan into the TL slogan since the word "Гідні" (literally “worthy”) is used instead of a direct translation of "fit". However, "Гідні" can be considered as one of the lexical equivalents to the word “Fit”, it carries a more specific (narrow) meaning of deserving or worthy, emphasizing the high quality or value of the news selected for publication. Moreover, "Гідні" in Ukrainian may resonate more strongly with Ukrainian-speaking audiences, conveying a sense of value or worthiness that aligns with their cultural expectations.

BMW is a manufacturer of luxury cars and motorcycles that originated in Germany representing its advertising slogan as (5) “*The Ultimate Driving Machine*” (UDM), its philosophy emphasizes the driving experience and the performance of their vehicles which is reflected in their slogan. The Ukrainian interpretation of this slogan would be “*Ідеальна машина для водіння*”. In this case, we should apply a lexical transformation, since the SL phrase “Driving Machine” doesn't have a corresponding lexical equivalent in Ukrainian. Therefore, the lexical unit “Driving Machine” would be modulated to “машина для водіння”, which is logically connected with the SL item without losing context.

In the translation of the Sprite advertising slogan (8) “*Obey your thirst*” (OYT) into Ukrainian as “*Слухай свою спрагу*”, the lexical transformation of differentiation is applied. In the SL slogan, the phrase “Obey your thirst” conveys the idea of listening to one's body's natural cues for hydration and refreshment. In this case, the SL lexical unit “obey” and “слухай” in TL may not be direct translations of each other, they share a similar semantic field related to listening or heeding to something. The differentiation is applied to the lexical unit “Obey” in SL, since it suggests compliance or submission

to authority, while "слухай" conveys the idea of listening, paying attention to, or being responsive to something, which aligns with the concept of heeding one's thirst for the context of the slogan.

Another advertising slogan is represented by the famous manufacturer of sweet beverages Coca-Cola (10) "*It's the real thing*" (ITRT) in the 70s, which is translated into Ukrainian as "*Це насправді те, що потрібно*". In the original English slogan, the phrase "It's the real thing" emphasizes the authenticity and genuineness of Coca-Cola drinks. The word "real" is modulated to "насправді", and "thing" is rendered as "те, що потрібно". The translation employs modulation to convey the underlying message rather than performing a direct word-for-word translation. "Real thing" in English signifies authenticity and genuineness, but this phrase doesn't have a direct equivalent in the TL. In Ukrainian, the word "насправді" can be an equivalent translation, since it conveys the same sense of authenticity in the TL, while "те, що потрібно" emphasizes the idea of satisfying needs or desires. While "real thing" may resonate with English-speaking audiences, the concept of authenticity and satisfaction may be better expressed in Ukrainian as "те, що потрібно".

The Japanese corporation producer of automobiles, motorcycles, and battery-powered products Honda with their advertising slogan (11) "*The power of dreams*" (TPOD) represents the brand's philosophy centers around the idea of innovation, creativity, and the pursuit of dreams. The Ukrainian equivalent to this advertising slogan is "*Сила уяви*". In the translation of this slogan into Ukrainian the linguistic transformation of Differentiation is applied. In the Ukrainian translation, "Сила уяви", the word "dreams" is differentiated to "уява" to capture the essence of aspirations and creative thinking. The word "Уява" cannot be considered as a direct equivalent of the word "Dream", since the word "dreams" in English primarily refers to subconscious experiences during sleep, it also carries connotations of aspirations, goals, and ambitions. In Ukrainian, however, there is not a direct equivalent that fully captures the multifaceted meaning of "dreams" in this context. "Уява" is a term that encompasses both the idea of envisioning future possibilities and the creative aspect of dreaming, it also extends to the broader realm of imagination and creativity. Thus,

"сила уяви" effectively conveys the broader concept of aspirations and creative thinking inherent in the original slogan.

The usage of Calque as a lexical transformation, also known as loan translation, is evident in the translation of the English advertising slogan (13) "*The un-cola*" (UNC) by 7UP into Ukrainian as "*Не кола*". In the original English slogan "The un-cola" the term "un-cola" is a play on words, contrasting 7UP with traditional cola drinks, and emphasizes 7UP's unique qualities and sets it apart from typical cola beverages. In the Ukrainian translation "Не кола," the phrase "Не кола" directly translates to "Not cola". It mirrors the structure of the English term by using "не" to negate "кола". This calque preserves the essence of the original slogan by highlighting 7UP's distinction from cola drinks. By using a familiar structure in Ukrainian, the slogan aims to communicate the same message effectively to Ukrainian-speaking consumers.

The usage of Transcription and Substantiation is observed in the translation of the English advertising slogan by Campbell's Soup (23) "*M'm!M'm!Good!*" (MMG) into Ukrainian as "*М-м!М-м!Смачно!*". In the Ukrainian translation, the English interjection "M'm" is transcribed into Cyrillic letters as "М-м." This approach preserves the phonetic representation of the original English sound while adapting it to the Ukrainian alphabet. By transcribing the sounds of "M'm" into written Cyrillic form, the translation maintains the auditory effect and the recognizable sound of the original slogan. The English phrase "Good!" is substituted with the more specific and culturally relevant Ukrainian word "Смачно" which directly translates as "Tasty!" in English. In this case, the substitution of "Good!" with "Смачно!" not only provides a more specific and culturally relevant translation but also differentiates the Ukrainian version from the original English slogan while preserving its essence.

The usage of Substantiation, particularly in the form of lexical transformation, is evident in the translation of the English advertising slogan by Pringles (33) "*Once You Pop, You Can't Stop*" (OYPYCS) into Ukrainian as "*Якщо ти відкриєш, ти не зможеш зупинитись*". The translation substitutes the English phrase "Once You Pop" with "Якщо ти відкриєш" in Ukrainian. While "Pop" is a generic term in English, referring to the action of opening something, "відкриєш" specifically means "to open"

in Ukrainian, providing a more precise and narrow meaning. While the concept of being unable to stop once you start eating a tasty snack is universal, the specific wording and idiomatic expressions may vary across languages. The substitution of "Pop" with "відкриєш" in Ukrainian ensures that the message remains clear and impactful for Ukrainian-speaking audiences. English and Ukrainian may use different lexical items and idiomatic expressions to convey similar concepts. In this case, the Ukrainian translation employs a more specific verb "відкриєш" to replace the generic term "Pop", enhancing the clarity and precision of the message for Ukrainian audiences. While the literal translation might seem different from the original English slogan, it's important to consider the underlying message and intent behind the slogan rather than just the literal meaning of the words.

The usage of Differentiation is observed in the translation of the English advertising slogan (38) "*For the Bold*" (FTB) by Doritos into Ukrainian as "*Для сміливих*". In this case, the English word "Bold" does not have a direct equivalent in Ukrainian that fully captures its broad meaning. While "bold" may have various translations in Ukrainian depending on the specific context, "смiливий" is a suitable choice in this case as it captures the essence of boldness and adventurousness. The word "смiливий" in Ukrainian can be considered as one of the variants of translation for "bold." While "смiливий" primarily translates to "brave" or "courageous," it also encompasses elements of confidence, daring, and risk-taking, which are central to the concept of being "bold" in English. Culturally, the notion of boldness and daring may be expressed differently in English and Ukrainian-speaking countries due to variations in social norms, perceptions, and values. However, the concept of being bold and adventurous transcends linguistic and cultural boundaries, making "*Для сміливих*" an effective adaptation of the slogan for Ukrainian audiences. The direct translation of "*Для сміливих*" into English would be "For the brave". However, in this context, "смiливих" is a nuanced translation of "bold" rather than a strict equivalent. While "brave" and "bold" share some similarities in meaning, "bold" encompasses not only courage but also a sense of confidence, audacity, and willingness to take risks. Translating "bold" directly into Ukrainian might have led to "жорсткий" or

"рішучий," which do not fully capture the intended meaning within the context of the slogan. "СМІЛИВИХ", on the other hand, encapsulates the idea of courage, confidence, and a daring spirit, making it a suitable choice for conveying the essence of the original English slogan.

In the case of translating the English advertising slogan (39) "*Truth in Engineering*" (ТІЕ) by Audi into Ukrainian as "*Правда у техніці*" we observe the application of substantiation. In the SL phrase, the lexical unit "engineering" encompasses a wide range of activities related to designing, building, and maintaining machinery, structures, and systems. It implies a comprehensive and technical process involving innovation, precision, and problem-solving. However, the Ukrainian term "техніка" is more specific and often refers to the application of scientific principles and knowledge in the design and construction of machinery and equipment. The substitution of "engineering" with "техніка" in Ukrainian narrows down the meaning and focuses more on the tangible aspects of technical innovation and machinery, rather than the broader concept of engineering encompassing various disciplines and processes. The direct translation of the Ukrainian phrase "Правда у техніці" into English does indeed result in "The truth is in technology" which may not fully capture the intended meaning of the original English slogan "Truth in Engineering". Upon closer examination, it appears that the Ukrainian translation may not accurately convey the precise meaning of the English phrase. While "техніка" is a narrower term compared to "engineering," it doesn't fully capture the complexity and depth implied by the English term.

The usage of substantiation is evident in the translation of the English advertising slogan (48) "*Have a break. Have a KitKat.*" (HBHK) by KitKat into Ukrainian as "*Зроби паузу – з'їж KitKat.*" This transformation involves substituting the repetition of the generic meaning of the word "have" in the original slogan with more specific and contextually relevant lexical units in the target language, namely "зроби" and "з'їж". The repetition of the word "have" in the original slogan serves to reinforce this message by creating a sense of familiarity and association between the act of taking a break and consuming a KitKat. By substituting "have" with "зроби" and "з'їж" in the

Ukrainian translation, KitKat maintains the essence of its brand philosophy while ensuring that the message resonates with Ukrainian-speaking consumers. While the English language allows for the repetition of the word "have" in the slogan to convey a broad meaning, Ukrainian may require more specific verbs to accurately capture the intended message. The substitution of "have" with "зроби" and "з'їж" in the Ukrainian translation reflects the cultural differences in linguistic expression while ensuring that the slogan remains effective and meaningful to Ukrainian-speaking audiences. The substitution of "have" with "зроби" and "з'їж" in the Ukrainian translation exemplifies this linguistic adaptation, where the generic meaning of "have" is substantiated with more specific verbs that align with the cultural context and linguistic norms of the target language, and conveys the same pragmatic effect.

This section examines the use of lexical transformations that were identified while analyzing the translation of illustrative material (specifically, advertising slogans) in the amount of 50 units. The research revealed 12 lexical transformations out of the 50 units that were analyzed. Considering 50 units as 100%, lexical transformations were detected in 24% of the total amount in percentage ratio. The lexical transformations that were discovered among the 12 units include: Transcription (1 unit), Loan translation (1 unit), Differentiation (3 units), Substantiation (4 units), Modulation (3 units).

2.2 Grammatical transformations in the translation of advertising slogans

L'Oreal is a French corporation known for all of its cosmetic products, and it holds market leadership positions in several countries across the world. The brand's philosophy is that believes that beauty should be inclusive and accessible to everyone, regardless of age, gender, ethnicity, or socioeconomic background, which has a tight connection with the advertising slogan being represented by this company (1) "Because You're Worth It" (BYWI). During the identification of the translation transformation that appeared during the interpretation of this advertising slogan into Ukrainian as "Адже ви цього варти" involves a grammatical transformation (transposition). This transformation is being applied here since the word order in the Ukrainian translation

was rearranged. In the original English slogan, the phrase "Because You're Worth It" follows a subject-verb-object (SVO) word order, where "you" (subject) is followed by "are" (verb) and "worth it" (object). In the Ukrainian translation, "Адже ви цього варті", the word order follows a different pattern. "Адже" (because) introduces the causal relationship, followed by "ви" (you), then "цього" (this), and finally "варті" (worth). This transposition reflects structural differences between English and Ukrainian sentence constructions and allows for the expression of the same idea in a way that resonates with Ukrainian-speaking audiences. The primary concept behind this slogan is to communicate the notion that the product is uniquely valuable to "You". As a result, the linguistic units "варті" and "ви" have been rearranged in the Ukrainian variant to convey the rheme of this message.

The advertising slogan of M&Ms (3) "*The milk chocolate that melts in your mouth, not in your hand*" (MIYM) is translated into Ukrainian as "*Тане у роті, а не у руках*". This transformation involves omitting the specific mention of "milk chocolate" and "in your mouth" while retaining the essence of the message. The translated slogan "Тане у роті, а не у руках" captures the attention of the audience with its simplicity and clarity. By omitting redundant information, the message becomes more memorable and impactful.

Another example of grammatical transformation is the slogan of a renowned company producing energy drinks "Red Bull". The well-known advertising slogan of this company is (6) "*Red Bull gives you wings*" (RBGW) which is interpreted in Ukrainian as "*Red Bull надає крила*". In the Ukrainian interpretation, each word and its syntactic position are directly mirrored in the translation without significant alteration. In this case, "Red Bull" remains unchanged, and "Gives You Wings" is rendered as "надає крила," preserving the word order and grammatical structure, as well ensures a faithful rendition of the original slogan's syntactic structure in the target language. The objective of this method is to preserve the purity and effectiveness of the slogan while modifying it to suit the linguistic context of Ukrainian. The translation maintains the clarity and efficacy of the original slogan by faithfully recreating its grammatical structure to communicate the intended message.

Another example of the grammatical transformation is applied to the advertising slogan by Nike (9) "*Impossible is Nothing*" (IIN) which can be interpreted in Ukrainian as "*Немає Нічого Неможливого*". In the original English slogan, "Impossible is nothing" the theme is "impossible," and the rheme is "is nothing." This word order emphasizes the idea that even things considered impossible hold no significance or weight. In the Ukrainian translation, "Немає Нічого Неможливого," the word order is transposed, with the theme "неможливого" placed at the end of the sentence. The rheme "немає нічого" precedes it. This structure still conveys the same message but aligns with the grammatical preferences of Ukrainian, where the theme often comes later in the sentence.

The usage of Addition, a grammatical transformation, is apparent in the translation of the English advertising slogan by Airbnb (14) "*Belong Anywhere*" (BEE) into Ukrainian as "*Почувайтесь як вдома в будь-якій точці світу*". In the Ukrainian translation "почувайтесь як вдома в будь-якій точці світу", additional words and phrases are introduced to convey the same message in Ukrainian. The phrase "як вдома" adds specificity to the feeling of belonging, and "в будь-якій точці світу" emphasizes the global scope of Airbnb's accommodations. While a direct translation of "Belong Anywhere" into Ukrainian might result in "Належте будь-де" this phrase lacks the emotional depth and connotation of comfort and belonging, and by it self makes no sense. Instead, the translation "Почувайтесь як вдома в будь-якій точці світу" captures the essence of the original slogan by emphasizing the emotional experience of feeling at home, which is central to Airbnb's brand identity. The addition of extra words and phrases in the Ukrainian translation, such as "в будь-якій точці світу", serves to clarify the message and emphasize the global reach of Airbnb's services. While this may not be a direct translation of "Belong Anywhere," it effectively conveys the same idea within the linguistic and cultural context of Ukrainian.

The usage of Zero Transformation is evident in the translation of the English advertising slogan by Visa (15) "*It's Everywhere You Want to Be*" (EYWTB) into Ukrainian as "*Скрізь, де ви хочете бути*". The Ukrainian translation closely mirrors

the syntactic structure of the original English slogan. Both slogans begin with a pronoun ("It's" and "Скрізь"), followed by a location descriptor ("Everywhere" and "де"), and conclude with a statement about desire or preference ("You Want to Be" and "ви хочете бути"). While the direct translation may not capture the exact nuances of the English slogan, the Ukrainian version effectively conveys the message of Visa's brand identity and philosophy. By maintaining the syntactic structure of the slogan, we can ensure that the message remains consistent and impactful across different linguistic and cultural contexts.

The usage of Omission as a grammatical transformation is evident in the translation of the English advertising slogan by Lay's (16) "*The Ultimate Taste Sensation*" (TUTS) into Ukrainian as "*незабутній смак*". The omission of the word "sensation" in the Ukrainian translation streamlines the slogan and eliminates redundant information. In Ukrainian, the phrase "незабутній смак" effectively captures the essence of the original slogan without the need for additional descriptors such as "sensation". While the English slogan emphasizes the sensory experience of tasting Lay's chips as a "sensation", the Ukrainian translation focuses solely on the quality of taste with the phrase "незабутній смак". The omission of "sensation" does not diminish the impact of the slogan, as "незабутній смак" conveys the idea of an exceptional and memorable taste experience. The simplified Ukrainian translation resonates with consumers by emphasizing the quality and enjoyment of Lay's chips without the need for additional embellishments.

The usage of Replacement, a grammatical transformation, is evident in the translation of the English advertising slogan by the US Army (17) "*Be All You Can Be*" (BAYCB) into Ukrainian as "*Стань кращим, що можеш бути*". In the original English slogan, the phrase "Be All You Can Be" employs an imperative form followed by a noun phrase and an adverbial phrase. In the Ukrainian translation, this syntactical construction is replaced with a different one: "Стань кращим, що можеш бути". The imperative form "Стань" is followed by a noun phrase and a relative clause. While the direct translation of the Ukrainian phrase "Стань кращим, що можеш бути" into English would indeed be "Become the best you can be", the phrase still captures the

essence of the original English slogan. The Ukrainian translation "Стань кращим, що можеш бути" mirrors the sentiment of the original English slogan while adapting it to the linguistic structure and idiomatic expressions of Ukrainian.

The usage of Omission, a grammatical transformation is evident in the translation of the English advertising slogan by Master Card (18) "*There are some things money can not buy. For everything else, there's Mastercard*" (STMCB) into Ukrainian as "*Є речі, які не можна купити. Для решти є Mastercard*". In the Ukrainian translation, the words "some" ("є") and "money" ("купити") are omitted. This omission is used to simplify the message and make it more concise. In this case, omitting "some" and "money" in the translation helps maintain the flow of the slogan in Ukrainian without compromising its meaning. The phrase "Є речі, які не можна купити" effectively conveys the same idea as the original English phrase, but in a more streamlined manner. Omitting certain words in the Ukrainian translation ensures that the slogan aligns with the linguistic preferences and communication styles of Ukrainian-speaking audiences, making it more culturally relevant and impactful. While the direct translation of the Ukrainian slogan into English may result in "There are things that cannot be bought. For the rest, there is Mastercard," the core message of the original English slogan remains intact. The translation process often involves adapting the original message to fit the linguistic and cultural context of the target language. In this case, the Ukrainian translation "Для решти є Mastercard" captures the essence of the original English slogan while using language that is natural and idiomatic in Ukrainian.

Another example of an advertising slogan where the zero transformation is used is by Dunkin' Donuts (19) "America runs on Dunkin'" (AROD) into Ukrainian as "*Америка працює на Dunkin'*". The TL translation using the same syntactic structure as the SL slogan. Both slogans consist of a subject ("America" and "Америка") followed by a verb ("runs" and "працює") and a prepositional phrase ("on Dunkin'" and "на Dunkin'"). This word-for-word reproduction maintains the overall structure and rhythm of the slogan in both languages. The English slogan conveys the idea that Dunkin' Donuts is an integral part of American culture and daily life, symbolizing the

energy and vitality of the nation. The Ukrainian translation effectively communicates the same message.

The usage of Zero Transformation, is evident in the translation of the English advertising slogan by Heinz (21) "*Beanz Meanz Heinz*" (BMH) into Ukrainian as "Боби значить Heinz". The TL translation uses the same syntactic structure as the SL slogan. Both slogans consist of a noun ("Beanz" and "Боби") followed by a verb ("Meanz" and "значить") and a proper noun ("Heinz" and "Heinz"). This word-for-word reproduction maintains the overall structure and rhythm of the slogan in both languages. The Ukrainian translation effectively communicates the same message, asserting that when it comes to beans, Heinz is the brand of choice. By reproducing the syntactic structure of the original slogan, the Ukrainian translation maintains semantic equivalence with the English version. The choice to use Zero Transformation ensures that the slogan resonates with Ukrainian consumers by maintaining the same linguistic structure as the original English version. However, we can also observe the omission of the alliteration "z" in the SL, since it is not possible to preserve the same alliteration in Ukrainian without losing the context of the SL slogan.

The usage of Zero Transformation is observed in the translation of the English advertising slogan by Jaguar (22) "*Grace, Space, Pace*" (GCP) into Ukrainian as "*Грація, Простір, Швидкість*". The Ukrainian translation closely mirrors the syntactic structure of the original English slogan. Both slogans consist of three nouns ("Grace, Space, Pace" and "Грація, Простір, Швидкість") presented in a list format. This word-for-word reproduction maintains the overall structure and rhythm of the slogan in both languages. By reproducing the syntactic structure of the original slogan, the Ukrainian translation maintains semantic equivalence with the English version. While the specific cultural context may differ between English-speaking and Ukrainian-speaking countries, the concept of associating specific qualities with luxury automotive brands is widely understood. The choice to use Zero Transformation ensures that the slogan resonates with Ukrainian consumers by maintaining the same linguistic structure as the original English version.

The translation of the English advertising slogan by Lion (24) "*Beastly tasty*" (BT) into Ukrainian as "*Зовні не дуже, дуже на смак*" involves the usage of Replacement and Addition techniques. In the Ukrainian translation, the word "Beastly" is replaced with the phrase "Зовні не дуже". This is a syntactical replacement where the adjective "beastly" is replaced with a phrase that conveys a similar meaning but in a different grammatical structure. Additionally, the word "tasty" is retained in both versions, maintaining the essential message of deliciousness. The Ukrainian translation includes an addition of the phrase "дуже на смак". This addition compensates for the loss of intensity in the adjective "beastly" by reinforcing the notion of exceptional taste. The addition of "дуже на смак" enhances the emphasis on the taste aspect, ensuring that the Ukrainian version captures the essence of the original slogan. While the English slogan uses the colloquial term "beastly" to convey intensity, the Ukrainian translation opts for a more descriptive phrase that may resonate better with Ukrainian consumers.

The translation of the English advertising slogan by Tesco (25) "*Every Little Helps*" (ELH) into Ukrainian as "*Кожна дрібниця важлива/допомагає*" involves the usage of grammatical replacement, specifically syntactical replacement. In the Ukrainian translation, the word "helps" is replaced with the TL word "допомагає", maintaining the same syntactical structure as the SL slogan. However, there are two possible translations provided: "*Кожна дрібниця важлива*" and "*Кожна дрібниця допомагає*". In this case, "допомагає" serves as a direct replacement for "helps", conveying the same idea of assistance or contribution. The use of "дрібниця" (little thing or detail) in Ukrainian serves as a semantic equivalent to "little" in English, conveying the concept of small actions or contributions. Additionally, the word "допомагає" effectively communicates the idea of assistance or support, maintaining the core message of the slogan.

The usage of Zero transformation (word-to-word reproduction) is evident in the translation of the English advertising slogan by De Beers (26) "*A Diamond is Forever*" (DIF) into Ukrainian as "*Діамант – це назавжди*". The translation maintains the same syntactic structure as the original English slogan. Both slogans consist of a subject-

verb complement structure, where "A Diamond" or "Діамант" serves as the subject, "is" or "це" as the linking verb, and "Forever" or "назавжди" as the complement. This word-for-word reproduction ensures consistency in the linguistic structure between the English and Ukrainian versions. By preserving the syntactic structure in the translation, the Ukrainian version, "Діамант – це назавжди," maintains the same philosophical message, conveying the idea that diamonds possess eternal value and significance.

While translating the English advertising slogan by Starbucks (28) "*Enjoy Every Moment*" (ЕЕМ) into Ukrainian as "*Насолоджуйся кожною миттю*", the grammatical transformation (Zero transformation) is used. The translation maintains the same syntactic structure as the SL slogan. Both slogans consist of a verb ("Enjoy" and "Насолоджуйся") followed by a determiner ("Every" and "кожною") and a noun ("Moment" and "миттю"). This word-for-word reproduction ensures consistency in the linguistic structure between the English and Ukrainian versions. By preserving the syntactic structure in the translation, the Ukrainian version, "Насолоджуйся кожною миттю", maintains the same philosophical message, emphasizing the importance of enjoying every moment. The syntactic structure of the slogan "Enjoy Every Moment" aligns well with the grammatical conventions of both languages.

The usage of replacement is evident in the translation of the English advertising slogan by Volkswagen (29) "*Think Small*" (TS) into Ukrainian as "*Думай про мале*". In the translation, the word "Small" is replaced with the Ukrainian word "мале" which means "small" or "little". The phrase "Думай про мале" is understood to mean "Think about small things" or "Consider small matters" rather than "Think about the little ones" (as a direct translation to Ukrainian) in the context of this slogan. However, the syntactic structure remains largely unchanged, with the verb "Think" followed by the preposition "about" and the noun "Small" being replaced by its equivalent in Ukrainian. This substitution is an example of morphological replacement, where a word belonging to one part of speech (adjective) in English is replaced by a word belonging to another part of speech (noun) in Ukrainian. The concept of "thinking small" may have different connotations in English-speaking and Ukrainian-speaking cultures. In English-speaking countries, "thinking small" is often associated with frugality, practicality, and

efficiency. Similarly, in Ukrainian-speaking countries, the idea of "мале" (small) may evoke similar associations of economy and practicality.

In the advertising slogan by Subway (30) "*Eat Fresh*" (EF) into Ukrainian as "*Їж свіже*" grammatical transformation (zero transformation) is being used. The translation maintains the same syntactic structure as the original English slogan. Both slogans consist of a verb ("Eat" and "Їж") followed by an adjective ("Fresh" and "свіже"). By preserving the syntactic structure in the translation, the Ukrainian version, "Їж свіже", conveys the same message of promoting fresh and high-quality ingredients in Subway's products. The concept of consuming fresh food is universal and valued in both English-speaking and Ukrainian-speaking cultures. Therefore, there is no need for significant adaptation or alteration in the translation to accommodate cultural differences. The straightforward translation maintains the universal appeal of the slogan across different cultural contexts.

The usage of Zero Transformation, is evident in the translation of the English advertising slogan by Skittles (31) "*Taste the Rainbow*" (TTR) into Ukrainian as "*Спробуй Веселку*", which possess the same syntactic structure as the SL slogan. Both slogans consist of a verb ("Taste" and "Спробуй") followed by a noun phrase ("the Rainbow" and "Веселку"). By preserving the syntactic structure in the translation, the Ukrainian version, "Спробуй Веселку," conveys the same message of encouraging consumers to experience the diverse range of flavors represented by the rainbow of Skittles candies. In both languages, the verb precedes the noun phrase, allowing for a straightforward translation process without the need for significant syntactic adjustments.

The usage of Zero Transformation is evident in the translation of the English advertising slogan by Chevrolet (32) "*The Heartbeat of America*" (THOA) into Ukrainian as "*Серцебиття Америки*". The same syntactic structure is preserved in both slogans. Both slogans consist of a noun phrase ("The Heartbeat" and "Серцебиття") followed by a prepositional phrase indicating origin or affiliation ("of America" and "Америку"). In both languages, the noun phrase is followed by a

prepositional phrase indicating ownership or association, facilitating a straightforward translation process without the need for significant syntactic adjustments.

The usage of Zero Transformation is evident in the translation of the English advertising slogan (34) "*Think Different*" (TD) by Apple into Ukrainian as "*Думай по-іншому*". In this translation, each word in the original English phrase corresponds directly to its equivalent in Ukrainian, preserving the syntactic structure. The slogan encourages individuals to challenge conventional thinking and embrace new perspectives, which reflects Apple's brand identity as a trailblazer in technology. The differences between English and Ukrainian syntax are minimal in this particular slogan, making it conducive to a direct translation without the need for significant restructuring. Both languages allow for the concise expression of the concept of thinking differently using similar syntactic structures.

The usage of Zero Transformation, or word-for-word reproduction of syntactic structures, is evident in the translation of the English advertising slogan (35) "*I'm Lovin' It*" (ILI) by McDonald's into Ukrainian as "*Я це люблю*". In this translation, each word and the overall syntactic structure of the original English phrase correspond directly to their equivalents in Ukrainian, resulting in a faithful reproduction. McDonald's chose to use Zero Transformation for "I'm Lovin' It" likely because they wanted to maintain consistency and recognition across different language markets. By keeping the structure and rhythm of the slogan intact, they ensure that it remains instantly recognizable to consumers worldwide. While English-speaking cultures might resonate with the casual, upbeat tone of "I'm Lovin' It," Ukrainian-speaking audiences may respond more favorably to a straightforward expression of affection like "Я це люблю". Ukrainian, like many Slavic languages, tends to have a more flexible word order compared to English. However, both languages typically follow a subject-verb-object (SVO) order in declarative sentences. This structural similarity facilitates the direct translation of "I'm Lovin' It" into "Я це люблю" without requiring significant adjustments.

The usage of Zero Transformation is evident in the translation of the English advertising slogan (36) "*Open Happiness*" (OH) by Coca-Cola into Ukrainian as

"*Відкрий щастя*". In this translation, each word and the overall syntactic structure of the original English phrase correspond directly to their equivalents in Ukrainian, resulting in a faithful reproduction. By using a straightforward and easily translatable slogan like "Open Happiness", Coca-Cola can effectively convey its message across different cultural contexts. While English and Ukrainian are distinct languages with their own grammatical structures and nuances, the syntactic structure of "Open Happiness" allows for a direct translation into Ukrainian without the need for significant modifications.

The usage of Zero Transformation is observed in the translation of the English advertising slogan (37) "*Between Love and Madness Lies Obsession*" (BLMLO) by Calvin Klein into Ukrainian as "*Між любов'ю і божевіллям лежить одержимість*". In this translation, each word and the overall syntactic structure of the original English phrase correspond directly to their equivalents in Ukrainian, resulting in a faithful reproduction. While the nuances of expression may vary between English and Ukrainian, the underlying sentiment conveyed by the slogan remains consistent across different cultural contexts. The syntactic structure of "Between Love and Madness Lies Obsession" allows for a direct translation into Ukrainian without the need for significant modifications.

Using zero transformation in the advertising slogan presenting Ford (40) "*Go Further*" (GF) is translated into Ukrainian as "*Іди далі*". The English imperative "Go Further" instructs the audience to continue or progress beyond their current position or situation. The Ukrainian translation "Іди далі" serves the same function, urging individuals to move forward or advance. Culturally, the concept of progress and advancement is universal, transcending language barriers. Both English-speaking and Ukrainian-speaking audiences can resonate with the idea of striving for more and seeking continuous improvement in various aspects of life.

Using zero transformation in translating the English advertising slogan (42) "*Share Moments, Share Life*" (SMSL) by Kodak into Ukrainian as "*Поділися моментами. Поділися життям*" involves a direct reproduction of the syntactic structures without altering the word order or sentence construction. In terms of

company philosophy, Kodak's slogan emphasizes the importance of sharing meaningful moments captured through photography. By using zero transformation, the translated slogan reinforces this philosophy in Ukrainian-speaking markets, highlighting the significance of sharing both moments and life experiences. Culturally, the concept of sharing moments and life is universally understood and valued across different societies, including English and Ukrainian-speaking countries. Therefore, maintaining the same syntactic structures in translation ensures that the slogan resonates with audiences in both linguistic contexts.

The usage of zero transformation in translating the English advertising slogan (44) "*Save Money. Live Better*" (SMLB) by Walmart into Ukrainian as "*Збережіть гроші. Живіть краще*" reflects several considerations related to the company's philosophy, cultural differences, and linguistic nuances between English and Ukrainian. The concept of saving money and living better resonates across various cultures, including both English and Ukrainian-speaking communities. Regardless of linguistic differences, individuals from diverse backgrounds share common aspirations for financial security and an improved standard of living. Therefore, preserving the original structure of the slogan ensures that Walmart's message remains universally accessible and relevant. While English and Ukrainian differ in their grammar and syntax, the structure of the slogan allows for a relatively straightforward translation without significant modifications. Both languages employ a subject-verb-object (SVO) word order, making it feasible to maintain consistency in syntactic structure during translation.

The usage of omission in translating the English advertising slogan (45) "*Built Ford Tough*" (BFT) by Ford into Ukrainian as "*Збудований міцно*" involves removal of the word "Ford" from the original phrase. Omitting the word "Ford" in the Ukrainian translation streamlines the slogan and makes it more concise. By focusing solely on the attribute of toughness without referencing the brand explicitly, the message becomes more universal and applicable to a broader audience. Ukrainian has a more flexible word order compared to English, allowing for greater versatility in sentence construction. As such, the omission of "Ford" does not disrupt the grammatical

structure or coherence of the Ukrainian translation. Instead, it maintains linguistic fluidity while conveying the intended message of strength and durability.

The usage of Zero Transformation is evident in the translation of the English advertising slogan (46) "*Expect More. Pay Less.*" (EMPL) by Target into Ukrainian as "*Очікуйте більше, платіть менше.*" This transformation involves replicating the syntactic structure of the original slogan in the target language without altering the word order or sentence construction. The slogan "Expect More. Pay Less." succinctly captures this philosophy, conveying the message that customers can expect a higher level of satisfaction while spending less. By maintaining the same syntactic structure in the Ukrainian translation, Target ensures consistency in communicating its brand values and customer promise across different language markets.

The usage of Zero Transformation is evident in the translation of the English advertising slogan (47) "*Live in Your World. Play in Ours.*" (LYWPO) by PlayStation into Ukrainian as "*Живи у своєму світі. Грай в нашому.*" This approach involves replicating the syntactic structure of the original slogan in the target language without altering the word order or sentence construction. By maintaining the same syntactic structure in the Ukrainian translation, PlayStation reinforces its brand identity and commitment to delivering captivating gaming experiences across different language markets.

The usage of Transposition is evident in the translation of the English advertising slogan (49) "*I'd Walk a Mile for A Camel*" (IWMFC) by Camel into Ukrainian as "*Заради Camel я пройду милю*". English and Ukrainian have different word orders and syntactic structures. In English, the typical word order is subject-verb-object (SVO), while in Ukrainian, it is subject-object-verb (SOV). Therefore, to ensure grammatical correctness and naturalness in Ukrainian, the order of words in phrases and sentences often needs to be adjusted. In the given SL slogan, the transposition of "a mile" and "for A Camel" in the Ukrainian translation reflects this structural difference between the two languages. The slogan "I'd Walk a Mile for A Camel" conveys the idea of willingness to go to great lengths for the product (Camel cigarettes). However, the emphasis in the Ukrainian translation is slightly shifted due to the

transposition. While the original slogan emphasizes the distance one is willing to walk, the Ukrainian translation places more emphasis on the product itself ("Заради Camel") rather than the action of walking. The transposition in the translation may also reflect cultural differences in expression and emphasis between English and Ukrainian-speaking countries.

The usage of Zero Transformation, or word-for-word reproduction of syntactic structures, is evident in the translation of the English advertising slogan (50) "*At the heart of image*" (АHI) by Nikon into Ukrainian as "*У серці зображення*". By preserving the syntactic structure in the Ukrainian translation, the message remains consistent with Nikon's brand identity and values. While there may be cultural nuances between English-speaking and Ukrainian-speaking countries, the concept of being at the heart or core of something is universal and easily understood across different cultures. Therefore, there may be less need to adapt the syntactic structure to accommodate cultural differences in this particular case. In this slogan, the structure "*At the heart of image*" can be translated into Ukrainian while maintaining its syntactic integrity. The word "image" can be translated as "зображення," and the prepositional phrase "At the heart of" can be translated as "У серці," resulting in a natural and idiomatic Ukrainian phrase.

This section examines the use of grammatical transformations that were identified while analyzing the translation of illustrative material (specifically, advertising slogans) in the amount of 50 units. The research revealed 32 grammatical transformations out of the 50 units that were analyzed. Considering 50 units as 100%, lexical transformations were detected in 64% of the total amount in percentage ratio. The grammatical transformations that were discovered among the 32 units include: Zero Transformation (20 units), Transposition (3 units), Replacement (4 units), Addition (1 unit), Omission (4 units).

2.3 Lexical and grammatical transformations in the translation of advertising slogans

The Lay's company is renowned for its production of potato chips, which is epitomized by its advertising slogan (2) "*Betcha Can't Eat Just One*" (BCEJO). Lay's slogan suggests that their chips are so delicious or addictive that it's challenging to eat just one, encouraging consumers to indulge in more. While interpreting this slogan into Ukrainian two translation transformations being identified. The English "Betcha" in the original slogan is a colloquial contraction of "bet you" commonly used in informal spoken English, which doesn't translate directly into Ukrainian. However, in the TL (Ukrainian) the most accurate equivalent for this word is "Б'юсь об заклад". This lexical unit in English is modulated into Ukrainian since the equivalent carries a slightly stronger sense of commitment or conviction due to the reference to making a pledge, therefore we can conclude that modulation transformation is being applied due to a replacement of the SL lexical unit by TL phrase, which is logically connected with an original item. Total Reorganisation is applied to the second part of the slogan, the English imperative "Can't Eat" is reorganized into "не зможеш зупинитись", which starts with a statement about the inability to stop rather than a command, and the phrase "Just One" is reorganized into "на одній".

Burger King's philosophy centers around the concept of "having it your way" empowering customers to customize their orders and dining experiences. In the translation of Burger King's advertising slogan (7) "*Have it your way!*" (HYW) into Ukrainian as "*Роби як хочеш!*", the lexical and grammatical transformation of total reorganization is evident. In the Ukrainian translation, "Роби як хочеш!". The structure and word order in the TL are rearranged, since in a case we translate this slogan into Ukrainian it would sound like "Do as you wish!", which in this context will not have the same pragmatic impact and stylistic coloring as we have in the original slogan. The imperative "Do" is used instead of "Have it", followed by "as you wish", which captures the essence of the original slogan.

The famous American chain of fast-food restaurants inspired by Mexican cuisine Taco Bell with their advertising slogan (12) "*Think outside the bun*" (TOTB) emphasizes innovation, creativity, and offering unique menu options. The Ukrainian equivalent of this slogan is "*Думай не про булочку*". In the Ukrainian translation,

"Думай не про булочку", the word "outside" is compensated by the phrase "не про", which suggests a similar idea of thinking beyond or outside the usual framework. While the direct translation of "outside" into Ukrainian might not fully capture the intended meaning, the substitution with "не про" effectively conveys the essence of considering alternative perspectives or options. While the literal translation may not fully capture the intended meaning in Ukrainian, "Думай не про булочку" resonates with Ukrainian audiences by conveying the idea of thinking creatively or differently about food choices.

The usage of antonymic translation, lexico-grammatical transformation, is evident in the transformation of the English advertising slogan by Gillette (20) "*The Best a Man Can Get*" (BMCG) into Ukrainian as "*Краще для чоловіка немає*". In the English slogan, the phrase "The Best" implies the highest quality or excellence. However, in the Ukrainian translation, this notion is replaced with its opposite, "немає" (there is none). This substitution transforms the positive assertion of superiority into a negative assertion of absence, conveying the idea that there is nothing better available for a man. The choice to use antonymic translation may reflect cultural differences in how notions of excellence and superiority are expressed in English and Ukrainian. While English often employs affirmative constructions to convey positive attributes, Ukrainian may use antonymic constructions to convey similar meanings in certain contexts. The use of "немає" in the Ukrainian translation aligns with linguistic conventions and cultural norms in Ukrainian-speaking countries. Despite the use of antonymic substitution, the Ukrainian translation effectively conveys the same message as the original English slogan. By replacing "The Best" with "Краще", the translation conveys a similar message of excellence and superiority, but with a different linguistic structure that is appropriate for Ukrainian-speaking audiences.

The usage of compensation and addition is evident in the translation of the English advertising slogan by Oreo (27) "*Twist, Lick, Dunk*" (TLD) into Ukrainian as "*Поверни, облизни, булькни в молоко*". In the translation, the word "Dunk" is not directly translatable into Ukrainian. Instead, it is compensated with the phrase "булькни в молоко", which means "dunk into milk." This compensation ensures that

the essential action associated with the slogan, dipping the cookie into milk, is conveyed effectively in the target language. While "dunk" is omitted, its meaning is preserved through the compensation with a suitable alternative. The addition of the phrase "в молоко" compensates for the semantic loss resulting from the omission of the word "Dunk". By adding this phrase, the translation clarifies the intended action of dipping the cookie into milk, which may not be explicitly stated in the original English slogan.

Total reorganization is used in the translation of the English advertising slogan (41) "*Turn on Tomorrow*" (TOT) by Samsung into Ukrainian as "*Назустріч майбутньому*". This transformation involves a significant rearrangement of the inner form of the phrase, resulting in a structurally different expression in the target language. The English slogan employs the metaphorical use of the phrase "turn on" to convey the idea of embracing or preparing for the future. In contrast, the Ukrainian translation "*Назустріч майбутньому*" directly translates to "Towards the future", utilizing different syntactic structures to convey the same concept. While "*Назустріч майбутньому*" may indeed have a closer literal translation to "Towards the future," the choice of this phrase aligns with the intended meaning of the original slogan. "Turn on Tomorrow" implies not just moving forward chronologically but also actively engaging with and embracing the future. "*Назустріч майбутньому*" captures this sense of active anticipation and readiness for what lies ahead. "*Назустріч майбутньому*" achieves this by resonating with Ukrainian speakers in a way that "Towards the future" may not fully capture.

The translation of the advertising slogan (43) "*Drive Bigger*" (DB) by Volkswagen into Ukrainian as "*Вперед до великих подій*" involves total reorganization to effectively convey the intended meaning in a culturally relevant and impactful way. While the direct translation of the Ukrainian variant may seem to mean "Forward to big events" in English, it's essential to consider the broader context and linguistic nuances. In this context, "Drive Bigger" serves as a pragmatic effect, encouraging individuals to strive for more significant accomplishments and pursue ambitious goals. However, the literal translation of "Drive Bigger" into Ukrainian may

not effectively capture the idiomatic meaning or resonate with the target audience. By restructuring the slogan as "Вперед до великих подій", the essence of the original message while ensuring cultural relevance and linguistic fluency in Ukrainian is being maintained. The addition of "великих подій" in the TL translation reflects the idea of pursuing substantial endeavors or milestones, aligning with the overarching theme of ambition and progress conveyed in the original English slogan.

This section examines the use of lexical and grammatical transformations that were identified while analyzing the translation of illustrative material (specifically, advertising slogans) in the amount of 50 units. The research revealed 6 lexical and grammatical transformations out of the 50 units that were analyzed. Considering 50 units as 100%, lexical transformations were detected in 12% of the total amount in percentage ratio. The grammatical transformations that were discovered among the 6 units include: Antonymic Translation (1 unit), Total Reorganisation (3 units), Compensation (2 units).

In conclusion, the study of translation transformations in the translation of English-language advertising slogans into Ukrainian revealed that grammatical transformations were the most prevalent, resulting in 64% of the total 50 units. Lexical transformations accounted for 24% of the units, while lexical-grammatical transformations made up 12%. (Fig. 2.3) The prevalence of grammatical translation transformations in the translation of advertising slogans can be attributed to several linguistic factors that shape the process of conveying meaning across languages. In accordance, these transformations are essential for ensuring semantic accuracy, cultural relevance, and stylistic cohesion in the target language. Grammatical transformations play a crucial role in preserving the syntactic structures of the original slogans while adapting them to the linguistic norms and conventions of the target language. By maintaining the grammatical integrity of the slogans, translators can convey the intended message effectively without sacrificing pragmatic effect or coherence. By employing techniques such as substitution, omission, and addition, translators can ensure that the translated slogans resonate with the target audience while preserving the essence of the brand

identity and message. According to the results of the study, zero transformation occupies the largest part of grammatical transformations, which is 20 units out of 50, or 40% in the percentage ratio. (Fig. 2.4) In my opinion, the utilization of zero is attributable to the fact that Zero transformation ensures the preservation of the original syntactic structures, maintaining the integrity and coherence of the advertising message across languages. By replicating the syntactic patterns of the source language in Ukrainian, translators can convey the intended meaning faithfully without altering the structure of the slogan, thus ensuring that the translated slogan retains its effectiveness and impact. Secondly, Zero transformation facilitates the retention of stylistic elements and brand identity inherent in the original slogans. Advertising slogans often rely on catchy and memorable phrases, and maintaining the syntactic structures helps preserve these stylistic features, ensuring consistency and continuity in the brand's messaging across different linguistic contexts.

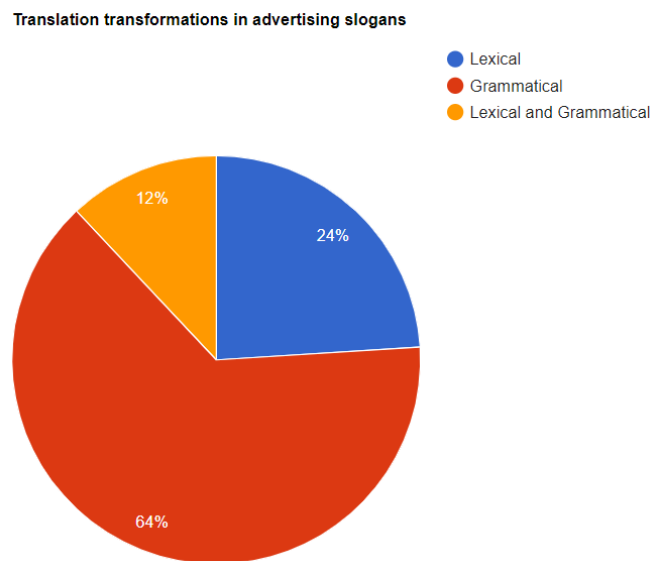


Fig. 2.3. Frequency of lexical, grammatical, and lexical and grammatical transformations usage according to examination of 50 units (advertising slogans).

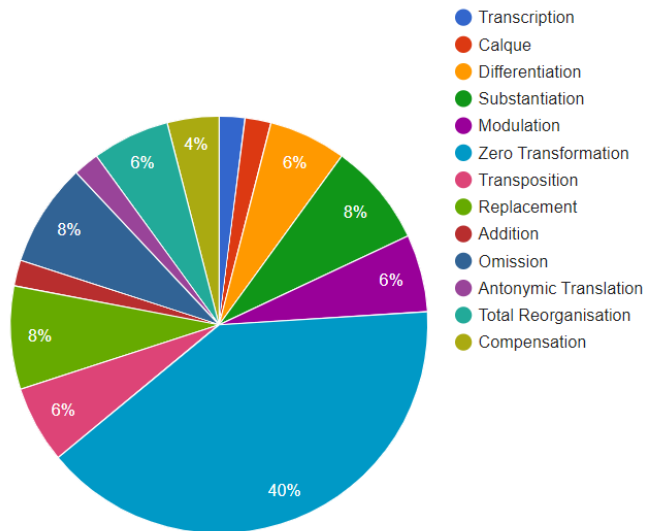


Fig. 2.4. The usage of specific translation transformations based on analysis of 50 units (advertising slogans).

CONCLUSIONS

This term paper has examined the complex process of translating English-language advertising slogans into Ukrainian and the various methods used to effectively communicate advertising messages across different languages and cultures. The result of the conducted research was the identification of the features and specifics of the translation of English-language advertising slogans into the Ukrainian language.

Firstly, it became evident that grammatical transformations play a crucial role in the translation of advertising slogans. Based on the research, grammatical transformations are employed in over half of the translations of English advertising slogans into Ukrainian, specifically 64% of the entire arbitrary sample of 50 English-language advertising slogans. Research confirmed D. Dobrovolska's statement that this transformation is the most frequently used since English and Ukrainian languages possess different semantic and syntactic structures, therefore these transformations provide a change in the structure of sentences of the morphological and syntactic plans of the text. Among these, zero transformation, characterized by word-for-word reproduction of syntactic structures, emerged as the most frequently used technique. This approach ensures the faithful transfer of the original message while preserving stylistic elements and brand identity. Other transformations such as Substantiation, Omission, and Transposition were also observed, each serving specific purposes in conveying the advertising message effectively in Ukrainian.

Advertising has become an indispensable aspect of modern life, and it is encountered daily. Therefore, academics from Ukraine and other countries are currently studying the issue of translating advertising slogans and their linguistic peculiarities. One prominent aspect is the differences in lexical and semantic nuances between English and Ukrainian. These disparities necessitate careful consideration when selecting equivalents for words and phrases in the target language to ensure that the essence of the original slogan is preserved. The observable variations in the form and structure of words and sentences further underscore the need for substantial modifications in morphology and syntax during the translation process.

Moreover, it is crucial to recognize that the translation of advertising slogans goes beyond mere linguistic conversion. Translators must consider cultural nuances, idiomatic expressions, and wordplay inherent in both languages to ensure that the translated slogan maintains the brand's identity and effectively appeals to the target market.

The reproduction of English-language advertising slogans in Ukrainian is a complex process that requires linguistic expertise, cultural sensitivity, and creative adaptation. By employing a combination of transformation techniques tailored to the specific context and audience, translators can effectively bridge the gap between languages and cultures, ultimately contributing to the success of advertising campaigns in the Ukrainian market.

The future prospects of researching the matter of translating English advertising slogans into Ukrainian are optimistic and diverse. With the ongoing process of globalization, which promotes relationships between different cultures and expands markets, there will be a growing need for accurate and culturally appropriate translations of advertising content. Investigating the cultural differences and preferences in advertising across English and Ukrainian-speaking countries can provide valuable insights into the adaptation of slogans to local contexts. Understanding cultural sensitivities, humor, and symbolism can enhance the effectiveness of translated slogans and contribute to successful marketing campaigns among the Ukrainian audience.

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ANNEX

	Slogan	Translation	Transformation
1.	L'Oreal: Because You're Worth It	L'Oréal Paris: Адже ви цього варті	Transposition
2.	Lay's: Betcha Can't Eat Just One	Lay's: Б'юсь об заклад, ти не зможеш зупинитись на одній	Modulation, Total Reorganisation
3.	M&Ms: The milk chocolate that melts in your mouth, not in your hand	M&Ms: Тане у роті, а не у руках	Omission
4.	The New York Times: All The News That's Fit to Print	The New York Times: Усі Новини, Гідні Друку	Substantiation
5.	BMW: The Ultimate Driving Machine	BMW: Ідеальна машина для водіння	Modulation
6.	Red Bull: Red Bull Gives You Wings	Red Bull: Red Bull надає крила	Zero Transformation
7.	Burger King: Have it your way!	Burger King: Роби як хочеш!	Total Reorganisation
8.	Sprite: Obey Your Thirst	Sprite: Слухай свою спрагу	Differentiation
9.	Adidas: Impossible is nothing	Adidas: Немає Нічого Неможливого	Transposition
10.	Coca Cola: It's the real thing	Coca Cola: Це насправді те, що потрібно	Modulation
11.	Honda: The power of dreams	Honda: Сила уяви	Differentiation
12.	Taco Bell: Think outside the bun	Taco Bell: Думай не про булочку	Compensation
13.	7Up: The un-cola	7Up: Не кола	Calque
14.	Airbnb: Belong Anywhere	Airbnb: Почувайтесь як вдома в будь-якій точці світу	Addition
15.	Visa: It's Everywhere You Want to Be	Visa: Скрізь, де ви хочете бути	Zero Transformation
16.	Lay's potato chips: The Ultimate Taste Sensation	Lay's potato chips: незабутній смак	Omission
17.	US Army: Be All You Can Be	US Army: Стань кращим, що можеш бути	Replacement

18.	Master Card: There are some things money can not buy. For everything else, there's Mastercard	Mastercard: Є речі, які не можна купити. Для решти є Mastercard	Omission
19.	Dunkin' Donuts: America runs on Dunkin	Dunkin' Donuts: Америка працює на Dunkin	Zero Transformation
20.	Gillette: The Best a Man Can Get	Gillette: Краще для чоловіка немає	Antonymic translation
21.	Heinz: Beanz Meanz Heinz	Heinz: Боби значить Heinz	Zero Transformation
22.	Jaguar: Grace, Space, Pace	Jaguar: Грація, Простір, Швидкість	Zero Transformation
23.	Campbell's Soup: M'm! M'm! Good!	Campbell's Soup: М-м! М-м! Смачно!	Transcription, Substantiation
24.	Lion: Beastly tasty	Lion: Зовні не дуже, дуже на смак	Replacement, Addition
25.	Tesco: Every Little Helps	Tesco: Кожна дрібниця важлива/допомагає	Replacement
26.	De Beers: A Diamond is Forever	De Beers: Діамант – це назавжди	Zero Transformation
27.	Oreo: Twist, Lick, Dunk	Oreo: Поверни, облизни, булькни в молоко	Compensation, Addition
28.	Starbucks: Enjoy Every Moment	Starbucks: Насолоджуйся кожною миттю	Zero Transformation
29.	Volkswagen: Think Small	Volkswagen: Думай про мале	Replacement
30.	Subway: Eat Fresh	Subway: Їж свіже	Zero Transformation
31.	Skittles: Taste the Rainbow	Skittles: Спробуй Веселку	Zero Transformation
32.	Chevrolet: The Heartbeat of America	Chevrolet: Серцебиття Америки	Zero Transformation
33.	Pringles: Once You Pop, You Can't Stop	Pringles: Якщо ти відкриєш, ти не зможеш зупинитись	Substantiation
34.	Apple: Think Different	Apple: Думай по-іншому	Zero Transformation
35.	McDonald's: I'm Lovin' It	McDonald's: Я це люблю	Zero Transformation

36.	Coca-Cola: Open Happiness	Соса-Соса: Відкрий щастя	Zero Transformation
37.	Calvin Klein: Between Love and Madness Lies Obsession	Calvin Klein: Між любов'ю і божевіллям лежить одержимість	Zero Transformation
38.	Doritos: For the Bold	Дорітос: Для сміливих	Differentiation
39.	Audi: Truth in Engineering	Ауді: Правда у техніці	Substantiation
40.	Ford: Go Further	Форд: Іди далі	Zero Transformation
41.	Samsung: Turn on Tomorrow	Samsung: Назустріч майбутньому	Total Reorganisation
42.	Kodak: Share Moments, Share Life	Kodak: Поділися моментами. Поділися життям	Zero Transformation
43.	Volkswagen: Drive Bigger	Volkswagen: Вперед до великих подій	Total Reorganisation
44.	Walmart: Save Money. Live Better.	Walmart: Збережіть гроші. Живіть краще.	Zero Transformation
45.	Ford: Built Ford Tough	Ford: Збудований міцно	Omission
46.	Target: Expect More. Pay Less.	Target: Очікуйте більше, платіть менше.	Zero Transformation
47.	PlayStation: Live in Your World. Play in Ours.	PlayStation: Живи у своєму світі. Грай в нашому.	Zero Transformation
48.	KitKat: Have a break. Have a KitKat.	KitKat: Зроби паузу – з'їж KitKat.	Substantiation
49.	Camel: I'd Walk a Mile for A Camel	Camel: Заради Camel я пройду милю	Transposition
50.	Nikon: At the heart of image	Nikon: У серці зображення	Zero Transformation

РЕЗЮМЕ

Курсову роботу присвячено дослідженню способів перекладу англomовних рекламних слоганів на українську мову. У ході роботи висвітлено лексичні та граматичні особливості рекламних слоганів, описано існуючі способи перекладу англomовних рекламних слоганів на українську мову, проаналізовано зразок тексту рекламного дискурсу і здійснено перекладацький аналіз фактичного матеріалу дослідження (реklamних слоганів рекламного дискурсу, усього 50 одиниць). Крім того, у курсовій роботі у роботі наводяться порівняння частоти використання способів перекладу рекламних слоганів.

Ключові слова: еквівалентність, перекладацькі трансформації, рекламний слоган, рекламний дискурс.