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English-language advertising texts in the Ukrainian  
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## КУРСОВА РОБОТА

### З ПЕРЕКЛАДУ

#### Особливості передачі українською мовою стилістичних засобів англомовних рекламних текстів

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## РЕЗЮМЕ

Дана курсова робота спрямована на аналіз структуру та мовну організацію англомовних рекламних текстів. У ході роботи зацентрована увага на необхідності адаптації рекламного контенту до мовно-культурного середовища споживачів. Також було виявлено тенденцію зростання міжнародного бізнесу та комунікацій. Крім того, у роботі прослідковується низка особливостей передачі стилістичних засобів англомовних рекламних текстів українською мовою з метою забезпечення ефективного комунікативного впливу на українську аудиторію.

**Ключові слова:** *Переклад, стилістичні засоби, реклама, англійська мова, українська мова, міжкультурна комунікація.*

## CONTENTS

<b>INTRODUCTION.....</b>	<b>3</b>
<b>CHAPTER 1 .....</b>	<b>5</b>
<b>THEORETICAL ASPECTS OF TRANSLATION OF ENGLISH ADVERTISING TEXTS.....</b>	<b>5</b>
1.1 Basic stylistic devices in English-language advertisements.....	5
1.2 Methods of transferring stylistic elements during translation .....	11
<b>CHAPTER 2.....</b>	<b>20</b>
<b>TRANSLATION OF ENGLISH-LANGUAGE ADVERTISING TEXTS INTO UKRAINIAN.....</b>	<b>20</b>
2.1. The specifics of translating English-language advertising texts into Ukrainian language.....	20
2.2 Means of expressing expressive vocabulary in advertising texts, their consideration during translation.....	27
<b>CONCLUSIONS.....</b>	<b>36</b>
<b>BIBLIOGRAPHY.....</b>	<b>37</b>
<b>LIST OF REFERENCE SOURCES.....</b>	<b>39</b>
<b>LIST OF DATA SOURCES .....</b>	<b>40</b>

## INTRODUCTION

The term paper is focused on the study and analysis of the peculiarities of the transfer of stylistic means of English-language advertising texts in the Ukrainian language.

Presentation of the problem. The theoretical background of the study includes concepts and approaches related to advertising speech, stylistics, intercultural communication and translation.

The relevance of the topic of the transfer of stylistic means of English-language advertising texts in Ukrainian is determined by modern trends in the development of international business and communications. The ability to effectively adapt advertising content to the language and cultural environment of consumers is an important factor in a successful advertising campaign. This task becomes especially important in the conditions of globalization, when companies strive for a wide audience coverage, taking into account the local characteristics of consumers.

This his course work is to study the peculiarities of the transfer of stylistic means of English-language advertising texts into Ukrainian in order to ensure an effective communicative impact on the Ukrainian audience.

Research tasks include:

1. Analysis of the structure and linguistic organization of English advertising texts.
2. Highlighting key stylistic devices used in English-language advertisements.
3. Study of the influence of cultural characteristics on the perception of advertising content.
4. Consideration of methods and strategies of translation of stylistic elements of advertising texts.

The subject of the study is the process of transferring stylistic means of English-language advertising texts into the Ukrainian language. The object of the research is the stylistic elements used in English-language advertisements

and their adaptation to the Ukrainian linguistic and cultural environment.

The data sources may include English-language advertising texts that will be analyzed.

The following research methods will be used to achieve the objectives:

1. Analysis of scientific literature and study of theoretical aspects of advertising broadcasting.

2. Comparative analysis of English advertising texts.

This research approach will make it possible to carry out a comprehensive analysis and determine optimal strategies for the transfer of stylistic elements of English-language advertising texts into Ukrainian.

Theoretical and practical value of the research. The research will allow us to identify and consider the key stylistic elements in English-language advertisements and their relationship with the effectiveness of communication.

The brief outline of the research paper structure. This term paper consists of an introduction, two chapters, a conclusion, bibliography, a list of reference sources, a list of data sources, annex, and a summary.

# CHAPTER 1

## THEORETICAL ASPECTS OF TRANSLATION OF ENGLISH ADVERTISING TEXTS

### 1.1 Basic stylistic devices in English-language advertisements

Translation of advertising texts plays an important role in ensuring the successful introduction of products or services into new markets and maximizing their impact on consumers.

Before proceeding to the translation aspects, it is important to consider the peculiarities of English advertising texts. They often use playful language, puns, metaphors, and other rhetorical devices to capture the audience's attention. The difference in speech can affect the perception of the text and its emotional impact on the reader.

In the process of translating English advertising texts, translators face a number of problems. One of them is the reproduction of the emotional and aesthetic effect of the original. Metaphors and word games can lose their effectiveness in translation, and the translator must look for equivalent means in the target language [2].

Cultural context is important for advertising texts because they are often based on cultural norms and values. A translator must be familiar with sociocultural differences in order to successfully implement advertising strategies that have been successful in the original context.

In addition to cultural and speech aspects, it is important to take into account the technical features of the translation of advertising texts. This includes using terms that define specific products or services, as well as considering different formats (from print ads to videos).

Translation of English advertising texts is a complex and responsible process that requires attention to linguistic, cultural and technical aspects.

Understanding the peculiarities of the original text and the ability to effectively convey its meaning in another language determine the success of the translation of advertising materials.

Creating effective advertising in the English-speaking environment includes the use of various stylistic techniques aimed at attracting the attention of the target audience and creating a positive impression about the product or service.

In today's world, where competition on the market is limitless, the task of creating advertising campaigns that not only attract attention, but also leave indelible impressions in the minds of consumers becomes important. One of the key tools for achieving this task is the use of stylistic devices in English-language advertisements.

The use of bright and non-standard stylistic means helps to attract the attention of the target audience. Stylistic devices allow advertising to evoke emotions in consumers, which helps create a strong emotional connection with a product or brand [10].

Effective use of stylistic means can make advertising material more memorable and easily recognizable. Stylistic techniques can help convince consumers of the benefits of a product or service and influence their decisions.

The use of stylistic tools allows you to form a unique image of the brand, which helps to distinguish it from competitors.

Stylistic means are used to give the advertisement an aesthetic and attractive appearance. They help in creating a unique style that is associated with a specific brand. Stylistic means make advertising more creative and original, which can distinguish it from other advertising materials. Stylistic tools help to reinforce key messages and ideas, making them more effective. Stylistic techniques make it possible to reveal specific associations perceived by consumers.



Stylistic means can improve the communicative effect, providing a clearer perception of the advertising message.

The successful use of stylistic means in advertising can significantly increase its effectiveness and provide a deeper interaction with consumers.

Lexical stylistic devices in advertising texts play an important role in shaping the perception and impression of a product or service. They include the choice of specific words and the use of lexical figures aimed at creating effective communication in order to attract attention and influence the consumer.

Diction:

1. Positive and emotionally charged words:

Advertising emphasizes the use of positively colored and emotionally charged words to enhance a positive impression of a product or service.

2. Exclusive and unique terms:

Using words that give a product or brand exclusivity and uniqueness creates an impression of elitism.

3. Active verbs and intensive adjectives:

They give the advertisement dynamics and activity, prompting the consumer to react.

Lexical figures:

1. Metaphor:

Using figurative language for comparisons that make the product more accessible and understandable. For example, "This drink is the key to refreshment."

2. Comparison:

Using comparative constructions to highlight the advantages of a product or service. "The best taste ever."

3. Personality of words:

Appealing to feelings and personal emotions with words that create the illusion of a personal experience of using the product. "Feel luxury on your own skin."

Lexical stylistic tools help not only to attract the attention of the audience, but also to create a positive and memorable impression, which is key in the formation of a successful advertising campaign.

In the subsequent sections of the work, the analysis of specific examples of the use of these stylistic tools in real advertising materials will be carried out.

Grammatical stylistic devices in advertising texts play a significant role in shaping the structure and effectiveness of communication. The ability of grammatical elements to create atmosphere, set the pace and give a special touch helps to achieve the defined goal of the advertising message.

The use of parallel constructions in sentences, which contributes to the easy perception of ideas and the structure of the message. "Taste, feel, enjoy."

Creating developing sentences by introducing specific elements and then revealing basic information. "An exciting journey into the world of true taste - that's what you get .

Using opposite grammatical constructions to emphasize contrast and contradiction. "Easiest to use, absolute innovation."

Creating shorter sentences by removing some grammatical elements to increase dynamics and efficiency. "Try something new. Feel the difference."

Using repetition and rhythmic elements in grammar to enhance memorability and emotional impact. "Perfect. Unique. Yours."

Grammatical stylistic devices in advertisements help to create a balance between the clarity of the message and its aesthetics.

The effective use of extended sentences and grammatical constructions provides the advertising text with a special rhythm and expressiveness, which makes it more attractive and memorable for the audience.

Synecdoche is a type of metonymy contained in the transference of the name, based on the relationship of the part and the whole - the part appears as a whole, and the whole appears as a part.

Metonymy as a stylistic device used in advertising texts is based on the real connection of the object of nomination with the object whose name is transferred to the object of naming [23].

Personalization gives the advertised goods their own individuality, makes them alive, and, as a result, more understandable and closer to the buyer.

An oxymoron is a combination of lexical units that are opposite in meaning, resulting in a new meaningful concept. This stylistic technique is based on the action of antonymic semantic properties, which has a significant impact on the buyer.

The combination of such different phenomena creates a special stylistic effect, attracts attention and makes you want to know the reason for its occurrence.

Sound stylistic devices in advertising texts play a key role in creating musicality, rhythm and effective sound. They are aimed at attracting attention, creating an emotional background and forming a memorable sound of the message.

Creating an impression of melody and beauty by repeating sounds at the beginning of a word or words. "Sweet deliciousness, bold style."

Using repetition not only at the beginning of words, but also at the middle or end of them for added effect. "Elegance and energy, in harmony."

Creation of rhythmic symmetry in the advertising text, which gives it a certain pace and ease of perception.

Regular repetitions of verbal elements that strengthen the rhythmic structure of the message.

Using words that have similar or related concepts to reinforce a message. "Experience, unique and expressive."

Creating aural harmony by repeating sounds at the end of a word or phrase.

Sound stylistic devices add an element of musicality and harmony to the advertising text, which makes it more attractive to consumers.

The combination of alliteration, rhythm and rhyme creates a melodic background that contributes not only to the ease of perception, but also to the memorability of the advertising message.

Creating a brand identity is one of the key tasks for its successful positioning on the market. In this context, the use of slogans becomes an effective tool for the formation and assimilation of unique brand characteristics by consumers.

Slogans are often the first thing that remains in the consumer's mind after he encounters advertising material. An analysis of different brands shows that slogans can be a key element in creating a positive first impression.

Original and unique slogans can become an important means of distinguishing a brand from competitors. Research indicates that consumers more easily remember and associate brands precisely because of their unique slogans.

Effective slogans should blend harmoniously with the brand's visual elements, such as logos and design. The interaction of slogans with the visual brand image is an important aspect of forming a comprehensive brand identity.

Research shows that having memorable and positive slogans can significantly increase consumer loyalty. Consumers who feel an emotional connection with a brand through slogans are more likely to choose its products or services [14].

Emotional appeal to consumers through the creative use of slogans is a key aspect of building a positive brand perception. In this section, we will consider how slogans can effectively interact with consumers' emotions and cause positive reactions.

Emotive slogans have a significant impact on brand perception. Research shows that consumers more easily remember and associate a brand with positive emotions that its motto evokes.

Slogans that include emotionally charged elements contribute to the formation of an emotional connection between consumers and the brand. This connection increases consumer identification with the brand's values and philosophy.

Humorous slogans can create a positive mood and entertain consumers, contributing to a positive brand perception.

The choice of verbal structures that convey an emotional charge allows you to create a deeper connection with the consumer.

Taking into account the specifics of the target audience is a key stage in creating emotionally charged slogans. Understanding which emotions are important for the target audience allows you to create a more convenient and attractive slogan.

## **1.2 Methods of transferring stylistic elements during translation**

As the Ukrainian market continues to grow and global economic processes become more interconnected, the role of translation services, particularly in the translation of advertising texts and slogans, becomes increasingly important.

With the influx of international companies into Ukraine, the demand is shifting towards not just creating new advertising concepts but also translating and adapting texts and videos that have demonstrated success in other markets.

The translation of English advertising texts involves navigating through distinct cultural nuances and poses a non-trivial challenge due to the unique realities inherent in each language and market [1].

The choice of a specific method directly hinges on the translator's objective: whether to retain the linguistic nuance with potential compromise on

semantics or to convey the meaning of the content (if unknown), albeit at the expense of the nuance.

Translation of advertising requires a lot of preliminary preparation, because it is absolutely not enough to perform only a competent translation in order to perform a high-quality and adequate translation of the advertising text.

Scientific studies show that due to its specificity, the advertising text can almost never be translated literally, because in this case it loses its meaning and power of influence or pragmatic value.

Advertising is a crucial component of communication, influencing how individuals perceive goods and services. As globalization continues, many companies feel the need to translate advertising content to adapt it for specific local markets.

However, this process requires not only accurate translation, but also the transfer of stylistic elements that affect the emotional response of the audience.

In the translation of advertising content, it's essential to consider the ethical and psychological characteristics of the target audience, along with its behavioral patterns. It is worth noting that these stereotypes can differ significantly in different countries.

Thus, a text that causes a smile in the inhabitants of one country may cause surprise or even anger in other countries.

It is necessary to carefully consider traditional national and social characteristics, as well as stereotypes of the behavior of a specific audience when translating advertising content [20].

Otherwise, a situation similar to the Rexona deodorant scandal may occur, where the advertisement caused considerable indignation among Ukrainian viewers.

The image of a pig used in the video offended them. The creators of the advertisement claimed that by the pig, they do not mean women who do not use deodorant, but the aroma of an unpleasant smell. However, when translated, this

tone was not properly conveyed, and the advertisement, which worked successfully in the Czech Republic, Bulgaria and Poland, had to be removed from the air due to the negative reaction of Ukrainian viewers. The company was forced to apologize to Ukrainian women.

Some stylistic elements may have different associations or lose their meaning when crossing cultures.

The use of humor and irony may require the selection of similar but culturally appropriate means in the Ukrainian context.

Stylistic expressions or slang may have their analogues in the Ukrainian language or require the creation of new expressions to accurately express the meaning.

Different interpretations of words can affect the fidelity of the transmission of stylistic aspects.

Literal translation may not be applicable to all phrases, emphasizing the significance of maintaining their structure to retain the intended stylistic impact.

The use of specific grammatical forms or constructions can be a challenge when finding an equivalent in another language.

The translator must take into account the sound and rhythm of the English text in order to preserve the musicality of the Ukrainian translation.

Preserving phonetic aspects such as alliteration or assonance can be a difficult task [14].

It is important to take into account the age, sociocultural and other characteristics of the target audience when choosing stylistic elements for transmission.

Certain terms and stylistic elements may be unique to specific industries and require specialized knowledge for accurate translation.

Solving these difficulties requires the translator to have a deep understanding of both languages, cultures and the context of the advertising

message, as well as a creative approach to ensure maximum efficiency in the transfer of stylistic elements.

The uniqueness of translating advertising texts is further highlighted by the fact that, despite the concise nature of the translated content, a substantial amount of time and effort is invested in its preparation. The translator is required to delve deeply into the discussed subject, grasp the author's intentions clearly, meticulously elucidate the essence of embedded references, and comprehend how the text, in line with the author's intent, should resonate with the target audience [8].

The primary factor in identifying the distinctive features of advertising style lies in the capacity to accurately comprehend and effectively reproduce advertising texts and brand names. Broadly speaking, it is acknowledged that there are various fundamental perspectives on grasping translation equivalence.

Initially, there is the notion of formal correspondence, encompassing the translation of all translatable elements, including the structure of the source text. This principle is applicable, for instance, in transcribing or transliterating brand names; however, it proves unsuitable for translating slogans.

Secondly, the concept of content-normative correspondence emerges, where equivalence is characterized by achieving a balance between faithfully reproducing elements of the source text's content and adhering to language norms. In the context of advertising texts, adherence to linguistic norms is desirable but not obligatory. Consequently, the quality of a translation is deemed higher when it effectively conveys the emotional content infused by the creator of the advertisement into the text [3].

An inherent trait of advertising involves employing words with infrequent usage, invariably characterized by a distinct emotional tone and intricate semantic structure. The rarer a word is in usage, the greater the effort required for its translation. Preserving the spectrum of meanings is crucial in enabling the manufacturer to elucidate the essence of the image of their products.



Translating stylistic devices conveying the figurative essence of an advertising text frequently poses challenges for translators, primarily due to the nuances within national stylistic systems. Linguists universally underscore the significance of maintaining the original's imagery in translation, emphasizing that translators should prioritize reproducing the receptive function rather than the reception itself.

When transferring stylistic figures of speech, such as similes, epithets, metaphors, proverbs, the translator is constantly faced with the question: is it advisable to preserve the image embedded in them, or should it be replaced by another in the translation. The substitution can be attributed to the distinctive nuances in the Ukrainian utilization of words and their combinations [22].

However, if the entire text of the English-language advertisement is built on this stylistic technique and carries a certain stylistic load, then it is worth conveying this feature in the translation. If sound-to-sound translation is not possible, various combinations can be used, such as unusual rhythm, word order, rhymes, and repetitions.

Transmitting anaphora, epiphora, or phonetic repetition is not a particularly difficult task. Usually, these stylistic devices are transmitted by equivalent or variant counterparts, since the main purpose of translation is to preserve positional relations between units.

A particular observation can be drawn regarding rhyme. When the entire advertising text relies on rhyme, translators encounter the challenge of determining the correct translation of such a text. In any scenario, it's not always feasible to prevent some degree of loss.

An optimal approach for translating a text with rhyme is to craft a new rhyming text while maintaining the intended meaning and style.

The translation of lexical elements, including metaphor, epithet, allusion, antithesis, and others, which contribute to the richness and expressiveness of the advertising text, demands careful consideration from the translator. In numerous

instances, conveying the linguistic foundation and function can be achieved through an equivalent or alternative counterpart.

At times, discovering a comparable equivalent in a different language system proves to be an insurmountable challenge, leading the translator to employ various transformations to convey the metaphor.

Several lexical transformations frequently utilized in the translation of metaphors include differentiation and concretization, the generalization of meanings, semantic (or logical) development, holistic transformation, and compensation.

Frequently, translators employ semantic development and integral transformation techniques as the most creative among various transformation types. These methods enable the preservation of the image's function when translating into another language.

When translating sentences employing inversion, it's crucial to acknowledge that in English, characterized by its rigid word order, inversion holds significant stylistic weight. In contrast, in the Ukrainian language, rearranging words in a sentence might alter the semantic emphasis, but it remains stylistically nearly neutral.

This indicates that Ukrainian inversion cannot fully capture the expressiveness inherent in English inversion. To attain stylistic and functional equivalence, the utilization of supplementary lexical and phraseological means becomes necessary.

It is not recommended to break the structure of parallel sentences, which promotes emotional growth [16].

Therefore, this feature should be conveyed using equivalent counterparts. Rhetorical questions and exclamations that evoke the necessary emotional mood in the reader or viewer also remain intact in the translation process.

Creating a vivid emotional image is achievable through the use of idioms; however, the translator may encounter several challenges in this aspect. It is

well-known that a literal translation of idiomatic expressions is unacceptable. In such cases, the only option is to search for equivalents that closely resemble the original in the translated language.

According to the theory of dynamic equivalence, the advertisement translator must not only identify the most precise equivalent for the phraseology but also anticipate the linguistic-ethnic reaction of the audience receiving the advertising text. As seen in the example of competitors Coca-Cola and Pepsi, the latter translated its advertising campaign in Germany.

The motto was the phrase in English "Come alive with Pepsi" - a rather ambiguous expression that includes elements of vivacity, cheerfulness, health and a call to activity. Unfortunately, this connotative richness was not transferred to German consumers, who took the slogan as "Воскресни з могили з Pepsi".

Translating stylistic means of expression, especially wordplay, poses a significant challenge, often leading to unavoidable losses. Therefore, the translator must confront a fundamental question: what aspects are worth sacrificing?

Many advertising experts rely on the foreign language text solely to grasp the concept of the promoted product. Subsequently, they frequently rephrase the text in the language of the target audience, considering its cultural nuances.

In situations where a precise translation is deemed inappropriate, the translator resorts to using approximations, ensuring they consider the established ethnic, national, and social traits, as well as the behavioral stereotypes of the particular audience targeted by the advertisement.

As emphasized by E.L. Holovlyova, "Translating the essence and context of the advertising message, not just the literal words, is essential." It is only through this approach that advertising can effectively serve its purpose as a communicative bridge between the manufacturer and its intended audience.

It is crucial to highlight that, despite the diverse linguistic tools employed in different advertising texts, the inclusion of various expressive elements in the verbal aspect of advertising does not automatically ensure success.

The translator's responsibility is to apply the theoretical principles of translation to effectively convey the communicative intent of the original, recognizing that comprehending the theoretical aspects of translation and extralinguistic contexts is an essential prerequisite for achieving translation adequacy.

The ability of the translator to change the stylistic elements of the text in accordance with the cultural characteristics and requirements of the target audience. For example, a humorous expression that may be effective in one culture may cause misunderstanding in another. The translator must take this into account while preserving the key meaning and emotional potential of the original [5].

The use of words in the translation that have a similar lexical meaning and stylistic shade helps to preserve the emotional color of the text. The translator must be perfected in the choice of such words to ensure the maximum correspondence between the original and the translation in linguistic features.

The structure of the advertising message and its rhythm are also important to maintain the stylistic effect. The translator must take into account the organization of words, phrases and sentences in order not to disturb the dynamics of the text.

Advertising is often based on an emotional appeal to the consumer. The translator must skillfully convey these emotions while preserving the style of the original. The use of appellative vocabulary and emotionally charged expressions can contribute to this effect.

Methods of transferring stylistic elements in the translation of advertising is a difficult task that requires a high level of language competence and a creative approach. A successful translation will not only convey information,

but also preserve the emotional charge and style of the original, contributing to the maximum impact on the target audience.

## **CHAPTER 2**

### **TRANSLATION OF ENGLISH-LANGUAGE ADVERTISING TEXTS INTO UKRAINIAN**

#### **2.1. The specifics of translating English-language advertising texts into Ukrainian language**

Translation of English-language advertising texts into Ukrainian is a complex task that requires careful study not only of linguistic aspects, but also of cultural and psychological characteristics of the audience.

Advertising concepts and creative ideas are often based on the peculiarities of the English language. The translator must be creative and able to adapt these ideas to the Ukrainian context, while maintaining their effectiveness and originality.

An effective advertising text should create a certain psychological impact on the target audience. The translator must understand what emotions the original evokes and ensure that the translation conveys a similar effect.

This may include using appropriate words, tone, and structure for presenting information.

Translation of advertising texts also includes technical aspects, such as the use of specialized terminology and taking into account the format of the text.

In the event that the advertising text is accompanied by graphic content, the translator must interact with the designers to ensure the synergy of the text and images [7].

Translation of English-language advertising texts into Ukrainian requires the integration of linguistic, cultural, psychological and technical knowledge.

Considering these aspects, the translator can ensure effective communication and a high degree of mutual understanding between the brand and its audience in a new cultural context.

In the contemporary landscape, significant advancements are evident in the advertising domain. This can be attributed to the continuous expansion of the Ukrainian market, drawing the interest of an increasing number of foreign companies.

Rather than focusing on creating new advertising concepts, these companies exhibit a demand for the translation and adaptation of advertising texts that have already demonstrated success in the international market.

As a result, in the context of the ongoing development of the domestic market and the globalization of economic processes, the translation of advertising texts and slogans emerges as a particularly relevant task [12].

The translation of advertising slogans requires a lot of prior professional training of a specialist, since the performance of this task requires not only a competent translation.

The peculiarity of advertising slogans excludes the possibility of using a literal translation, since this often leads to the loss of the meaning of the slogan itself and its impact, that is, its pragmatic value.

In addition, it is important to take into account national, ethical and psychological characteristics when translating advertising slogans, as well as take into account the existing stereotypes of the target audience in different markets, which differ significantly from country to country.

Failure to comply with these features can lead to the failure of the advertising text and slogan among consumers of goods and services in other countries.

So, the translation of English-language advertising slogans into Ukrainian includes a number of features. One of them is revealed in the content ratio between the original and the translated text, which is determined by sociolinguistic aspects.

Often the translator has to adapt not only the ideas of the text, but also its form. Some features of the translation of advertising slogans are related to the differences between the English and Ukrainian languages.

Grammatical, lexical and stylistic differences also require the use of different translation strategies and techniques. In the process of translating an advertising slogan, it may be necessary to replace a negation with a positive statement, to switch from an active verb to a passive one, as well as to replace phraseological units of one language with their equivalents in another.

Thus, translators in such cases often use antonymic translation, tracing, compensation of lexical losses and other translation techniques.

In the field of advertising, graphic and text elements closely interact, and the success of an advertising message is determined by the degree of organicity of their combination.

The textual aspect of an ad consists of a headline, a body text, and a slogan, and the translation of slogans is the most difficult in the textual context of an ad. Here, direct and literal translation is more often refused, since they are not able to reproduce the meaning, which is invested by the author of the advertisement.

Translators often have to apply pragmatic adaptation of the text, since even simple English phrases can carry important semantic content that can be lost in the translation process.

Therefore, when translating slogans, it is important to first study the linguistic features of the language of advertising and its translation, analyze individual texts to identify their unique characteristics, and then determine the parameters that affect the adequacy of the translation in each specific case [2].

As a result of the analysis of a number of English-language advertising slogans and their translations into Ukrainian, I identified four main strategies that are most often used when adapting English-language slogans for the



Ukrainian market: 1) lack of translation; 2) literal translation; 3) adaptation; 4) revision. Let's consider each of these strategies.

The lack of translation of advertising slogans is a fairly common practice, especially when advertising products that have an exclusively appealing function, for example, cosmetics. In such cases, advertising slogans that remain untranslated become an integral part of the graphic component of advertising, contributing to the visual design. Their main goal is to attract the attention of consumers and strengthen the expressiveness of the advertisement itself.

But on the other hand, untranslated advertising slogans can cause misunderstanding among consumers, which can lead to the failure of an advertising campaign in the markets of individual countries [18].

The results of the analysis show that many foreign companies choose to leave their advertising slogans without translation when presenting their goods and services on the Ukrainian market.

**For example: Honda – The Power of Dreams; Land Rover – Go Beyond; Canon - You can Canon.**

Advertising with these slogans in Ukraine is extremely successful, however, the success of untranslated advertising slogans depends on two main factors: 1) the level of proficiency of the target audience in English; 2) brevity of the slogan itself, which should be easily perceived and remembered by consumers.

The translation of advertising slogans should be used directly with great care, as this translation strategy does not take into account the cultural characteristics of the target audience.

This method works best in cases where it is necessary to translate a voluminous advertising text, and not the slogan itself. Nevertheless, the results of the conducted research show that this method is sometimes used to translate advertising slogans. Example:

**I'm loving it. McDonald's. - Я це люблю. МакДональдз.**

**Bounty. A taste of paradise. – Баунті. Райське насолодження.**

Phonetic stylistic figures are intended to convey emotional impressions using sound combinations. In advertising texts, this type of stylistic means is used very often, since effective listening is a key success factor. One of these means - apocopa, is actively used in advertising slogans, representing the phenomenon of cutting off the final consonant in a word without violating its meaning [9].

This technique is particularly interesting because dropping the final consonant indicates the company's focus on the younger population. In the given examples, Apokopa singles out an orientation towards young people who appreciate brevity in spoken and written language, as for example in the slogan "It's finger lickin' good" from KFC (Brandingreference.com, 14.10.2019), (Рис. 2.1).



Рис. 2.1 "It's finger lickin' good"

One of the most popular and effective techniques in advertising slogans in English is the use of rhyme, which enhances the expressiveness of the message and facilitates its easy memorization.

This technique helps to distinguish the slogan from others and leads to a quick understanding of its content, as an example we can cite the statement "Beanz Meanz Heinz" from Heinz Baked Beans (Decisionmarketing.co.uk, 22.10.2019), (Рис. 2.2).



Рис. 2.2 “Beanz Meanz Heinz”

Adaptation is usually used in cases where it is impossible to translate an English-language advertising slogan into Ukrainian in another way. In such a situation, the English-language slogan requires adaptation to meet the peculiarities and norms of the Ukrainian language.

The essence of the slogan, which in English is expressed through changes in the formal characteristics of each individual word, is conveyed in Ukrainian by combining several words.

The revision involves the creation of a completely new advertising slogan. This translation strategy is used in cases where it is impossible to use any other strategy. Together with the slogan, which is a textual element of advertising, the graphic design can also change, since these components form a single advertising concept. Revision is used quite widely, for example:

**Mazda CX-9. Big Yet Agile. – Mazda CX-9. Грай на повну.**

A metaphor can emphasize the essence of one object, describing it from the point of view of another.

The use of a metaphor compares two seemingly unexpected things, claiming that one is similar to the other, and this helps to reveal similarities and connections that might go unnoticed without a metaphor.

An example of such a lexical stylistic technique is the English-language slogan "Open Happiness" (Coca-Cola) (Medium.com, 14.10.2019), (Рис. 2.3).



Рис. 2.3 “Open Happiness”

Translation of English-language advertising slogans into Ukrainian has its own properties. Such a translation requires not only a command of the English language, but also a deep understanding of the cultural, national, ethical and psychological characteristics of the target audience in a specific country.

The results of the analysis show that not all slogans can be simply translated. The translator should show a creative approach to effectively convey the English-language slogan into Ukrainian, ensuring its success among consumers of goods and services on the Ukrainian market [17].

Often, during the formation of advertising texts, the technique of lexical repetition is used, which is based on the repetition of words, phrases and even phrases. In the course of our research, we paid attention to this technique and determined that the most often repeated brand name, adjectives with a positive evaluation, and pronouns.

For example: "Nestle. Good Food, Good Life" (Nestle) (Nestle.com, 10/25/2019), (Рис. 2.4); "Drink better everyday. Live better everyday" (Lipton) (Unileverusa.com, 14.10.2019); "Have a break, have a KitKat" (KitKat) (Nestle.com, 07.10.2019), (Рис. 2.5).



Рис. 2.4 “Nestle. Good Food, Good Life”



Рис. 2.5 “Have a break, have a KitKat”

According to my own observations, lexical repetition is used so often due to its high efficiency. Repetition of specific words in advertising slogans affects the consciousness of a person more strongly than other linguistic means.

English-language advertising slogans are a source of various stylistic techniques at all levels, used to achieve certain effects, create a positive impression of the product and distinguish it from others.

Stylistic techniques add expressiveness and emotional coloring, fulfilling the main purpose - to evoke emotions and associations with the advertised product.

## **2.2 Means of expressing expressive vocabulary in advertising texts, their consideration during translation**

Expressive vocabulary in advertising texts plays a key role in attracting the attention of consumers and forming certain emotional reactions.

Advertising texts often use vocabulary that not only conveys information, but also creates an emotional impact on the audience. The use of strong emotional verbal means can evoke a variety of feelings, from curiosity and joy to interest and nostalgia.

Expressive vocabulary often includes vivid images and metaphors to create an impression and attract attention. It can be the use of unexpected comparisons that make a product or service unique [21].

Advertising texts actively use stylistic techniques, such as alliteration, assonance, epithets, rhetorical questions, and others, to enhance the impression of the text and its memorability.

Expressive advertising texts often contain vocabulary aimed at convincing the consumer of the importance or uniqueness of the offered product or service. This can include words and expressions that emphasize advantages and qualities.

Advertising actively uses broadcasting aimed at the active participation of the consumer. The use of instructions, calls to action, appeals to personal experiences allows you to attract the audience and make the text more emotionally saturated.

Expressive vocabulary can determine the tone and style of an advertising message. This can be a fun, energetic tone for youth products, or a serious, authoritative tone for business class products [4].

The use of expressive vocabulary in advertising texts is aimed at creating a strong emotional connection between the consumer and the advertising message, which, in turn, contributes to increasing the effectiveness of communication and advertising influence.

Expressing emotion and expression in advertising is a key element of marketing strategies, as it can significantly increase the effectiveness of communication between the brand and the consumer.

The use of emotions in advertising allows you to create a strong emotional connection between the brand and the consumer. This ensures a positive perception of the brand and helps distinguish it from competitors.

Advertising messages that evoke emotions are better remembered by consumers. Emotionally charged information is usually better remembered, which is important for creating a long-term impact.

Emotionally charged advertising often motivates consumers to interact with the brand. This can be expressed in the form of reviews, discussions in social networks, or even participation in advertising events.

Advertising that evokes positive emotions helps to create a positive impression of the brand. Consumers who experience joy, interest, or sympathy when perceiving an ad tend to perceive the brand as more attractive and friendly.

Emotionally expressed advertising messages can influence the psychological aspects of purchasing decisions. Consumers who feel certain emotions are more likely to buy and believe in the quality of products or services.

In an emotionally saturated advertising environment, brands that successfully convey their values and create an emotional connection stand out and attract the attention of consumers [19].

The importance of expressing emotions in advertising is that it allows brands not only to talk about their products or services, but also to create a deeper connection with consumers, which leads to a positive perception and increased impact on the target audience.

Expressive vocabulary in advertising texts is used to emphasize attention, create an emotional impression and positive attitude of consumers to a product or service.

The use of rich vocabulary, including bright, strong words and expressions that actively affect the feelings and perceptions of the consumer. This can be achieved through epithets, metaphors, similes, etc.

A tendency to use vocabulary that gives a positive connotation and creates a positive perception of a brand or product. Positive associations can attract consumers and make them want to buy a product or use a service.



Using active, effective grammar and sentences that call for action. The use of imperatives, questions, and explicit instructions stimulates the consumer to actively interact with advertising.

Using emotional expressions that evoke joy, interest, enthusiasm, or other emotions. This can be achieved through the choice of words that have an emotional tone or the use of stylistic devices.

Using vocabulary to create vivid images and illustrations that help consumers more easily imagine a product or service in real life. Images can be responsible for emotional bonding and memorability.

The use of word games, verbal jokes, puns and other language elements that make the advertising text interesting, easy and memorable.

The use of lexical means that emphasize the uniqueness and individuality of a brand or product. This may include creating new words that effectively convey the concept or characteristics of the product.

Expressive vocabulary in advertising contributes to the formation of a strong impression and a positive attitude towards the brand, which in turn can influence the consumer's decision to choose a specific product or service [11].

The role of emotional influence on the consumer in advertising is important and important for the success of marketing strategies and advertising campaigns. Emotional advertising helps to establish an emotional connection between the consumer and the brand or product. This connection can be a decisive factor when choosing a product or service, as consumers often prefer products that evoke positive emotions.

Emotional influence can change the perception of a brand or product, giving it a positive or negative tone. Advertising that evokes positive emotions is more often remembered and associated with pleasure or happiness.

Emotional influence can be a key factor in making a purchase decision. Consumers may purchase goods or services for emotional reasons such as joy, pleasure, security, or status.



Advertising that evokes emotions attracts the attention of the consumer and contributes to the memorability of the advertising message. Consumers are more likely to remember advertisements that evoke strong emotions in them.

Consumers who experience strong emotions from advertising are more likely to share their experiences on social media, which helps increase audience reach and spread the advertising message.

Consumers who feel an emotional connection to an advertising message are more likely to accept and believe the information they receive, because emotionality can make the message more authentic.

Evocative advertising can help consumers align their values and beliefs with the brand's values. This strengthens identification and loyalty.

Emotional impact plays a key role in advertising, providing not only increased effectiveness of advertising campaigns, but also improved brand interaction with consumers. Creating a positive emotional experience can determine a brand's success in a competitive market environment.

Means of expressing expressive vocabulary in advertising texts can be classified into lexical, stylistic and syntactic. Each of these groups of tools helps to achieve the desired effect in advertising [15].

Using adjectives and adjectival phrases to describe objects or ideas. For example: "delicious juice", "elegant design".

Using metaphors and similes to create images and associations. For example: "like fluff on the face", "lightning speed".

Creating new words or using words in a non-standard sense to attract attention. For example: "sweetness-cocktail", "light ceramics" (plane + ceramics).

Using questions that expect a known answer to grab the reader's attention and emphasize a point. For example: "Want real quality?"

Use of verbal constructions containing contradictory or unusual elements. For example: "quiet roar", "hot cold".

Repeating sounds or groups of sounds at the beginning of a word to create a musical effect. For example: "crystal cocktail", "solar world".

Using short phrases or incomplete sentences to create the effect of increasing emotionality. For example: "Hold happiness in your hands!"

Use of syntactic constructions that repeat or complement each other. For example: "Comfortable. Beautiful. Fashionable."

Changing the order of words in a sentence to increase impression or emphasis. For example: "At the peak of taste, you will find our new product."

The use of these tools helps to create advertising texts that not only inform, but also affect the audience emotionally, helping to increase the effectiveness of communication and advertising impact.

Cultural differences have a significant impact on the translation of expressive vocabulary. Expressive vocabulary is often based on cultural norms, values, stereotypes and means of expression, which may differ from culture to culture. Images and metaphors can have different emotional connotations in different cultures. What evokes certain associations in one culture may be unacceptable or even offensive in another [6].

Terms that express feelings or emotions can be culturally dependent. The meaning of expressive expressions can be lost or changed during translation if there are no equivalents in another culture.

Different cultures may have different approaches to politeness and tone. What is considered normal in one culture may look or sound unacceptable in another.

Expressive vocabulary can convey emotions through shades and intonation. It is important to consider that the same words can have different emotional shades in different cultures.

The game vocabulary may have culturally specific variants that may lose their expressiveness during translation.

Certain words or symbols may evoke different associations in different cultures. What is positive or negative can vary depending on cultural contexts.

Some words or expressions may have specific meanings for certain ethnic groups, and their translation may require consideration of cultural differences.

Considering these aspects, the translator must be sensitive to the cultural context and try to preserve the expressiveness and emotionality of the language from the original. For a successful translation, it is important not only to have language skills, but also to understand the cultural characteristics and perception of the language in a specific cultural environment.

The use of equivalents in the translation of emotionally saturated words and expressions is an important task for preserving emotional expressiveness and correct perception of the text in another language.

It is important to understand the context in which emotionally charged vocabulary is used in the original text. This will help determine the tone and emotional nuances of a word or expression.

Cultural differences can affect the perception of words and expressions. It is important to find equivalents that take into account cultural characteristics and can evoke similar emotions in another language environment.

Try to find common emotional concepts in both languages that can convey a similar emotional tone. This helps to support the emotional identity of the text.

Work with the emotions and feelings that the original word or expression evokes and try to convey them through similar emotions in the target language.

Sometimes there is no direct equivalent for emotionally charged words. Here it is important to find a creative approach and find expressions that can evoke similar emotions.

It is important to avoid losing the emotional register during translation. Use words and constructions that are able to reproduce the same degree of emotionality.

Assign a translation for a specific audience, taking into account their characteristics and cultural context.

It is important to consult with experts and native speakers who can provide insight into the emotional value of words and expressions.

Taking into account these aspects, the translator can ensure a more accurate and effective expression of emotionally rich vocabulary in the translation, preserving its originality and expressiveness.

Translation of advertising texts requires specific skills, especially when taking into account expressive vocabulary, which has a great impact on the perception and effectiveness of advertising messages [13].

It is necessary to study not only the text itself, but also the context of the advertisement. Understanding the target audience, their cultural characteristics and preferences is essential for accurate expression of emotions and effective influence.

It is also important to try to recreate the tone and style of the original, particularly the emotional tone. It is important that the translation not only conveys information, but also evokes similar emotions.

Try to use creative and rich vocabulary that will match the emotional tone of the original. Experiment with words to achieve the best impression.

Cultural differences can affect the perception of words and expressions. Avoid using words that may have different emotional connotations in different cultures.

Be precise and pay attention to how the words you choose sound. Expressive vocabulary often has a strong sound effect that is important to preserve.

After translation, it is necessary to re-read and edit the text. Make sure that the expression of emotion is preserved and the text is easy to understand.

If possible, you should discuss your translations with the customer or marketers so that they can provide feedback and ensure that the emotional focus is maintained.

The overall approach should be a balance between fidelity to the original and consideration of cultural and linguistic differences. It should be remembered that the goal is not only to convey information, but also to evoke emotions and interest in the reader.

## CONCLUSIONS

During the study of the topic "Peculiarities of the transfer of stylistic techniques of English-language advertising texts into Ukrainian" a number of important conclusions were revealed that determine the specifics of the translation of stylistic techniques from English to Ukrainian.

First, it is worth considering that each language has its own unique features that affect the expressiveness and emotionality of the text. In the process of translating advertising texts, it is necessary to take into account cultural differences and the specificity of the audience's perception of the Ukrainian language.

Second, stylistic techniques that work effectively in English-language advertising texts may require adaptation to achieve the same impact on the Ukrainian-speaking audience. It is important to preserve the emotionality and expressiveness of the original text during translation.

Thirdly, the successful translation of stylistic techniques of advertising texts requires a deep understanding of the subject and context. The translator must take into account not only linguistic aspects, but also marketing and cultural features to ensure the maximum effectiveness of the advertising message.

In this term paper, various techniques were considered, such as the use of images, humor, personalization, etc., and their translation into the Ukrainian language. The conclusions indicate that the successful translation of stylistic techniques in advertising texts involves preserving the ability of the text to effectively attract attention and stimulate the desired reaction of the target audience.

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