

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

KYIV NATIONAL LINGUISTIC UNIVERSITY

Department of Theory and Practice of Translation from the English Language

TERM PAPER

in Translation Studies

under the title: **Peculiarities of advertising translation**

Group Pa 21-19

School of translation studies

Educational Programme:

Theory and Practice of

Translating from English

Majoring 035 Philology

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Kyiv – 2024

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

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КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

ОСОБЛИВОСТІ ПЕРЕКЛАДУ РЕКЛАМНИХ ТЕКСТІВ

Студентка групи Па 21–19

Палига Ольга Василівна

Керівник курсової роботи _____
(підпис)

Київ – 2024

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INTRODUCTION

The American publicist and critic Vance Packard says, "Advertising is the art of aiming for the head and hitting the wallet."

Advertising holds significant role in our life. It was integrated unnoticed and gradually became an integral part of our life.

This term paper **delves into** the intricate domain of translating advertising texts, focusing on the practical aspects within the realm of translation studies.

The theoretical basis of this research is grounded in the field of translation studies, specifically within the subfield of advertising translation. By drawing upon concepts such as cultural adaptation, transcreation, and linguistic nuances, this paper aims to provide a comprehensive theoretical framework for understanding the complexities inherent in translating advertising texts.

Guy Cook states, "We cannot walk down the street, shop, watch television, go through our mail, log on to the Internet, read a newspaper or take a train without encountering it. Whether we are alone, with our friends or family, or in a crowd, advertising is always with us, if only on the label of something we are using" [18:1].

Therefore, **the relevance** of this research stems from the increasing globalization of markets and the consequent demand for multilingual advertising campaigns. As businesses strive to engage with diverse audiences, the need for skilled translators who can navigate the intricacies of advertising language and cultural nuances becomes paramount, highlighting the topicality and significance of this study.

The research aim is to establish best practices for translating advertising texts effectively, with objectives to describe the challenges faced by translators, analyze successful translation strategies.

Research objectives are as follows:

- to establish features of advertising translation.
- to reveal the main ways of translation;
- to highlight the main difficulties in translating advertising translation;

- to analyze the ways of translating this type of text;

The investigation subject is the translation of advertising texts, focusing on linguistic and cultural considerations that impact the accuracy and effectiveness of translated content. The **object** of the research is type of the text that is called advertisements.

The actual research material comprises a combination of scholarly articles, case studies from the advertising industry, and real-world examples of translated advertising campaigns.

The methods used in the research include the method of continuous sampling and the method of analysis.

Theoretical value is derived from contributing to the body of knowledge in translation studies, particularly in the specialized area of advertising translation.

According to the research paper structure, it consists of the introduction, two chapters that are divided into parts, conclusions, bibliography, list of reference sources, list of data sources, annex, and summary.

CHAPTER 1

MAIN FEATURES OF THE ADVERTISING TRANSLATION

1.1 The theoretical foundation of advertising translation

As I already mentioned in the introduction, this research focuses on the peculiarities of translating advertising texts. However, before I begin to consider these peculiarities, it is worth referring to some basic theoretical concepts of advertisements and its translation that are distinctive for this process and formed the basis of the study.

Advertising is a phenomenon that lies at the intersection of several disciplines: and one of them is linguistics - as it utilizes language as the primary lever of influence. The advertising text belongs to a relatively new area of linguistics - media linguistics. The concept of an advertising text is diverse and complex, due to its multifaceted nature and multifunctionality.

Nevertheless, in modern world with a highly competitive environment, media have changed over time, by providing smaller printed texts, creative catchy slogans, and headlines that are targeted to capture the mind of a reader. The formation of new words, phrases, and constructions in addition to the usage of common words that have some emotional and literal meaning, adds to the idea through the level of creativity. In addition, they make use of prominent properties of visual perception, including color, size, image of people, companies and organizations that all merge with photos to convert simple information into convincing messages.

In an era defined by technological advancement and the vast array of mass media platforms, advertising exerts a pervasive influence on the daily routines of individuals. Irrespective of its manifestation, language emerges as the primary channel for conveying messages. Still, advertising language diverges significantly from conventional discourse. It embodies a style characterized by instant impact and rapid persuasion. The linguistic framework of advertising displays unique traits in terms of pragmatics, functionality, and overall structure, setting it apart as a specialized form within the broader range of English language diversities.

Therefore, it is not surprising that advertising texts have been analyzed from various perspectives by many distinguished scholars. At the beginning of the 20th century, while thoroughly studying the phenomenon of advertising, K. Hopkins suggested that it was time for advertising communication to become a separate science, which should be based on certain laws and precise values. According to the author, as in any scientific field, in advertising, causes and effects need to be researched and analysed until they are fully understood.[19:5]

In the field of linguistics, advertising serves as a focal point for analysis by both domestic and foreign language scholars, who delve into various aspects of advertising texts:

1) Providing a comprehensive linguistic overview of advertising texts (O.I. Zelinska) [3]

2) Investigating specific aspects of advertising, such as pragmalinguistics (Y.B. Korneva) [6] and cognitive linguistics (V.I. Okhrimenko, O.Ye. Tkachuk-Miroshnychenko) [9, 13]

3) Conducting linguistic analyses of advertising texts across different language levels, including phonetics (I.O. Lysichkina) [7], lexicon (S.A. Fedorets, L.M. Kyrychuk)[14, 5], morphology, syntax, and structural semantics (O.I. Zelinska, O.U. Areshenko). [3, 1]

V. Arens gives the following definition: ‘Advertising is a non-personal form of persuasive communication with a clearly defined source of funding that conveys information about a product, service or idea through various media.’ [15:6].

I.Imshenetska submits, in the advertisements, ‘there should be a plenty of thoughts, and as few words as possible to convey these ideas... moreover, when choosing words, one should not forget that an advertising text not only informs and convinces, but also forms an attitude towards the advertised object... The emotions evoked in the reader depend on the quality of the selected lexical material’ [4].

I. Imshenetska suggests dividing advertising messages into the following types: for sales, for image building, and for creating a brand image. Thus, the task of sales advertising is to sell, while image advertising is to awaken pleasant associations in

the recipient's cognition with the advertised object. The author positions advertising to create a brand image as a kind of image advertising, but in a more artistic design, designed to be remembered by the recipient for a long time and associated with each brand product in the future. [4:32]

O.Yu. Areshenkova's research focuses on the communicative-pragmatic and stylistic aspects of advertising texts. She highlights the unique status of advertising within the system of functional styles, categorizing it as a distinct informational sub-style. Areshenkova examines the functional and semantic categories that manifest commercial directives (addressing and accentuation), noting that in advertising texts, copywriters primarily employ imperative sentences to prompt action, with fewer instances of interrogative, optative, and vocative sentences. The pragmatic intent of advertising communication is predominantly conveyed through imperatives, while the use of indicative-personal sentences serves as a direct appeal to the recipient and a nearly universal method of addressing.

Areshenkova has presented a specialized typology of improperly interrogative sentences commonly found in advertising texts, categorized as follows (starting from the most prevalent):

- 1) accentual;
- 2) evaluative;
- 3) imperative;
- 4) emotional;
- 5) rhetorical. [1]

Considering the wide range of research on advertising, it is natural that such a complex phenomenon has not yet received an unambiguous definition. A cursory analysis of lexicographical sources reveals several interpretations: from merely 'public notice' [COD] to 'online, newspaper or television message about a product, event or work' [CD]. And I found the most accurate understanding offered by *Cambridge Dictionary*: "a picture, short film, song, etc. that tries to persuade people to buy a product or service, or a piece of text that tells people about a job, etc."

The verbal part of an advertising text has an internal structure: usually, it includes a headline, the main advertising text (information block) and a tagline (slogan). The intention of an advertising headline is to attract the audience's attention and arouse interest in the advertised product or service. The advertising headline should contain the advertising message and the main advertising argument, which is subsequently developed in the main advertising text.

-Business knows no boundaries. Neither do we. The Economist

Для бізнесу, як і для нас, немає меж. Economist

-Carlsberg! Probably the best beer in the world.

Карлсберг! Мабуть краще пиво в світі

-Philip Morris. Universal Taste of Lightness.

Відчуй смак життя разом з Філін Морріс!

Advertising texts possess distinct linguistic characteristics that contribute to their effectiveness in conveying messages and influencing consumer behavior. The following are some of them that are commonly used in ads.

1. Conciseness and Clarity: Advertisements often use concise and clear language to convey messages efficiently within limited space or time. This includes using short sentences, impactful phrases, and avoiding unnecessary details.

2. Persuasive Language: Rhetorical questions, emotional appeals, testimonials, and strong calls to action are applied by advertisements as persuasive language techniques to make the audience taking specific actions such as purchasing a product or service.

3. Creativity and Figurative Language: Advertisements frequently use creative and figurative language such as metaphors, similes, puns, and wordplay to capture attention, create memorable associations, and evoke emotions.

4. Repetition: Repetition of key phrases, slogans, or brand names is common in advertising to reinforce brand identity, improve brand recall, and create a sense of familiarity with the audience.

5. Wordplay and Catchphrases: Advertisements often use wordplay, catchy slogans, and memorable catchphrases to make the message memorable and increase brand recognition.

6. Hyperbole and Exaggeration: Hyperbolic language and exaggeration are frequently used in advertising to emphasize product benefits or unique selling points, creating a sense of excitement or exclusivity.

7. Targeted Language: Advertisements tailor language and messaging to specific target audiences based on demographics, psychographics, and consumer preferences. This includes using language that resonates with the target audience's values, aspirations, and lifestyles.

8. Jargon and Technical Language: In certain advertisements, especially those targeting industry professionals or niche markets, technical jargon and specialized language may be used to convey expertise, credibility, and product specifications.

9. Cultural Sensitivity: Advertisements must be culturally sensitive, considering language nuances, idiomatic expressions, and cultural references to ensure the message is well-received and avoids unintentional misunderstandings or offense.

10. Multilingualism: In global advertising campaigns, multilingualism is common, where advertisements are translated or adapted into multiple languages while maintaining the essence and effectiveness of the original message.

These linguistic peculiarities contribute to the overall impact and effectiveness of advertising texts in capturing audience attention, conveying persuasive messages, and achieving marketing objectives.

Nowadays, translating advertisements is not just essential but also a commonplace phenomenon in the life of the global community. In this regard, knowledge of the theoretical foundations of the process is not only a prerequisite but also a guarantee of translation quality.

Susan Bassnett defines translation as the transformative act of bridging linguistic and cultural divides, mediating between languages and cultures to convey

meaning and create understanding. She discusses translation as a dynamic and multifaceted process that involves linguistic, cultural, and ethical considerations. [24]

Certainly, in the translation practice, the problem of different perception of the same information by the recipients is always exists, at least due to differences in the source and target languages. Taking into consideration advertisements, translation work is further burdened by the responsibility of conveying the level of influence of the advertising message in the target language so that the speakers of the respective linguacultural decode the advertising text correctly.

Slogans and advertising messages are the subject of research by many foreign scholars and Ukrainian. Since the issue of translation and adaptation of commercials remains relevant, scholar continue to explore the concept of ads slogan, define its place in the structure of advertising, as well as the difficulties arising in its translation from one language to another.

K. Rice points out an important fact about the translation of advertising texts: - translators have more freedom to deviate from the content or form of the original than when dealing with other texts. Here, such aspects as translator's understanding and realization of extralinguistic and extraliterary message of the text, communication of the same appeal in his translation, or whether translator's version can produce the same impact as the original author, and other factors should be taken into account. [23:112]

Marianne Lederer [20] explores the persuasive techniques used in advertising and their translation challenges. She discusses the importance of maintaining the persuasive power of the source text in translation, adapting rhetorical devices and linguistic appeals to suit the target culture without losing the intended impact.

Anthony Pym [16] observed the intersection of technology and translation in advertising. He highlights the benefits of using localization tools and machine translation for efficiency but cautions that human creativity and cultural expertise are essential for achieving effective advertising communication in translation.

Consequently, ads translation transforms an advertisement crafted for a specific audience into a format that resonates with a broader international audience. This

process extends beyond literal language translation and encompasses the adaptation of social, cultural, and linguistic elements to ensure relevance and effectiveness across diverse cultural contexts.

One of the main features of advertising translation is cultural adaptation. This involves tailoring the message of an advertisement to suit the cultural norms, values, and preferences of the target audience. Cultural adaptation goes beyond literal translation, as it requires an understanding of the cultural context in which the advertisement will be received. This includes considerations such as humor, symbolism, color associations, and social taboos that vary across cultures. A successful advertising translation not only conveys the message accurately but also resonates with the cultural sensibilities of the target audience, eliciting the desired response.

Another key aspect of advertising translation is linguistic creativity. Translators often employ creative strategies such as transcreation, which involves reimagining the message in the target language to capture the essence and emotional appeal of the original advertisement. This may include using puns, wordplay, idiomatic expressions, and cultural references that resonate with the target audience while maintaining the brand's tone and style. Linguistic creativity is essential in ensuring that the translated advertisement achieves its intended persuasive impact and engages the audience effectively.

Brand consistency is also crucial in advertising translation. Translators must ensure that the translated content aligns with the brand's identity, values, and messaging strategy. This includes translating slogans, taglines, brand names, and product descriptions accurately while preserving the brand's voice and image. Consistency in branding helps build brand recognition, trust, and loyalty among consumers, regardless of the language in which the advertisement is presented.

Ethical considerations play a significant role in advertising translation as well. Translators must adhere to ethical guidelines, avoid misleading or deceptive translations, and respect cultural sensitivities and legal regulations in the target market. This includes transparency in product claims, accurate representation of

information, and cultural appropriateness in advertising content. Ethical translation practices contribute to maintaining the credibility and integrity of the brand in diverse linguistic and cultural contexts.

After all, the main features of advertising translation include cultural adaptation, linguistic creativity, brand consistency, and ethical considerations. By navigating these aspects effectively, translators can ensure that the translated advertisements convey the intended message, resonate with the target audience, and contribute to the success of global marketing campaigns.

The linguistic norms in advertising texts are undoubtedly desirable, but they are not the goal. Therefore, the quality of a translation is judged by how effectively it captures the emotional essence intended by the ad's creator.

This is best achieved through a translation approach based on functional equivalence. The concept of dynamic equivalence, introduced by the American scholar Eugene Nida, suggests that the adequacy of a translation should be measured not by comparing the original and translated texts directly, but by evaluating how well the recipient of the translated text responds compared to the original language recipient. [21:248]

However, the analysis of translation methods of advertising texts is still an insufficiently revealed issue. Additionally, current research is important for the development of advertising science and the improvement of the process of creating advertising texts.

Many translators would attest that working on advertising material presents one of the most intricate challenges in their profession. In addition to the transmission of the meaning, the process should be made in a creative way, as well as the adapting of the text to the socio-cultural features of the consumer which determine the communication direction. The translator must search for specific means to convey the semantic and stylistic aspects of the original text. Only in doing so the equivalence between the ST and the TT can be achieved, thus defining the communicative impact of advertising. It is valid to note that challenges arise when translating from English to Ukrainian primarily due to differences in the grammatical structures of these

languages. English and Ukrainian not only belong to separate branches of the Indo-European language family but also exhibit distinct structural characteristics: English is predominantly analytical, while Ukrainian is flexive [8]. As a result, the meaning of a phrase, conveyed in English through changes in formal word characteristics, is rendered in Ukrainian through the combination of meanings from several words. This is why advertising texts are not always translated directly but rather find their 'semantic equivalent.'

Hence, the following methods are used to translate advertising texts and slogans:

- 1) Absence of translation;
- 2) Direct translation;
- 3) Adaptation;
- 4) Revision [12].

Regarding types of translation transformations, when translating commercial texts, I may highlight:

Lexical and grammatical transformations

1. Transposition. It is understood as structural changes in the order of units in the original text: phrases, sentences (words or phrases or parts of a complex sentence), text (rearranging of paragraphs)
2. Grammatical replacement. It is realized by:
 - replacing a part of speech (morphological replacement).
 - replacing syntactic constructions, for example, predicate complexes.
 - replacing the structural type of sentence (Sentence fragmentation: one complex into several simple. Sentence integration: several simple into one complex)
 - replacing the communicative type of sentence (statement into question i.e., rhetorical)
3. Omission. It is the elimination in the translation text of the wordy or tautological lexical elements which, according to the norms of translation language, are parts of the implicit meaning of the text, such as articles or

prepositions.

4. Compensation. It conveyed by the replacement of an element of the original with an analogous or any other element that compensates for the loss of information and can create a similar impression on the reader.

5. Antonymic translation. Generally, it's delivered by:

Replacing the form of a word or phrase with its opposite (positive to negative and vice versa). The content of the translated unit remains largely similar.

Lexical substitution may lead to structural changes.

6. Total reorganization. It is revealing the meaning of content in one language using means of another language, which are not dictionary or contextual equivalents of individual words.

7. Traditional reproduction- refers to an approach where the translator aims to replicate the original text as closely as possible without making significant alterations or adaptations. This method prioritizes fidelity to the source material, including maintaining the structure, style, and cultural nuances of the original text. The focus is on preserving the integrity of the source content rather than making interpretive or creative changes in the translation process

1.2 Features of the mass media discourse. Advertisements as a type of text.

Analysis.

In modern linguistics, the theoretical range of the term ‘discourse’ is quite wide. Discourse is associated with the language system in general and is referred to as “language in language” or “an oral manifestation as a macro sign”, or with the process of a text creating and the formation of a linguistic world outlook.

Consequently, in linguistic studies, the notion of discourse is quite close to the concept of text which stresses the dynamic nature of communication while the text is a static object which is the result of communication.

Discourse is a complex communicative phenomenon, which includes, besides the text itself, other factors of interaction (such as communicative goals, shared knowledge, cognitive systems of participants, their cultural competence, so on), i.e. all that is necessary for successful production and adequate interpretation (comprehension and translating) of the text.

O.O. Selivanova outlines four major approaches to treatment discourse: [10:120-123].

1) Coherent text in the contexts of various accompanying factors - ontological, social, cultural, psychological, i.e. “text embedded into life”.

2) Integral communicative situation (event), which included its participants and text, and which is conditioned by various factors, such as social, cultural, ethnic ones, etc.

3) Sublanguage (style) of speech communication.

4) Pattern of speech communication in a certain social environment that is characterized by specific lingual means. In this respect we may single out legal, administrative, business, scientific, mass media, political, fictional, colloquial, etc. types of discourse. This list remains open and may be extended further on as practically there may be as many types of discourse as patterns of speech communication.[11]

In this research, it is observing advertising texts which are included in the discourse of mass media, namely to the print press and the electronic media.

Through the measuring scale, all the modern typologies of discourse mark out media discourse as an isolated type of discourse.

Communicative intention of this discourse is to persuade the addressee to change their views and act in the certain way (in case of advertisements- is to purchase certain goods and services) and thus to change behavior of the addressee. Its ways of implementation of the communicative intentions in texts are manifested by reference to real facts and argumentation, by the use of precision, lexicon (numerals, proper names) by the extensive use of tropes and figures of speech (stylistics devices and expression means except fictional artistic images), typical or fictional text by audio, visual and graphic means of communication. Commercial texts belong to the grey zone types of text, that first reflect and then change the real world. Advertising texts are intended to influence readers by convincing them that the author are the only correct ones. This is achieved not only through logical arguments, but also through emotional appeal. Therefore, that is why the entire variety of tropes and ligures of speech are used in these texts.

Generally, the discourse of mass media plays a crucial role in shaping public opinion, influencing social discourse, and contributing to the construction of shared meanings and narratives within society.

The discourse of advertisements refers to the specific language and communication style used in advertising to convey messages, persuade audiences, and promote products or services. Here's an overview of the key aspects of the discourse of advertisements:

1. **Target Audience:** Advertisements are tailored to specific target audiences based on demographic factors, psychographic traits, consumer behavior, and market segmentation. The language, tone, and content of ads may vary depending on the intended audience's preferences, interests, and cultural background.
2. **Narrative and Storytelling:** Many advertisements use narrative structures and storytelling techniques to engage viewers and create memorable brand

narratives. This can involve creating characters, scenarios, conflicts, resolutions, and emotional arcs that resonate with the audience.

3. **Visual and Verbal Elements:** Advertising discourse integrates visual and verbal elements seamlessly to convey messages effectively. This includes text-based content such as headlines, body copy, and calls to action, as well as visual elements like images, videos, colors, fonts, and graphic design.
4. **Persuasive Strategies:** Advertisements often employ various persuasive strategies to influence consumer decision-making. These may include appeals to emotions (such as happiness, fear, or desire), social proof (testimonials, endorsements), authority (expert opinions), scarcity (limited availability), and reciprocity (offers, discounts).
5. **Cultural Context:** Advertisements are created within specific cultural contexts, and advertisers must consider cultural norms, values, beliefs, and sensitivities when crafting messages. Cultural references, symbols, language nuances, and taboos play a crucial role in shaping effective advertising discourse.
6. **Ethical Considerations:** Ethical considerations in advertising discourse involve issues such as truthfulness, transparency, accuracy, respect for privacy, and avoidance of deceptive or manipulative tactics. Advertisers must adhere to ethical standards and regulatory guidelines in their communication practices.
7. **Digital and Social Media:** The advent of digital and social media platforms has transformed advertising discourse, enabling interactive communication, personalized targeting, real-time engagement, user-generated content, influencer marketing, and data-driven analytics.
8. **Effectiveness and Impact:** The effectiveness of advertising discourse is measured by its ability to achieve marketing objectives, such as brand awareness, brand recall, message retention, customer engagement, lead generation, sales conversion, and return on investment (ROI).

Advertising discourse is characterized by a complex of connections that reveal themselves in several phases of advertising text emergence, formation, development,

and functioning. The peculiarities of advertising discourse are set by its communicative-pragmatic orientation. This orientation is expressed in the use of verbal and non-verbal means as well as in the ways of their presentation. [18:9].

So, translating the discourse of advertisements requires a strategic, creative, culturally sensitive, and audience-focused approach to ensure that the translated content maintains the persuasive power, brand identity, legal compliance, and communicative effectiveness of the original advertising message. Collaboration between translators, marketers, designers, and cultural experts is essential for successful translation and adaptation of advertising discourse across languages and cultures. The major task of a translator working with such texts is to deliver the information conveyed by them in a clear and unambiguous form of rendering verbal equivalents to such names as physical and international entities, neologisms, subject field terms, non-equivalent lexical units of the national lexicon, buzzwords, syntactical constructions and various grammar patterns.

Analysis

Atoms

They're not cheap.

It's true. \$129 is a lot of money. Especially for shoes.

Yes, we could make them cheaper.

But if we did that, they'd be cheap.

They wouldn't last as long as they do.

They wouldn't be made of the best materials on the planet.

They wouldn't come in ¼ sizes and fit to your feet, perfectly.

They wouldn't be as comfortable.

They wouldn't be Atoms.

So, it's safe to say. Atoms will never be cheap. And that's a good thing. Because you'll always get what you pay for.

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It's true.
\$129 is a lot of money.
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But if we did that, they'd be cheap.

They wouldn't last as long as they do.
They wouldn't be made of the best materials on the planet.
They wouldn't come in ¼ sizes and fit to your feet, perfectly.
They wouldn't be as comfortable.

They wouldn't be Atoms.

So, it's safe to say.
Atoms will never be cheap.
And that's a good thing.
Because you'll always get what you pay for.



Analysis:

The text under analysis is “*Atoms. They're not cheap.*” This is the type of discourse of a mass media, the sub-group is the print press and the electronic media of publicistic style. It is a promo from footwear brand Atoms. As it is the advertising discourse of publicistic style, text first describes and then changes facts of real world. Thereby it belongs to the grey zone (located between artefact and mentafact) type of texts. We can see this because it combines two communicative intentions: to inform about certain goods and persuade the addressee to buy things that are being advertised. The author informs us about Atoms' commitment to producing high-quality, comfortable shoes that prioritize customer experience and value, even if it means a higher price point and a more exclusive positioning in the market. And he persuades readers to view Atoms shoes as a premium, high-value product worth the investment. He highlights several key points by using convincing language and reasoning:

1. **Quality Assurance:** By emphasizing the use of top-quality materials and the meticulous craftsmanship behind Atoms shoes, the author persuades readers

that these shoes are built to last and offer superior durability compared to cheaper alternatives.

2. **Customized Comfort:** Highlighting the availability of ¼ sizes and a perfect fit suggests that Atoms prioritizes individual comfort, appealing to readers who value personalized experiences and well-fitting footwear.
3. **Exclusivity and Prestige:** The language used, such as "Atoms will never be cheap," creates a sense of exclusivity and prestige around the brand. This persuasion tactic appeals to readers who seek unique and premium products that set them apart from others.
4. **Philosophy and Integrity:** By mentioning that Atoms could make the shoes cheaper but chooses not to compromise on quality, the author appeals to readers' sense of integrity and value. This implies that Atoms prioritizes delivering the best product rather than focusing solely on profit margins.

The repetition of key phrases like "They're not cheap" and "They wouldn't be" adds emphasis and reinforces the central message of quality over affordability.

Ways of implementation of the communicative intentions in this text are manifested by:

-reference to real facts and argumentation:

“Yes, we could make them cheaper. But if we did that, they'd be cheap. They wouldn't last as long as they do...”;

- the use of precision, lexicon:

“\$129 is a lot of money. Especially for shoes...They wouldn't come in ¼ sizes and fit to your feet, perfectly...They wouldn't be Atoms...”;

-the use of tropes and figures of speech:

-Hyperbole- “They wouldn't be made of the best materials on the planet...;

-Irony- “So, it's safe to say...”;

-Metonymy- “They wouldn't be Atoms....”;

-Metaphor- The statement “Atoms will never be cheap” uses “cheap”

metaphorically to represent inferior quality, suggesting that the product maintains its high standards...;

-An Idiom- "get what you pay for" suggesting that quality correlates with price.

-visual means of communication: image of the shoe.

Grammatical cohesion and syntactical structure are ensured by sequence of tenses. Compound and complex sentences, as well as the use of conjunctions and prepositions, ensure grammatical cohesion.

Then, it is important to mention that there are some repetition links:

Simple lexical repetition: them-they

Simple lexical repetition: do-did

Complex lexical repetition: cheap-cheaper

Simple paraphrase: best-perfectly

Complex paraphrase: a lot of money - cheap

Complex paraphrase: always-never

Complex paraphrase: come in $\frac{1}{4}$ sizes – fit to your feet.

Co-reference repetition: shoes-Atoms

Substitution: shoes-they

Substitution: Atoms-they

If we are talking about special literary and colloquial vocabularies used in the text, we may point out:

Proper Names: "*Atoms*" -Referring to the brand or product being advertised.

Subject Field Terms: "*materials*," "*sizes*," "*comfortable*" -Related to product features and characteristics.

Quotations: "*get what you pay for*" -An idiomatic quotation used to convey a specific meaning.

Buzzwords: "*best*," "*comfortable*," "*perfectly*" -Words often used in marketing to appeal to consumers.

Weasel Words: "*They're not cheap.*" -Using "not cheap" instead of directly stating the high price.

CHAPTER 2

PRACTICAL APPLICATIONS AND CHALLENGES IN ADVERTISING TRANSLATION

2.1 Transposition

In Ukraine, the majority of advertisers are foreign companies. Many encounter difficulties when translating a long original phrase and adapting it into Ukrainian. This often requires conveying the meaning of the English phrase, which is expressed through changes in formal characteristics of words, using a combination of words in Ukrainian. Translation is an informative process; hence, the translator should transmit the information in full context. This may be achieved only by considering the structural and lexical change of the sentence. It is also a result of the lexical and grammatical differences and the cultural contrast between languages in general, which are in fact the sources of transformations of translation.

Translators frequently find themselves seeking unique methods to convey the semantic and stylistic elements of the original text. In doing so, they achieve pragmatic equivalence between the original and the translation, thereby defining the communicative impact of the advertisement. Pragmatic adaptation is often employed by them to avoid monotony and excessive simplicity, because sometimes a simple phrase in English may contain specific semantic shades that might be lost in translation. Therefore, it is vital to choose the right version that perfectly complies with the message that the entire ad conveys.

In certain instances of translating English-language advertising texts, translators opt to provide a semantic equivalent rather than a literal translation. A direct and literal translation of a phrase is often not feasible, and even, if possible, it may fail to convey the intended meaning that the author had in mind.

Translators should focus on highlighting the linguistic characteristics of advertising language and the means of its translation, study both translatable and non-transferable elements of advertising language, and measure the impact of those parameters that may affect the adequacy of its translation. During the study of English-language advertising texts and their translations into Ukrainian, we

distinguished several types of lexical and grammatical transformations used in advertising translation:

-Transposition

-Replacement

-Omission

-Compensation

-Antonymic translation

-Total reorganization

-Traditional reproduction

The first one is a **Transposition**.

Transposition is a type of transformation in translation where the order or arrangement of words, phrases, or clauses is changed from the source language to the target language. It involves rearranging linguistic elements while preserving the original meaning and intent of the text.

-McDonald's: i'm lovin' it -ось що я люблю.

In this case we can see that "It" was translated first. The transposition in this translation is effective in emphasizing the personal connection and ownership implied by the slogan. By starting with "Ось що," the translation captures the essence of the English phrase while making it more relatable to Ukrainian speakers.

-I love NY! – Нью-Йорк, я люблю тебе!

At the current promo, the "NY" in the translated variant put at the beginning of the sentence to create a kind of addressing. Here, the transposition serves to make the slogan more engaging and direct by addressing the city of New York directly. This approach resonates well with the target audience and conveys a sense of personal affection for the city.

-Ideas you can't live without- Без твоїх ідей не обійтисся

The complete transposition in this translation rearranges the words while preserving the original meaning. This transformation ensures that the message remains clear and impactful in Ukrainian while staying true to the source text's intent.

-Pepsi. Take everything from life! – Бери від життя все!

By transposing "everything" with "from life," the translation maintains the sense of abundance and opportunity implied in the original slogan. It encourages consumers to seize life's offerings, aligning with Pepsi's brand message.

-The fun starts here. – Тут починаються веселощі.

The given slogan was translated from the backwards, as it is a construction that can not be translated in the same word order as in SL.

Consequently, I can sum up that in the Lexical and Grammatical transformation, such type as Transposition covers only 5 examples which means only 10% of all the promos that are under my analysis.

2.2 Grammatical replacement

Grammatical substitution refers to the translator's decision not to use similar grammatical structures in the target text (TT). Instead, the translator modifies the grammatical form of a word, alters its part of speech, or adjusts the sentence structure to convey the meaning of source language (SL) units effectively in the target language.

Replacement as a type of translation transformations can be divided into morphological and syntactic:

Morphological:

- *Apple: Think Different* - *Думайте по-іншому.*

The slogan "*Think Different*" undergoes a morphological replacement, becoming "*Думайте по-іншому,*" which retains the original message of thinking uniquely.

- *Tesco: every little helps* - *кожна дрібниця важлива.*

The English phrase "*every little helps*" is directly replaced with "*кожна дрібниця важлива,*" maintaining the sense of helpfulness and importance.

And other slogan which were transformed in such way:

- *Sense and simplicity* - *Розумно і просто.*

Syntactic:

- *The Taste of Paradise* - *Райська насолода.* - *syntactic replacement*

This is an example of syntactic replacement, where "*The Taste of Paradise*" is replaced with "*Райська насолода*" while maintaining the overall message and imagery.

- *It gives you wings* – *Red Bull надає крила.*

In this slogan, "*gives you wings*" is replaced with "*надає крила,*" showcasing a direct syntactic replacement while preserving the metaphorical meaning of empowerment.

- *Hospitality beyond borders.* – *Гостинність без кордонів.*

Current promo was rendered by replacing "*beyond*" not literary but with the help of "*без*", ensures that the translated phrase conveys the original message while adapting to the syntactic structure of the target language.

Summing up, in the Lexical and Grammatical transformation, such type as Replacement contains only 6 slogans, that is 12% of all the promos that are under my analysis. Morphological replacements are used in 6% and syntactic replacements -in 6%.

2.3 Omission

Omission is a type of transformation in translation where certain words, phrases, or elements are deliberately left out or not translated from the source language to the target language. It involves the omission of non-essential or redundant information while retaining the core meaning and message of the original text.

-Volkswagen Spacefox: Whatever you imagine, fit in- Такий, як ти уявляв.

In this translation, the omission occurs with the phrase "fit in," which is omitted in the Ukrainian version. This simplifies the message while retaining the essence of fitting into one's imagination. The part – "fit in" – "adapt", "fit" was removed during the translation, because it does not add any essential information and would interfere with the holistic perception of the message.

-M&m's: melts in your mouth, not in your hands - Тане в роті, а не в руках.

The omission here is the word "your". This concise approach maintains the focus on the product's desirable quality.

-Live on the coke side of life – Живи на кококольній стороні.

In the current ad, the phrase "side of life," which is simplified to "стороні" to convey the idea of living on the enjoyable side of life associated with Coca-Cola.

-Unlock the world of experiences, offers and recommendations. Your World - MasterCard is a Key– Відкрий для себе світ та нові враження з World MasterCard.

Here the omission occurs with the phrase "experiences, offers, and recommendations," and "Your World -MasterCard is a Key" which is omitted to streamline the message while highlighting the key role of the MasterCard in unlocking experiences.

-There are some things money cannot buy. For everything else, there's MasterCard- Є речі, які не можна купити. Для всього іншого є MasterCard.

The phrase "money cannot buy," which is omitted to create a more direct and impactful statement about the value of using MasterCard.

-It's the real thing – Вона справжня.

In this example, *"the real thing"* -is replaced with *"справжня,"* by omission of the word *"thing"* maintaining the essence of authenticity and genuineness in the translation.

-Dove: Talk to your daughter before the industry does – Поговоріть зі своєю дочкою до того, як індустрія краси зробить це.

In the sample, the word *"industry"* was conveyed as *"індустрія краси"* so that consumers who are unfamiliar with the Dove brand understand the meaning of the advertising message.

-Extreme skills, extreme taste. -Виняткові можливості, надзвичайний смак

In this way, the Lexical and Grammatical transformation, which is employed by Omission as the methods of rendering, embraces 8 samples, which is 16% of all the advertisings.

2.4 Compensation

Compensation in translation refers to a type of transformation where certain elements or aspects of the source text that cannot be directly translated are replaced or compensated with alternative expressions, words, or structures in the target language. This transformation is used when a straightforward literal translation is not feasible due to linguistic, cultural, or contextual differences between the source and target languages.

-Almost Powder Make up. More than minerals – Almost Powder Make up. Більше ніж мінеральна пудра.

The text uses an addition, introducing the word "пудра" in the second sentence. Since translating the product name into Ukrainian is not common practice, a morphological substitution was necessary to clarify which product is being advertised. The noun "minerals" has been replaced with the adjective "мінеральна."

-Life takes Visa- Життя вибирає картку Visa.

The compensation here is the phrase "takes," into "вибирає" which amplifies the role and importance of Visa in everyday life, making the slogan more impactful.

-It helps the hurt stop hurting -Він допомагає запобігти болю.

In this translation, the compensation occurs with the phrase "stop hurting," which is added to avoid the tautology.

-Kentucky Fried Chicken – “Finger-Lickin’ Good” -Смачно, що пальчики оближеш.

The compensation here is the phrase "Смачно, що пальчики оближеш" from "Finger-Lickin’ Good," which is added to capture the essence of the original slogan and convey the deliciousness of the food, making it more appealing to the audience.

Thereby, what is concerning the Compensation as a type of the Lexical and Grammatical transformation. It must be mentioned, just 4 examples were translated in this way, that is 8% of all the given promos.

2.5 Antonymic Translation

Antonymic translation, also known as antonymous or opposite translation, is a type of transformation in which words, phrases, or expressions in the source text are replaced with their opposites or antonyms in the target language. This technique is used to convey a contrasting or opposite meaning while maintaining the overall structure and coherence of the translated text.

-No battery is stronger and longer – Жодна батарея не працює довше.

We see in the TL version the addition of a verb with the negative particle ‘не працює’. The adjective ‘longer’ is replaced by the adverb ‘довше’. The adjective ‘stronger’ is absent in TL translation. Which emphasizes the idea that no battery lasts longer than the one being advertised.

-Adidas. Nothing is impossible – Неможливе можливо.

The pronoun ‘nothing’ in Ukrainian translates to the affirmative adverb ‘можливо’. The antonymic translation here is highlighting the brand's message of overcoming obstacles and achieving the impossible.

-Be casual - Будь несерйозним.

In this translation, the antonymic contrast is between "be casual" and "будь несерйозним," which conveys the relaxed and easygoing attitude associated with the brand.

-Levi's: Live unbuttoned - Живи вільно.

The antonymic translation contrasts "live unbuttoned" with "Живи вільно," capturing the idea of freedom and comfort that Levi's jeans offer.

-KFC «Nobody does chicken like KFC» - Ніхто не готує курку так, як KFC.

Here, the antonymic translation contrasts "nobody does chicken" with "Ніхто не готує курку," emphasizing the unique and exceptional taste of KFC's chicken.

-«It's Skoda. Honest. » – Шкода. Без обману.

The antonymic translation contrasts "honest" with "без обману," reinforcing the brand's reputation for honesty and integrity.

These examples demonstrate how antonymic translation can be used effectively in advertising to convey the intended message while appealing to the target audience.

So, talking about the Lexical and Grammatical transformation, of such type as Antonymic translation. Based on my research it covers 6 examples which means 12% of all the ads.

2.6 Total reorganization

Total reorganization during the translation of advertising involves a comprehensive restructuring of the original text to convey the same message in a different linguistic and cultural context. This type of transformation was necessary here as literal translation did not capture the intended meaning or impact of the given advertisement. Translators ensured that the reorganized text conveys the same semantic meaning and message as the original advertisement. That included capturing nuances, connotations, and cultural references that may require adaptation to resonate with the target audience. They reorganized sentences and phrases in a way that maintains grammatical correctness and naturalness in the target language while preserving the intended meaning and impact.

- *Ask for More* – *Бери від життя усе.*

- *Maybe she's born with it, maybe it's Maybelline* – *Всі в захваті від тебе, а ти - від Мейбеллін.*

- *Stand out style* – *Оригінальний стиль. Яскраві кольори.*

- *Джоні Уокер - taste life*- *Живи, щоб було що згадати.*

- *Bmw: the ultimate driving machine* - *повний драйв.*

- *Samsung: Everything in one touch*- *Смартфон, в якому є все.*

- *“Hungry? Grab a Snickers”* - *Не гальмуй! Снікерсуй.*

- *Sprite: Obey your thirst*- *Не дай собі засохнути*

- *Mr.Proper will clean your whole house and everything that's in it.* - *з Mr.Proper веселіше, прибирати вдвічі швидше!*

- *TouchWiz. Personalization is just a touch away.* - *Створюй індивідуальний стиль свого телефону простим дотиком.*

- *BMW. The Ultimate Driving Machine.* - *BMW. Повний драйв.*

- *Polo.Small but tough.* - *Моя друга Половина.*

- *Mazda CX-9: Big yet agile.* - *Mazda CX-9. Грай на повну.*

From the analysis it can be seen that this way of transformation is frequently used and is more adequate. As it includes 13 samples that is 26%.

2.6 Traditional reproductions

Traditional reproduction refers to the process of replicating or reproducing content using conventional methods or techniques. In the context of linguistics and translation, traditional reproduction typically connects to the more traditional or conventional approaches to translating texts. However, there may be instances of dynamic equivalence, especially when literal translation results in awkward or unnatural language in the target text.

In the current ads, translators involved literal or word-for-word translation, where it is maintained the structure and form of the source text as closely as possible. This approach prioritizes fidelity to the original words and syntax. From the chosen samples we can mark that there is emphasized consistency in terminology, style, and tone throughout the translation. Clarity of expression was also important, ensuring that the translated text was clear, coherent, and easily understandable to the target audience.

-Just do it -Просто зроби це.

-Skittles: taste the rainbow-спробуй веселку.

-Red bull: Vitalizes your body and mind -Живить тіло та розум.

-HP: The computer is personal again -Комп'ютер знову персональний.

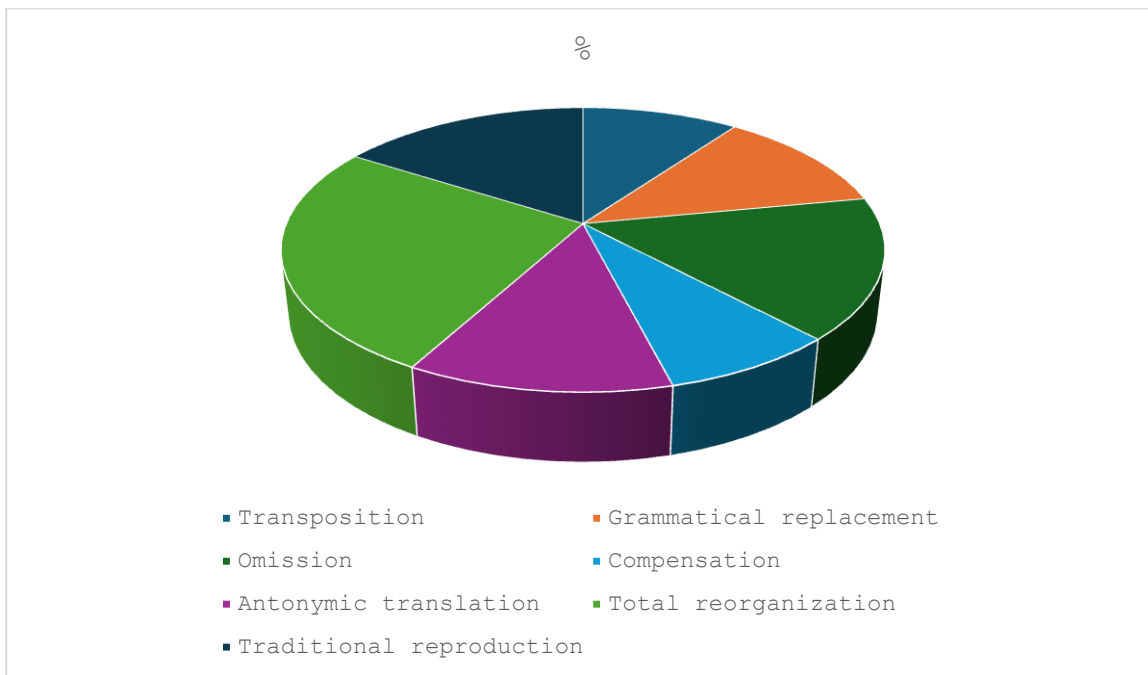
-Carlsberg. Probably the best beer in the world. - Мабуть, найкраще пиво в світі.

-L'oréal: because you're worth it - Адже ви цього варти

-Office Standard 2007. Providing homes and small businesses with the software essentials they need to get tasks done quickly and easily. Download the 2007 Microsoft Office release, test it in your browser or buy it today- Office Standard 2007.- Надання домашнім користувачам і власникам дрібних підприємств найнеобхідніших засобів офісного програмного забезпечення, потрібних для швидкого та легкого виконання різних справ. Завантажте випуск Microsoft Office 2007 або випробуйте його у своєму браузері.

-Panasonic: Ideas for life. - Ідеї для життя.

Finally, Traditional reproduction involves 8 illustrations that is 16% of all the mentioned advertisement texts.



1. Transposition -10%
2. Grammatical replacement -12%
3. Omission -16%
4. Compensation-8%
5. Antonymic translation -12%
6. Total reorganization-26%
7. Traditional reproduction-16%

CONCLUSIONS

During the study and analysis of the topic, it was found that the translation of advertising texts is a complex and creative process that requires attention to many aspects. The main task of advertising texts is to encourage consumers to purchase the product, so their translation should be convincing and skillfully convey vivid images. Considering the advertising product, the method of influence used to create the advertising message, the target audience and other components will allow to create a unique and imaginative product that will meet the requirements of advertisers and consumers. The use of lexical-semantic transformations in translation will allow for the customizing of any text to the target language and will help preserve the original message purpose.

The research of advertising texts is a complex, multifaceted task that should have advertising message dynamics in mind. Consequently, the analysis of linguistic and stylistic attributes of novel advertising texts will develop further. This material can be used by translators for further research of advertising texts and solve problems of adapting and translating advertising texts to given language. By delving into these areas, researchers can contribute valuable insights into the complex dynamics of translating advertising texts and inform best practices for creating impactful and culturally relevant advertisements for Ukrainian audiences.

During this research of the translation of advertising texts from English into Ukrainian, a variety of lexical and grammatical transformations are utilized to ensure effective communication and cultural relevance. These transformations include:

1. **Transposition:** adjusting the order of elements to suit the target language's syntax while preserving the original message's impact. Approximately 10% of transformations fall under this category.
2. **Grammatical Replacement:** substitutes linguistic structures or elements to align with Ukrainian grammar and style conventions. It accounts for about 12% of the transformations.

3. Omission: is strategically used to streamline the text and enhance readability in the target language without compromising the core advertising message. It constitutes approximately 16% of the transformations.
4. Compensation: involves compensating for linguistic differences by introducing additional elements or modifying the structure to convey the intended meaning effectively. It makes up about 8% of the transformations.
5. Antonymic Translation: Antonymic translation involves translating words or phrases with opposite meanings, maintaining the overall sense of the message. It accounts for approximately 12% of the transformations.
6. Total Reorganization: Total reorganization refers to extensive restructuring of the text to ensure cultural relevance and communicative effectiveness in the target language. It is the most prominent transformation, representing about 26% of the total transformations.
7. Traditional Reproduction: This transformation involves reproducing elements of the source text without significant alteration, particularly in cases where the cultural context or impact remains intact. It constitutes approximately 16% of the transformations.

These transformations play a crucial role in bridging linguistic and cultural gaps between English and Ukrainian, ensuring that the advertising message resonates with the target audience effectively.

Based on the research, the results revealed, that during transmitting advertisements, there are the most employed transformations. Among them is a Total Reorganization, and this is not surprisingly. It allows for cultural adaptation, creative freedom, impactful communication, brand consistency, and adaptation to linguistic differences. It ensures that the advertisement maintains its essence and persuasiveness while resonating with the target audience's cultural and linguistic context.

Advertisements are creative and unique content, with unique features.

Furthermore, from the outcome of this course paper, Compensation is the least usable type of transformation in advertising translation because it involves adding or modifying content to make up for language or cultural differences. This can

sometimes lead to loss of clarity, dilution of the original message, or misrepresentation of the brand's intent. It requires careful handling to ensure that the added content maintains the original persuasive power and effectiveness of the advertisement.

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ANNEX

1. Ask for More – Бери від життя усе.
2. Maybe she's born with it, maybe it's Maybelline – Всі в захваті від тебе, а ти - від Мейбеллін.
3. It's the real thing – Вона справжня.
4. «It's Skoda. Honest.» – Шкода. Без обману.No battery is stronger and longer – Жодна батарея не працює довше.
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- 15.Skittles: taste the rainbow-спробуй веселку.
- 16.Apple: Think Different - Думайте по-іншому.
- 17.Red bull: Vitalizes your body and mind -Живить тіло та розум.
- 18.Life takes Visa- Життя вибирає картку Visa.
19. Sense and simplicity-Розумно і просто.
- 20.Extreme skills, extreme taste.-Виняткові можливості, надзвичайний смак.
- 21.Adidas.Nothing is impossible – Неможливе можливо.
- 22.Ideas you can't live without- Без твоїх ідей не обійтись.
- 23.Dove: Talk to your daughter before the industry does – Поговоріть зі своєю дочкою до того, як індустрія краси зробить це.
- 24.Be casual-Будь несерйозним.
- 25.The Taste of Paradise-Райська насолода.

26. It helps the hurt stop hurting - Він допомагає запобігти болю.
27. Kentucky Fried Chicken – “Finger-Lickin’ Good” -Смачно, що пальчики оближеш.
28. Hospitality beyond borders. – Гостинність без кордонів.
29. Levi’s: Live unbuttoned- Живи вільно.
30. I love NY! – Нью-Йорк, я люблю тебе!
31. The fun starts here. – Тут починаються веселощі.
32. Sprite: Obey your thirst- Не дай собі засохнути.
33. Mr. Proper will clean your whole house and everything that’s in it.- з Mr. Proper веселіше, прибирати вдвічі швидше!.
34. TouchWiz. Personalization is just a touch away. - Створи свій індивідуальний стиль свого телефону простим дотиком.
35. BMW. The Ultimate Driving Machine.-BMW. Повний драйв.
36. It gives you wings – Red Bull надає крила.
37. Polo. Small but tough.- Моя друга Половина.
38. HP: The computer is personal again -Комп’ютер знову персональний.
39. Carlsberg. Probably the best beer in the world. - Мабуть, найкраще пиво в світі.
40. M&M’s: melts in your mouth, not in your hands - Тане в роті, а не в руках.
41. KFC «Nobody does chicken like KFC» - Ніхто не готує курку так, як KFC.
42. Mazda CX-9: Big yet agile.-Mazda CX-9. Грай на повну.
43. Pepsi. Take everything from life! – Бери від життя все!
44. L’oréal: because you’re worth it - Адже ви цього варті
45. Office Standard 2007. Providing homes and small businesses with the software essentials they need to get tasks done quickly and easily. Download the 2007 Microsoft Office release, test it in your browser or buy it today»(Office Standard 2007.- Надання домашнім користувачам і власникам дрібних підприємств найнеобхідніших засобів офісного програмного забезпечення, потрібних для швидкого та легкого виконання різних

справ. Завантажте випуск Microsoft Office 2007 або випробуйте його у своєму браузері

46. Panasonic: Ideas for life.- Ідеї для життя.

47. Live on the coke side of life – Живи на кококольній стороні.

48. Unlock the world of experiences, offers and recommendations. Your World MasterCard is a Key– Відкрий для себе світ та нові враження з World MasterCard.

49. There are some things money can not buy. For everything else, there's

MasterCard-Є речі, які не можна купити. Для всього іншого є MasterCard.

50. It gives you wings – Red Bull надає крила.

РЕЗЮМЕ

Курсову роботу присвячено особливостям перекладу рекламних текстів. основні поняття в галузі реклами, описано існуючі трансформації при перекладі рекламних текстів у медіа дискурсі, проаналізовано зразок рекламного промо, та здійснено перекладацький аналіз фактичного матеріалу дослідження. Крім того у курсовій роботі намальовано діаграму, що містить можливі трансформації комерційних текстів при перекладі.

Ключові слова: переклад, перекладацький аналіз, рекламні тексти, медіа дискурс, лого, комерційні тексти.

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