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Сумський державний університет
Факультет іноземної філології
та соціальних комунікацій

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**ВСЕУКРАЇНЬКА
НАУКОВА КОНФЕРЕНЦІЯ**



СОЦІАЛЬНО-ГУМАНІТАРНІ АСПЕКТИ РОЗВИТКУ СУЧАСНОГО СУСПІЛЬСТВА

27-28 квітня 2023 року

Матеріали

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
ФАКУЛЬТЕТ ІНОЗЕМНОЇ ФІЛОЛОГІЇ ТА
СОЦІАЛЬНИХ КОМУНІКАЦІЙ**



**СОЦІАЛЬНО-ГУМАНІТАРНІ АСПЕКТИ РОЗВИТКУ СУЧАСНОГО
СУСПІЛЬСТВА**

**МАТЕРІАЛИ X ВСЕУКРАЇНСЬКОЇ НАУКОВОЇ
КОНФЕРЕНЦІЇ СТУДЕНТІВ, АСПІРАНТІВ,
ВИКЛАДАЧІВ ТА СПІВРОБІТНИКІВ**

(Суми, 27-28 квітня 2023 року)

Суми, 2023

С-70 Соціально-гуманітарні аспекти розвитку сучасного суспільства:

Матеріали десятої Всеукраїнської наукової конференції студентів, аспірантів, викладачів та співробітників (Суми, 27–28 квітня 2023 р.) / уклад. М. М. Набок. Суми : Сумський державний університет, 2023. 367 с.

До збірника увійшли наукові матеріали, присвячені актуальним проблемам сучасного перекладу, етнолінгвістики, стилістики, методики та методології сучасних мовознавчих та літературознавчих дисциплін. Складовою збірника є наукові розвідки з питань релігії та культури, соціальних і міжкультурних комунікацій, психологічної теорії та практики, соціологічних досліджень.

Для викладачів закладів вищої освіти, аспірантів, студентів, учителів загальноосвітніх шкіл, гімназій, ліцеїв та коледжів, усіх, хто цікавиться питаннями соціогуманітарного напрямку.

Матеріали друкуються в авторській редакції.

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TRANSLATION PECULIARITIES OF ADVERTISING TEXTS

This study provides a general description of the concept of translation, characteristics, and classification of advertising texts, as well as modern problems and features of translation of advertising texts. Nowadays, applying linguistic theory to advertisements is in the limelight.

The relevance of the research lies in the conditions of rapid development of

marketing, which covers all areas of market activity. The growing demand for effective advertising is causing fierce competition among advertising agents. Nevertheless, due to the development of the international market, when almost all goods are imported, many of them require the translation of advertisements into other languages to attract a larger audience of consumers. So arises the question of the importance of an objective image of the surrounding reality during translation.

Thus, the translation of advertising texts plays an essential role in our time. In addition, such studies are necessary for the development and improvement of the process of creating and translating an advertising text because it is necessary not to lose the hidden meaning of an advertising message, taking into account the inherent features, customs, norms, and canons of communication of the country into whose language the translation is carried out.

The object of the study is contemporary English advertising texts of world-famous brands.

The subject of the study is translation transformations and peculiarities relevant to current marketing conditions.

The main aim is to develop a range of the most appropriate ways to translate advertising texts keeping the sense and companies' intentions.

Language is an organism that eternally reproduces itself. It is the living activity of the human spirit, the united energy of the people, which emerges from the depths of the human essence and permeates its entire being. Languages divide the world in different ways: what in one language is covered by one word, in another is divided between two words, and in yet another, does not have a verbal expression and is conveyed descriptively by a phrase or a sentence [3].

The translation theory is concerned with a particular type of relations between languages and is consequently a branch of Comparative Linguistics. From the point of view of translation theory, the distinction between synchronic and diachronic comparison is irrelevant. Translation equivalences may be set up, and translations performed between any pair of languages or dialects-'related' or 'unrelated' and with any spatial, temporal, social, or other relationship between them. Relations between

languages can generally be regarded as two-directional, though not always symmetrical. The translation may be defined as follows: the replacement of textual material in one language by equivalent textual material in another language [1].

Advertising text is a text for an advertising message, which includes a title (slogan), introduction, main part, and ending. Like other mass media products – newspapers, magazines, TV programmes, radio broadcasts- advertising materializes as a ready-made media text. Moreover, the concept of «text» concerning the sphere of mass information is used not only to designate a textual verbal series but also to acquire features of volume and multidimensionality, containing such vital components for media production as a visual series in its graphic or television incarnations, as well as an audio series in the form of a product. Therefore, the concept of «advertising text» includes a set of extra-linguistic components: graphics, images, and sounds, the specific set of which depends on the medium of mass information [5].

The advertising text conveys the main content of the advertising message. With its «appearance» and title, the advertising text attracts, attracts the potential buyer's attention, interests him with the explanation, and convinces him to buy the offered product with the arrangement. Primarily, short sentences are used, the meaning of which can be understood by every person.

The advertising text is conditionally divided into four main parts:

- 1) slogan;
- 2) title;
- 3) main advertising text;
- 4) echo phrase [2].

The presence of all components in each advertising text is not mandatory. The presence of other parts is determined by the type of product (service) and depends on some other characteristics. Frequently, ad producers can ignore the headline, putting all the necessary information that will attract the attention of the ad recipient into the tagline. This option is becoming quite common, primarily to reduce the length of the advertising message [4].

The texts of advertising materials have their specificity when translated into another language. Here are some details that need to be fulfilled when translating the texts of advertising materials:

- Accuracy and quality of translation: The translator must ensure an accurate translation to express the author's intention of the original text. It is also essential to ensure the quality of the translation, which allows to convey the necessary information without changing the content of the text:

Open happiness. Coca-Cola.

Відчуї щастя. Coca-Cola.

This translation accurately conveys the English advertisement's content and reproduces the Coca-Cola brand's philosophy.

I'm lovin' it.

Я це люблю.

In this case, with an accurate translation from English to Ukrainian, there is some loss of the emotional power of the original slogan. The English slogan has a brighter emotional tone, which is difficult to translate into Ukrainian. However, this translation preserves the main idea of the slogan – the pleasure of using the product, which aims to increase interest in the brand and attract the attention of buyers.

- Style and tone: Advertising texts should be created so they are attractive to potential customers. The tone should be adequate for the advertised product and appropriate for the target audience. Here is an example of the expanded advertising text in English and German:

From deep cleans and capturing pet hair to quick cleans and versatile hard floor solutions, there's a Dyson vacuum for your needs. Browse the full range by format or cleaning need below.

Dyson hat einem kabellosen Staubsauger für jeden Anlass – vom Saugen von Tierhaaren bis hin zur Reinigung des ganzen Zuhauses. Beantworten Sie vier Fragen, um den richtigen Staubsauger für Sie zu finden.

It is much of work to translate the text in such a way as to attract the consumer. Even if the text needs to be translated accurately, both translators and marketers are

working on it. Moreover, it helps to reach a mutually good result.

- Using the right keywords: Keywords are significant in advertising, so it is essential to know which words to use to attract attention and attract customers:

The world's favourite coffee. Whatever the moment, there's a Nescafé

Кава, яку люблять у всьому світу. NESCAFÉ® насує до будь-якого моменту.

In this example, the main word is used, namely the coffee brand *Nescafé*. Here they translated and conveyed the nature of the thesis that this particular coffee is spread worldwide.

Looking for a delicious and healthy snack option? Try our all-natural energy bars, packed with protein and fiber to keep you satisfied and energized throughout the day. Our bars are made with only the highest-quality ingredients and are gluten-free and non-GMO. Plus, they come in a variety of delicious flavors to suit any taste!

Шукаєте смачний та здоровий варіант перекусу? Спробуйте наші енергетичні батончики, які містять багато білка та клітковини, щоб ви могли задовольнити свій голод та зберегти енергію протягом усього дня. Наші батончики виготовлені тільки з найвищої якості інгредієнтів та не містять глютену та ГМО. Крім того, вони поставляються у різних смаках, щоб задовольнити будь-який смак!

The use of the keywords «all-natural», «highest-quality», «gluten-free», and «non-GMO» are aimed at attracting the attention of customers who appreciate the naturalness and quality of products. The use of the words «protein» and «fiber» may be of interest to athletes and people who care about their health and diet.

Therefore, drawing conclusions, the advertising text tries to convey the properties of the advertised product both with the help of images and with the help of language means. In addition, its success and impact on the recipient will depend on how accurately and systematically the advertising text will be constructed.

The literature analysis on the researched problem shows that many aspects of the translation of advertising texts are only outlined in the works of linguists: there needs to be a complete systematic analysis; there are no general recommendations for adequate translation of advertising texts. However, it was still possible to highlight

some aspects and specifics of the translation of advertising texts. Future research will be devoted to particular translational strategies for different types of advertisements.

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