

Список використаних джерел

1. Pauliuc K. The influence of American English on British English. URL: https://www.academia.edu/25278608/THE_INFLUENCE_OF_AMERICAN_ENGLISH_ON_BRITISH_ENGLISH.
 2. <https://onlineteachersuk.com/differences-between-british-and-american-english/>
 3. How Americanisms are killing the English language. URL: <https://www.bbc.com/culture/article/20170904-how-americanisms-are-killing-the-english-language>
 4. Capel A. We speak the same language, right? URL: <https://www.cambridgeenglish.org/learning-english/parents-and-children/information-for-parents/tips-and-advice/005-british-and-american-english/>
 5. Cambridge Dictionary. URL: <https://dictionary.cambridge.org/ru>
 6. Grammatical differences: American vs British English. URL: <https://getproofed.com/writing-tips/grammatical-differences-american-vs-british-english/>
-

Федоренко М. В., здобувачка вищої освіти

1 курсу магістратури, група ММРп-201

Стасюк О. А., здобувачка вищої освіти гр. ММенп-201

Науковий керівник: **Литвин С. В.**, к.п.н., доцент

Національний університет «Чернігівська політехніка» (м. Чернігів, Україна)

ADVERTISING SLOGAN: PECULIARITIES OF TRANSLATION

Advertising is an important element of marketing communications. Serving as a channel of information, business advertising is aimed at informing customers about a certain product and its characteristics, attracting the customer's attention and provoking positive associations related to this. Nowadays advertising uses a great number of types of media, including television, print, Internet, direct mail, radio. Advertisement is full of numerous techniques such as cultural references, allusions, storytelling, involving famous celebrities, visual images which appeal to all people's senses. The list of them enlarges due to development of digital industry.

The phenomenon of advertising is greatly influenced by globalization which implies not only international trade but exchanging the way advertisement is created. For companies which are going to expand their businesses successfully in international markets the success of an advertisement in a foreign country depends on its translation. In order to let the target culture understand and perceive information commercials contain, translation should be carried out. For advertising is complex discourse which targets a large number of people, its translation implies studying the lexical, grammatical structures, communication situations and cultural context of the source language text and then transferring the same meaning using the lexical and grammatical structure appropriate in the receptor language and its cultural context (Larson 1998:3). Therefore, translators of advertisements should consider the translation of advertisements as art which requires not only the ability to use linguistic and stylistic devices but creativity and awareness of cultural, ideological, political factors.

It is not easy to persuade target audience especially overseas that's why effective translation uses specific translation strategies depending on the target audience.

A great deal of attention is paid to the issue of translation of advertising (Munday 2004, Torresi 2010, Guidère 2005 and Snell Hornby 2006) and still there is much which needs to be done.

According to Christelle(2012), a slogan is a brief sentence or expression that lets the company say in very few words what it intends to achieve or what its products can bring to customers. The role of the slogan is to attract readers's attention. The slogan is a signature of the company. It is most often the element through which the brand is remembered. [7, p.25]

There are the following distinctive features of a slogan:

1. Frequent usage of rhymes e.g.: Grace, Space, Pace (Jaguar Cars); Once You Pop, You Can't Stop (Pringles); Wikipedia, the Free Encyclopedia. (Wikipedia).
2. Appearance of pronouns e.g.: Have it your way (Burger King); Red Bull gives you wiings. (Red Bull);
 - a) Mr. Clean will clean your whole house and everything that's in it
 - b) Because you're worth it. (L'Oreal);
 - c) Live in your world, play in ours. (Sony Playstation);
3. Alliteration e.g.: Welcome to the World Wide Wow (AOL); Beanz Meanz Heinz (Heinz Baked Beans).
4. Puns e.g.: Snap, Crackle, Pop (Rice Krispies); Tide's In - Dirt's Out (Tide).
5. Phrases -Neighbour's envy, owner's pride (Onida TV);
6. Proverbs - «Every Little Helps» (Tesco);
7. Repetitions – Good Food, Good Life (Nestle);

It is to be noted, that there are three main ways to translate of advertising slogan [8, p. 35-36]:

1) Literary translation – this is a type of translation where the literal meaning of the words is preserved from the dictionary, but the grammar of target language is taken into consideration. For instance:

- a) Adidas – Impossible is nothing. Неможливе можливо.
- b) Kenzo – The world is beautiful. Світ прекрасний.
- c) 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, потрібного для швидкого та легкого виконання різних справ. Завантажте випуск Microsoft Office 2007 або випробуйте його у своєму браузері.
- d) Carlsberg - Probably the best beer in the world. Мабуть, найкраще пиво в світі.
- e) I'm loving it. Me Donalds '. Я це люблю. Макдональдз.
- f) Apple - Think different. Apple. Думай інакше.

2) Idiomatic translation – words are translated in such a way the contents are preserved but formed is changed according to target language. For Example:

- a) Bounty: A taste of paradise. Bounty. Райська насолода.
- b) Vectine. It helps the hurt stop hurting. Він допомагає запобігти болю.
- c) TouchWiz. Personalization is just a touch away. Створюй індивідуальний стиль свого телефону простим дотиком.
- d) Kit-Kat – Have a break, have a Kit-Kat. Є пауза, є Kit-Kat.
- e) Coca-Cola... Makes Good Things Taste Better.Кока-Кола... Робить хороші речі смачніше.

3) Free translation – there is only a global correspondence between the words of original text and translated one. For instance:

- a) Duracel. The power to do more. Працює до десяти разів довше.
- b) Maybelline. Maybe she's born with it, maybe it's Maybelline. Всі в захваті від тебе, а ти – від Мейбеллін.

- c) Gillette. The best a man can get. Gillette. Краще для чоловіка немає.
- d) Cyprus. The Mysterious Island. Кіпр. Острів чарівної розкоші.
- e) Russia. Reveal your own Russia! Моя Росія. Відкрий свою Росію.

That is all these methods of advertising translation share the same persuasive purpose. They arise from an idea or message devised during the planning of the campaign, which is then conveyed into one or more target cultures in the corresponding languages. They aim to get customers attention, get them interested and provide certain motivation of buying a product from advertising campaign.

In conclusion, while translating advertising slogan one must take into account not only its purpose, characteristics of the potential customers, but features and peculiarities of the original text, cultural and individual language capabilities and other extralinguistic factors. Translation theorists suggest that the translation of advertising texts should result in an advert which can function as an original in the target culture. We suggest a flexible approach should be implemented when translating advertising slogan as it allows to combine various translation methods as translating advertising texts which are a constantly changing genre. Moreover, translation is a rather creative process as one intends to convey a message to the different target culture.

There is no doubt that the translation activities in advertising can influence the success of the target text, its end goal or function. The creation of an advertising in international framework can be circumscribed due to peculiarities of national market. Thus, in our case translation is everything.

References

1. Larson, Mildred L. 1998. Meaning-based translation: A guide to cross-language equivalence. Lanham: University press of America, Inc.
2. Munday, Jeremy. 2004. Some challenges to translation theory. Key debates in the translation of advertising material. *The Translator* 10 (2).
3. Torresi, Ira. 2010. Translating promotional and advertising texts. Manchester, UK and Kinderhook (NY): St. Jerome publishing.
4. Guidère, Mathieu. 2005. Translation Practices in International Advertising. Available at: <http://accurapid.com/journal/15advert.htm>.
5. Snell-Hornby, Mary. 2006. The turns of Translation Studies: New paradigms or shifting viewpoints? Amsterdam and Philadelphia: John Benjamins B.V.
6. Christelle, K. (2012). The translation of advertisement: issues of semiotics, symbolism and persuasion. Retrieved from: www.wiredspace.wits.ac.za/handle/10539/12095
7. Smith K. 2002. The translation of advertising text. *A study of English-language printed advertisements and their translations in Russian*. Department of Russian and Slavonic Studies University of Sheffield.