

THE LINGUISTIC PECULIARITIES OF ADVERTISMENT

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This research work is devoted to investigation of linguistic peculiarities of advertisement and methods of its translation from English into Russian language.

Actuality of this theme is determined by fact that advertisement equally with art is multi-purpose (universal) way of cultural integration. Nowadays advertisement embodies the vast lay of culture that forms informational environment of modern man. Besides translation of advertisement unlike translation of belles-lettres differs by shape, language means and pronounced communicative direction. In process of advertisement translation, a translator has to solve not only linguistic problems conditioned by differences in semantic structure and peculiarities of using two languages during a conversation, but also problems of sociolinguistic adaptation.

Because of market economy advertisement is used as a wide notification about properties of the goods, services, works of art in order to attract customers' attention and to increase a demand. Also it is distribution of data about goods and services to create a popularity.

Advertisement is a piece of information in a newspaper, on television, on a poster that tries to persuade people to buy something or apply for a job [1].

In Wikipedia advertisement is a form of communication intended to persuade an audience (viewers, readers or listeners) to purchase or take some action upon products, ideas, or services. It includes the name of a product or service and how that product or service could benefit the consumer, to persuade a target market to purchase or to consume that particular brand. These messages are usually paid for by sponsors and viewed via various media [2].

As usual advertisements are used to promote commercial goods and services to inform, educate and motivate the public about non-commercial issues. It is like a powerful educational tool capable of reaching and motivating large audiences. Advertising justifies its existence when used in the public interest—it is much too powerful a tool to use solely for commercial purposes [3].

Advertisement is the striking pattern of the operative text. It has all typical features for the given type and precisely carries out the prescribed functions.

As a rule, the content of advertisement corresponds to so-called AIDCA (**attention, interest, desire, confidence, action**) formula. That is: an advertisement should attract attention, keep interest, arise desire, achieve confidence and demand purchasing action [4].

Translation demands a number of translational methods. They are divided into two classes: substitutions and transformations.

Grammatical (category – morphological) transformations consist of replacement the parts of speech and their application in translation process is widespread. Application of grammatical transformations doesn't involve essentially appreciable changes of the initial content. As in analytical English language direct objects are more often used, in translation into Russian there is often a necessity to transform a direct object into an indirect one. The basic methods of grammatical transformations: syntactic assimilation (literal translation); articulation of sentence; unification of sentences; grammatical replacements.

The other type of translational transformations is lexical transformations. Their essence consists of transferring the initial content by inadequate lexical means of translation which as units of lexical system of translation language are nonequivalent to the used means of a source language. Lexical transformations can mention substantial aspect of transfer, lead to really visible changes of

the broadcast maintenance. The basic methods of lexical transformations: a translational transliteration, (tracing) modeling words and construction after foreign language and lexical – semantic replacements (a concrete definition, generalization, modulation or semantic development) [5].

For example, in translation of advertisement of the lipstick the anaphor which was not in the initial text is used:

New Rouge Hyperfix → *Новая помада Rouge Hyperfix*

Extreme hold ultra comfort → *Гиперстойкость. Ультраккомфорт. (Lipstick Rouge Hyperfix, Bourjois Paris).*

The word designating property of lipstick «hyperfix», repeats its name, at the same time words «extreme hold» is adequately translated.

In translation of heading using a method of modulation causally – investigatory connection often has wider character, but also logic communication between two names remains.

From cocktails to kisses, Lipfinity Reflections keeps your lips sparkling for up to 8 hours →

Пейте коктейли, дарите поцелуи! С помадой Lipfinity Reflections ваши губы остаются блестящими 8 часов. (Lipstick Lipfinity Reflections, Max Factor & Company).

The phrase «from cocktails to kisses» has semantic development in translation: «пейте коктейли, дарите поцелуи». The sentence structure becomes easier for perception in a target language, and imperative mood verbs express prompting to action. The following part of the statement is translated by the separate sentence.

The advertising text, as well as any other text, has the structural organization. It is possible to establish the following scheme of the text: heading, a beginning (disclosing of the advertising slogan), an explanation including details which play a role of the evidence of persuasion, a conclusion. But to a certain extent it is conditional, as its separate parts can be interchangeable or be absent at all [4].

Translation of the heading often applies various stylistic figures (a modulation method) as the main appointment of heading is to draw attention to the advertising text.

A compensation method is characteristic device for all components of the text as the main purpose in translation of the advertisements text is to note best qualities of the advertised object. In the most successful variants of translation the goods are described by means that differ from methods in original text. In a compensation it is important to transfer all lost elements of the content of primordial text [5].

The creamy semi-permanent colour resists 10 hours of non-stop activity → *Устойчивая помада сохраняет цвет на губах в течение 10 часов! (Lipstick, L'oreal Paris).*

The sentence structure in Russian and English texts does not coincide. In the original the subject «colour», the predicate «resists». In translation subject is «помада – крем» and the predicate is «сохраняет цвет». Property «creamy» in a source language is expressed by adjective, characterizing the subject. In the translated text this quality is transferred in a subject expressed by a noun – «помада – крем».

In translation of a slogan such characteristics as brevity, laconicism, clearness should be considered, therefore the method of constant conformity is frequently applied to slogan and to the basic text the same time.

Your fragrance – your rules → *Твой аромат – твои правила (Fragrance, Hugo Boss AG).*

For the purpose of conformity to slogan requirements, at grammatical level there is a replacement of one part of speech with another:

Believe in beauty → *Верить в красоту (Lancome es originels).*

In this example form of the verb is changed. This transformation is used in order to make slogan sound better because translations «верь в красоту» and «верьте в красоту» are distinguished with conglomeration of consonants and dissonance.

In general for the English-Russian translations most typical replacements are replacement of a noun with a verb and an adjective with a noun:

Defining beauty → *Воплощение красоты (Estee Lauder Inc).*

Adjective «defining» was replaced by noun «воплощение».

However sometimes there is also an inverse process:

The new fragrance for women → *Новый женский аромат.* (*Fragrance Echo Woman, Davidoff company*).

In the advertising text tropes are often used. The most widespread kinds of tropes are an allegory, a hyperbole, an irony, a metaphor, a metonymy, an personification, a periphrasis, a synecdoche, a comparison, an epithet.

The big role in the advertising text is played by epithets.

Originally different every day: cool, chic, trendy, ethnic, classically sensual (*United Colors of Benetton*).

To underline any quality of the goods, its exclusiveness, resort to a hyperbole.

New dream mousse blush. A revolutionary way to blush! → *Румяна – революция!* (*Blush, Maybelline company*)

In translation of advertisement there are idioms, proverbs, catchwords and expressions sometimes words from popular songs, verses.

«The friend of my friend is my friend» → *«Друг моего друга - мой друг»*

In advertisement stylistic figures are widely adopted in order to highlight the basic purport, advertising motive, image or object. The most widespread figures of speech are an anaphor, an antithesis, a conjunctionless constructions, a gradation, an inversion, a parallelism, a rhetorical question, the rhetorical reference, default, an ellipse, epiphor [6].

An antithesis is a turn of speech in which for strengthening expressiveness, concepts, images are distinctly opposed, that allows to underline advantages of an advertised subject and to distinguish its merits. Example:

Where land ends, life deigns → *Где кончается земля, начинается жизнь*

We create. You cook → *Мы придумываем. Вы готовите.*

A parallelism is identical syntactic construction of the adjacent sentences or speech segments. In a following example parallelism is constructed on lexical opposition:

One small cup for man → *Одна небольшая чашка для человека.*

One giant leap for mankind → *Одно огромное изобретение для всего человечества* (*Nescafe company*)

An anaphor and epiphor is a repetition of an initial or final word or a word combination in each parallel element of speech.

Super 12 hour wear-super soft-super shiny. (*Lipgloss, Maybelline company*)

Your own car. Your own phone. Your own place. Your dad's insurance?

(*Nationwide Mutual Insurance Company*).

In many aspects an advertisement is a game. Game methods address to emotions and logic understanding simultaneously that entertains the addressee and lead him to it an involuntary perception.

Game can be constructed on a rhyme:

A fresh way to start the day → *Новый способ начать день.* (*Nasal Spray, Dristan Spray and tablets*)

Add some flash to the splash → *Капли блеска в бриллиантовом всплеске!* (*Maybelline company*)

Shake –up your make-up → *Совершенный тональный крем с эффектом пудры.* (*Foundation Wonder Finish, Maybelline company*)

Besides there can be used a polycemy which gives sometimes comic effect and allows to express thought unusually and brightly.

In advertising texts are often used emotionally – raised vocabulary (e.g.: gorgeous, perfectly, fantastic, revolution):

Fell every bit gorgeous → *Ваша кожа великолепна* (*Rich Care Body Moisturiser. Nivea*)

But it is also possible to observe using the lexicon from a youth slang (cool):

The hottest place to go, the coolest things to do! → Самые жаркие места, куда можно отправиться, самые классные вещи, которыми можно заняться.

Advertisement is one of the main sources of neologisms in the modern languages. In advertisements word-formation resources, foreign loans are actively used. The greatest group of neologisms is formed by names of trade marks, firms and unique characteristics of the goods.

In order to draw attention of the reader, to focus his attention on the certain moments homonyms and antonyms are applied.

Our jeans fit your genes (Artisan Cocoa Inc.)

The contrast as the effect of expressiveness help to form basis of statement construction. Rarely in advertisements synonymy can be met.

An alliteration method consists of repetition of identical or close consonants on sounding.

Live life with a smile → Живи с улыбкой! (Lip Care Gloss & Shine, Nivea)

Maybe she's born with it. Maybe it's Maybelline → Все в восторге от тебя, а ты от Maybelline.

Echo woman - the new fragrance for women → Echo woman - новый женский аромат (fragrance Echo Woman, Davidoff company)

One of features of the advertising text is use of words-stereotypes. Words-stereotypes is regularly repeated in the advertising text lexical units with the high degree generally-simplified degree of informative, the represent steady and compressed meanings [7].

If to consider English advertisement, such verbal as «buy this», «discover that», «try some today», «don't forget», «treat yourself» are rather extended. They can be met in all parts of the advertising text. It was noted that the most frequently used verbs are buy, try, ask, get, see, call, feel, taste, watch, smell, find, listen, drive, let, look, drink, do, discover, start, enjoy. From nouns in English advertisement the most used are «world», «freedom», «safety», «life», «magic», «style».

For example:

Share the excitement (Nissan Motor Company Ltd). Manage your risk (Nationwide Mutual Insurance Company).

The choice of words-stereotypes is defined by their interchangeability and depends on qualities of the advertised goods which are necessary to be noted. Therefore the most widespread method of translation of words-stereotypes is modulation and compensation.

Thus, figurative means of language brighten up the advertising text. A variety of methods of verbal expression, strengthening expressiveness, that accompanies even the most simple theme should serve one of principles of drawing up of advertisement.

The advertising text includes variety of extralinguistic components, neglecting of which will not be possible to translate the advertising text with the great efficiency. A distinctive sign of successful advertisement is harmonious unification of the basic advertising idea with those means of expressiveness which most correspond to the given idea. The object of the translator is to use all knowledge of theoretical bases of translation for transfer of communicative function of the original and to observe such criteria of the advertising text as compactness, laconicism, brevity, accuracy, concreteness. Always it is necessary to remember a main purpose of the advertising text – to draw attention and to raise interest.

Because of specificity of advertisement, the text should not be translated literally as in that case it can lose its meaning and force of the influence. Translation of advertising texts is creativity at language level, whereas translation of art texts - the creativity connected with is art-shaped thinking. Process of translation is creative work, and translation of advertisement is doubly creative.

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