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М.В. Авдеева, Е.В. Кузнецова
Российский университет дружбы народов

ОСОБЕННОСТИ ПЕРЕВОДА РЕКЛАМНОГО ТЕКСТА С АНГЛИЙСКОГО ЯЗЫКА НА РУССКИЙ

В статье рассматриваются особенности перевода рекламных текстов с английского языка на русский; обосновывается необходимость изучения языка рекламы для перевода рекламных текстов. Материалом для исследования являются рекламные тексты на английском языке и их перевод. В статье приводится классификация рекламных текстов, дается подробный транслатологический анализ примеров с указанием использованных при переводе переводческих трансформаций, обозначаются наиболее частотные трансформации.

Ключевые слова: рекламный текст, перевод, примарно-оперативная группа, переводческая трансформация, реклама.

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M.V. Avdeeva, E.V. Kuznetsova
Peoples' Friendship University of Russia

PECULIARITIES OF TRANSLATING ADVERTISEMENT FROM ENGLISH INTO RUSSIAN

The article sheds light upon peculiarities of translating an advertisement from English into Russian; it proves the necessity to study the language of advertisement. The data are texts of different advertisements in English and their translation into Russian. In the article advertisements are classified into groups, a thorough linguistic analysis of each example is given, the

translation techniques used for the translation are stated, and the most frequent ones are pointed out.

Key words: translation, primary-operative group, translation techniques, advertisement.

Introduction

In the modern world integration and globalization that are expressed through information exchange, import and export of various commodities lead to the fact that advertising texts began to play an important communicative function in society - dissemination of information about the product. No wonder they say "advertising is the engine of progress" in the free market of goods and ideas. Taking into account the fact that foreign goods constitute a significant share of the Russian market, the problem of translation of the advertising text, of course, is relevant.

Theoretical basis

Let us consider the basic concepts. Most researchers adhere to the following definition of advertising text. Advertising text is any form of non-personal presentation and promotion of ideas, goods and services, which aims to have an impact on the reader in the direction of change or consolidate its relationship to advertised object. Advertising is not just an ad, notice, introduction, reminder, but also a means to attract attention, create image and fame. The advertising process is primarily aimed at the formation and consolidation of the destination in the minds of the stereotypes, ways of life, thinking and morality, which is an integral part of the formation of public consciousness. The language of advertising covers the range of diverse events and depending on the species and forms of advertising (scientific-technical, newsprint, magazine, radio, TV, film advertising, etc.) draws conclusions about the use of language means relatedness to a particular functional style. There are several types of text advertising messages: informational, reminding, inspiring, urging. Information advertising texts should be simple and concise.

Reminders are short. Suggestive advertising texts should include repetition of the product name. Persuasive advertising texts in the form of emotion focus attention on the merits of the product. In advertising a text presents all four types of information and, in general, they are all important for the realization of its communicative tasks.

Classification of advertising texts

There are many ways to classify advertising texts. However, in our work we adhere to the classification of M.K. Kolkov. It is based on the following criteria: the advertised object, the target audience, media-advertising medium.

The object of advertising texts' classification is based on the systematization of the various groups of the advertised items, such as: cosmetics, clothes, cars, etc., which enables you to define the conceptual framework of modern advertising. The subject of advertisement also significantly influences the style of the advertising text. This text tries to convey the properties of the advertised product, using images and language. So, advertising of cosmetics and perfumes in most cases is replete with means of expression that give the text a very special sound, a unique tone of voice, for example: «Inside this jar you'll find a radiantly glowing skin, naturally-blushed cheeks, wondrous eyes and color-kissed lips. Suddenly your skin has a radiant sun-kissed glow».

Also, advertising texts differ depending on a specific audience they focus on, which is divided into teenagers, young women, business people, etc. The focus of the advertising text on the target audience is closely linked with the object of advertising: for example, advertising targeted at young affluent women is focused mainly on the subjects of expensive cosmetics, perfumes, trendy clothing.

The next way of organizing advertising texts, according to M.K. Kolkov, is the classification of the media-advertising medium. It is divided into the print advertising (newspapers and

magazines), television and advertising on the radio and on the Internet. Let us dwell on the analysis of advertising texts due to the first criterion of our classification - focus on the subject of the advertisement. To do this, all the examples obtained by continuous sampling, were divided into three groups - advertising texts focused on food products, advertising texts aimed at improving the appearance and health, as well as advertising texts focused on the material and cultural values.

Attention will now be turned to the analysis of the first group of advertising texts.

1. The advertising text, focused on the advertised object. These are the texts advertising food products. Consider promotional video of "Pedigree" that produce food for dogs. *They'd have an undivided attention morning, noon and night if they could, but sometimes they have to entertain themselves for a while. That's why Pedigree jumbone comes in. It's a tasty chew with meaty scent that they can really get the teeth into. Pedigree. We are for dogs.*

Translated into Russian, it reads: *Была бы их воля, они бы получали пристальное внимание утром, днем и вечером. Но иногда им приходится развлекаться самим. Педигри джамбон не даст им скучать. Сочная жевательная косточка со вкусом настоящего мяса увлечет их настолько, что время пролетит незаметно. Педигри. Просто мы действительно любим собак.*

The title of the product *"Pedigree jumbone"* is transferred as the authentic name. There is no equivalent to the word «*jumbone*» in the Russian language.

Also the translator used a grammatical substitution selected for the active voice form in the syntagma: «*They'd have an undivided*» such equivalent as: *Была бы их воля!* We can note such translation method as the division of the sentence. The first sentence of the original text was divided into two by the translator, because such a way to supply information is the most

common for the perception of the advertising text in Russian.

There is an element of personalization in the text of the advertisement. The fodder "Pedigree" is not only a food for dogs, but also is their savior from boredom. This point is reflected in the translation infomercial: «... *but sometimes they have to entertain themselves for a while. That's why Pedigree jumbone comes in*» - «*Но иногда им приходится развлекаться самим. Педигриджамбон не даст им скучать*».

Also, the reception of the complex transformation was used in translation: «they can really get the teeth into» (literal translation of «крепко, горячо взяться за что-либо»), though it is a set word combination, but in this case it is not a better translation, so this phrase is better to convey by dint of descriptive translation: «... увлечет их настолько, что время пролетит незаметно».

Infomercial slogan «*We are for dogs*» has also undergone some changes. Its literal translation of «*Мы существуем для собак*» reduces the emotionally charged message that must be in the slogan. The translation uses the verb «*are*» in its primary meaning and the adverbial modifier of purpose, so as a result we get the emotionally charged slogan: «*Просто мы действительно любим собак*». This slogan is common not without reason. It shows interest in the fate of animal products, and prepossesses the customers.

Let us turn to the second group of advertising texts.

2. Advertising texts focused on the material and cultural values. Basically, this group includes text advertising appliances. Attention is now turned to the cell phone commercials "Vodafone" of the company "BlackBerry Storm."

The responsive touch-screen on a new Blackberry Storm Vodafone. An incredible power is in your hands. Vodafone. Make the most of now.

Translated into Russian, we see the following:

«Чувствительный touch-screen нового телефона Vodafone BlackBerry Storm. Невероятная сила – в твоих руках.

Vodafone. Сделай сегодня настоящим».

The transfer of the main text is carried out by calquing. It uses the epithet with the elements of hyperbole – «*an incredible power*». Hyperbole is a strong expressive technique that provides effective impact on the viewer. This feature has been fully transferred to the translation – «*невероятная сила*».

The slogan of the advertising text «*Make the most of now*» has an interest in which there are many Russian correspondences: «*Цени момент*», «*настоящее - сегодня*», «*Наполни каждую секунду*». However, the best option for a translator considered «*Сделай сегодня настоящим*».

While translating the techniques of generalization were also used. There is an impulse to action in this technique, which is often used in advertising texts to attract the attention of the recipient; as an unusual combination of words «*the most of now*», which increases the impact of a mass audience.

Now we turn to the third group.

3. Advertising texts that are focused on improving the appearance and health. There is a lot of advertising on our television what means that they deserve special attention. Attention may now be focused on commercials of the lip gloss company «Blistex».

«New Blistex lip massage has a very clever tip. It massages the formula into your lips leaving them smooth and hydrated».

We see the following translation of advertising:

Новая гигиеническая помада lipmassage от Blistex обладает весьма умным кончиком. Его питательные вещества смягчают и увлажняют ваши губы.

Advertising filmlet is largely informative, rather than emotionally loaded. There are a minimum number of figurative expressions. The epithet «*a very clever tip*» is an example of the use of stylistic devices. Translated into Russian it sounds like «*очень умный кончик*». Translation is carried out by calquing, but it does not violate the original desire of the manufacturers to

pay attention to the quality of the buyer of the product. A conversion, which is the replacement of the parts of speech, is used in the second phrase. The adjectives «smooth» and «hydrated» in the original text are replaced by the verbs «смягчают» and «увлажняют» in the translated text. The advertising filmlet is not intrusive, it is logical, clear, accessible, and thus inspires confidence in consumers. Thus, while analyzing the examples it was found that the maximum amount of advertising is that of food products.

A wide variety of translation transformations are used while translating advertising texts: transcription / transliteration, compression and expansion, complete translation, calquing, functional grammar and replacement, generalization, lexical omission, grammatical omission.

Most frequently, while translating the advertising texts that are focused on food production, such lexical and grammatical tricks as generalization, concretization, lexical and grammatical omission are applied.

Conclusion

As a result of the study of the advertising text translation features, it was found that any advertising message is characterized by stereotyped expressiveness and substance. The text of the ad is a short and concise message that has characteristics of evocative, expressive, and emotional language.

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В.В. Брусакова, Н.М. Епихина

Российский университет дружбы народов

ОБРАЗНОСТЬ ТЕКСТА КАК КАТЕГОРИЯ КОГНИТИВНОЙ СТИЛИСТИКИ

В данной статье представлены различные дефиниции термина образность, понятия, отличающегося сложностью и многоаспектностью. Автор рассматривает когнитивную лингвистику, основным понятием которой является концепт, а также такие понятия как когнитивная стилистика и метафора - один из важнейших средств создания образности.

Ключевые слова: образность, когнитивная лингвистика, концепт, когнитивная стилистика, концептуальная метафора.