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**ЛИНГВИСТИЧЕСКИЕ АСПЕКТЫ
СОЦИОКУЛЬТУРНОЙ АДАПТАЦИИ НА ПРИМЕРЕ
РЕКЛАМНЫХ ТЕКСТОВ**

В условиях стремительного процесса глобализации многие компании стремятся выйти на международный рынок. Как следствие, перед ними встает задача адаптации названий брендов и рекламных слоганов к условиям рынка определенной страны. В данной статье рассмотрены лингвистические аспекты социокультурной адаптации названий брендов, а также рекламных слоганов. Поднимается вопрос о влиянии языка на формирование мировоззрения, как отдельного человека, так и целого народа, говорящего на этом языке. Подчеркивается важная роль языка в восприятии человеком той или иной информации и раскрывается понятие языкового сознания с опорой на гипотезу лингвистической относительности Сепира-Уорфа и лингвистические воззрения Бодуэна де Куртенэ и Леонтьева. В статье приводятся примеры ошибок, совершаемых компаниями при выходе на иностранные рынки, и подчеркивается необходимость учета, как языковых, так и экстралингвистических факторов для успешного вывода бренда на международный рынок.

Ключевые слова: глобализация, язык, языковое сознание, социокультурная адаптация брендов

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**LINGUISTIC ASPECTS OF SOCIOCULTURAL
ADAPTATION: BRAND NAMES AND SLOGANS**

*Against the background of the accelerating process of globalization many companies seek to enter the global market. As a consequence, they have to adapt of their brand names and slogans to the foreign market conditions. Thus the present article is devoted to the issue of sociocultural adaptation of brand names and slogans. Much attention is given to the impact that language has on shaping of the worldview of both individuals and nation speaking this particular language. The article underlines the role of language in perception of information and touches upon the issue of linguistic consciousness with the reference to the Sapir and Whorf's hypothesis and linguistic findings of Baudouin de Courtenay and Leontiev. The article gives examples of the common mistakes made by companies in process of entering the international markets and emphasizes the importance of taking into account both linguistic and extralinguistic factors for a successful **global market entry**.*

Key words: globalization, language, linguistic consciousness, sociocultural adaptation of the brands

Introduction

Adaptation of brand name and slogan to particular foreign markets, which is now also called a brand localization, is an integral part of foreign market entry. In order to elaborate a potentially successful brand name or advertising slogan companies tend to conduct marketing research so as to find out social and cultural peculiarities of the country where their potential target audience lives. It is made for better understanding how to provoke particular associations and desire to buy the product in minds of costumers. For instance, a well-known slogan

of Nike, a seller of athletic footwear and apparel across the world, “Just do it” is designed to motivate, it is a kind of a challenge. So this slogan can equally appeal to both professional sportsmen and those who are only going to take up sports to be healthy and fit.

Some may think that in the globalized world of today an advertising campaign that was effective in one country will be just as effective in another. But it is not always the case. In fact, to break into foreign markets successfully, a company should take into account the whole set of extralinguistic factors (Malyuga, 2013). Without such knowledge customers are unlikely to grasp the message.

As the example of this we can take a well-known story about Gerber’s failure in Africa. The company is providing baby food and baby gear around the world. When this company decided to expand their product into Africa, they did not change the packaging where there was an angelic faced baby. In the United States and other countries around the world this image worked just fine. However, the product had no success on the market of Africa. Later Gerber found out that packaging design in Africa often contains pictures of what is actually inside it. This is done because a large share of Africans population cannot read. So it is not difficult to imagine which associations and emotions that particular packaging provoked in minds of the Africans. There is no need to say, that Gerber products did not sell well until they changed the packaging design.

This example points out possible peculiarities in visual perception of the same image by representatives of different nations and cultures. However, if we look at verbal aspect of this problem, we will see that a language plays even more significant role in the question of thinking and perception. In order to understand this idea more clearly, we shall address the theoretical basis of the issue.

Correlation between language and perception

Famous linguist Baudouin de Courtenay underlined psychological

component in a language. He said that a linguist should study individual psychic of a person from a certain language community. He saw a language as a psycho-social phenomenon. It is important to state that for Baudouin psychical and social lives are inseparable. Psychics cannot develop without social life, at the same time, society depends on coexisting and communications of personalities as psychical creatures. So the idea is that language cannot be studied apart from humans and their communications. For Baudouin the subject of linguistics is a human as a bearer of linguistic thinking, rather than just some language separated from a human.

According to Baudouin de Courtenay, a human is a part of three worlds at the same time: a part of the universe in general, a part of the organic world and finally a part of the psycho-social world. And language plays its role in all of them.

First of all, some psychical and geographical factors such as climate, air, level of humidity, seas, rivers and etc, influence psychical peculiarities of a nation, and that in its turn influence language. And vice versa – language has an impact on physiology, for example on physiognomy and organs of speech of nation.

Organic world is an indispensable condition of psycho-social world. So when we talk about individuals in general, firstly, we need to take into account anthropological and social aspects of humans as living creatures and members of different linguistic groups respectively.

While denying the idea that different nations have different process of thinking, Baudouin agrees on fact that language can influence national mentality. He admits a possibility that if one national language is replaced by one of different structures, these changes will cause changes in the mentality of nation.

And more than that, language, according to Baudouin de Courtenay, influences our world-view. All changes and steps of historical development are reflected in a language. Baudouin de

Courtenay defined knowledge of language as an additional type of knowledge, by which he means perception and cognition of the world in a form of a language.

To sum up the above-mentioned arguments, Baudouin de Courtenay believed in the strong correlation between language and the way how our minds are organized. At the same time, he admitted the fact that people of different nations think differently due to the language they speak.

Now we will address the so-called Sapir and Whorf hypothesis, stating that there is an existing relationship between the language a person speaks and how that person both understands the world and behaves in it.

In brief, the main statements of this theory are the following:

- there are certain thoughts of an individual speaking one language that cannot be understood by those who live in another language environment.
- The hypothesis states that the way people think is strongly affected by their native languages.

Sapir believed that a language is a guide of a kind to social reality. “Human beings do not live in the objective world alone, nor alone in the world of social activity as ordinarily understood, but are very much at the mercy of the particular language which has become the medium of expression for their society. It is quite an illusion to imagine that one adjusts to reality essentially without the use of language and that language is merely an incidental means of solving specific problems of communication or reflection. The fact of the matter is that the “real world” is to a large extent unconsciously built up on the language habits of the group. No two languages are ever sufficiently similar to be considered as representing the same social reality. The worlds in which different societies live are distinct worlds, not merely the same world with different labels attached” [6, p 207-214].

Further development of this theory lead to the conclusion that a language defines not only behavior of the nation but also a type of culture in a certain language group, its mentality, and its forms of thinking.

Linguistic consciousness

The current situation of globalization and mutual influence, that language cultures have on each other, stimulated emergence of numerous studies in the field of linguistic consciousness and its national and cultural traits. One would assume that accelerating globalization process is designed to reduce cultural differences and satisfy the need to localize brands. Indeed, it is not happening, and what is more, there are some opposite trends emerging: some nations, frightened to lose their ethnic uniqueness and traditions, tend to emphasize their cultural identity.

In the context of this phenomenon, such term as linguistic consciousness appears. The very existence of such thing indicates that the language is not simply a set of symbols encoded in the way that they have a certain value, which can be completely transmitted if it is recoded according to the rules of another language.

Anthropocentric nature of this phenomenon is doubtless, as mental structures do not exist independently, but it reflects the picture of the world including actions and behavior of the subject.

Linguistic consciousness is also ethnocentric, as the "image of the world varies from one culture to another" (Leontiev, 1993). "At the heart of worldview of every nation is its own system of substantive values, social stereotypes, cognitive schemes, human consciousness is always ethnically determined " (Leontiev, 1993).

Taking into account all mentioned above, we can conclude that adaptation of brands and advertising slogans –is a much more profound and complex issue than just its translation.

The most prominent difficulties on brands adaptation

In many Asian countries brands are prohibited to use their

original name. Instead they are forced to create local versions using the local language, so that the name has a clear meaning for consumers.

But if we take the Russian market, we see that the vast majority of brands keep their original names. For instance, a well-known brand of cleaning agent “Mr. Proper” is translated in different countries in different ways, but in Russia there are no changes in the name.

We only assume the existence of a correlation here with the fact that lack of trust of Russian consumers towards domestic products makes brand names made in a foreign language more attractive. However, it requires a research to be conducted in order to find out if this assumption is true or counterfactual.

On the other hand, there is a number of cases when preserving original names impeded promotion of brands on the market of particular countries. Some of them are rather comical. For example, the name of the car model Chevrolet Nova was not popular in Spanish-speaking countries, as «no va» means in Spanish "does not go". The Model of another car - Nissan Serena also caused laughter among consumers, because “Serena” was a popular manufacturer of pads for women. In addition to this, it also happens that the name that sounds perfectly right in one language is consonant with the words that have negative connotations or are even offensive in another language.

All this leads us to the importance of thorough examining social and cultural peculiarities of the country they are planning to enter.

Talking about translation of advertising slogans, there can be several options. Looking back on the levels of equivalence, it should be noted that translation at a formal level is rarely possible.

In Russia, the most popular slogans sometimes are not translated at all: «Nike. Just do it » and « Nokia. Connecting people », e.g. But most of the translations are made at the level

pragmatics, keeping the original "message", but presenting it differently, so that it sounds good in the target-language. For instance, translation of Coca-Cola slogan "The Coke Side Of Life" (literally: «С точки зрения Кока Коль») was made at pragmatic level, in Russian it sounds «Живи на яркой стороне» ("Live at the bright side").

The commercial of "Imunele" can serve as an example of a pretty dubious advertising text which refers to a kind of an average family, but the family presented in the video, is far from a model of a typical Russian family: large, luxuriously furnished cottage, an expensive car, and other attributes that are not characteristic for the Russian middle class. Due to this Russian consumers cannot self-identify with the characters of these commercials, which, undoubtedly, is its main purpose.

On the contrary, the word "average", repeatedly used in the video, can cause a feeling of humiliation and anger among Russian consumers. At the same time, this manipulation of words is not always a result of errors and misunderstanding of the situation. These images may be nothing more than so-called desired representation of oneself. It is known that in the opinion polls the majority of respondents consider themselves a middle class, which is not true. "Message" in this case can be as follows: "Buy our product - get closer to the ideal".

Conclusion

To sum it up, the problem of adaptation of brands and advertising slogans has many aspects, each of which can serve a subject of a research. The fact that in order to accomplish a successful localization, you should take into account the significant role extralinguistic factors play in success of the brand in the market of a particular country.

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ОСОБЕННОСТИ ИЗУЧЕНИЯ ИНОСТРАННЫХ ЯЗЫКОВ ПРИ ПОМОЩИ ДИСТАНЦИОННОГО ОБУЧЕНИЯ

В статье рассматриваются особенности дистанционного обучения. Автор рассматривает основные проблемы, связанные с дистанционным обучением, такие как отношение преподавателей к данному подходу, вопросы о качестве обучения и эффективности дистанционного образования на практике. Выявлена и обоснована необходимость дистанционного обучения для людей не имеющих возможности посещать занятия. В соответствии с Дезмондом Киганом рассматриваются четыре основные характеристики дистанционного обучения: «разделение преподавателя и ученика во времени или пространстве», «признание учебным заведением», «использование значительного количества технических средств» и «двусторонняя коммуникация преподавателя и ученика». В статье так же рассматриваются положительные и отрицательные стороны дистанционного обучения и возможность применения такого подхода для изучения иностранных языков.