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Pragmatic changes in the English-Russian-Ukrainian translation of aviation-related advertising web site slogans and texts

The translation approach to rendering advertising slogans into Russian and Ukrainian is discussed in the article. The choice of translation strategies is based on three principles, singled out by K. Smith: transference, source- or target-language orientation. In pragmatic terms, the most common and effective in preserving the pragmatic potential of the original is literal translation which result in source-oriented translation.

Advertising translation may be viewed as a type of translation within the translation of publicist texts. Yet, what makes this type of translation unique is the variety of its forms of commercial communication and promotion, from a web site to a television campaign on an international scale. There are two approaches to translating commercial advertisements: proceeding from the pragmatic aim of the advert; and proceeding from the suggestive character of advertising, the text and wording. Irrespective of approach, translation should follow the mission of adapting marketing strategies to the audience of target countries.

Since advertisements are a result of meticulous writers' work, it is expected that the practice of translation is as strategy-oriented as the original text is, especially with regard to cultural elements and parameters. Thus, the translation of an advertisement becomes a dynamic activity just like the advertisement itself; however, shaped according to the habits of a target culture. Hence, the task of the translator is to determine appropriate translation methods and strategies in terms of sociocultural and ideological features of the target text. In short, to translate advertising texts, one has to keep in sight extra-linguistic elements of the advert, its pragmatic aim, and creative potential.

Because there is a belief that advertising slogans are difficult to render in all their original appeal, they are rarely "exported" into another culture without changes affecting their semiotic and/or verbal environment [2]. At the same time, adequate translation of advertising materials implies a considerable degree of accuracy involved in rendering the characteristics of a given product, or product specifications. In general, the translation of advertising texts combines methods and techniques of both literary and non-literary translation and requires translational effort aimed at their pragmatic adaptation. In this activity, a translator becomes an intermediary in the process of economic and cultural exchange between nations.

When discussing the translation of the advertisements, K. Smith singles out three translation strategies: transference, source-language orientation or target-language orientation [5, p. 163]. To see what pragmatic changes occur in translation, we chose the web sites of three international airlines Lufthansa, KLM and British Airways and compared adverts on English-language and Russian-language web sites. Though, Lufthansa and KLM are Germany and Holland-based companies,

contrastive analysis showed that translators used English-language versions of the sites for translation. The focus is on Russian, not Ukrainian-language translation of the English-language adverts due to the fact that it is difficult to find English- and Ukrainian-language international airlines web sites. Yet, we thought it possible to speak of rendering advertising slogans into Ukrainian, too, regarding perspectives of Ukraine integration to Eurozone. So we offered the Ukrainian variants of aviation-related advertising web site advertisements translation to demonstrate some possibilities of translating the given adverts into Ukrainian.

(a) Transference is the process of transferring a source language text to a target language without changes. For example: *Lufthansa. Nonstop you* (Lufthansa). This line is transferred to the target language, Russian in this case, in its original version. Transference is achieved through lack of translation, which seems to be applied to advertising texts in case if specialists believe that the original advertising text performs exceptionally appealing function in the original language and will be quite understood in the target culture. In such cases, even if the representative of the target culture will not grab the verbal message, the semiotic environment or company reputation will preserve the pragmatic potential of a seemingly foreign text. In the example above, the text should be recognizable by the Russian-speaking community not just because Lufthansa is among the most reputable air carriers, but also because the English-language message is quite familiar as there is a Russian word *нонстоп* and pronoun *you* is a component of a quite famous English *I love you*. The slogan would be equally recognized by the Ukrainian audience.

(b) Broad source-language orientation involves minimalized degrees of linguistic change to the source-language advertisement and result in a target-language advertisement, which maintains the meaning and syntactical form of the source text. For instance: *Earn Miles and enjoy exclusive benefits.* – *Зарабатывайте Мили и наслаждайтесь эксклюзивными преимуществами* (KLM, FlyingBlue). As we see, the original message is faithfully rendered in the target language, preserving word-order and grammatical equivalence possible in both English and Russian languages. This translation strategy allows keeping the rhythm and emotive component of the original, applying to the vanity of passengers. A similar translation is possible in Ukrainian: *Заробляйте Милі і насолоджуйтесь ексклюзивними перевагами*.

Source-language orientation is achieved through methods of literal translation [4, p. 191]. This type of translation does not mean word-for-word translation. It aims to find the closest equivalents to the original words and sentences in order to keep the pragmatic potential and style of the original. Sentence structure is regarded as the basic point of reference during the process of translation, and at the same time, effort is made to faithfully preserve the figures of speech and stylistic potential of the original, in order to receive a text similar in form, contents and style to the original. For some reason, this approach is the most popular in the translation of English advertisements. For example: *There are a lot of ways to collect Avios – on flights, hotel stays, car rentals, credit cards, and even on everyday things like shopping.* – *Существует много способов зарабатывать Баллы Avios – за перелеты, проживание в отелях, прокат автомобилей, кредитные карты и даже такие повседневные действия, как покупки в магазинах* (British Airways,

Avios). As one may notice, the Russian sentence follows the grammatical structure of the original one even at the expense of smoothness of the target language construction. *Существует много способов зарабатывать Баллы Avios* is a construction, which sounds artificial in the Russian language and might have been changed by the translators for other better variants with similar meaning. We want to offer the following Ukrainian translation: *Ви можете накопичити бали Avios здійснюючи перельоти, зупиняючись в готелях, беручи в прокат авто, користуючись кредитними картками та займаючись щоденними справами, наприклад, покупками.*

At times, literal translation leads to translation mistakes, as in the example: *From 1 April to 30 June 2015 you can earn up to triple miles for your stay – depending on when you stay in a Best Western hotel in Germany or Luxembourg. – С 1 апреля по 30 июня 2015 года Вы можете получить максимально в три раза больше миль за проживание, в зависимости от того, когда Вы остановитесь в отелях Best Western в Германии и Люксембурге (Lufthansa, Miles&More).* The word *максимально* is redundant in the Russian translation.

(c) And finally, broad target-language orientation of adverts presupposes that the advertisement has been widely changed to produce an almost new one in the target language. Consider the following example: *Another reason to belong – Дополнительное преимущество* (British Airways, Executive Club). The change that affected the original message seems to be mainly based on the necessity to fit the text into limited space as word-for-word translation into Russian will mean longer message. Even though the target text loses some of the hint to exclusive nature of the deal, it does preserve the basic original message luring the customer to join the program. Translation theory suggests that advertising texts should be translated to create a target-language advertisement that will have a similar positive impact on the target audience [1]. It is thus important that the target-text advertisement has the same attention-grabbing function as the original one.

The target-language orientation is achieved in translation when the translator applies flexible translation. Flexible translation is commonly a result of adaptation [3, p. 123] or substitution of the original text. We speak of adaptation when the semiotic context remains unchanged, but the text is adopted according to the cultural peculiarities of the target audience. For example, *Browse your destination. – Знакомство с целью путешествия* (British Airways, Travel Guide). The change in the translation is triggered by the fact that there is no equivalent conceptually the same as English word *browse*. Its closest equivalent is *выбирать, просматривая по порядку*. However, this variant of translation is quite lengthy. The same concerns the word *destination*. Having literal translation will mean a verbose and pragmatically non-equivalent message. The translator's choice, though not quite similar in its sense to the original, is quite close in the pragmatic aim – to choose a trip using the British Airways web resource. It also does not run contrary to further hyperlinks to parts of the world, which the company can take you to. If you are a traveller who has not made your choice as to the place of your destination, this very service will help you. We believe, that in Ukrainian two variants are possible: English-oriented *Проглянь і вибери маршрут* and Russian-oriented *Знайомство з метою подорожі*.

Using of adaptation in translation of advertising texts is primarily motivated by such factors as absence of equivalents in the target language, space and character limits on web sites, cultural differences and requirements of style.

In substitution, a completely new text is created. This strategy, however, seems to be quite rare in translation of web adverts, which may be explained by the fact that it requires additional creative effort from the translator, while the customer may oppose the utter changes. This strategy is also risky because the visual content and the text should match a single advertising concept.

Such type of flexible translation often leads to loss of pragmatic potential of the original. For example, *We figure it all out. You chill out.* – *Предоплата за тур*. In the original text the writer employs repetition, use of brisk, short sentences and colloquial idiomatic expressions, which grab attention immediately. At the same time, the Russian translation lacks figurativeness and is quite formal and cliché-like. Even though it is true, that most former-USSR Russian-speaking travellers would be quite concerned about the monetary issues, there might have been a better way to appeal to their cultural peculiarities. Accordingly, one may translate it in Ukrainian as *Ми з'ясовуємо. Ви розслабляєтеся*, yet no one among Ukrainians would associate it with *Попередня оплата за тур* and vice versa, if one uses *Попередня оплата за тур* no one will think of some extra-services provided by the airline company. So, *Попередня оплата за тур: Наші клопіт. Ваш відпочинок* might be pragmatically more relevant.

Conclusions

Advertising is a social phenomenon that has already become a part of everyday life. Its influence upon the target audience is achieved with the help of words and images, and the language of advertising is both inventive and complex. Rendering the message of the advertisement is what is expected of the translator in the first place.

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