

## References

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### Translation of advertising texts

With the development of economic globalization, advertising industry has been developing at a speed no one could imagine twenty years ago. This paper focuses on the research of advertising translation with the directions of the following aspects: values difference, social custom difference, language difference, geographical and humanistic environment difference. The research indicates that according to the features of ads, proper methods can be utilized in the process of translation.

**Keywords:** Commercial Advertising, intratextual elements, extratextual elements, culture, Translation, Strategies

С развитием экономической глобализации рекламная индустрия начала развиваться со скоростью, которой никто не мог представить себе двадцать лет тому назад. Статья посвящена исследованию перевода рекламы в следующих аспектах: различие ценностей, различие социальных обычаев, языковые различия, различие географической среды. Исследование показывает, что в зависимости от особенностей рекламы в процессе перевода могут использоваться различные методы.

**Ключевые слова:** коммерческая реклама, внутритекстовые элементы, внетекстовые элементы, культура, перевод, стратегии

It goes without saying that translation has always existed in every part of life since the beginning of time. Regardless of what the languages, needs, methods, or texts are, the translation has been used in every field of studies, and this has led to the multidisciplinary nature of translation studies. After being placed under main disciplines such as Linguistics or Literature for a very long time, translation studies have only recently begun to be realized as an independent discipline. Definitions and theories of translation itself also seem to have evolved through time; from the word level transfer of meaning to sentence level and later the integration of cultural elements.

Translation of advertising texts not only include words, but also cultural concepts, ideas and visuals. Mooij defines translating advertising copy as “painting the tip of an iceberg and hoping the whole thing will turn red”. He touches the cultural

notion of advertising by claiming that advertising is not made of words, but made of culture [1].

Translating advertising tools is beyond translating a regular written text as they include cultural elements such as shared beliefs, attitudes, norms, roles and values. Reyburn's suggestion "to transfer an advertisement from one language (and culture) to another, possible answers would be to translate, adapt, and create" is worth considering. As advertising texts are rich in cultural and social elements, whether they are translatable or not is still being questioned. However, due to their high cultural and social content, financial and brand image concerns make the translation of advertising texts necessary [2].

"The translator is not the sender of the source text message but a text producer in the target culture, who adopts somebody else's intention in order to produce a communicative instrument for the target culture or a target-culture document of a source culture communication." [3].

In advertising texts the translation has to consider the target culture, which has to be analyzed separately from the source culture, as the advertisement suffers a cultural displacement. The Translation-Oriented Source Text Analysis is based on the functionalist approach and explains how the translator must inquire about the translation context elements and their influence on the transfer methods that have to be applied. The translator has to permanently compare the source text elements and the target text elements. The translator must first perform an elaborated analysis of the intratextual elements (linguistic and structural) of the source text, which have to be adjusted to the extratextual elements of the target text.

The intratextual features make reference to the subject of the text, the information, the structure of the text with its compositional and linguistic elements. The subject matter is important because it determines coherence, feasibility or the cultural context. The cultural context can determine the decision-making process. The macro-structure of the text refers to other forms of in-texts such as: quotations and footnotes which can also give information about the structure of the text. The micro-structure refers to the sentence structure, the distribution of clauses in the text, and the cohesive linking devices.

Extratextual elements include information about the source text producer, the initial purpose of the text, the addressee, the medium of communication. The information about source text producer can be obtained from the text, from, preface, epilogue or footnotes or right from the text. The purpose of the text is determined by the sender's intention, which is very important because it determines the structure of the target text, both in content and form. Information about the addressee is also essential in case of advertising text. For example, the translator needs to know the target public's expectations in order to render the same intention as that of the source text producer. The information about the channel helps the translator decide upon the way the

information should be presented, the choice of sentence types, or the use of non-verbal elements.

Advertising has become a very important and necessary tool of spreading information and creating a brand in target market. Nowadays, any economic activity which is out of the form of advertising campaigns rarely can reach to great success.

Meanwhile, the importance of commercial advertising translation has also increased. Advertising is not only a cultural exchange, but also an economic activity. As a cultural exchange, its function provides updated information and knowledge, and creates and spreads positive cultural images and ideas. On the other hand, it is an economic activity that has an identifiable commercial purpose.

In summary, from the perspective of cross-cultural communication, translation of English-Russian commercial advertisements involves the following aspects: values difference, social custom difference, language difference, geographical and humanistic environment difference. Any of the previously mentioned translation strategies can be selected according to different circumstances, but no matter what translation strategy is chosen, it must be tailored to the audience and consumer psychology. We can come into the following conclusion: with the previous more background information of features and cultures, it will be helpful to better comprehend the advertising language in order to have access to the creation of successful advertising translation. Due to differences in cultures and cultural properties of advertising, the translation encounters some difficulties. An advertisement contains different cultural factors such as language, values, history and customs which must be dealt with in the translation process with regard to advertising effect of cross-cultural communication. Therefore, advertising translation is also a cross-cultural communication. The translator should not only convey the meaning of advertisement, but also take the culture factors into consideration, because bicultural is more important than bilingual for a successful translator.

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