

TRANSLATION OF ADVERTISING SLOGANS

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Annotatsiya: Ushbu maqola reklamalar shiori (slogan)larining tarjimasi va ularning samarali kommunikatsiya vositasi sifatidagi o'rni haqida. Maqolada reklama shiorlarining lingvistik xususiyatlari, ularning tildagi vositalar orqali qanday qilib iste'molchilarga ta'sir ko'rsatishi tahlil qilinadi. Shuningdek, reklama shiorlarining o'zbek, ingliz va rus tillaridagi tarjimasi va madaniy kontekstga qarab qanday farqlar va o'xshashliklar mavjudligi ko'rsatiladi. Reklama shiorlarining global bozorga moslashuvi, shuningdek, turli tillar va madaniyatlar o'rtasidagi muloqotda ularning o'rnini belgilashda o'ziga xos til va stilistik uslublar muhokama qilinadi.

Annotation: This article discusses the translation of advertising slogans and their role as an effective communication tool. It analyzes the linguistic features of advertising slogans and how they influence consumers through language techniques. The article also compares the translation of advertising slogans into Uzbek, English, and Russian, exploring the cultural nuances, similarities, and differences in each language. The adaptation of slogans for global markets and the role of specific linguistic and stylistic choices in cross-cultural communication are examined in detail.

Аннотация: Данная статья посвящена переводу рекламных слоганов и их роли как эффективного средства коммуникации. В статье анализируются лингвистические особенности рекламных слоганов и их влияние на потребителей с помощью языковых приемов. Также рассматривается перевод рекламных слоганов на узбекский, английский и русский языки, выделяя культурные различия и сходства в каждом из языков. Обсуждается адаптация слоганов для глобальных рынков и роль



специфических лингвистических и стилистических приемов в межкультурной коммуникации.

Key words: slogan, advertising, translation, localization, rhetorical techniques,

Introduction

Advertising is everywhere in modern society—we see, hear, and read it daily. It's a form of communication where businesses send messages to consumers, aiming to achieve specific goals. To be successful, an ad needs to grab attention and be memorable. Advertisers use various techniques to do this, making the ad appealing, interesting, and motivating enough to get people to take action (Bovée and Arens 1989: 26).

Advertising language is different from everyday language, although casual language has become more common in the media. Ads have their own unique style, including special vocabulary, sentence structures, and rhetorical techniques that aren't usually found in other types of communication. According to Leech (1972: 23), the language of advertising is "loaded," meaning it's designed to influence people's thoughts and opinions. An ad is considered successful when it convinces the audience that its message is true and persuades them to act, whether it's buying something, signing up for a service, or changing their views.

To achieve this, advertisers use language in a way that connects with people emotionally or psychologically. For example:

- ❖ **Emotional Appeal:** Ads often use words that evoke strong emotions. Words like "luxury," "freedom," or "safe" are designed to make people feel a certain way, pushing them to take action based on those feelings.





- ❖ **Rhetorical Questions:** Ads sometimes ask questions that don't expect an answer, like "Are you ready for a change?" These questions get consumers thinking about their situation and how the product might improve it, nudging them to act.
- ❖ **Memorable Slogans:** Simple, catchy phrases like "Just do it" or "Have it your way" are easy to remember. These slogans build brand recognition and loyalty by sticking in people's minds.
- ❖ **Exaggeration:** Ads often stretch the truth to make products seem perfect, like claiming something is "the best in the world" or offering "unbeatable prices." This exaggeration is meant to make consumers believe the product is better than anything else.
- ❖ **Direct Address:** Ads speak directly to the viewer using words like "you" to make the message feel personal and immediate. Phrases like "You deserve this" encourage people to take action.
- ❖ **Simplicity:** Successful ads often use clear, simple language. The goal is to make the message easy to understand, so consumers can quickly decide what to do, like buying a product.

In advertising, the sentence structure is also often different from everyday speech. Ads tend to use short, direct sentences, unlike the longer, more complex sentences in formal writing. They also often use commands or active language, like "Buy now!" or "Call today!" to prompt immediate action.

Slogan Translation: Creating Memorable Messages

A slogan is a unique phrase or short sentence that captures the essence of a brand or product. A well-crafted slogan can effectively enhance brand recognition and set a business apart from its competitors. Translating slogans from one language to another requires not only accuracy but also cultural sensitivity and creativity to keep the slogan's appeal and impact.

For businesses expanding into new markets, effective slogan translation plays a vital role in ensuring their brand resonates with local customers. This process helps businesses create a positive impression and maintain brand consistency on a global scale, giving them a competitive edge.

Why is Slogan Translation Important?

Translating slogans provides several key benefits:

Global Reach: Translation allows businesses to connect with customers in different countries.

Stronger Brand Identity: A catchy and relatable slogan makes the brand memorable to customers.

Clear Messaging: By adapting slogans to each culture, businesses make their message more accessible to local audiences.

Increased Sales: A well-translated slogan can create a positive connection with customers, potentially boosting product interest and sales.

Localization vs. Internationalization

Localization adapts slogans to fit a specific culture, including local language, currency, and units of measurement. Internationalization, however, involves creating flexible slogans that can be easily translated across various languages without significant changes.



Choosing between localization and internationalization depends on factors such as:

Target Audience: Localization works best for country-specific campaigns, while internationalization suits global branding.

Brand Strategy: Localization fosters a friendly, relatable image in local markets, while internationalization maintains consistency for multinational audiences.

Market Dynamics: In countries with a strong preference for local products, localization may yield better results, while internationalization is more cost-effective for broad markets.

Ensuring Quality in Slogan Translation

Several factors help ensure the quality of slogan translations:

Identify the Audience: Understanding the audience's characteristics, such as age, interests, and behavior, helps make the translation resonate.

Provide Clear Guidelines: A well-prepared creative brief helps translators understand the campaign's vision, values, and goals.

Conduct Market Research: Surveys and language studies provide insights into local preferences, allowing for more effective translations.

Monitor Feedback: Gathering customer feedback helps evaluate the effectiveness of a slogan and allows for adjustments if needed.

Examples of Slogan Translation

One notable example of successful slogan translation is McDonald's "I'm lovin' it," which was adapted in France as "Venez comme vous êtes" ("Come as you are") and in China as "我就喜欢" ("I just like it"). This approach preserved the slogan's universal, positive message while resonating with diverse audiences worldwide.



In contrast, poor translations, such as Pepsi's "Come Alive With the Pepsi Generation" (which was mistakenly translated in Chinese as a phrase suggesting ancestor resurrection), highlight the importance of cultural awareness.

Thao & Co.'s Approach to Slogan Translation

Thao & Co. focuses on creative translation, also known as transcreation, where native linguists adapt the original message to fit the cultural context. They also offer Consumer Language Research©, which involves working with local market experts to ensure the language and tone are appropriate for the target audience.

Conclusion

Effective slogan translation plays a crucial role in global marketing, enhancing a business's brand and boosting recognition. By focusing on cultural relevance and customer preferences, businesses can create memorable slogans that leave a lasting impression and drive growth.

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