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THE TRANSLATION OF ADVERTISEMENT MOTTOS

Жарнак ураандардын которулушу

Перевод рекламных лозунгов

Annotation: *With the development of economics and changes of the economy policy of our country the importance of the development of the local market increases every day. The problem of promotion the products increase simultaneously with the problem of investigating the economic market thus people have to find different ways to promote their goods and products. Advertising helps to maintain all these things. Advertising greatly affects our lives; it is present everywhere around us and it is a vehicle that brings information, opinions and products to us.*

Аннотация: *Биздин өлкөнүн экономикасы жана экономикалык саясат өзгөрүшүнө байланыштуу жергиликтүү рынок кун сайын өсөт. Продуктту жылдыруу койгойу экономикалык рынокты изилдөө койгойу менен чогуу которулгондуктан адамдар товарларын жылдыруу учун ар кандай ыкмаларды издоого туура келет. Рекламалоо бул койгойлорду чечүүгө жардам берет. Рекламалоо биздин жашообузга чон таасир берет, ал бизди курчап турат жана бизге ар кандай маалыматтарды жеткирип турат .*

Аннотация: *С развитием экономики и изменениями экономической политики нашей страны важность развития местного рынка возрастает с каждым днем. Проблема продвижения товаров возрастает одновременно с проблемой исследования экономического рынка, поэтому людям приходится искать разные способы продвижения своих товаров и продуктов. Реклама помогает поддерживать все эти вещи. Реклама сильно влияет на нашу жизнь; она присутствует повсюду вокруг нас и является средством доставки информации, мнений и продуктов к нам.*

Key words: *to flip, array, paradise, to advertise, ancestors, expectation, slogan, consumption, brochure.*

Урунттуу сөздөр: *барактоо, жыйынды, бейиш, рекламалоо, күтүү, ураан, колдонуу, брошюра.*

Ключевые слова: *перелистывать, совокупность, рай, рекламировать, предок, ожидание, лозунг, потребление, брошюра.*

The best way is to create a website, because a website is what captures people. They can go there every day whenever they want and learn about what you have to offer and learn about why they should choose your products or services. Advertising is a great way because it gets your product and service out there. There is a widespread belief that advertising is one of the most intrusive discourses in our post-modern world. When we flip through magazines and newspapers or when we walk on the street, travel or browse on the internet, we are likely to find advertisements promoting a wide array of products and services.

Translated advertisements are ways through which companies gain 11% into other 00me and cultures. The success of an advertisement in a foreign country therefore depends on its translation. For this reason, translators of advertisements should consider the translation of advertisements as an art; an art which requires real creativity, precision, very good linguistic and stylistic skills and the awareness of ideological and cultural factors. This is because advertising materials often target a large audience and they are intended to persuade that audience. Traditionally, translation means the replacement or substitution, of an utterance in one language by formally or semantically or pragmatically equivalent in another language. The relationship of equivalence between two languages involves various constraints such as: respectful to culture, addressee-conscious, purposive and creative. Translation is complicated process, involving features: Context and co-text; Meaning, Type of text,

Grammatical analysis, author's intention, Equivalence, Translation shifts, Target readership, Art and science. Newmark proposes eight popular methods of translation: Word-for-word translation, Literal translation, Faithful translation, Semantic translation, Communicative translation, Idiomatic translation, frees translation, and Adaptation. Slogan sums up the central message of the advertisers, reinforces the product's identity, placed together with a

logo to symbolize for the product. Slogans have two basic purposes: To provide continuity to a series of advertisements in a campaign and to reduce an advertising message strategy to a brief, repeatable, and memorable phrase or very short sentence.re to people who want to know what you got. [Barkhudarov M: Education, 1973:56].

Advertising is a form of communication whose purpose is to inform potential customers about products and services and how to obtain and use them. Many advertisements are also designed to generate increased consumption of those products and services through the creation and reinforcement of brand image and brand loyalty. For these purposes advertisements often contain both factual information and persuasive messages. Every major medium is used to deliver these messages, including: television, radio, movies, magazines, newspapers, video games, the Internet, and billboards. Advertising is often placed by an advertising agency on behalf of a company. A slogan is a form of verbal logo. In a print ad, it usually appears just beneath or beside the brand

name or logo. A slogan sums up what one stand for, one's specialty, the benefit, and one's marketing position, and one's commitment. It is especially useful to reinforce one's identity. A

slogan can prove to be more powerful than a logo. People can remember and recite your slogan while they are unlikely to doodle your logo. It is more important for your slogan to clearly state what you are about than to be clever, but if you can accomplish both, all the better. Slogans have two basic purposes: to provide continuity to a series of ads in a campaign and to reduce an advertising message strategy to a brief, repeatable, and memorable positioning. ®e slogan should be used everywhere. Think of it as being attached to one's name like a shadow; put it on business cards, printed ads, personal brochures, signs, letters, in the yellow pages -everywhere one can put it. The advertising slogan is always short and epigrammatic in nature. It helps to make the ad more impressive and memorable. To achieve an emphatic effect, the ad slogan is just like a headline which uses initial capitalization to attract more attention or to stress every word it says to impress the reader.

Use of alliteration. Alliteration can help the slogans achieve the strong beating rhythm needed to make it an repeatable sentence. By so doing, the sentences are more slogan-styled. They can be easily remembered by the audience. Alliteration can also achieve an emphatic effect of the meaning.

Ex. Allied Irish Bank: Britain's best business bank. [www.aib.ie/personall...IAIB-Intemet-Bankin]

Ex. Fila: Functional... Fashionable... Formidable... [www.fila.com]

At the lexical level

Common uses of second person addressee "you", "we", "us".

The use of second person addressee "you" tends to shorten the distance between the product or the producer and consumers, as if the producer or the ad is speaking to you face to face, making sincere promises, honest recommendations. In so doing, the ad slogans stand a better chance to move the receiver or customers to action, because the receiver feels that he is being thought of and taken care of and he is the center point of the producers.

Ex. HYUNDAI: Always there for you. [www.hyundai.com] Ex. Nestle Milo: Bring out the champion in you. [www.nestle.com/brands]

Use of "no", "none", etc.

Negatives tend to be used very sparingly because the purpose of all ad slogans is to strengthen the positive side. But when negatives do occur, they are usually placed in an emphatic position to highlight the special the positive side. Ex. Mercedes Benz: The pursuit for perfection has no finish line. [www.mercedes-benz.com/]

Ex. M&M melt in your mouth, not in your hand.[[www. M&Ms. com](http://www.M&Ms.com)

Use of coined words. Coined words are both new and memorable. Coined words are kind of smart

words have a special meaning in the specified context. They can raise the interests of the ad slogan receivers, make them ponder upon the meaning and marvel at the smart idea of the admen. By so doing, they recognized the brand.

Ex. Louis Vuitton: Pleather. [www.facebook.com/LouisVuitton]

Ex. Burton Menswear: Every wear.

At the syntactic level.

Use of short simple sentences.

The slogan must be short and simple; it can not afford to be complicated and clumsy. Short simple sentences are easy to remember, while one main aim of an ad slogan is to be memorable and recited.

Use of everyday sentences.

Every day sentences tend to be overly used in day life, but it can be very forceful when used in an ad slogan. These sentences travel very fast, because anyone can remember it without any effort. It can just hang upon people's lips. It's something popularized without much publicity.

Ex. Nike: Just do it [www.nike.com]

Ex. Nestle: It's the taste! [www.nestle.com]

Use of phrases.

Slogans are a kind of special writing form. They can almost do without subjects. Phrases may be better than if not as good as sentences. All kind of phrases can be put into use: noun phrase, verb phrase, preposition phrase, adjective phrase, etc. They are so concise and to the point that they are beyond our power to do any addition or subtraction.

Ex. Apple computer: think different [www.youtube.com/user/]

Malaysia Airlines: Beyond expectation [www.malaysiaairlines.com]

Maxwell House: Good to the last drop.

Use of puns

"Pun is witticism that relies for its effect on playing with different levels of language such as phonological, graph logical, morphological, syntactic and textual. The crucial aspect of using pun is the relationship between language and culture. When knowing cultural background a reader may recognize the original idea or intended double meaning even if he is not native speaker.

In our opinion pun is used in advertising due to the fact that people like to remember for example famous quotes from movies or series. They do it optionally, which is the basic reason why advertisers use it as well. If advertisers apply some famous quote from movie in their slogan, people then might remember not only the movie-phrase, but also the slogan promoting their product. All devices mentioned above are researched in this work in order find out which phenomenon is typical for what gender. A really good pun can work miracles. However note the lack of brand identity in these otherwise excellent examples. Almost any competing brand could use these lines. Although they are good, they have no specific identity of their own.

Ex. Moss Security: Alarmed? You should be.

Ex. Pioneer: Everything you hear is true.

Ex. Range Rover: It's how the smooth take the rough

In these lines, the brand name appears, but as the solution or promise rather than part of the pun. These slogans with brand name in it can help the name be remembered while offer a two layered meaning to the slogan.

The translation of advertisements: issues of semiotics, symbolism and persuasion market. Generally the celebrities chosen are popular and therefore allow the consumer to identify positively with them. The choice of celebrities is determined by multiple factors such as the fame of the celebrity, the average age of his or her fans and his or her domain of activity. Sometimes, consciously or unconsciously, consumers make choices based on the choices of their celebrities. They often think that their celebrities have good taste and consequently that their choices of products or services are good. Celebrities chosen should have good reputations in order to send positive messages to the people who look up to them. For instance, in the 1950's, Coca-Cola used

the popular American soprano “Lillian Nordica” in their advertisements. Additionally, “recent research indicates that consumers construct their self-identity and present themselves to others through their brand choices based on the congruency between brand-user associations and self-image associations. Consumers therefore adopt a brand because they recognize themselves in the image portrayed by that brand colors are also symbols in advertising. Colours portray different ideas in different cultures and their meanings should be known by marketers. Similarly, a brand may decide to choose a given colour to portray a given idea just as Coca-Cola has chosen the red colour as its main colour because it is immediately visible and familiar.

Advertising communication" is told about linguistic features of advertising texts in E.V.Medvedev's work. He writes: the main objective of the translator is creation of a target text which would render the same influence what renders the original text on the addressee in the native cultural environment ..." [Medvedev 2004 on the addressee of culture: 109]. The author of work emphasizes that the translation of the advertising text is similar to transfer text an: "on the structural, language and functional features the advertising text is characterized by considerable similarity to the text of literary transfer" Consideration of magazines advertising leads to a conclusion about features of such genre of advertising:

- a. possibility of use long (more than 15 words) offers with the complicated syntactic structure;
- b. use semantic and stylistically diverse lexicon;
- c. lack of a slang;
- d. use of various stylistic receptions;
- e. possibility of an out gaming of the advertising image in the text" [Medvedev 2004: 116].

En the English advertising text conjunction less offers since the aspiration to laconicism is very characteristic for such texts prevail.

The special attention is deserved by structure of the advertising text. The text is the most important element of a print advertising (except the text the printing advertising message can include drawings, photos, logos, etc.) .

The text of the advertising message will be a success at readers only on condition of optimum structure. It is usually recommended to break the text into three parts, each of which carries out the function.

Many translation skills which apply to advertising translation also apply to other types of translation. These various skills include: a good knowledge of the terminology and a good knowledge of the culture and the ideology of the target audience. However, advertising translation is determined by the particular concerns of the discourse of advertising. The translation of advertisements requires particular skills and marketers should be aware of the advantage of translating their advertisements in order to reach a larger audience because “Advertising translation is the means of communication par excellence of a company exporting its products. Advertising materials should be well translated so that the company or the institution that is launching a new product or that is attracting new consumers achieves good results from their advertising campaign.

According to Torresi [2010: 8] “agility, persuasiveness, creativity, knowledge of laws and restrictions and the ability to be flexible in the relationships one has with agencies, editors, and the end client” are useful non-linguistic skills for promotional translators (in this case advertising translators).

Incentive construction

Use of vents in the form of an imperative mood is directly connected with a main objective of advertising texts. Thus the intimate and confidential shape of the 2nd face of singular meets not less than plural form:

Just do it! (Nike)

Because you're worth it. (Loren!)

Do the Dew. (Mountain Dew)

Once you pop you can't stop. (Pringles)

Live fast. (Diesel).

Be casual. (Finn Flare)

Think different. (Apple). [Akhmanova O. S. M: Soviet encyclopedia, 1966.:39]

Exclamatory and question sentences.

The main destination of a slogan is to cause bright positive emotions. Therefore many modern slogans represent

exclamatory offers: Have a Pepsi Day! Pepsi Finger licking good! KFC also design use rhetorical sentence :

Ex. «Mr. Proper will clean your whole house and everything that's in it!». «С Mr. Proper веселей, в доме чисто в два раза быстрее!»

Use of metaphors.

Very widespread reception, allowing to create the laconic motto with elements of delightful incompleteness. The innuendo, according to experts, intrigues, draws attention. The slogans created by means of metaphors, also are very numerous.

Ex: «Апельсиновый заряд » (Фанта»), «Радуга фруктовых ароматов » (Конфеты «Скиттлс»), "A taste of paradise" Bounty.

«Melt in your mouth, not in your hands» «Тает во рту, а не в руках»

It is necessary to use metaphors with care as feature is behind seeming simplicity of stay quickly to become a stamp. Therefore it is recommended to address from time to time to such trouble-free reception of creation of a slogan as repetition.

Reputation.

The significant role in language of advertising is played by different types of repetitions. The repetitive structure was used by several firms in the course of national advertising campaigns.

Use of quotation hints.

Distinction between a quotation and a hint the purely conditional: the popular line &0m 3 song, 'he movie or the literary work is considered "quotation", and well-known expression from economy, history, etc. in "hint". There is very large number of the slogans created by a similar method: "As this world is beautiful. look! "; "Life is short... staying awake for it." Caribou Coffee.

"Winged sayings" usually are slightly paraphrased 'to please to the customer". R m be called as "deformation of quotation" is legal and very effective way of creation of a slogan: «Остановить мгновение так легко! »

Analysis of a way of transfer and offer of alternative option.

“A taste of paradise” – «Райское наслаждение»

If the slogan for advertising of Bounty a taste of paradise chocolate bar would be translated literally, it would sound as «Вкусная», for example , «Райскийвкус». However these options aren't such bright, as «Райское наслаждение». Such words amplifiers an integral part of successful advertisement.

“Have a break ...have a Kit Kat” , «Есть перерыв.....Есть Kit Kat», Skittlestaste the rainbow” «Skittles, попробуй радугу».

All these given couples are successful examples of a literal translation , with full preservation of lexicon and semantics.

When Coca –Cola let out for the first time the drink on the markets of China, the inscription on the bottles said “ku-ke-ku-la” that in transfer could mean “bite a wax tadpole”, or , on other dialect a mare filled with wax” . Translators of the company long looked for phonetic suitable combination and came to about “ku-to-le” option that means “happiness in a mouth” [Vinogradov V.V.M.1977:89].

Ridiculous translation of slogans.

KFC. When the American giant of fast food the Kentucky Fried Chicken company opened the first restaurant in Beijing in 1987, Chinese translated the well-known slogan KFC , “is so tasty that fingers will lick”, as “we will bite off your fingers”

Pepsi. The slogan Pepsi. “We suggest you to Return to life” caused a thorough panic in China where they translated it as “we will return your ancestor from a grave”.

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Internet recourses

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