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АНГЛИЙСКИЕ РЕКЛАМНЫЕ СЛОГАНЫ В КЫРГЫЗСКИХ СРЕДСТВАХ МАССОВОЙ ИНФОРМАЦИИ

Англис тилиндеги жарнамалык ураандар кыргыз маалымат каражаттарында

ENGLISH ADVERTISING SLOGANS IN THE KYRGYZ MEDIA

Аннотация: В статье рассматриваются причины появления и употребления англоязычных слоганов в кыргызских средствах массовой информации. В работе затрагивается история возникновения слоганов и примеры их употребления. Авторы рассматривают понятие «слоган», анализируют перевод рекламных слоганов, относящихся к СМИ. Объект исследования - англоязычные рекламные слоганы, переведенные на кыргызский язык.

Аннотация: Макалада кыргыз маалымат каражаттарында англис тилиндеги жарнамалык ураандардын пайда болушунун жана колдонулушунун себептери талкууланат. Иштин жүрүшүндө жарнамалардын пайда болуу тарыхы жана аларды колдонуу мисалдары каралган. Автор "ураан" түшүнүгүн карап чыгып, маалымат каражаттарына байланыштуу жарнамалык ураандарды которуу боюнча талдоо жүргүзүшөт. Изилдөөнүн объектиси - кыргыз тилине которулган англис тилиндеги жарнамалык ураандар.

Abstract: This article considers the reasons of usage of the English-language slogans in the Kyrgyz media. The article deals with the history of slogans and examples of their use. The authors consider the concept of "slogan" analyze the translation of advertising slogans related to the media. The object of the research is English-language advertising slogans translated into Kyrgyz.

Ключевые слова: рекламные слоганы; перевод; трансформация; средства массовой информации.

Урунттуу сөздөр: жарнама; котормо; трансформация; маалымат каражаттары.

Key words: advertising slogan; translation; transformation; media

In the era of world globalization, the transition of our society from industrial to informational one continues. As a result, the market is expanding at a faster pace. The export and import of goods lead to the fact that advertising performs the main communicative function - the dissemination of information about the product. According to Dentsu Aegis Network, the global ad market grew by 3.8% in 2019 to reach \$ 625 billion. For example, Proctor & Gamble spent over \$ 2.88 billion on advertising in 2018 [1].

Today the sphere of human communication is difficult to imagine without such as advertising. Advertising not only organizes and regulates some of the processes of interaction between people, but also directly or indirectly affects their psychological and sociocultural state, the way of thinking, and forms their value preferences. Living in the modern world means not only accepting advertising for granted with all its pros and cons. Living in the modern world means accepting yourself as an effective participant

in the cultural field, occupied by advertising. It is this circumstance that makes us consider advertising in the most essential way as a form of communication and consider the specifics of the language mechanisms used in advertising [2].

Definition of advertising is proposed by E.V. Medvedeva and considers it as a type of communication process and as an advertising message serving to establish contact between the producer and the consumer, which manifests itself, first of all, intangible, due to verbal and non-verbal information [3].

Good advertising can maintain interest in the product from consumers for a long time, and also helps to promote the company in the market.

Many people think that advertising is useless information. In fact, it performs a number of very important functions. Let's list the main ones: • Informing consumers about the advertised product;

- Formation of the brand image;
- Convincing people to take any action (for example, buy a product or use a service);
- In addition to functions, advertising performs a number of tasks:
 - Increase in demand for the advertised product;
 - Maintaining positions in the market for goods and services.
 - Search for new sales channels;
 - Creation of the effect of filling the market with a certain product;
 - Creation and maintenance of an appropriate image of the company in the market;
 - Dissemination of information among consumers about the good quality of the product [4].

An advertising slogan is a laconic, easy-to-remember phrase that expresses the essence of an advertising message - it is a text of a special nature. Slogan - An advertising motto that conveys the advertising message in a condensed form, part of the brand's long-term communication platform. It is used in all types of advertising communication to attract the attention of the target audience, increase its loyalty to the brand, and stimulate sales. Can be registered as a trademark [5].

Speaking about the features of the slogan, it is important to outline its influence on the mass consciousness of the audience and the formation of the communication skills of the recipients of advertising information. On the one hand, the slogan can be viewed as a special "mirror" of culture, objectively reflecting the communicative environment of society. In our opinion, this reveals the uniqueness of the slogan as a social phenomenon. This conclusion is justified, since the slogan seeks to "speak" the same language with the consumer, to be as clear as possible and close to the audience. Brevity, conciseness and clarity are the main elements of the success of any slogan [6].

The use of slogans is believed to have become popular since May 29, 1886, when the Atlanta Journal ran an advertisement suggesting a taste of the "popular new carbonated beverage" - Coca-Cola, which is called tasty and refreshing [7].

Global brands do their best to be recognized. They translate their advertising slogans into all languages of the world and distribute them around the world.

When translating into other languages, it is necessary to take into account all the features of the translation. For a good translation, translators have to resort to translation transformations. The term "translation transformation" appeared among linguists such as V.N.Komissarov, L.S.Varkhudarov, RK Minyar-Beloruhev L.S. Barkhudarov defines translation transformations as "those numerous and qualitatively diverse transformations that performed to achieve translation equivalence despite the differences in the formal and semantic systems of the two languages [8].

The level of Internet penetration in Kyrgyzstan is growing every year. The World Wide Web and the provided opportunity are becoming more accessible and diverse. Almost everywhere, the Internet is used to effectively conduct and promote business, not only in the private sphere, but also in government agencies, as well as among various media.

In Kyrgyzstan, the majority of advertisers are foreign companies. And many of them are faced with the problem of translating the original slogan and its adaptation in the Kyrgyz language, which is probably explained by the typological differences between the Kyrgyz and English languages. This means that the meaning of a phrase, which is in English is expressed through changes in the formal characteristics of words, in Kyrgyz it can be transmitted through a combination of the meanings of several words. When translating English-language advertising slogans, in some cases, the translators do not translate the original sentence, but give its “*semantic equivalent*”. Translators are engaged in production, and, of course, without them these slogans would not exist in the target language, but the translation of the slogan is by no means an “original creative work. When translating a slogan, you need to make sure what people want.

Impossible is nothing! – Невозможное возможно (Adidas)

Think Different! – Думай иначе (Apple)

Connecting people. – Соединяя людей (Nokia)

Just do it! – Просто сделай это (Nike)

The Power of Dreams. – Сила мечты (Honda)

The Pursuit Of Perfection. – Стремление к совершенству (Lexus)

Challenge everything! – Бросай вызов всему (EA

Games)

Trusted Everywhere. – Доверяют везде

(Duracell) There are some things money can’t buy.

For everything else, there’s Master Card – Есть несколько вещей, которые нельзя купить. Для всего остального существует MasterCard

Keeping ahead through technology. – «Превосходство высоких технологий». (Audi)

Life’s Good – Жизнь хороша. (LG)

In accordance with the Law “On the State Language of the Kyrgyz Republic” adopted in 2004, owners of outdoor advertising must place advertising texts in two languages: *Russian and Kyrgyz*. It has greatly complicated the work of advertisers, since they were faced with the task of not only translating the text, but also ensuring that the translations were consistent with the adequacy and effectiveness of the original. The difficulty lies in the fact that currently there are no standards for the translation advertising texts, although the need for this is great. Almost all advertisements in Bishkek are first produced in Russian and then translated into Kyrgyz. But advertising is a special type of information where simple technical translation is not enough; to convey its main message, it is necessary to re-formulate the entire semantic range in the target language. Without this, advertising will have no effect, said M. Razayev [9].

Coca-cola – Кайталангыс даам! Тамактануунун даамын сез!

Сникерс – Токтобой сникерс же

The Power of Dreams – Кыялыңдын күчү (Honda)

Obey your thirst – Суусунунду кандыр

A taste of paradise – Бейиштин даамы (“Bounty”)

For the moments that matter – Унутулгус учурлар учун

As the researchers note, the most common mistake in many advertising texts is in the violation of lexical collocation and misuse of some words. An interesting example is given by M. Dzharparova, who researched on the quality of translation advertising texts

M. Dzharparova notes many cases of incorrect translation of the text of advertisements into the Kyrgyz language. For example, on a billboard in the center of the Bishkek is written: “For every large Magburger pizza, 1 liter of Coca-Cola as a gift.” It is translated into Kyrgyz as:

Magburgerдеги ар бир чон пиццеге бир литрден Coca-Cola белек берилет”

The correct version should sound like this:

“Magburgerдеги ар бир чон пиццага бир литрден Coca-Cola белекке берилет”

M. Dzharparova notes many examples of incorrect translation of advertising texts into the Kyrgyz language and emphasizes that this reduces the effectiveness of advertising and is an indicator of a low level of cultural and speech literacy. When composing advertising texts, authors often do not think about the fact that even one unsuccessfully used word can not only reduce the effect of the text, but, on the contrary, make it anti-advertising [10].

To achieve the effectiveness and success of advertising, the translated advertising text must combine both linguistic and extra-linguistic components. When choosing one or another method of translation, one should take into account the purpose of the advertising message, the composition of the audience to which this advertisement is directed to, the nature, as well as various linguistic features of the original advertising text, the cultural specifics of the country into which the advertisement will be translated. Advertising will be considered effective when using various means of expressiveness in it, giving the advertisement even more emotion.

Translation of verbs in the imperative form, as well as the use of various attributive combinations in advertising is also a sign of advertising success. But the main rule that a translator must adhere to when working with advertising text is that when translating advertising, the advertising text is not translated verbatim, but is rewritten in the language of the consumer's country, taking into account all its national and cultural specifics.

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