

ANALYSIS OF ADVERTISING TEXTS IN TRANSLATION

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Abstract. Advertising is a special form of communication, which refers to the process of conveying promotional messages about products, services or brands to a target audience through various media channels. Advertising information can be regarded as mass information, as an economic tool and as a psychological influence. This article delves into the complicated process of translating English advertising into Uzbek, aiming to explore challenges and strategies involved in cross-cultural communication within the realm of advertising. Through analyzing various techniques and cultural nuances, this article offers insights into adapting ads for Uzbek audience who can gain knowledge about advertised stuff while watching.

Аннотация. Реклама — это особая форма коммуникации, под которой понимается процесс передачи рекламных сообщений о продуктах, услугах или брендах целевой аудитории через различные каналы СМИ. Рекламную информацию можно рассматривать как массовую информацию, как экономический инструмент и как психологическое воздействие. В этой статье рассматривается сложный процесс перевода рекламы с английского на узбекский язык с целью изучения проблем и стратегий, связанных с межкультурной коммуникацией в сфере рекламы. Анализируя различные методы и культурные нюансы, эта статья предлагает идеи адаптации рекламы для узбекской аудитории, которая может получить знания о рекламируемых материалах во время просмотра.

Key words. Cultural nuances, cultural connotation, transcription, transliteration, lexical and semantic substitution.

Ключевые слова. Культурные нюансы, культурный оттенок, транскрипция, транслитерация, лексико-семантическая замена.

Advertising is not just selling products. It is a form of communication that bridges cultures and influences consumer behavior. Translating advertising texts in today's world is so important to reach diverse audience¹. Translating advertisement is one of

¹ Khushnuda Samigova, Anorkhon Akhmedova, Translation of special texts 2023, p.156

the hardest parts of translation field that can be indeed challenging for many translators. Translators are often demanded to possess not only language proficiency but also in-depth information about culture and customs of target audience as some advertisements are considered as inappropriate or awkward to target culture because of the elements that they contain. For example, source language: “get ready for the 4th of July with our patriotic sales”, target language: “4-iyul milliy savdoga tayyorlanishimiz kerak”. Difficulty is that the 4th of July is a U.S. holiday that may not have significance in other countries a direct translation would be meaningless elsewhere. There is a burden of keeping effectiveness of advertisement in source language while translating them into target ones.

Adverts exist in various forms, spanning from television, film, and radio to print media, websites, and social media platforms². If companies and brands aim at international expansion, translating their marketing and advertising efforts becomes imperative. Although advertising translation is intricate, successful translation can unlock new markets for brands and products. This process does not just encompass direct language-to-language translation, but also cover social, cultural, and linguistic factors. Most of the adverts are attractive because of the visual materials such as animation and music rather than monotonous speech and texts. Some adverts, however, can be annoying or irritating because of the mistranslation which fails to reach audience. It is necessary to interpret the content of the slogan and not to copy it. At the same time some of the advertising slogans have been successfully translated to uzbek with the aid of traditional methods of translation, in particular lexical and grammatical translation transformations.³

Lexical translation literally refers to the process of translating individual words or lexical items from one language to another. This involves finding equivalent words or phrases in the target language that convey the same meaning as the original words in the source language. However, lexical translation requires considering factors such as cultural connotations and idiomatic expressions to ensure that accurate and effective communication. But in specific, lexical transformation include: transcription and transliteration; lexical and semantic substitutions; generalization; modulation or semantic development. For example:

Pain relief medication. “relieve your pain quickly and effectively with our advanced pain relief medication. Say goodbye to discomfort and feel it working.

² Khushnuda Samigova, Davron Olimov, Written translation 2023, p.24

³ Bowker L. Pearson J. Working with specialized language. A practical guide to using corpora. 2002, PP.53-55.

Og’riq qoldiruvchi dori vositasi. “ bizning samarali va ilg’or og’riq qoldiruvchi dori vositalarimiz bilan og’riqdan tezda halos bo’ling va noqulayliklarga chek qo’ying. Amalda buni sinab ko’rish tavsiya etiladi.

Analysis. Advertisement of painkiller drugs. This translation makes mostly use of literal transformation such as lexical and semantic substitution.

Grammar translation transformation mainly focus on grammatical structures and rules and it involves analyzing the grammar of the source language sentence and produce an equivalent sentence in target language based on grammar rules⁴. For example, unleash the power of your smile with our teeth whitening solution. Tabassum kuchini bizning tish oqartiruvchi vositamiz bilan kashf et.

Localization is one of the ways to translate adverts which involves adapting the advertisements to suit the cultural preferences, linguistic norms, and market trends of target audience to make advertisement more relevant and appealing to local people. Original: experience the thrill of adventure. Localized: sarguzashtdan bahra ol. In this context, two words are combined to translate text by keeping the meaning.

When adapting advert text for the uzbek audience, language and tone play an important role in providing a message that resonates effectively. In uzbek culture balance between formality and warmth is highly value as it places importance on politeness and respect. Therefore it is advisable to use formal language and honorifics to address uzbek audience.

- Ready, steady, shake. No mess, no Greece, no fuss. It is why it has been awarded which best in test new formula. shaking up is washing up

- Tayyormisiz, unda chayqatamiz. Toza, yog’larsiz va oson. Yuqori darajadagi yangi formulamizni sinab ko’ring. Chayqatsangiz yuvishga hojat yo’q.

To conclude, translating some elements of texts of advertisement is a real challenge for interpreters, when they are not well familiar with background knowledge and the real aim of the adverts. Therefore , sometimes they produce mistranslation which is not able to deliver the true and actual meaning to the target audience.

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⁴ Catford J.linguistic aspects of translation. London, 1965 – pp. 19-24.