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PROBLEMS OF TRANSLATING ADVERTISEMENTS

In recent years there has been growing interest of Ukrainian linguists in studying foreign-language advertisements. It is explained by increased volumes of translation in the field of science and technology.

Much has been written about strategies for translating the foreign-language advertisements but much less has been written about how a focus on their structure, language peculiarities and cultural differences influence the quality of translating them into Ukrainian.

The subjects of our study were authentic English-language ads. They were randomly selected from original technical journals. All of them have been translated into Ukrainian and on the basis of their thorough analysis some interesting theoretical and applied implications have been made.

Firstly, the structural analysis of the ads shows that the compositional model “inception + informational block + slogan (+ additional data)” prevails among them and the slogan (a short phrase used to attract the consumer’s attention) is the core of any advertisement. Effective slogans are usually short, easy to remember and repeat.

Secondly, the study of the advertising language demonstrates that the most common advertising techniques are: factual statements, product comparison, demonstration, dramatization, endorsement and even humour. Another specific feature of the advertising language is the use of a great variety of stylistic devices that help make ads more expressive. The most common of them are: phraseology, comparison, allegory, alliteration, rhythm, homonymy, repetition, imperative verbs and adjectives.

Thirdly, the translation of ads is similar to the translation of fiction and requires creativity and inventiveness on the part of a translator.

Finally, the biggest problem translators face lies in performing translation with regard to cultural and ideological differences between nations. If this fact is not taken into consideration, the translation will lack its accuracy and adequacy.

The results of our research suggest that the knowledge of structure, language peculiarities and cultural differences to a large extent influence the quality of

translating the foreign-language advertisements.

This study provides implications for students and all those concerned with scientific and technological translation.