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Translation techniques for lexical and phonetic expressive means in advertising texts

Прийоми перекладу лексико-фонетичних засобів виразності у рекламних текстах

Summary. *The article is devoted to the topical issue of the peculiarities of translating English-language advertising texts, namely their lexical and phonetic expressive means. Implementing an expressive advertising plan affects perception's dynamics, quality, and selectivity. It has been proven that the expressive method of the text contributes to achieving the pragmatic goal of changing the addressee's consciousness and behavior and encouraging them to take specific actions. The article analyzes the main definitions of the concept of "advertising text," based on which a generalized definition is given – a special form of content created with high persuasiveness and a clear focus on commercial goals aimed at a certain audience to achieve marketing goals. It is noted that the advertising text is a tool of advertising communication, which is characterized by a high level of expressiveness, which has become a fundamental prerequisite for the pragmatic-communicative existence of this type of text. The degree of implementation of communicative, pragmatic, and aesthetic functions of advertising texts depends on it. At the phonetic level, the creators of advertising texts most often use various repetitions, which can be both sound and lexical. During the analysis, the following lexical-phonetic means of expression were revealed: alliteration, epiphora, anaphora, rhyme, metaphor, simile, personification, and hyperbole. Among the lexical transformations often found in the translation of lexical means of expression, we single out differentiation, concretization, generalization, semantic development, and compensation. Anaphora is most often conveyed by equivalent or variant correspondences. When translating a rhyming advertising text, it is advisable to preserve the rhyme by creating a new text that necessarily conveys the original style and content. During translation, there is no need to save alliteration because it is more characteristic of the English language and often does not coincide with the rules of the Ukrainian language.*

Key words: *lexical and phonetic expressiveness, translation of advertising texts, translation methods, means of expressiveness, alliteration, anaphora, transformations.*

Анотація. Стаття присвячена актуальному питанню особливостям перекладу англомовних рекламних текстів, а саме їх лексико-фонетичних засобів. Реалізація експресивного плану реклами впливає на динаміку, якість і вибірковість сприйняття. Доведено, що експресивний план тексту сприяє досягненню прагматичної мети – зміні свідомості і поведінки адресата та спонукає його до певних дій. У статті проаналізовано основні визначення поняття «реklamний текст», на основі яких наведено узагальнене визначення – особлива форма контенту, створена з високою силою переконання та чітким фокусом на комерційних цілях, спрямованих на певну аудиторію для досягнення маркетингових цілей. Відмічено, що рекламний текст є інструментом рекламної комунікації, якому притаманний високий рівень експресивності, яка стала фундаментальною передумовою прагматично-комунікативного існування цього виду текстів. Від неї залежить ступінь реалізації комунікативної, прагматичної та естетичної функції рекламних текстів. На фонетичному рівні творці рекламних текстів найчастіше застосовують різні повтори, які можуть бути як звуковими, так і лексичними. У ході аналізу було виявлено наступні шляхом створення засоби виразності: алітерація, епіфори, анафора, рима, метафори, порівняння, персоніфікація та гіпербола. Серед лексичних трансформацій, які часто зустрічаються при перекладі лексичних засобів виразності виокремлюємо диференціацію, конкретизацію; генералізацію, смисловий розвиток, компенсацію та цілісне перетворення. Анафора найчастіше передається еквівалентними або варіантними відповідностями. При перекладі римованого рекламного тексту доцільним є зберігання рими шляхом створення нового рекламного тексту, що обов'язково передає оригінальний стиль та змістовне навантаження. Під час перекладу немає необхідності зберігати алітерацію, адже вона більш характерна для англійської мови і часто не співпадає з правилами української мови.

Ключові слова: лексико-фонетична виразність, переклад рекламних текстів, прийоми перекладу, засоби виразності, алітерація, анафора, трансформації.

Introduction. In the modern world, the use of speech acts in mass communication is on the rise due to the rapid development of mass media. Translating advertising texts into other languages can be challenging since the translation must be culturally relevant to the target language. Translators should be skillful enough to identify unique features of advertising texts to communicate their intended messages effectively. Besides, it is crucial to understand their impact on the recipient's emotional and rational spheres. By doing this, it is possible to eliminate the linguistic and cultural barriers between communicators and achieve equivalent translations of advertising texts.

Leading linguists and researchers worldwide deal with research issues of various types of advertising and promotion texts. Ira Torresi has devoted her work to analyzing key types of promotional texts, such as personal, business-to-business, advertising, and many others, including

examples from her practice [9]. O. A. Malysenko focused on analyzing slogans in English advertising discourse [4]. Linguistic and cultural problems of advertising texts are raised in the works of O. Borysova [1], J. Hornikx [7], R. S. Chidiac [6], and many others.

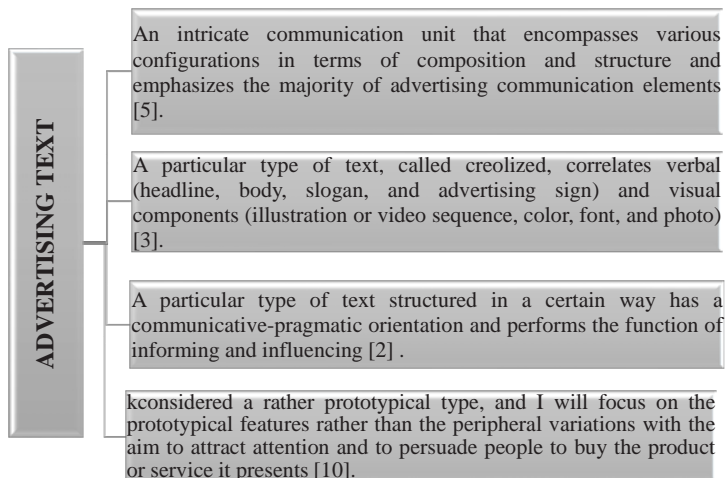
Beyond grammatical accuracy, translating advertising texts requires an understanding of approaches that preserve the lexical and phonetic expressiveness of the original message. Thus, the aim of the article is to study and outline effective ways to transfer the lexical and phonetic expressiveness of English advertising texts into the Ukrainian language. To achieve the outlined goals, it is necessary to study the concept of "advertising text" and provide its definition; find out what lexical and phonetic features are inherent in English-language advertising texts; and analyze the ways of conveying the lexical and phonetic features of English-language advertising texts in the Ukrainian language.

The significance of the article is that it covers topical issues of modern linguistic studies and aims at systemizing and offering efficient ways of rendering English advertising texts, its phonetic and lexical peculiarities, in particular, in Ukrainian. Findings can improve the translation of media texts and help in creating new courses in translation and linguistic analysis.

Methodology/Methods. The research methods were carefully selected based on the specific purpose and tasks set for the study. Firstly, a thorough analysis of the relevant literature was conducted based on the chosen topic. Secondly, the methods of generalization, comparison, classification, and systematization were employed to provide a definition of the concept of "advertising text." Thirdly, a continuous sampling method was used to select the factual material for analysis. The complex translation analysis was used while working with the selected units and providing translation methods into Ukrainian.

Results and Discussion. The concept of text in the field of communication does not coincide with the traditional linguistic definition since the mass media text goes beyond the symbolic verbal system. In media studies, the text is considered not only as a linguistic but also as a cultural phenomenon. The study of the text from the perspective of culture defines it as a source of obtaining information about spiritual and material spheres of human activity.

The advertising text is a form of media text and a prime example of mass communication. The phenomenon of advertising itself is complex and multi-dimensional. There are many interpretations of this concept and definitions of the term itself (Fig. 1).



Summarizing the existing definitions of the term "advertising text," we offer the following one:

a particular form of content crafted with a high power of persuasion and a distinct focus on commercial objectives directed at a specific audience to achieve marketing goals.

Since the degree to which the communicative, pragmatic, and aesthetic functions of advertising texts are achieved depends on it, expressiveness has become a fundamental prerequisite for an advertising text's pragmatic and communicative existence. It also serves as a tool for achieving its primary objective: persuade a potential consumer to buy or use the advertised product or service by implementing an exceptionally concise lexical and semantic structure.

The use of expressive language means in the process of creating an advertising text depends on the advertiser. The addressee, acting as a more informed participant in the communication process, fills in possible gaps in the addressee's conceptual picture of the world. Particular language means (figurative, emotional, evaluative) used in advertising do not create the overall expressiveness of the text. It arises under the condition that these means, firstly, reflect a particular content (characterize the object of advertising), and secondly, are addressed to an actual consumer, for whom they will be personally significant.

Advertising messages that do not contain expressiveness at the text-recipient level do not exist because there will always be an advertising addressee for whom this or that content will be expressive,

regardless of the presence or absence of special language expressive means in the text.

The sound form of the advertising text is a critical component of its success with the recipient. At the phonetic level, the creators of advertising texts most often use various repetitions, which can be both sound and lexical.

The analysis has revealed a significant number of **alliteration** – repetition of the same or homogeneous consonants. When translating, it is unnecessary to preserve it because alliteration is more characteristic of the English language, and it may not correlate with the rules of the language you are translating into.

Mysterious metal monolith disappears from Utah desert – Таємничий металевий моноліт зникає з пустелі Юти.

Black-Owned Businesses Saw A Swell Of Support In 2020. But Has It Lasted? – У 2020 році бізнес, що належить афроамериканцям, отримав значну підтримку. Але чи надовго?

Allied Irish Bank: Britain's Best Business Bank – Філія Irish Bank: Найкращий бізнес банк Британії.

In the last example, alliteration is revealed by repeating the consonant B, creating a precise rhythm to the message, thus emphasizing its reliability and confidence. In the translation, partially reproducing this means of expression is possible.

The following phonetic means of expression revealed during the study is **anaphora** – a technique associated with the repetition of related sounds, a word, or a group of words at the beginning of each parallel series. The reason for the wide use of anaphora in English advertising texts is to make the message more memorable.

Its transmission does not cause difficulties. Most often, this technique is transmitted by equivalent or variant compliances since the main task of translating such phonetic means is to preserve the positional relationship of units:

No other hair spray feels so fine. No other hair spray brushes so easily. No other hair spray leaves your hair so shiny and yet soft to touch. No wonder its preferred by the world's finest salons (Loreal) – Жодний інший лак для волосся не відчувається таким приємним. Жодний інший лак для волосся не розчісується так легко. Жодний інший лак не зробить Ваше волосся таким блискучим і приємним на дотик. Ось чому його обирають найкращі салони світу.

The given example represents a complex set of four sentences, three of which start with anaphora to strengthen the brand's image and make it more exclusive. While translating into Ukrainian, the structure “no other hair stray” finds its Ukrainian equivalent “жодний інший лак.”

Another example of equivalent translation is:

Incredible Curry food, incredible curries. – Неймовірна їжа для цуценят, неймовірні цуценята.

Rhyme is a relatively common way of designing English- and Ukrainian-language advertising texts for different target audiences. In Ukrainian rhyming advertising texts, the technique of rhyming a foreign word (usually the name of a product or service) with a Ukrainian word that has a similar sound is quite actively used.

During the analysis, it was found that such construction of the advertising text is aimed not only at the involuntary memorization of the statement itself but also at the name of the advertised product. The ideal option for translating a rhyming text is to create a new one, preserving the inner message and style.

This is the Time of The Plane – This is the age of the Train. – Це час літаків – це вік поїздів.

The word "age" in English has a number of meanings when translated into Ukrainian: 1) age; duration, life span; legal age; 2) period, era; history century, era; 3) a long time, eternity; 4) technical service life [8]. The meaning of "вік" is considered to be the closest in this advertising text. Besides, when translating, the rhyme is conveyed due to the consonance of the last syllables of the words *літаків – поїздів*.

However, it is not always possible to preserve the rhyme in the text of translation:

Grace, space, pace. – Грація, простір, швидкість.

In this case, translation by creating a new rhyming text is not the right approach, because the specific meaning of the brand message is lost. Jaguar emphasizes the leading qualities of their cars, and other interpretations for rhyming lead to a deviation from the main message of advertising.

The use of expressive language is most common in headings, sub-headings, slogans, and catchphrases in advertisements. They are much less common in the main body of texts. This is explained by the fact that the appeal of advertising largely depends on the originality of the title, slogan, and catchphrase. The text itself is informative and rational.

The most frequently used lexical means of expression in the analyzed advertising texts are epithets, metaphors, comparisons, personification, and hyperbole.

In many cases, translators manage to convey the linguistic basis and function of these means by an equivalent or variant correspondence. Sometimes, it is impossible to find a similar equivalent in another language's system; in those cases, transformations are used to convey the metaphor.

Among the lexical transformations used for rendering metaphors, the most common techniques are differentiation and concretization, generalization of values, semantic (or logical) development, and compensation. Often, the translator uses semantic development and integral transformation as the most creative ways to preserve the function of the image in the source text when translating it.

The metaphor prepares the reader for an active, conscious understanding of advertising information. Their frequent use leads to the fact that many of them become clichés.

Let your fingers do the walking. – Дозволь пальцям прогулятися.

The image of fingers walking independently through the pages of the newspaper is well remembered and arouses a corresponding interest in the content of the newspaper itself.

Works on dark circles. 15 years in making. Results you can see. – Працює над темними кругами. 15 років досвіду. Результати, які Ви можете побачити.

The omission of additional information about dark circles under the eyes creates an atmosphere of mystery and parallels the phenomena of reality.

There are particular techniques that make it possible to strengthen the expressive role of epithets. Using antonyms enables to play on the contrast to emphasize any properties of the product. The triad approach allows creators and translators to give a three-sided evaluation of the product, for example, to evaluate the appearance, social significance, and practicality.

Affordable, accessible, available acupuncture for everyone. – Доступний, зручний, корисний метод акупунктури для кожного.

The adjectives "affordable, accessible, available" acted as epithets in the translation into Ukrainian are partial synonyms, so paying attention to their connotative non-widespread meanings is necessary since "available" also means useful.

Easy Breezy Beautiful. – Легка, Свіжа, Прекрасна.

The brand is mainly aimed at the audience of young women, whose image of lightness, freshness, and beauty is reflected in the slogan, created from three adjectives-epithets. The translation of this slogan into Ukrainian refers to the equivalent translation.

English advertising texts are also characterized by using hyperbole that helps to create a brighter image. Moreover, it is often used in texts summarizing the company's activities and describing the product's properties. Any characteristic of a company or its service and goods can be exaggerated and used in advertising.

Isn't it time you got an Oscar? (Oscar de la Renta fur coats) – Чи не час тобі отримати свого Оскара?

The Oscar is one of the highest cinematographic awards. It is also synonymous with the famous brand name Oscar de la Renta. Hyperbole is the inconsistency and exaggeration of the concepts of winning an Oscar and buying an article of clothing. But such an original way attracts the consumer's attention and is equivalently transmitted in the translated language.

Advertising creators often use the personification technique, transferring a person's features to objects and abstract concepts. Personification gives advertising tangible objectivity and helps it be included in the sphere of the consumer's life:

Salon-quality blond, that just won't quit. – Блонд як після салону, який не змиється.

An example of personification regarding hair color, which, as it were, does not wash off, gives the advertising text uniqueness and imagery.

Conclusions. Advertising text, a component of mass communication texts, has become essential in modern life. The expressiveness of the advertising text is considered as a system of linguistic means and techniques used in the text, which allows the most straightforward presentation of the denotation of the advertisement – the product/service – and the pragmatic intention of the addressee as a result of which it affects the consciousness, behavior, and activities of the addressee. Texts containing lexical and phonetic means of expression are verbal illustrations of ideas being sold. Thoughts expressed with the help of these means of expressiveness are better remembered. When it is impossible to find a similar equivalent in the system of the language of translation, specialists start using various transformations. While working with phonetic and lexical means of advertising text expressiveness, such lexical transformations as generalization, semantic development, and compensation are often applicable.

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