**THE COMPARATIVE ANALYSIS OF SLOGAN TRANSLATION**

**FROM ENGLISH INTO RUSSIAN**

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An advertisement is omnipresent, multifaceted, and diverse. It is closely connected with the Mass Media, which turn it sometimes into a forced means of communication. It is practically impossible to imagine our modern life without ads and advertisement campaigns, which create the image of people’s life and even opinions and attitudes to most matters of life and the world around.

An advertisement helps to build brand awareness and connection between customers and companies. It creates associations and connection that can help recognize products easily in today’s competitive product market. Properly created advertisement campaign can increase brand value. Ads reflect all aspects of human society. As the biggest part of advertising campaigns are of foreign origin (mostly from English speaking countries), they have to be properly translated in order to attract perspective customers. The role of the brand and its main words (slogan) and therefore the translation of the motto are very important today.

Nowadays the role of advertising is immense due to developing international relationships in the sphere of trade and tourism. So the relevance comes from the importance of knowing not only advertising texts written in one of the most wide-spread languages – English, but also studying the rendering methods from the original language into the recipient language, the problems that may come up during this process and ways to cope with them avoiding word-for-word translation. Therefore, the designing of a special translation algorithm is important.

This research is dedicated to key concepts of adverts, strategies used to influence customers’ behaviour and opportunities advertisements have to affect customer satisfaction. Therefore, the aim of the research is to analyze English adverts and the techniques used to render these ads in the Russian language.

**Material and methods.** The research material is the advertisement slogans in the English language. To achieve the goal the following methods were used: theoretical analysis to look into the problem of the research; the method of classification to group strategies used in rendering advertisement texts into different languages; the comparison of the source and target slogan texts; the systematization of the results of the practical studies; the algorithm designing.

**Results and their discussion.** While conducting the research we have differentiated strategies and concepts of advertising, outlined rendering techniques, revealed transformations used in translation, explored the importance of slogans, analyzed English advertisements and their translation into a target language. We have worked out an algorithm for fast and easy slogan translation. The necessity of the established algorithm comes out due to the fact that an accurate translation is not possible due to differences in grammar and vocabulary, culture of the two languages, which may influence translation techniques and the result. To overcome such problems translators should know target and source languages and culture equally well [1, p. 18].

While carrying out the research we have learnt that the fast pace of advert development and competitiveness makes it extremely important to create a good advertising slogan and to translate it properly. A foreign advertisement should be translated into a target language preserving its meaning, function and purpose. That is why new strategies and techniques are used. Cultural, lexical and grammatical differences of the languages should be taken into account.

Having analyzed 100 examples of the most popular slogans, we may conclude, that advertising slogans of different goods and services possess a range of peculiarities: the use of inversion, the Passive Voice, the Ellipsis. From the point of view of vocabulary the following distinctive features are observed: the use of verbs (mostly imperatives), personal and possessive pronouns, comparison and phonetic consonance. Word-for-word translation is the main principle used to render slogans, but other transformations are also used to achieve adequacy of the text.

Thus, according to the survey conducted among 82 students aged 13-15 years old, 50 slogans were selected. The survey shortlisted 50 most famous, successful and recognizable slogans, presented in commercial industry nowadays. Having studied these 50 examples of advertising slogans we may conclude that the most typical ways of translation are the following: word-for-word translation (13 examples), and such transformations as substitution (9 examples), partial translation (7 examples), whole alteration (6 examples), no translation using borrowings (5 examples), transposition, compensation, addition and omission (4 examples each). Antonymic translation was used in the least number of transformations (2 examples) due to its complexity

**Conclusion.** After carrying out the research, we have come to the conclusion that accurate translation of advertisements from English into Russian is not an easy task – it needs careful considerations and involves a lot of hard work. That is why we have worked out the algorithm, which may allow any person to render a slogan perfectly.

Besides to achieve the objective of translation successfully translators should have a good command of the language, a sufficient level of national psychology of producers and consumers. The basis of a qualitative slogan is taking these factors into account. In addition, the slogan must fulfill its main task – to stimulate and encourage a buyer for purchases.

The practical utilityof the research is to help in further language practice during English lessons, in further self-education. The algorithm will help learners of English to test their abilities in slogan translation.

As the title affects book sales, the brand and the slogan typically make the business, not the other way round. Consequently adequate rendering is important.

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