

Training of Future Translators through Advertising Slogans Translation

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Abstract: The paper focuses on translating advertising texts as an indispensable tool for future translators' training. It elaborates on a semiotic approach to English advertising slogans translation into Ukrainian. From this perspective, it is possible to capitalize on language to decode the concepts encapsulated in advertising texts and devise ways of affecting mass consciousness. The present research gives a comprehensive account of translation strategies involved in deciphering the subtlety of meanings actualized in the advertising context. A comprehensive translator's preparation should include training in various translation strategies, as they are essential for producing high-quality translations that meet the needs of both the client and the target audience. By using appropriate translation strategies, translators can ensure that their translations are accurate, efficient, and culturally appropriate while preserving the original text's style, tone, and impact. Commercial, social, and political advertising slogans have been subjected to a comparative analysis. The study results prove that lexical-semantic, grammatical, and stylistic transformations are used in rendering advertising slogans into Ukrainian. However, the translation process is often complicated due to discrepancies in the syntactic structures of English and Ukrainian languages. The latter affect either separate untranslatable elements or the whole target language text. Therefore, translating advertising texts is a helpful tool for future translators' training, as it allows them to develop a range of skills and strategies essential for success in the translation industry while also meeting the needs of clients who require high-quality translations of their advertising materials.

Keywords: *Translation, advertising slogan, translation strategy, translation skills, translation N industry.*

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Introduction

In the ever-changing contemporary world, the effects of postmodernism can be felt in every aspect of human social and practical activity. The so-called “postmodern condition” is viewed as “a sea change in the configuration of society that has brought about a dramatic new set of cultural forms and social experiences” (Harms & Dickens, 1996, p. 210). As a result, an individual does not feel constrained to construct his/her culture or identity. Postmodern society is thus dynamic, flexible, “fluid,” and open to constant modifications.

With the surge of postmodern approaches, the challenges and misconceptions formerly introduced in modernity ideas come to the fore. Rotaru et al. (2010, p. 328) claim that the essential elements shaping postmodern paradigm nowadays are “the effects or cultural forms of the new media, of the virtual space and of the communication through media technology”. Multimedia is “a kind of ultimate postmodern artifact” (Taylor, 1996, p. 257), capable of orchestrating various cultural fragments, and attaching new meanings to them.

In the epoch of postmodernism, media tremendously impact human consciousness. The global intercultural landscape is saturated with television and the Internet. However, their influence might often be manipulative. According to Taylor (1996, p. 258), “the postmodern idea is that cultural reality is not found ‘around’ cultural texts but is realized through and in the texts, it produces.” Thus, media in the postmodern era do not only reflect reality but can “create” it. Consequently, with its freedom and pluralism, postmodernism stipulated the appearance of “multireality” or a multitude of realities, rejecting multiple dogmas, social rules, and restrictions.

Globalization processes and fragmentation facilitated increased cultural diversity. New “hyperreality” made it possible to immerse into foreign cultures, adopting their aspects into people’s indigenous culture and ethnical identity. The latter can lead to establishing more complex personalized identities.

The ongoing development of contemporary communication means, and media practices stirred the research interests in the connections between various entities and concepts in the real world and how they affect human behaviour. As a special form of media combining graphical images and language expression, advertising can activate complicated psychic mechanisms involved in shaping outlook, aesthetic tastes or principles, and social values. A person seems to be advancing from a cognitive world to a semiotic one, realized in symbols and signs.

Postmodernism has shifted the focus from extra lingual needs and issues to language as the means of their realization. In this respect, language is not “a neutral medium for communication” (Ahearn, 2017, p. 3) but a powerful instrument affecting and altering people’s consciousness. Since culture is considered an array of linguistic signs, the role of language in preserving cultures is significant. The latter serves to accumulate, store, and transmit socially-embedded practices and culturally important information. People communicate experience by attaching concepts and ideas to culturally shared meanings through signs. Subsequently, the ambient world can be cognized only by accessing semantic knowledge encoded in concepts. The latter is believed to be organized as “a network of mutually interconnected nodes” (Ning et al., 2020, p. 2), retrieving culturally relevant information.

Globalization and strengthening international relations have led to a renewed interest in translation. The latter is no longer perceived as a mere substitution of the source language units by the target ones but “has to be much closer to deciphering and focused on the mental mechanisms involved in linguistic replacement and the transfer of meaning” (Presner et al., 2021, p. 126). The translation process is highly complex and requires performing several operations instantaneously. As a result, all relevant semantic content is synthesized at the linguistic level and adapted to enhance the clear target audience’s perception.

Advertising as a multi-purpose communication tool “circulates images of cultural importance by contributing to socialization and honing attitudes and behaviour” (Johnson, 2008, p. 1). Among multiple genres subject to translation, the advertising text causes special difficulties for cross-language comparison since it bears a vivid communicative intent and is characterized by a specific form of expression and linguistic means. The former disseminates definite cultural concepts and raises public consciousness, altering people’s demeanor and attitudes. Consequently, scholars have shown an avid interest in studying advertising language, slogans in particular, and its translation (Kuppens, 2010; Lim & Loi, 2015; Vid & Kučič, 2021). A longitudinal study of English in advertising by Kuppens (2010) reports that its global presence facilitates marketing campaigns with a subtlety of cultural connotations and serves as an indispensable instrument for boosting creative thinking processes. To determine whether the Chinese-to-English translation of advertising slogans yielded the intended effect, Lim & Loi (2015) interviewed readers. The latter assessed the quality of translation regarding fluency, conciseness, and persuasive strategies. The survey results demonstrated that the target texts

received less favorable feedback than the source language texts. The issues occurring in translation were mainly concerned with linguistic and general translators' competences.

The study by Vid & Kučič (2021) examines the language features of car slogans at phonological, lexical, and syntactic levels. The scholars compare car slogans and slogans in other trades focusing on their functional aspects. Regardless of the broad scope of scientific research in the field, there is still considerable ambiguity in how the language of advertising slogans affects the masses and how its features are retained within intercultural communication.

There is an impressive number of scientific works published on the preparation of future translators and the developing of their practical skills (Alolaywi, 2022; Coban, 2015; Davies, 2012; Tian, 2020; Gile, 2009; González Pym, 2014). Using advertising slogans can be a helpful tool in preparing future translators by helping them to develop skills in interpreting and translating catchy phrases and slogans that are often used in marketing and advertising. This can help students develop their metacognitive skills and learn how to convey the meaning and tone of a slogan in a different language. Moreover, the terminology used in a specific type of advertising, such as automotive or food and beverage, may supplement students' glossary of terms to aid in their translation work. Since slogans often rely on cultural references that may not be translated well across different languages and cultures, there is the burning necessity to research cultural differences and consider adapting the slogan to fit the target culture.

The primary **objective** of the present research is to approach the issues of advertising slogans translation and define their role in future translators' training.

A comprehensive cross-cultural analysis of advertising slogans is **relevant** for many reasons. First, advertising slogans have not been used as the object of research on translation from English into Ukrainian. Second, studying the peculiarities of commercial, social, and political advertising slogans' translation opens a new window into the conceptual mechanisms involved in cultural concepts formation. Third, advertising slogans depict mass consciousness and specific ways of international world perception. Analyzing the former makes it possible to disclose the strategies applied to shape people's outlook and manipulate the masses. Fourth, along with decoding the concepts and entities encapsulated in advertising messages, core social values and needs can be addressed, and their adaptation to target audiences can be reconsidered critically. Finally, media texts can be a valuable resource for translators who are interested in developing their skills

and keeping up-to-date with industry trends. The former often provide insights into cultural norms and values that can boost a translator's work. Reading media texts from different cultures and analyzing them regarding code shifting can outline the major principles of how translators develop their cultural awareness and adapt translations to adjust to the cultural context of the target audience.

The international turn has an undeniable effect on the research involving translation. The significance is attached to decoding globally meaningful signs hidden in advertising messages and the translation techniques capable of transmitting them faithfully. Furthermore, advertising language reflects extralinguistic reality yet has manipulative and persuasive force. Its cross-linguistic comparison enables tracing the exchange of signs, codes, and symbols meaningful to the global community.

The methods suitable for accomplishing the stated goals have been selected. Thus, the observation, semantic analysis, descriptive and comparative methods are geared toward revealing the specifics of English advertising slogans translation into Ukrainian. The former has been used to provide a theoretical background to the addressed issues. Furthermore, the descriptive method and semantic analysis were employed to clarify the meanings of advertising slogans and disclose their essential linguistic characteristics. Finally, the comparative method served to compare the source language matter with the target one and reveal the specifics of English advertising slogans translation into Ukrainian.

The material for comprehensive comparative analysis is presented by 99 commercial advertising slogans, 48 social advertising slogans, and 57 slogans of political advertising campaigns. A random sample was collected for the analysis from the Internet sources.

The current study provides an excellent opportunity to advance the understanding of the translation process as a cross-cultural dialogue promoting the transmission of culturally significant information via semiotic space. In addition, it helps assess the degree of textual effect on the recipient with its expected and inevitable consequences. Furthermore, it can deepen basic knowledge about translation strategies to allow for active sign transfer and internalization of translator's choices.

The role of advertising slogans translation in the future translators' training

One of the most considerable current discussions in translation studies and educational settings is centered on translation competence. Since translation can be regarded as “a skill and a strategy in an informed way, far from static and meaningless grammar-translation practices” (González Davies, 2012, p. 162), the former is a complex and multifaceted concept that includes several components and refers to the knowledge, skills, and abilities that are necessary for a translator to produce high-quality translations.

Translation and linguistic competence are two related but distinct concepts in language study. Linguistic competence is the ability to understand and use the source and target languages accurately and appropriately and includes a mastery of grammar, syntax, vocabulary, and style. In this regard, Hatim (2012, p. 180) claims that “knowledge of grammar, rhetoric, terminology, and even commercial considerations, do feature, but translation is taken strictly to be a process of generating and selecting between alternative texts”. In other words, translation involves a deep understanding of the grammar, vocabulary, and cultural context of both the source and target languages. However, translators must be skillful in accurately conveying the authentic meaning and tone while also adapting it to the target language and culture. While translation requires a high level of language proficiency, it is not the same as linguistic competence.

According to Newmark (1993), translator training should focus on various areas of the translator's expertise:

1. Translators must have a high level of source and target language proficiency, including knowledge of language levels.
2. They must be able to analyze the structure and content of the source text, including its style, register, and tone.
3. Translators must acquire a deep understanding of the cultures and contexts in which the source and target languages are used, including social and cultural norms, customs, and beliefs.
4. They must be able to conduct research to identify terminology, concepts, and cultural references to produce high-quality, accurate, readable translations that are appropriate for the target audience.

Overall, Newmark (1993) emphasizes the importance of training and development for translators and the need to continually update their skills and knowledge to stay current with developments in the field.

Translation is a complex cognitive endeavor demanding the translator's cognitive efforts and professional skills. Robinson (2012, p. 63)

states that a translator's professional competence incorporates "the ability to slip out of habitual processes whenever necessary and experience the text, and the world, as fully and consciously and analytically as needed to solve difficult problems". Languages are inherently complex and nuanced, and translating words and phrases with multiple meanings or connotations is often difficult. Therefore, translators must be skilled at analyzing the context and intent of the source text to determine the most appropriate translation. In addition, many fields have their own technical jargon and specialized terminology. Therefore, translators must be familiar with the specific subject-field words to translate specific texts accurately. Finally, the former need to be skilled problem-solvers to solve these and other translation problems. They must be able to analyze the source text, identify potential issues, and develop solutions that faithfully express the meaning and intent of the original text in the target language. This requires a combination of linguistic knowledge, cultural awareness, and critical thinking skills.

Advertising slogans can be useful in future translators' training, developing their linguistic skills, translation, and bicultural competence. Since the former often incorporate cultural references or idiomatic expressions, slogans may not be rendered directly into another language. Students often need to research the cultural context of a particular slogan or phrase and work to find an equivalent expression in the target language conveying the same meaning and tone, expanding their outlook and bicultural competence.

Visual literacy is vital in advertising translation as images and visuals are often used to convey a message and appeal to the target audience's emotions. Therefore, the ability to interpret and create meaning from visual elements is essential for effective advertising translation. Future translators must be trained to accurately translate the text with images while ensuring it fits within the graphical design and does not alter the intended meaning. In addition, advertising translation must maintain the brand identity of the advertised product or service. Translators must ensure that visual elements and language use align with the brand's values and messaging. Visual elements such as colors, images, and graphics can be used to convey emotions and appeal to the target audience. Translators must be able to accurately represent these emotions in the target language to ensure the advertisement has the desired impact. In summary, visual literacy is a critical skill for translators working in advertising. By understanding the cultural nuances, adapting visual elements, accurately translating the text into images, maintaining brand identity, and conveying emotions, translators can create effective advertising translations that resonate with the target audience.

Furthermore, translators may be called upon to translate existing slogans and create their own catchy phrases and marketing copy in the target language, developing their creativity. This is possible due to students' recurrent practice of translating the existing slogans and, as a result writing their ones in the target language, using the vocabulary and terminology they have learned. Applying these techniques to prepare future translators can help them develop their collaboration and feedback skills and learn from each other's strengths and weaknesses in translating and coining catchy advertising slogans in the target language.

Finally, advertising slogans may serve as a valuable resource in mastering translation strategies and learning how to adapt the source language messages to meet the target audience's needs. With practice, students will become more comfortable with translation transformations and be able to translate more complex phrases and sentences. Translation strategies are crucial to a translator's training because they provide a framework for approaching different translation tasks. A good understanding of translation strategies helps translators make informed decisions about how to translate advertising texts based on factors such as the purpose, intended audience, and the cultural context.

The demand for competitive translators continues to grow in today's globalized world, where communication between different cultures and languages is increasingly important. Desjardins (2017, p. 61) maintains that to prepare future translators to be competitive in the translation domain, "traditional modes of training and thinking about translation need to adapt". Overall, the demand for competitive translators will continue growing as globalization and cross-cultural communication becomes increasingly important in the modern world. Translators who can provide high-quality, accurate translations with specialized knowledge and cultural awareness are well-positioned to succeed in this field.

Advertising text as communicative and information means

Advertising is a well-known and widespread communication and information means. Over the past decades, it has gained much popularity and become "the engine of consumer culture" (Johnson, 2008, p. 1). Since "it would be wrong to consider the human outside the "society" system a part of which the human was, is and will be" (Nerubasska et al., 2020, p. 276), he/she is constantly being exposed to sufficient leverage of various communication channels and advertising messages.

The studies of advertising are as diverse as the notion itself. Primarily, it has been the research object of economic sciences and

marketing. Later it has grown in importance and extended its sphere of use to linguistics, psychology, journalism, and sociology. However, there is no unanimous opinion as to what advertising is. Some people believe it to be a brand and consumer dialogue. Others think it is the form of expressing attitudes toward the advertised product. Hence, advertising is a type of mass communication focused on attracting consumers' attention, persuading, and informing them about the image of the advertised product. Goddard (2002, p. 90) argues that "it would be a mistake to think that adverts are a simple reflection of how we all are, in some natural way" since they are a "part of the way we construct our ideas about the world around us." Thus, an advertising text has a broad pragmatic potential and provokes personal evaluation.

An advertising text as a linguistic entity with specific features presents an interesting subject to research. Firstly, it provides information on the legal entities, advertising ideas, and products. Secondly, it is targeted to meet the demands of certain people. Knowing the target audience to persuade, is significant since "it helps us make specific practical choices about the kind of language we should use" (Torresi, 2021, p. 28). Thirdly, an advertising text is called upon to awaken and sustain interest in the advertised products. Thus, in investigating the texts in question, one must consider their language, composition, the psychology of its effects on the recipient, and perception of the message.

An advertising slogan is a vital part of any marketing campaign and has been used for over a century. This memorable and catchy phrase aims to capture the potential client's careful attention and reinforce the brand's identity. O'Sullivan (2020, p. 54–55) states that "as slogans are said to be integral to brand identity or philosophy, language used in the slogan becomes the language that expresses authority and expertise." Thus, they are more compelling compared with logos or brand names. Moreover, slogans often translate the basic idea of the advertisement.

The information in slogans can be imparted through linguistic or visual means or integration of both. Regarding the aim of the paper, we will focus our attention on the lingual representation of the advertising slogans. Santello (2016, p. 27) notes that "when devising a codeswitched slogan, a copywriter has the power to decide whether to start with one language or the other." Using several languages to address multilingual target audiences is a good advertising trick and is believed to "add to the prestige of the advertisements" (Biria & Hassani, 2016, p. 31). A broader perspective has been adopted by Masiola (2017, p. 35), who claims that slogans "go beyond their advertising matrix as they become literature, inspire new forms of art,

and create languages and designs as ads and tags become new forms of expression and “translate” into new languages.” Finally, the former are characterized by precision, simplicity in memorizing and reproducing, and various stylistic devices and expressive means.

Undoubtedly, there is an inevitable connection between the language employed in an advertisement and the type of advertised product (Sobrinho, 2017, p. 169). The former is often juxtaposed with poetics due to mnemonic devices, which contribute to better recollecting the content of the slogan. Alliteration, consonance, rhythm, rhyme, and onomatopoeia are extensively utilized to construct English advertising slogans.

Sometimes it is difficult to devise the meaning of the slogan. Dictionaries will not help encode the metaphorical meanings since they provide just literal ones (Goddard, 2002, p. 83). However, decoding implicit information in a slogan is a well-thought marketing step. Intentionally omitting information allows a consumer to provide “the missing information, without being fully aware that he/she is doing so often in the direction desired by the marketer” (Fennis & Stroebe, 2021, p. 80). In other words, the slogans encourage consumers’ subconscious decisions in the perception of the received message.

Undeniably, slogans are significant constituents of advertising texts. Combined with a logo, they present the content of advertising conception and dominate in their structure. Moreover, slogans carry a strong emotional load, directly appealing to the target audience. Regarding the importance of advertising slogans in launching products and keeping them on the market, advertisers turn to a plethora of linguistic and multimodal means to generate an expressive message.

Semiotics and advertising text translation

Human everyday activity and social life revolve around semiosis. The latter lies in producing, exploiting, and exchanging signs. Queiroz & Aguiar (2015, p. 205) suggest that “semiosis can also be pragmatically defined as a medium for the communication to the interpretant of a form embodied in the object.” This view supports Peirce’s statement (1991) that the sign establishes relations with the object it refers to and the interpretant in the process of semiosis.

Culture is based on the transference of signs being organized into a system. In this respect, language is a universal, transparent medium that endows nature with meaning. Conversely, Cobley (2016, p. 19) states that “the human phenomenon of language is just one minuscule aspect of a broader semiosis, the action of signs throughout the universe no matter how

they might be embodied.” However, Cobley (2016) fails to fully acknowledge the significance of language in entailing signs with meaning.

Any semiotic process presupposes intrinsic translational activities opting to relate sign systems of source and target cultures. The translation is an essential structural aspect of semiotics, “a predominantly iconic process” (Queiroz & Aguiar, 2015, p. 206). In his work on biosemiotics of translation, Marais (2018, p. 60) states that “a sign is in translation, in process, in the process of being translated into a further sign.” The scholar elaborates that the source and target texts serve as forms of expression in the semiotic process. As a semiotic activity, translation encompasses two steps ranging from identifying the sign in the source language to singling out the sign designating the corresponding object in the target culture. Queiroz & Aguiar (2015) identifies the “translator sign” with the semiotic target by applying the semiotic approach to translation. The translated work is viewed as the semiotic source, whereas the interpretant corresponds to the produced effect on the interpreter.

Any text is “a composite signifier” (Danesi, 2018, p. 44), shaped by cultural values and codes. In particular, mass media texts and advertising texts are “designed to generate culturally-significant meanings” (Danesi, 2018, p. 36). For the cultural transfer to be efficient, the substitution of source language signs in the target language should be implemented concerning the semantic and pragmatic information encapsulated in them. Gaines (2010, p. 12) believes that “the nature of the media affects the message because each medium embodies a distinct symbolic system of expression.” Thus, translating advertisements by transmitting cultural meanings can be considered the most intrinsic metalinguistic activity. The literal translation seems impossible in this case since it will not restore the decoded semantic content and adapt the message pragmatically. Correspondingly, the elementary meaning laden with social experiences and values can be considered to serve as a unit of translation.

In the literature, the translation of advertisements is not considered the original creative work since the translator always acts following the policy of the advertising agency, which creates the source language slogan. On the contrary, American scholars Ray and Kelly (2010) introduce the term “transcreation” to refer to the adaptation or total reconstruction of the source message in the target language, preserving its original meaning. Hence, there is much controversy in the perception of the translated advertising text. In our view, translation is the original creative work unless the output text preserves the denotative and connotative meanings, pragmatic, and nationally cultural components of the input text.

Furthermore, the translation of advertising texts differs profoundly from the translation of fiction. The discrepancies arise due to different communicative intents, forms of translation, and the use of linguistic means. Advertisements are designed to promote the product or service. The set goal dictates using certain signs and language means to persuade prospective buyers and cover the bigger audiences. On the contrary, literary works are translated to pertain to the same aesthetic and emotive effect.

The translation of advertising texts is a highly-demanding and complex process. It is much more than rendering the words from the source language to the target one. Redefining the role of translation in encoding cultural conceptualizations, Petrilli (2014, p. 247) expressed the opinion that translation is an “innovation of the text, semantic reorganization and even reinvention of the object of interpretation-translation.” Subsequently, the translator’s role shifts from a mere bilingual specialist to a mediator capable of “juggling” various translational activities simultaneously. The process often might be complicated due to cognitive constraints. The latter may be conditioned by certain socio-cultural and historical experiences shared by representatives of the target language culture (Onyshchak et al., 2021, p. 226). Among the other restrictions, Rojo Lopez (2015, p. 721–722) also mentions the prevailing norms in a given society. Analyzing the source language text, the translator is induced to immaculately replicate the fragment of input culture in the target language avoiding the interference of the native one. In this regard, systemic thinking is the best alternative since it “helps translator cross the borders of what seems to be independent events and find the structures underlying them” (Rebrii & Rebrii, 2018, p. 183). Thus, the main characteristic of adequate translation is to predict and provoke people’s reaction to the advertised text based on the consumers’ psychological, cultural, and historical peculiarities.

In conclusion, a translator in the process of rendering advertising slogans into the target language considers various extralinguistic factors. The choice of translation strategies is conditioned by the target audience, consumers’ psychological and cultural peculiarities, potential clients’ desires, market demands, and the nature of the advertised product. The adequate translation aims to preserve the advertising slogan’s original idea and communicative message regarding its linguistic and extralinguistic features.

Translating Advertising Slogans: Possible Solutions and Challenges

Translation of advertising slogans is a daunting task for translators to fulfill. The latter need “to start a serious and large-scale process of adaptation which necessitates an exceptionally high energy, good-will and

objective thinking in order to produce an advertisement reflecting the spirit of the original one” (Chidiac & Saliba, 2016, p. 74). Since translation is “a multifaceted dynamic and creative entity” (Zasiekin, 2018, p. 72), the translator is not restricted in the choice of translation techniques. On the contrary, his/her speech is “freed from the linguistic clothing in which it has been received” (Krémer & Quijano, 2018, p. 87). The specificity of lexical stocks and language structure in English and Ukrainian necessitates the extensive use of various translation transformations in translating advertising slogans.

The literal translation is often impossible to be exploited in the case of advertising slogans. However, it is feasible provided an advertising slogan is devoid of lexical ambiguity and has a simple syntactic structure. For instance, the literal translation is employed to render numerous advertising slogans of Disneyland, Nike, Rolex, Reebok, Apple, and Kodak: *The happiest place on Earth* (Slogan & Tagline, n. d.) – *Naishchaslyvishe mistse na zemli*; *Just do it* (Slogan & Tagline, n. d.) – *Prosto zroby tse*; *Perpetual spirit* (Slogan & Tagline) – *Vichnyi dukh*; *I am what I am* (Slogan & Tagline, n. d.) – *Ya toi khto ya ye*; *Think different* (Slogan & Tagline, n. d.) – *Dumai inakshe*; *Share moments. Share life* (Slogan & Tagline, n. d.) – *Podilysia momentamy. Podilysia zhyttiam*.

Moreover, advertisements carry messages, concepts, and beliefs of a source language country. Therefore, the translator should be very cautious to preserve the source language content and not to misrepresent it in the target language. For example, Bill Clinton’s political slogan *It’s Time to Change America* (SloganHub, n.d.) declared in the pre-election campaign points to the destruction process America was undergoing at that time and the hope for “better future.” A special emphasis is laid on the word “change” which enhances the emotive effect and positive evaluation of forthcoming events. Likewise, being rendered using the literal translation (*Chas zminyty Ameryku*), the slogan in question preserves the original semantics of social issues and induces people to solve them.

Concretization is the translation transformation that presupposes substituting the source language unit with broad semantics for a word narrowing semantic scope of the decoded concept. The famous Google slogan *Don’t be evil* (Slogan & Tagline, n.d.) can be drawn as an example. In 2000 the slogan stood for the main principle in the company’s code of conduct and emphasized the corporate values. Therefore, in the output message (*Ne roby zla*), the verb “to be” is specified by “roby”, underlining the importance of striving for the absolute.

The use of the very translation strategy is often dictated by the necessity of preserving the function of the sentence. In most cases, the

translator integrates concretization with addition to clarify the information: *I'll be there in a while, wheelchair* (Digital Synopsis, n.d.) – *Ya budu na mistsi nevdovzji (u invalidnomu vizjku)*. The techniques help to explicate the implicit information decoded in the source language message.

Generalization turns out to be the opposite of concretization. The former lies in substituting a specific source language unit with a more generalized one. For example, in translating the English advertising slogan *Take it to the next level* (Slogan & Tagline, n.d.) by PC Nokia, one cannot overlook the fact that literal translation would be unreasonable. It would not help achieve adequacy and transmit a pragmatic effect. In contrast, the generalization applied here conveys the idea of constant self-development with the help of a telephone (*Pereidy na nastupnyi riven*).

Another essential translation transformation is omission. It is often used to make the slogan catchy, concise, and explicit. The point can be exemplified in the slogans: *Between love and madness lies obsession* (Slogan & Tagline, n. d.) – *Mizh liuboviu i bozhevilliam – odezhyhmist*; *Because you're worth it* (Slogan & Tagline, n. d.) – *Vy tsoho varti*. The slogans above are a part of the advertising campaign of famous brands Calvin Klein and L'Oreal. The words “*lie*” and “*because*” were consciously omitted to make the target message more condensed and easier to comprehend. Analyzing the following sentences, one can see that the target language version lacks the personal pronoun “*you*”: *Everywhere you want to be* (Slogan & Tagline, n. d.) – *Vsindy, de prabnesh buty*. Moreover, the translator exploits synonymous substitution (“*want*” – “*prabnesh*”, not “*kehochesb*”), which does not influence the overall perception of the slogan, but points to the importance of satisfying personal desires.

On the contrary, lexical additions expand the semantic scope of the target language text. For instance, McDonald's slogan *Lovin' It* (Slogan & Tagline, n. d.) is rendered into Ukrainian like *Ya tse liubliu*. The literal translation would make the message sound unnatural. Therefore, the decision to add a personal pronoun “*Ya*” and, thus, clarify the doer of the action in translated version is fully justified. Furthermore, the expansion of the sentences makes the slogans more vivid and expressive.

The modulation technique is often based on contextual substituting the source language unit for the other semantically related to the original word. However, the latter possesses a more accurate meaning. For instance, Coca-Cola's slogan *Open happiness* (Slogan & Tagline, n. d.) is translated like *Rozdily radist z Koka-kola*. The verb “*open*” is polysemous, and its equivalents in Ukrainian do not collocate with the noun “*radist*.” Hence, the translator

chooses to apply its stylistic synonym (“*rozdiily*”), which emphasizes the collective character of the event.

Antonymous translation lies in the change of the word form with positive connotation by the unit with the negative one and vice versa. It should be mentioned that while translating advertising slogans it is often caused by the need to modify the predicate: *Before it's too late* (Digital Synopsis, n. d.) – *Poky shche ne zhanadto pizno*. Antonymous translation was applied not to disrupt the pragmatic pattern of the target language message.

Grammatical transformations, introducing morphological or syntactical changes in the target language, are frequently used by the translators of English advertising slogans. The former is caused by the discrepancies in the structure of English and Ukrainian languages. The analysis has shown that outer partitioning is often used to render social advertising slogans into Ukrainian: *You are not a sketch, say no to anorexia* (Digital Synopsis, n. d.) – *Ty - ne maliunok. Skazhy “ni” anoreksii*; *The back seats no safer, belt up* (Digital Synopsis, n. d.) – *Zadni sydinnia ne bezpechnishi. Prystebny pasok bezpeky*.

The translator might get confused by approaching Madison Reed’s slogan *Hello beautiful* (Slogan & Tagline, n. d.) to introduce hair color and hair care products. Turning to the translation context depicting the atmosphere of beauty created at home, the translator renders the slogan as *Pryvit, krasune*. Transposition turned out to be an indispensable tool to address the recipient and changing the adjective “*beautiful*” to the noun “*krasune*” was unavoidable.

The use of stylistically marked lexical units helps extend the information scope of the advertising slogan, giving it an emotional touch and expressive force. For instance, Bill Clinton used the slogan *It's the economy, stupid!* (SlogansHub, n. d.) to impress on people the importance of the state’s economy. Overall, the slogan boosts the communicative efficiency of the political message. In the meantime, it serves as a means of shaping public opinion, calling for action, and changing social behaviour (Digital Synopsis, n.d.). Furthermore, the translator employs logization for the slogan not to sound pejorative in the target language, substituting quite a strong word “*stupid*” for “*durnyku*” to refer to inexperienced, unconscious people: *Tse – ekonomika, durnyku!*

The slogan of the famous fast food chain MacDonald’s *I’m lovin’ it* (Slogan & Tagline, n. d.) contains a contraction (“*lovin’*”), which makes it sound colloquial. In Ukrainian, the translator chooses a neutral equivalent to substitute it: *Ya tse lubliu*. Furthermore, the word order has undergone a complete change. The replacement has been used to adapt the source language text to the existing syntactic norms of the target language.

Sometimes the differences in the language structures are so substantial that even the employment of all the lexical and grammatical transformations is not approved. Furthermore, English advertising slogans are filled with mnemonic devices and figurative language to create a positive image of the advertised product. Such thoroughly selected linguistic and stylistic means guarantee its entrance and stable position in the consumer market. However, Ukrainian culture tends to assess the product based on personal experience and use rather than elusive messages.

Conclusions

The current research was undertaken to address the issues of advertising slogans translation from a semiotic perspective. As a result, the translation strategies employed to translate English advertising slogans into Ukrainian have been explored to fulfill the set objective. Translation strategies are essential to translator training, as they provide translators with a framework for approaching different types of translation tasks. Translator training using media texts may focus on developing skills in terminology management, text analysis, and even project management.

The results of the proposed study indicate that the translation of English advertising slogans is oriented towards preserving their pragmatic effect and function in the target culture. Cross-cultural differences have a substantial impact on the translation of advertising slogans. The translator's task is to exploit translation strategies and adapt the text semantically and pragmatically. The current research has demonstrated that translated slogans are target-oriented and address groups of people with definite values and demands. The translation equivalence is achieved by applying various lexical and grammatical transformations. Concretization, generalization, omission, addition, modulation, antonymous translation, outer partitioning, transposition, replacement, and logization are the most frequently employed translation techniques.

Signs are used in advertisements to persuade people to buy the product by generating a subtlety of meanings. The relations between them are totally unique and, therefore, cannot be identically reproduced in the target language. However, the translator can encode the semantic content and encapsulate concepts with the help of the target language signs. The rational choice of the latter can reinforce a powerful effect or response similar to that of the source text.

The findings obtained during the analysis of translation strategies demonstrate that the language and culture of the advertised product have a substantial effect on the target language and culture. However, the study

indicates that the source culture concepts are often not fully assimilated. As a result, the target language text undergoes culture-specific changes bound with the recipients' worldview. The choice of translation strategy often depends on the form of the original message. Considering the fact that advertising slogans are concise and unambiguous, the overuse of amplification or descriptive translation techniques leads to the incomprehension of sociocultural implications. Furthermore, advertising slogans bear an expressive and evaluative load. To preserve it and avoid violating the communicative intention, the translator has to apply a plausible adaptation in the target language message.

Training 21st century translators require a focus on both traditional translation skills and trends in the translation industry. Translators must navigate linguistic and cultural differences, adapt to different contexts and styles, and find creative solutions to any problems that arise in the translation process. Using advertising slogans as tools for learning translation can be an effective way to develop translation skills and increase language proficiency. The former often contain cultural and linguistic nuances that can be analyzed to deepen students' understanding of the source and target languages. They often require creativity and originality, which can be useful for developing students' creative writing skills. Moreover, translating advertising texts can help future translators to develop their critical thinking and problem-solving skills, as they need to make decisions about how to translate certain phrases or expressions in a way that accurately conveys the intended meaning. Training programs should be designed to equip translators with the necessary skills and knowledge in this fast-paced and challenging industry.

Further research might contribute to revealing relations between linguistic and multimodal means in English advertising slogans, their adequate interpretation in Ukrainian and using them as the tools for teaching translation.

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strategies. Finally, author F verified the data, proofread, and edited the final version of the paper.

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