

СТИЛИСТИЧЕСКИЕ ПРИЕМЫ ПРИ ПЕРЕВОДЕ ОБЪЯВЛЕНИЙ FIGURES OF SPEECH IN TRANSLATED ADVERTISEMENTS

Зачастую непрофессиональный перевод рекламного текста с одного языка на другой может привести к значительным материальным потерям для компании, производящей рекламируемый продукт. Цель этой работы: провести анализ удачных и неудачных переводов рекламных слоганов, включающих в себя фигуры речи, с английского языка на русский.

As a rule advertising is defined as a way of information distribution only. But nobody seems to pay attention to that being one of the components of marketing advertising has turned into a field of mass communication which has both traits typical for all communicational phenomena and its own peculiar characteristics. Advertising is a complex multi-level dynamic process and as well as the other types of communication affects both our consciousness and subconsciousness. Any communicational process needs 2 people to take part in it: a recipient and a sender of a message. And it is not for sure that a sent message will be identical to the received message. It actually hardly ever is as information, ideas and feelings are sent with the help of special symbols, the sender encodes the information by verbal or non-verbal means (words, actions, symbols) but the decoding of it depends on the culture and competence (or cultural competence) of the recipient. And the greater the difference between the sender's and the recipient's cultures and competence is, the harder it is for them to understand each other. Interpretation as a process of comprehension of what we perceive is selective and is based on the main cultural stereotypes. Language as a means of communication is considered to be one of the main components of the notion "culture". Verbal communication in advertising has several stages:

- 1.ability to find the right direction in the communicational situation;
- 2.ability to plan your reaction;
- 3.ability to find adequate means of information delivery;
- 4.ability to organize feedback

If any of these stages is dropped the risk of non-effective communication appears.

Transnational companies often globalize their advertisements by spreading the same advert messages without consideration of any cultural differences of a concrete market. It happens that unprofessional translation of an advertisement causes major problems in sales. The main aim of advertising is to influence the customer and persuade him/her to buy the goods advertised. Rhetorical figures (also known as figures of speech) are frequently employed in advertising since it is a technique used to impress and persuade people (to make slaves of them). It carries the implication of extravagance, artifice and lack of information. When persuasion is the main objective, the method in which the statement is expressed may be more important than the very idea of it.

And now I will give some examples of advertisement translations from English into Russian.

Metaphor: an implied comparison between two things of unlike nature which have something in common.

The Hewlett Packard print advert for their 'Vectra' computer shows, in both the Russian and English version an image of a Samurai warrior with his sword raised as if in battle. This image has been chosen as a metaphor to underline the fact that the 'Vectra' printer will protect your data. It also leads to reader to think of loyalty, honour and reliability, which are all attributes the advertisers want to attach to their product.

Both English 'Protector. Defender. Sentinel' and Russian '*Защитник. Страж. Телохранитель.*' contain military language and associate with protection. In this case the metaphor has been successfully maintained in the translation and the Russian and English Vectra both imply that this computer is the best way of protecting your data, as the Samurai were the best way of defending Japan.

Homonym: one word can be taken in two senses.

The L'Oréal print advert for the nail varnish 'Jet-Set' shows a young woman, the model Milla Jovovich, sitting in the cockpit of a fighter plane. In the English advert the name of the product is acting as a homonym. The component parts of the trade name 'Jet-Set' (that is Jet = fast and Set = dries) are combined to state that this is fast drying nail varnish. Since this is not translated the Russian text has to have more explanation than the English one. 'Jet Set' can also refer to the lifestyle of the user. People in the 'Jet Set' are rich, successful and live in a luxurious way. These connotations of fast drying and fast living are lost for the Russian reader, unless they understand and read English well.

Rhetorical Question: asking a question for the purpose of asserting or denying something obliquely.

The Pedigree advert for 'Advance' (vitamin supplements for animals) shows an image of a dog which is followed by two rhetorical questions: 'Will he stand as proud tomorrow as he does today?' and 'Will he be full of life for years and years?'. The Russian advert also makes use of two rhetorical questions: '*Будет ли он выглядеть столь же достойно много лет спустя?*' and '*Будет ли всегда полон жизненных сил?*' The translation has maintained the rhetorical question that are later resolved in the main copy of the advert (he will if he takes an 'Advance' supplement.), when the advert has provoked enough interest for the reader to read on.

Antanaclasis: repetition of a word in two different senses.

The English Pedigree 'Advance' advert also offers an example of antanaclasis with its slogan 'Add life to the life of your dog'. The first 'life' refers to 'energy, liveliness and animation', whereas the second 'life' is 'the period from birth to death'. The Russian version is the following '*Дайте вашей собаке больше жизни!*' In this instance the antanaclasis is lost in the translated variant as the word for 'life' is not repeated. The Russian slogan does, however, demonstrate a homonym as the word '*жизни*' can be taken in two senses. Firstly as '*время такого существования от его возникновения до конца*' and '*оживление, проявление деятельности, энергии*'. The original rhetorical device has been compensated for in this slogan by the introduction of another rhetorical device, and can therefore be deemed successful.

Alliteration: repetition of initial or medial consonants in two or more adjacent words.

The Hugo Boss print advert for its 'Boss' fragrance for men, shows the 'Boss' male model standing inside a life-size fragrance bottle. The English advert carries the slogan 'Boss Bottled'. This is an example of alliteration as the first consonants are repeated in each word, and it is also a humorous reference to the image. The Russian version carries the slogan '*Теперь в флаконе*'. It has lost the alliteration element, and thus part of its attraction and memorability.

Hyperbole: use of exaggerated terms for emphasis or heightened effect.

The Dior print advert for their perfume *J'adore* shows a blonde haired woman immersed in a sea of gold. The English advert has the slogan: 'The Absolute Femininity'. This is a strong phrase implying that they have defined femininity and bottled it while the Russian advert has the slogan: '*Изысканность и Женственность*'. Which has neither the power nor the confidence of the English version, and looks weak when viewed next to it. Discarding the hyperbole in the translation has rendered the slogan less effective.

Polyptoton: repetition of words derived from the same route.

Hewlett Packard have run a series of adverts for their 'Deskjet' printers which all claim that their printers offer pictures that are very life-like. In the English ads the following headline is given 'Only reality looks more real' and in Russian version it has been literally translated '*Только реальность выглядит реальней*'. This is a successful example of the translation of the rhetorical device.

From this comparison it is evident that in both languages we use the same figures of speech, but not all of them were successfully translated. From the 7 of them: metaphor, homonym, rhetorical question, antanaclasis, alliteration, hyperbole, and polyptoton -only three of these devices were successfully translated: metaphor, rhetorical question and polyptoton. One rhetorical device, antanaclasis, was compensated in translation. This is a successful translation strategy in as much as replacing one rhetorical device with another ensures that the persuasive effects are still maintained.

Stylistic methods applied to the advertising perception depend very much on cultural backgrounds of a definite individual or a social group. We are all in one boat as globalisation makes us become a common social group in commodity perception. That is why there is a universal rule: be global and keep being local in translation business as much as in other businesses.