

TRANSLATION OF TEXTS RELATED TO THE FIELD OF ADVERTISING

Karimova O`g`iloy Rahmatulla qizi

A student of the Translation Faculty

Abstract: *This study examines the translation of advertising slogans into Uzbek and compares them to their English originals. Based on Nida's Functional Equivalence Theory and Skopos Theory, it identifies the linguistic, cultural, as well as emotive adjustments required to achieve effective transcreation. Slogans for global brands, including McDonald's, Nike, KFC and Pepsi, are examined as an example of how corporations sustain brand identity while adapting to local audiences. Through theoretical insights and practical comparisons, the research underscores the importance of balancing global consistency with cultural relevance in advertising translation.*

Keywords: *advertising, slogans, adjustments, brands, culture, linguistics, equivalency.*

Аннотация: *В данном исследовании рассматривается перевод рекламных слоганов на узбекский язык и сравнивается с их английскими оригиналами. Основываясь на теории функциональной эквивалентности Ниды и теории Скопоса, он определяет лингвистические, культурные, а также эмоциональные корректировки, необходимые для достижения эффективного транскреации. Слоганы мировых брендов, включая McDonald's, Nike, KFC и Pepsi, рассматриваются как пример того, как корпорации поддерживают идентичность бренда, адаптируясь к местной аудитории. Посредством теоретических выводов и практических сравнений исследование подчеркивает важность баланса между глобальной согласованностью и культурной значимостью при переводе рекламы.*

Ключевые слова: *реклама, слоганы, корректировки, бренды, культура, лингвистика, эквивалентность.*

Abstrakt: *Ushbu tadqiqot reklama shiorlarining o'zbek tiliga tarjimasini o'rganadi va ularni ingliz tilidagi asl nusxalari bilan taqqoslaydi. Nidaning Funktsional ekvivalentlik nazariyasiga va Skopos nazariyasiga asoslanib, u samarali transkreatsiyaga erishish uchun zarur bo'lgan lingvistik, madaniy va hissiy tuzatishlarni aniqlaydi. Global brendlar, jumladan McDonald's, Nike, KFC va Pepsi shiorlari korporatsiyalar mahalliy auditoriyaga moslashgan holda brend identifikatorini qanday saqlab turishiga misol sifatida ko'rib chiqiladi. Nazariy tushunchalar va amaliy taqqoslashlar orqali tadqiqot reklama tarjimasida madaniy ahamiyatga ega bo'lgan global izchillikni muvozanatlash muhimligini ta'kidlaydi.*

Kalit so'zlar: *reklama, shiorlar, tuzatishlar, brendlar, madaniyat, tilshunoslik, ekvivalentlik.*

INTRODUCTION

Advertising taglines are sets of words that are brief, compelling and capture the spirit, principles and appeal of a brand. Translating slogans into other languages, such as Uzbek,

presents special problems due to cultural, linguistic, and emotional dissimilarities. A direct translation is often insufficient, as it may fail to evoke the desired response from the target audience. Instead, transcreation, a blend of translation and creative adaptation, is required to preserve the slogan's intent while making it culturally relevant.

Errors in the translation of brand names, packaging copy, and advertising messages have cost millions of dollars, not to mention damaging their credibility and reputation. Advertising translation has become increasingly important for today's globalization of products and services. Also, it is a new area for today's translation studies. "In the training of translators, very little attention has been paid to the translation of advertisements. Yet this type of translation has been far more widespread than that is immediately obvious" [1]. There are few systematic or practical translation theories for advertisement translation so far. However, many scholars who have paid attention to advertisement translation have agreed on one important thing: "What poses major obstacles for efficient translations is not only the language but primarily cross-cultural unawareness" [2].

- Theoretical framework

Nida's Functional Equivalence Theory: In this theory, reproduction of the same semantic and emotional effects is aimed at the target language, requiring the audience's response rather than strictly literal truth.

Skopos Theory: This theory, proposed by Hans Vermeer, focuses on the rationale behind translation and adapting the message to the cultural and functional demands of the target group.

These theories serve as a basis for understanding how slogans are adjusted for a Uzbek-speaking readership while adhering to global branding guidelines.

Methods

In this paper by using qualitative method, English advertises slogans and their Uzbek translations are compared. The analysis is structured around three main aspects:

a. **Linguistic Structure:** Examining lexical, grammatical, and stylistic changes in the translations.

b. **Cultural Relevance:** Recognition of cultural elements that guide the reception and modification of slogans.

c. **Emotional Impact:** Determining if the emotional effect of the slogan is maintained in the translation.

The study focuses on slogans from McDonald's, Nike, KFC, and Pepsi, offering a comparative analysis of their adaptations in English and Uzbek.

Results

1. McDonald's: English Original: "I'm lovin' it"

Uzbek Translation: "Bu men yoqtirgan narsa" ("This is what I like")

- Analysis:

Linguistic Adaptation: The English tagline is colloquial and emotionally charged, targeting a young, urban audience. The Uzbek transliteration modifies the informal phrasing for a neutral and more codified version indicating the local linguistic norms.

Cultural Relevance: Uzbek culture takes transparency and frankness and this is reflected in the translation. The emphasis on "liking" is in line with Uzbek hospitality and enjoyment of food.

Emotional Impact: Although the Uzbek rendition forgoes the informal style, it preserves the theme of having fun and enjoying things and having a relationship approach.

- **Comparison:**

The English slogan is targeted toward spontaneity and timeliness, and the Uzbek version is focused toward conciseness and cultural factor.

2. Nike:

English Original: "Just Do It"

Uzbek Translation: "Shunchaki qil" ("Just Do It")

- **Analysis:**

Linguistic Adaptation: Just" Uzbekized the shortness of the English slogan while slightly diffusing the imperative aspect of the slogan so that it is less rousing.

Cultural Relevance: Uzbek audiences value motivational messages that emphasize action without appearing too aggressive. For example, the translation retains the call to action while modifying the language to reflect cultural sensitivities.

Emotional Impact: The tagline maintains its inspiring and motivational idea, which guarantees that it will be well received by Uzbek speakers.

- **Comparison:**

The English version is strong and straightforward, consistent with the Western perspective on individualistic, decisive individualism. The Uzbek etude regulates the tone, in accordance with the unifying mentality and the deference to a softer communication approach.

3. KFC: English Original: "Finger Lickin' Good"

Uzbek Translation: "Barmoq yalashga arziydi" ("It's worth licking your fingers for")

- **Analysis:**

Linguistic Adaptation: The Uzbek version paraphrases the slogan into a frame sentence, which in turn is more fluent in Uzbek advertising. The light atmosphere of the old version is replaced by an informative and attractive description.

Cultural Relevance: Uzbek culture accords high importance to food quality and sensory experience, and this thus renders the translation highly effective.

Emotional Impact: The translation is tantalizing and fulfilling and keeps the spirit of the original tagline.

- **Comparison:**

The English translation is light and humorous while the translation in Uzbek language is longer and better adjusted to local cuisine, particularly focusing on food enjoyment.

4. Pepsi: English Original: "Come Alive with the Pepsi Generation"

Uzbek Translation: Pepsi mahsulotlari bilan hamnafas bo`ling" "Be together with the Pepsi products".

Analysis: Analysis:

Linguistic Adaptation: Translation into Uzbek rephrases the text and keeps alive the invocation to life and to community.

Cultural Relevance: The Uzbek collectivist culture, which values common factors and shared experiences over individual ones, is recapitulated by the translation.

Emotional Impact: The message is still inspiring and universal to younger Uzbek audiences.

•Comparison

The English version targets dynamic, personal values, whereas the Uzbek version turns towards collective dynamism and membership, responding to more collective societal values.

The practice of using imitation in translations involves the use of idioms that are familiar to the audience's fixed expression as a way to convey messages from the source text. The particularity of commercial advertising determines that the translator should use all possible means to achieve the intended function of the target text. Imitation comes from parody, one of the rhetoric devices. It's a very useful way for advising translation when the original form must be changed in the target text. In the target culture, through the use of popular words, proverbs, poetry, etc., advertising can bridge the gap between advertisers and consumers, in an attempt to achieve the desired goal. Take the following sentences as examples:

5. Apple: English original: "Think different."

Uzbek: "O`zgacha fikrla"

6. Maxwell House coffee: Original English: "Good to the last drop."

Uzbek: So`nggi tomchisigacha xushta`m".

This is translated as "So`nggi tomchisigacha xushta`m" from a Maxwell House coffee commercial advertisement. In this advertisement, the translator used psychological knowledge to provide consumers with psychological feelings of service. Based on advertising, "last drop" means "spread". However, the translator added "something more to say" to this idiom. It extended the original psychological feelings of advertising and heightened the effects of the message.

Eugene A. Nida assumes: "whatever in which translation, there will be a 'missing' type of semantic content, but the process should be so designed to minimize it." [3] . Loss of semantic content can be accredited to the differences in cultures between different countries. Adaptation can be understood as a set of translation operations, which leads to a text that is not accepted as a translation. By adaptation, the translator can make a huge change to the source text based on the content and form. In order to make advertising translation more readable and attractive, translators are free to convert the original expression into a better form of the target language. This technique is usually used in ad translation. Consider the following for examples:

7. Original English: "China—more than a great wall"

Uzbek: "Xitoy – shunchaki bir devorgina emas"

8. Original English: "China – Silk Road to Olympic gold"

Uzbek: Xitoy – Ipak yo`lidan to Olimpiya cho`qqisigacha."

The two advertisements are collected by China National Tourist Office about Chinese tourism image. They're wonderful advertisements which can satisfy foreigners' interest in Chinese history and culture. This translator has translated Chinese tourism's image in less than six words. From these six words, people could gain insights into China's history, art, scenic spots, value, etc.

The above two advertisements have witnessed the development of China's foreign tourism and the promotion of culture. After 30 years of reform and opening up policy efforts, westerners can better and more easily understand the Chinese culture. Particularly after Beijing Olympic Games, the experience of Chinese culture has risen to new heights.

DISCUSSION

The Role of Theories in Translation

1. Nida's Functional Equivalence:

The Uzbek translations preserve the emotional core of the original slogans, such as McDonald's focus on pleasure and Nike's power of persuasion.

2. Skopos Theory: 2. Skopos Theory:

Cultural modifications, such as toning down the serious tone in the Nike slogan in Uzbek or matching the KFC slogan to food appreciation, illustrate the need to address local audiences.

Insights from Comparisons

Cultural Nuances: Uzbek slogans generally avoid formality and redundancy, which is due to social norms. On the other hand, for example, McDonald's "Bu men yoqtirgan narsa" does not use slangy expressions but still conveys the same central message.

Brand Consistency: Although cultural variations exist, the translations still retain the global brands image and deliver the same messages.

CONCLUSION

Particularly, the process of translating advertising slogans into Uzbek highlights the dynamic negotiation between global branding and local customization. Through the use of the Nida's Functional Equivalence and Skopos Theory brands are able to strike a balance between the impact of deep emotional connection (artistic fidelity) and the impact of deep cultural connection (cultural fidelity) in order that the brand messages can stratify audiences across countries. The research emphasizes the roles of linguistic creativity and culture sensitivity in successful slogan translation.

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