



Студенттер мен жас ғалымдардың  
**«ҒЫЛЫМ ЖӘНЕ БІЛІМ - 2018»**  
XIII Халықаралық ғылыми конференциясы

**СБОРНИК МАТЕРИАЛОВ**

XIII Международная научная конференция  
студентов и молодых ученых  
**«НАУКА И ОБРАЗОВАНИЕ - 2018»**

The XIII International Scientific Conference  
for Students and Young Scientists  
**«SCIENCE AND EDUCATION - 2018»**



12<sup>th</sup> April 2018, Astana

**ҚАЗАҚСТАН РЕСПУБЛИКАСЫ БІЛІМ ЖӘНЕ ҒЫЛЫМ МИНИСТРЛІГІ  
Л.Н. ГУМИЛЕВ АТЫНДАҒЫ ЕУРАЗИЯ ҰЛТТЫҚ УНИВЕРСИТЕТІ**

**Студенттер мен жас ғалымдардың  
«Ғылым және білім - 2018»  
атты XIII Халықаралық ғылыми конференциясының  
БАЯНДАМАЛАР ЖИНАҒЫ**

**СБОРНИК МАТЕРИАЛОВ  
XIII Международной научной конференции  
студентов и молодых ученых  
«Наука и образование - 2018»**

**PROCEEDINGS  
of the XIII International Scientific Conference  
for students and young scholars  
«Science and education - 2018»**

**2018 жыл 12 сәуір**

**Астана**

**УДК 378**

**ББК 74.58**

**Ғ 96**

Ғ 96

«Ғылым және білім – 2018» атты студенттер мен жас ғалымдардың XIII Халықаралық ғылыми конференциясы = XIII Международная научная конференция студентов и молодых ученых «Наука и образование - 2018» = The XIII International Scientific Conference for students and young scholars «Science and education - 2018». – Астана: <http://www.enu.kz/ru/nauka/nauka-i-obrazovanie/>, 2018. – 7513 стр. (қазақша, орысша, ағылшынша).

**ISBN 978-9965-31-997-6**

Жинаққа студенттердің, магистранттардың, докторанттардың және жас ғалымдардың жаратылыстану-техникалық және гуманитарлық ғылымдардың өзекті мәселелері бойынша баяндамалары енгізілген.

The proceedings are the papers of students, undergraduates, doctoral students and young researchers on topical issues of natural and technical sciences and humanities.

В сборник вошли доклады студентов, магистрантов, докторантов и молодых ученых по актуальным вопросам естественно-технических и гуманитарных наук.

УДК 378

ББК 74.58

ISBN 978-9965-31-997-6

©Л.Н. Гумилев атындағы Еуразия  
ұлттық университеті, 2018

## ПОДСЕКЦИЯ 6.6 АУДАРМАТАНУДЫҢ ӨЗЕКТІ МӘСЕЛЕЛЕРІ

UDK:811.161

### LINGUISTIC PECULIARITIES OF ADVERTISEMENT TRANSLATION

**Malybek Nuraym**

3<sup>rd</sup> year student

Eurasian National University named after L.N.Gumilev

nurai\_097@mail.ru

supervisor – Kyzyrova A.M.

The article under the review is devoted to the investigation of translation peculiarities of advertisement.

The actuality of this theme is determined by fact that the importance of advertisement has grown in our modern world. Present-day advertising uses a variety of media, including television, print, Internet, direct mail, radio; it appeals to all the senses and is packed with wordplay, cultural references, allusions, storytelling, music, striking visual images, and even scented strips. Its overwhelming ubiquity and the volume of linguistic and visual data it contains make advertising a fascinating area of study.

When businesses expand their operations overseas they often take their existing advertising material with them. They carry out some form of translation in order to make this advertising appropriate to the target culture. Nowadays English-language advertisement plays a leading role in the global information flow both in terms of volume and influence. Therefore there is need to translate into another language, taking into account not only linguistic problems and peculiarities but also problems of sociolinguistic adaptation. For example:

**Maybe she was born with it,**

**Maybe it's Maybelline**

**Саған барлығы таң қалады,**

**Сен- Мейбеллинненсің.**

Translators have employed the method adaptation, according to lingua-cultural features and generalization. One of the most difficult cases of translation of stylistic means of expressiveness is the word games and translation lost this wonderful method: «Мүмкін ол осылай туылған болар, немесе бұл Мейбиллиннің әсері шығар».

When translating advertising texts, the most important role is assigned to the method of loaded language as the use of polysemy phrases. According to one of the researchers of the loaded language R. Blakar, language is used as "an instrument of social power" in such cases [1]. Loaded language (also known as loaded terms or emotive language) is wording that attempts to influence an audience by using appeal to emotion [2]. "Hungry? Grab a snickers", in the Kazakh language "Аш болсаң өзіңе ұқсамайсын, тоқтама сникерстен". In this case, the translator used the loaded term "сникерстен" instead of "сникерс жеп қуаттан", therefore consumer gets the impression that the eating of chocolate helps to reduce hunger and get energy. Another example can be the translation of the paper towel "Selpak Surpremely Absorbant. Селпак Пілдей сіміреді." The sentence in the Kazakh language attracts the attention of people making them imagine how much the paper can absorb water as an elephant. Moreover, in this translation, we see metaphor, which is described as "a figure of speech that makes a comparison between two things that are basically dissimilar." [3] In

other words, it describes one thing in terms of another.

Translation theory suggests that adverts, as to persuade, should in such a way that the target text functions within the target culture as though it were an original.[4]

As a rule, the content of advertisement corresponds to so-called AIDCA (attention, interest, desire, confidence, action) formula. That is: an advertisement should attract attention, keep interest, arise desire, achieve confidence and demand purchasing action [5].The advertising text conveys the features of the advertised goods not only through images but also with the help of language. The nature of the advertisement translation depends on its focus on a specific audience: adolescents, business people, children, young women, etc. So, according to the conducted researches, the advertising focused on people retirement age, is concentrated mainly on medicine, cheap food. Consequently, and the translation of such advertising aimed at people of advanced age, should not contain too emotional and intrusive words and expressions. However the style of advertising children's toys, as a rule, emotional, contains bright and memorable words and expressions. For instance, a style of advertising such a famous product as tea is to create a special atmosphere of exquisite comfort:

|   |  |
|---|--|
| Earl Grey Tea<br>Reminiscent of the warm nature<br>Scents of a far-away summer evening<br>With a tantalizing taste and delicately<br>Scented in a secret way described by<br>A Chinese mandarin many years ago.<br>Much to the satisfaction of its many<br>Admirers Twinings share the secret.<br>At is most refreshing served<br>Straight with only a sliver of lemon. | Эрл Грей шайы<br>Қытай елі көп жылдар құпияда ұстап<br>кележатқан,<br>Жеңіл мандарин дәмімен құлшындыратын,<br>Өткен жазғы кеш хош иісімен жүректі<br>толтыратын<br>Табиғи жылуды<br>Сіздерге еске түсіреді.<br>Тек Адмирал Твинингс лимон шөкімі бар<br>жайдарлы ететін сусын құпиясымен<br>бөліседі. |
|---|--|

The most commonly used method in the process of advertisement translation is transformations. Transformations consist of substitution, transposition, omission. As an example for substitution, imagine that the slogan for advertising a chocolate bar Bounty "A taste of paradise" would be translated literally - " Жәннат дәмі". Agree, these options are not as vivid as "Жан рахаты". Here translators have successfully picked up the emotional and expressive word "рахат", instead of the commonly used "дәм" These word-amplifiers are an integral part of successful advertising. Also, we see here that the Bounty was translated through transcription. However, the translator should remember that the use of means of expression should not be excessive because "advertising text should distinguish between lucidity, brightness, and conciseness"

A prime example of transposition was demonstrated in the translation of Earl Grey Tea. Transposition is connected with the change in the structure of a sentence but also means to use a word for another one. Mostly, some words denoting the meaning in the former language, then its translated form may be given not as the same structure in the latter: Coca-Cola "sunny side of life" "Кока –Кола"жарқын жақта өмір сүр".

Omission is a grammatical redundancy of certain forms in two languages. Whenever we do translation we are certain to meet some speech omitted or supposed to be.

"New LAST OUT extra extending mascara with an astonishing new way to streamline the curve: Estee Lauder

Аса керемет жаңа зат, кірпік ұзартатын туш. Кірпікті ұзартудың жаңа амалы: EsteeLauder." The word combination "LAST OUT" is omitted.

Generalization is a type of lexical transformations which is used to generalize the similar meanings into the whole meaning. It is usually seen when two or more sentences are changed into one sentence in its overall thoughts. The following sentences show the usage of generalization.

"The infinite endless, limitless possibilities of lips. With Evette."

"Сіздің ерніңіз керемет түске ие болады, Эветте."

'M' is for moments you'll never forget?  
For days marvelous with flowers and laughter.  
For nights magical with means and old promises.  
'M' Fragrances by Henry C. Miner.

It's Magic;

'М' бұл әтірдің иісін ұмыту мүмкін бе?

Оның хош иісі бақыт әрі нәзіктігімен баулайды.

Ал сиқырлығы мол түндер барлық қиялдар мен армандарды

'М' бұл Генри С. Минердан хош иісті әтір.

Бұл сиқырлық.

When translating advertising, special attention should be paid to the translation of verbal combinations. The translation of verbs with an imperative form enhances the dynamism of the advertising message as if convincing the audience of the need to purchase the advertised goods: «Buy - you will not regret!» «Сатып алыңыз-ешқашан өкінбейсіз» or «Buy, and if you do not like it - we will refund your money!» «Сатып алыңыз, ұнамаса, ақшасын қайтарамыз».

Rhyme is often used in advertising slogans, and it can be quite difficult to reproduce the translation in a poetic form while retaining the meaning. However, examples of such a successful translation can still be cited:

"Gillette. The best a man can get "- Джилет. Ер үшін ең керемет."

Another example of trying to convey the form of advertising is a jingle for advertising detergent Mr. Proper (in English-speaking countries - Mr. Clean). A jingle is a short song or tune used in advertising and for other commercial uses.[6] In the original, it sounds like this: «Mr. Clean will clean your whole house and everything that's in it». In the translation was an attempt to recreate the motive of the original jingle: «С Mr. Proper веселей, в доме чисто в два раза быстрее!», as well as in the Kazakh language: «Мистер Пропер қолында, үйдің іші тап-таза» however, the meaning is slightly changed.

As mentioned before, the literal translation of slogans is rarely used, but there are still successful examples: Kit Kat: «Have a break...Have a Kit Kat» - «Сенде үзіліс бар... Сенде Kit Kat бар»;

When choosing the method of translation, you need to take into account many factors, for example, the audience (if necessary, adapt the text) or the purpose of advertising (if you need to focus on the import of the goods - leave without translation, if you need to evoke positive emotions - use more emotionally colored words). In any case, the translation of advertising texts is a creative process, sometimes it is possible to think over only one slogan for weeks.

The correct way to understand whether you have successfully translated the advertisement is to read it yourself or, even better, to give it to acquaintances (without saying that the translator is you) and ask if they want to buy the advertised product after such presentation. Their response will be evidence of a qualitative or unsuccessful translation.

#### Reference:

1. Блакар Р. М. по.: Пирогова Ю.К., Паршин П.Б. Рекламный текст, семиотика и лингвистика. – М.: изд. Гребенникова 2000. С. 2.
2. Frijda, N.; Mesquita, B. (2000). Beliefs through emotions. In N. Frijda, A. Manstead, & S. Bem (Eds.), *Emotions and beliefs: how feelings influence thoughts*. Cambridge: Cambridge University Press. pp. 45–77
3. Damrosch, Leopold et al., *Adventures in English Literature* (San Diego: Harcourt Brace Jovanovich, 1985), p. 990.
4. Злобина И. С. «Особенности перевода английских рекламных текстов на русский язык».
5. Ph. Kotler. *The basics of marketing*. - М.: Williams, 2003. – p. 656.
6. <https://en.wikipedia.org/wiki/Jingle>