

DOĐUŐ UNIVERSITY
Institute of Social Sciences
MA in Translation Studies

**Analyzing Advertisement Texts in the Context of Translation Studies and the
Importance of Culture in Advertisement Translations**

MA THESIS
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Advisor:
Assistant Professor. Oya BERK

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ABSTRACT

The purpose of this study is to examine the importance of culture in advertisement translations in context of Translation Studies. Translation Studies is a field that deals with the study of the theory, description, interpretation and application of translation and localization. The development of communication technologies and globalization contributed to facilitating the international trade. In this new global market advertisement and marketing techniques has come into prominence. The main purpose of an advertisement is to attract consumer's attention. Accordingly, a wide range of advertisements in the global market and the translation of advertisements gain importance. This thesis will discuss the importance of culture in advertisement translations. In building up this argument, the concept of advertisement and marketing will be explained. After giving the theoretical background of Contemporary Translation Studies Theories, different examples from different advertisement texts will be analyzed in the light of Translation Studies. Throughout the study, the importance of culture in advertisement translations will be highlighted.

ÖZET

Bu çalışmanın amacı, reklam çevirilerinde kültürün önemini çeviribilim bağlamında incelemektir. Çeviribilim, yazılı ve sözlü çevirinin teori, betimleme yerelleştirme ve uygulamasını konu alan bir bilim dalıdır. İletişim teknolojilerinin ve küreselleşmenin gelişimi, uluslararası ticareti kolaylaşmasına katkıda bulunmuştur. Bu yeni küresel pazarda reklam ve pazarlama teknikleri önem kazanmıştır. Bir reklamın temel amacı, potansiyel müşterinin dikkatini çekmektir. Küresel pazarda geniş reklam yelpazesinde reklam çevirileri önem kazanmıştır. Bu tez reklam çevirilerde kültürünün önemini tartışacaktır. Böyle bir argümana ulaşmak için, reklam ve pazarlama kavramları açıklanacak ve Çeviribilimin teorik geçmişi ile bilgi verildikten sonra bu çalışma, çağdaş çeviribilim teorileri bağlamında farklı reklam metinlerinden örnekleri inceleyerek reklam çevirilerinde kültürün önemi vurgulanacaktır.

INTRODUCTION

According to Oxford dictionaries, the word “interpret” stands for to translate orally or into sign language the words of a person speaking a different language. German linguist and translation scholar Hans J. Vermeer states that there have been different attempts made to avoid a definition of translating and translation but yet still there is not an easy definition of it other than dictionary definitions.(12).

The contemporary world is characterized by globalization and it is impossible to think a globalized world without translations. In everyday life we always encounter translations while we are shopping on a grocery store, or we are watching television at our homes. The translations, take up a big space in our lives especially on media in everyday news and television programs but we are not really aware of this fact. According to Ayfer Altay and her article *Reklam Çevirisi*, advertisements are the major links between the trade world and people and in today’s global world, products are not designed for use only in the source country, but they are spread around the world. (34).

Translation Studies is an academic discipline which concerns itself with the study of translation. (Baker,277). It is an interdisciplinary field that is concerned with the study of translation at large, including literary and non- literary translation and various forms of oral interpreting as well as dubbing and subtitling.

It is impossible to think a world without translations especially in advertisements. The development of advertising brings with it the need of translation. When we talk about advertisement translations we also need to consider the effects of culture in translations because every culture has different understandings cultural and moral values. Therefore, this thesis aims to the importance of culture in advertisement translations in terms of studying their usage on different cultures and languages. To reach conclusions regarding this issue, I will try to analyze some different examples from different advertisement texts in the context of Contemporary Translation Studies.

CHAPTER I

1.1 DEFINITION AND CHARACTERISTICS OF ADVERTISEMENTS

There can be different definitions of advertisement but generally speaking an advertisement means preparing some verbal, auidial or visual messages in order to market and sell a product. According to Ayfer Altay, advertisements can be defined as promotions that are made using media “to ensure the sale of goods or services”. (34).

The original meaning of advertisement was “news” and to advertise meant to take “note” or to “consider”. After 16th century, it meant to give “notice” of anything or to make generally “known”. But it was not until the 18th century the advertisement became a pure commercial activity. (Qunsheng Ke ,Weiwei Wang, 276).

The main purpose of advertisement is to inform consumers about the benefits of a new or old product and to keep the product in the limelight. In our globalized world, advertisements cater for different marketing activities. Consumers encounter advertisements throughout the day via different channels of marketing.

The purpose of an advertisement is to attract consumer’s attention as mentioned above and to awaken the desire to purchase that particular item. For advertisers, it does not matter if the consumer actually needs that item or not; for them, the most important part is the awakening a desire for the product so that consumer can go and purchase it in order to satisfy his/her desire.

As mentioned above, in today’s world we are constantly exposed to advertisements while we are basically doing our everyday routines for instance walking, driving, watching TV, surfing the web or even while playing a video game and we cannot avoid them.

1.1.1 PURPOSE OF ADVERTISEMENTS

Firstly, the purpose of an advertisement is quite simple, as I have mentioned above, the main purpose of an advertisement is to make the consumer purchase the product advertised. The main purposes of advertisements are as follows:

- provide information to the consumer,
- Increasing the consumption of goods or services in the short or long term
- To help wholesale and retailers
- Create a demand for goods or services

In order to attract a viewer's attention an advertisement should be simple, catchy and memorable. There is a simple 4-step explanation of the whole purpose called the A.I.D.A. acronym. A.I.D.A. is formulated as Attention Interest Desire Action. This formula can be explained as follows: to attract a consumer's attention, then make them interested in the product, afterwards persuade them that they need this product and finally lead them to take action to purchase the item. (Arthur F. Peterson, Heathcote-Woodbridge, 1959). Thus, we can definitely say that in order to complete this 4-step process successfully, it is obligatory to attract the potential consumer's attention which might actually sound very easy but it actually takes a lot of work. As it is important to attract the consumer's attention in a good advertisement, advertisements should have very attractive advertisement slogans; hence language has crucial importance in advertisements.

1.1.2 THE ROLE OF ADVERTISEMENTS IN CULTURE

Advertising is now a multi-billion dollar market with masses of production and global marketplace advertisements. Advertisements inform the potential customer about a certain good or service. These goods or services can be new entrants in the market or it can be an old member of the market. In order to market a good or service, an advertisement needs to leave

an impression or a certain influence on the audience. An Advertisement needs to touch the emotions of the audience in order to make an impression. Nowadays, advertisements prefer to impress the viewer not with their features or functionalities of the product but instead advertisements appeal to the emotions of the viewer. For instance, advertisements try to paint a lifestyle that you would want to have and placing their product as part of that wonderful exciting lifestyle.

In New Luxury Acura Advertisement poster used in the United States figure (1.1), the catch line states “*Old luxury has a glass of warm milk and turns in early. Modern luxury goes out all night and still makes it into the office by eight. A new generation has arrived.*”



Figure 1.1

Intended message of this advertisement has to do with the young, glamorous side of nightlife excitement. In the poster, we see pretty women and men carelessly enjoying life and driving an expensive automobile. Many viewers are drawn to this and wish to be part of this life-

style. When the person is left wanting and emotionally attached, the car is presented as part of that lifestyle. The viewers desire the car because, he she desire the image that is presented with the car.

Another example of this emotional appeal is an American technology company Apple which makes computers, mobile phones and technical devices but they also sell a life-style. See figure (1.2) below.



Figure 1.2

This advertisement does not give any information about the product Ipod here. It shows man and woman silhouettes that are enjoying music and dancing. This advertisement suggests that, listening to the Ipod is enjoyable and if you listen to Ipod you can also have a good time.

Hence, advertisements create a lifestyle that audience would desire and in order to awaken this desire, they use colorful and pleasant images. Advertisements create an imaginary world where everything is pretty and colorful and everyone is happy. For instance, automobile advertisements prefer to use pretty women/men similar with the cosmetic industry see figures 1.3 and 1.4 below. Just like automobile advertisements, cosmetic advertisements also prefer to use beautiful young women and men in their twenties. Especially in aging products (wrinkle creams etc). These aging products are for aging women and men who are in their

fifties but in advertisements we only see young women men preferably models or actresses who look young and fresh.

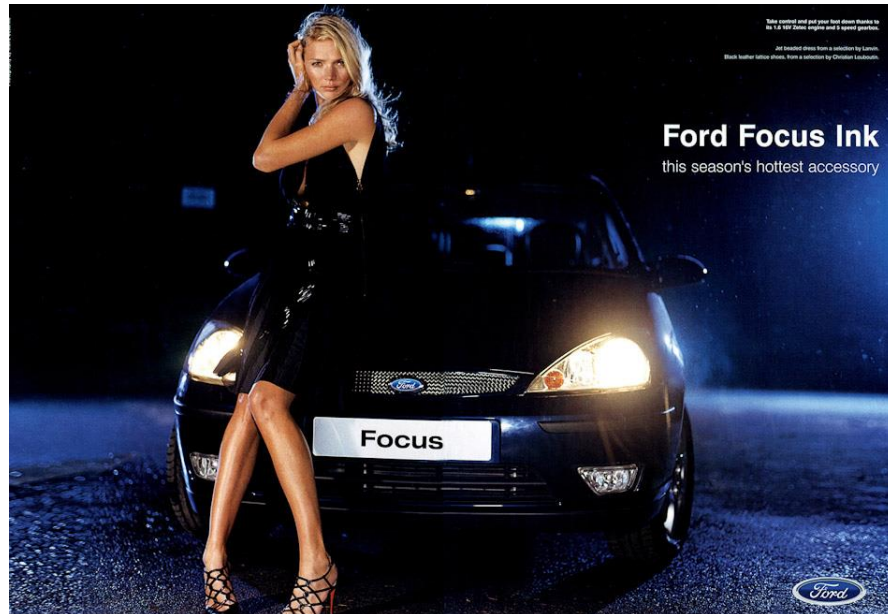


Figure1.3 Ford Focus Ink Advertisement.

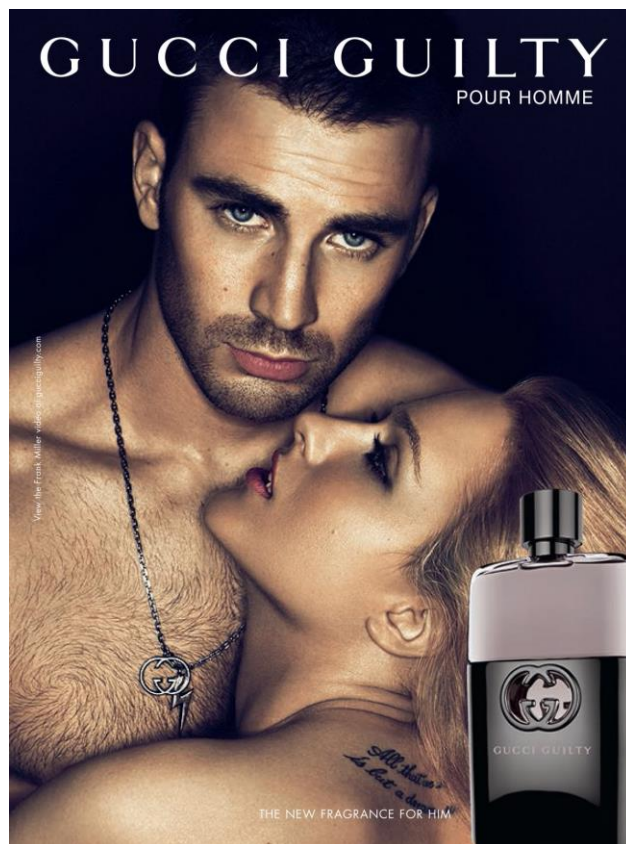


Figure 1.4 Gucci Guilty for Man Advertisement.

Therefore, it is true to say that advertisements simply redistribute consumption, directing spending from this brand to that one. Advertisements promote choice, and simply reflect existing cultural values.

Advertisements also influence cultural values, because they reflect the society to a certain degree. For instance the idea of cosmetics for men would be laughable among Turkish men a few years ago but the advertising campaign from German beauty care Nivea proved that there's nothing unusual about men using hand cream.

Advertisements reflect the social and cultural aspects of the society they were produced in. They represent certain aspects of the culture they were made in e.g. the Marlboro guy in Marlboro advertisements. For instance the representation of French elegance and culture in Coco Chanel and Dior advertisements can be the results of the cultural aspects of the society they were produced in. Both Chanel and Dior made references to French culture and life-style. Chanel uses the Palais de Versailles and Eiffel Tower frequently as symbol of elegance in its fragrance advertisement posters. Similar to Chanel the Italian luxury fashion house Dolce Gabbana prefer to use Italian actress/ models in its advertisements using famous sights of Italy as a background like Amalfi coast in figure 1.7 Dolce Gabbana also prefer to use Italian family structure (crowded catholic family with grandparents dressed for the church) . E.g. Figure 1.5.



Figure 1.5 Dolce and Gabbana Advertisement



Figure 1.6 Dior Advertisement



Figure 1.7 Dolce and Gabbana Advertisement



Figure1.8 Chanel Advertisement

As a result, each advertisement reflects cultural elements of the culture it was produced in and makes references to that culture. Dior and Chanel advertisements made references to the French culture for instance they show objects that are related to French culture. These symbols and icons are the products of French culture and society and therefore these brands try to sell a French life style suggesting you could look elegant and French if you purchase these perfume. Therefore, advertisements inevitably influence social and cultural aspects of the society.

1.1.3 IMPORTANCE OF LANGUAGE IN ADVERTISEMENTS

Communication is a very basic human activity we cannot think of a world without it. We need to communicate in order to continue our lives and for communication we, human beings use words. Without words, it would be almost impossible to express our feelings and to communicate with other people. When we think of an advertisement, no matter how simple it sounds, it uses words to reach out and attract people. If the action of attracting a possible viewer is one of the major aims of advertisements, then it is impossible to think of an advertisement without a language. For this reason, the language use becomes a crucial point

in advertisement. When we think of an advertisement we are talking about a limited time minutes, seconds etc. Thus, in order to attract the viewer or the potential consumer, delivering an advertisement message is a right thing to do. An advertisement message is a must for both the product and advertiser because it is the first thing the viewer associates with the product.

Advertisements need to have a special language in order to market a good or service therefore they require special attention. For that reason, advertisers use different kinds of linguistic tools in order to create an attention grabbing and convincing advertisement. When we talk about the linguistic tools, we mean some puns or rhymes, figures of repetition. Firstly, one of the first rules in advertisement is usage of basic language. In accordance with this, a good advertisement should contain short sentences with no complex words and of course a catchy and attention grabbing slogan.

A figure of repetition is a linguistic tool that is often preferred to ensure that the message is catchy. The repetitions of the advertisement on brand names are encountered frequently in the form of rhymed slogans. In order to aim to a place brand's in the minds of consumers. It needs emphasized the product name and other desired properties that comes with the product. The most widely used figure of repetition is called Rhyme because advertisers prefer to use it on advertisement and their slogans usually with music to create a harmony. Advertisers also often use a lot of rhyme to have a catchy advertisement.

As mentioned before, we are now living in a global world and in a global world we can talk about the existence of a global market and global trade. In today's globalized market it is impossible to think a company in a single market. With companies expanding their markets, it is impossible to limit a company with a single country and language. With the global market expanding, the companies also expand their accessibility. This brings us to the next sub-topic "The Translation of Advertisement Texts".

1.2 TRANSLATION OF ADVERTISEMENT TEXTS

In today's competitive environment, advertisements are one of the most important marketing tools because they have to cater for different languages and cultures. The most important

success of an advertisement is to attract the consumer's interest in purchasing the goods marketed and awake a sense of desire in the consumer for that product.

As the global market expands its limits, the companies look for ways of expanding their accessibility. In order to reach other countries, the most important tool is translation. According to Ayfer Altay, advertisements reflect the technological and cultural differences in the culture they were made in (34). Therefore advertisements differ from one country and culture to another. As I mentioned above, we are living in a global world therefore products are not designed for use only in the source country, but they are spread around the world. Therefore, the transference of the source text into the target culture is a crucial point. According to Andrew Chesterman, Readers of the translation will usually be different from the readers of the original, and will have different cognitive backgrounds etc. The translator's job is to translate what is relevant: this may mean explaining or adding or omitting things occasionally. (10).

For this purpose advertisers, chose to use a specific and simple language which needs to be catchy, striking and convincing. That's why advertisers prefer to use puns and the metaphors in advertisement slogans. There is a need for a detailed cultural analysis to determine how to persuade with the slogan of advertisement because of the cultural background and habits of society. Advertisement slogans are made carefully by the copywriters and slogans are expected to be quite strategic in terms of compliance with the cultural elements and variables. This once again demonstrates the importance of translation activity in the international advertisement arena. The transference of the source text into the target culture is all by itself a very important translation activity. According to the scholar Jirí Levý, translation is a decision-making process due to the fact that the translator has to decide at each juncture what the best possible phrase or idiom in the source language.(Levý,1963).

1.3 ADVERTISEMENT TYPES

The development of communication technologies and globalization contribute to the international trade and advertisement and marketing techniques become crucial because of the global market. Now advertisers try different methods in order to have successful

campaigns. These messages may come through different channels such as newspapers, magazines, television, cinema, radio, Internet and outdoor advertisement channels. In this chapter, I will examine these different channels as well as the types of their advertisements and their functions.

Advertisement has evolved into a vastly complex form of communication, with thousands of different ways for a business to get a message to the consumer. The most basic forms of these channels are TV, the internet, billboards, newspapers, magazines. However, today the advertisers have different choices of channels. The Internet alone provides many of these, with the pop-up windows which are literally popping up when you click on a web address. There are also viral videos, banners, advertorials, sponsored websites, branded chat rooms and so much more.

If an advertisement is printed on paper for instance newspapers, magazines, newsletters, booklets, flyers, then that would be considered a portable printed medium which comes under the banner of print advertisement. Another channel is called broadcast advertisement which contains television and radio, broadcast advertisement. This can be considered as the most efficient way to reach a large number of consumers. The next channel to be mentioned is Outdoor advertisements. This type of advertisement reaches the consumer when he or she is outside of the home. Billboards, bus stops public building displays are some examples of it. Other kind of advertisements include the following: Public Service Advertisements are different from the above mentioned advertisement types in that they are designed to inform and educate rather than sell a product or service.

Lately a new type of advertisement called “product placement” has emerged. Product placement is a promotion of branded goods and services within the context of a show or movie where producers or channel owners place products strategically to the scene. A relatively new form of advertisement, but one that's spreading rapidly, uses cell phones, iPad, Kindles, Nooks, and other portable electronic devices with Internet connectivity. The newest and most popular channel of advertisements is the Social media.



Figure 1.3.1. Sony product placement in James Bond Series

The new trends on media have created a new social platform called Social Media with applications like Twitter, Facebook and Instagram number of followers become important and another advertisement venture came into light called social media marketing. In social media marketing gaining website traffic and attention gain importance. Users with more followers start to rent their web pages, blogs or social media accounts to the advertisers. Social media account owners with seven digit followers become advertiser's next target because they can market a product and reach a wider audience. Here it is important to note that with the large variety of advertisements and advertisement channel, different text types have emerged to attract the consumer's attention.

1.4 TEXT TYPES

As mentioned before, translation activity is the most important element in international advertisement. The transference of the source text into the target culture is all by itself a very important translation activity. When we talk about text types we need to mention Katharina Reiss and Karl Bühler. Bühler in his Organon model explains the three main functions of language the Expressive Function, the Representation Function and the Conative Function. (Bühler,30). In brief, the function of representation dominates whenever the focus of the message is on the referential object. When the focus is on the sender and the sign expresses his/her "interiority", then the function is expression and when the message focuses on the hearer than it is conative function.(185). The German linguist and translation scholar

Katherine Reiss, who uses Bühler’s theory developed four text types. According to Reiss, the main linguistic functions correspond to different text types in Katharina Reiss’s classification there are four text types: Informative, Expressive, Operative, Audomedial.(Reiss,11). And the operative approach is relevant for advertisements.

Text type	Text Function	Sign	Equivalence	Translation Method Primal function
1.Informative	Information	Subject oriented	Invariance at the content level	properly turned
2.Expressive	artistic statement	Sender oriented	analogy of the artistic design	identifying
3.Operative	pulses of behaviour	Behaviour oriented	Identity of the immanent text	later adaptively
4.Audomedial	1-3	1-3	1-3	media or composite justice

“Figure 1.4.1” (REIS, Katharina 1977:11).

Reiss's functional approach covers the main types of advertisements which are publicity, promotion, sermons, election speeches, See Figure 1.4.2. (Munday,2008:74). The distinctive feature of each text is to direct the costumer to a certain behavior. In these texts it is important to convey the recipient's source language translation in the target audience.

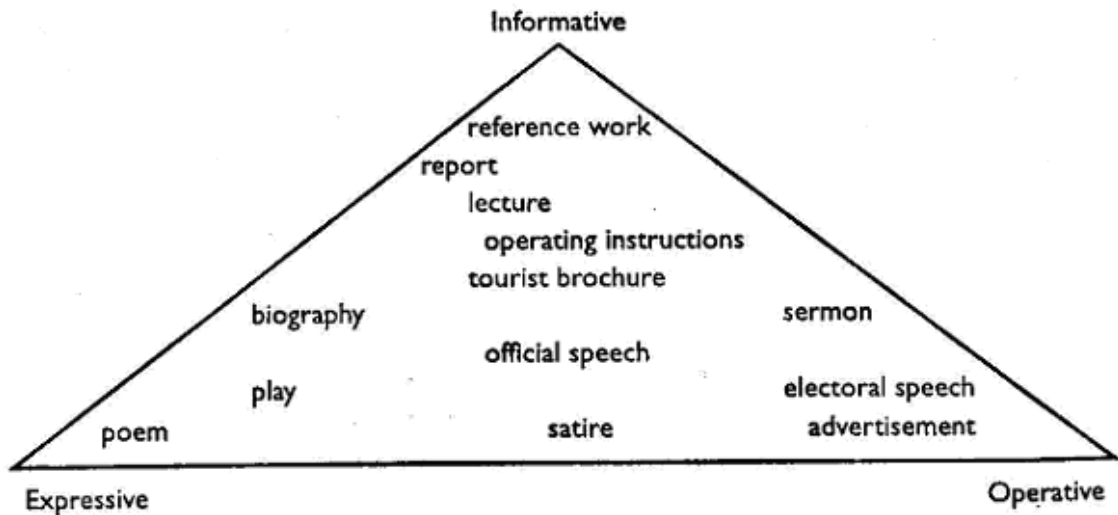


Figure 1.4.2. (Munday,2008:74).

In some advertisements it is possible to translate the same text directly into another language without having any adaptation and to achieve the same effect. However, in many advertisements it is impossible to transfer from one source culture to target culture using word by word translation directly. The reasons for this can be grouped under the following:

- iconicity with words,
- the product connotes something outside of word meaning
- source and target languages have different grammar structures,
- there are puns,

So to say that, it is not possible to commercially succeed with just translating from one language to another because translation process is not a phenomenon that can be perceived as an abstract itself. Therefore a translation should be addressed with the cultural and temporal dimensions.

Another important factor of advertisement is to have an excellent command on the language of advertisement that is being made. It is necessary to be cautious in translations and adaptations also appropriate use of language is a must. Another important condition in advertisement is to know the culture of the advertisement. For instance, different people in

different cultures have different things to eat, drink, wear. Also, relationships are different. Thus, a slogan in one culture might mean something entirely different in another culture. Even though an advertisement slogan can be very simple and it can be translated word for word, it still must be adapted to the target culture. For instance different cultures have different life styles or sense of humor. For that reason "common knowledge" concept is crucial in the transference of source culture to target culture. Therefore, in the process of transference translator should be aware of the fact that advertisement works produced to target consumers through the power of persuasion in a country and translator should follow a similar path to awaken the desire to purchase. For that reason, advertisements as a text type, is classified under the category for attracting. Its function is to convince in the first place. In an advertisement text, the main function is to provide objective slogan in order to attract attention. As Reiss stated, the information in the text always presented in a special way for a special purpose (Reiss, 38). This is why, sometimes in advertisement translations form prohibit the content. Therefore, it is important to determine the text type before starting translation in order to detect the function of the text and translate accordingly.

1.4.1. Coca Cola Japanese Slogan



The classic Diet Coke was renamed Cola Light because the firm learned that the word “diet” carried an embarrassing connotation in Japanese culture. In this example the role of

the source text in the source culture is different to the role of the target text in the target culture. So in this example culture plays an important part because the word diet connotes a different meaning than the intended meaning in Japanese culture. Therefore, Coca Cola Japan preferred target oriented adaptation.

CHAPTER 2

THE LINGUISTIC FEATURES OF ADVERTISEMENTS

2.1 LANGUAGE OF ADVERTISEMENTS

It is important to note that a translator first has to analyze the text that is going to be translated, then decide on the translation strategy which will be discussed in detail in this chapter.

As we know each text has different traditions of the different terminology. Each type chooses to use a certain grammar and text structures. So this means that, text types which are known to have certain formal characteristics that are chosen by the traditions of a certain language meaning source and target languages can be different from each other.

As Ayfer Altay stated on her article *Reklam Çevirisi* that, function of an advertisement is the most important distinctive feature from the other forms of discourse. (40).

According to Feride Akım in her article *Persuasion and Proving Struggle on Advertisement*,

Advertisement messages manipulate the attitudes and behaviors of people, they promise to meet their needs. With the mission of entertaining and informing, the mass media provides the messages to settle in consumer minds to make them standard customers to buy the product in question. Many effective persuasion techniques are being used for the purpose of marketing. (261).

In Today's society, marketing has its own unique form of expression and communication which affect advertisements in every aspect. Nowadays, media uses multiple communication types. Every day we encounter advertisements in different media channels and all linguistic codes differ from one other. Media type of publishing, television time, even outdoor billboard's district (the economic situation, customs and traditions, religious beliefs, etc.) are important characteristic that differ in advertisements. Even the time of air differs for women and men in the media as well as in the published print media types. There is also gender specification in advertisement. For instance in a women's magazine there are advertisement specific for women like beauty, shopping, medical but for a men's magazine it changes to cars, sports, technology etc. advertisement differ from each other. The concept of discourse today is widely used in many fields, and this term is of interest to many issues. Linguistics meaning of "discourse" means transmitter and the report described the situation regarding the language of buyers and aims to determine the use of different functions. A discourse is an action that is created to persuade. Therefore, it is possible to evaluate all of the advertisement according to this definition. Discourse is a kind of action. Each discourse is produced for a specific recipient or group of recipients. The same is true for advertisement. As I have pointed out earlier, advertisement is a discourse that aims to transmit all messages that one want the buyer receive. So there is nothing random in an advertisement every word, image has an intention.

Advertisers mostly use a type of praise discourse in their advertisement because this kind of discourse aims to convince the costumer to buy the product. These kinds of discourses are not produced and created in everyday language or in textbooks. They are created specifically for a given product, the service is aimed to sell to or advertise. The most important purpose of this kind of discourse is to create a positive impact on the recipient or to convince. Therefore, all concerns in the preparation of the ad are selected in a conscious way, every element was an intended choice. With the choice of colors, to balance the distribution of visual elements, the size and form of the text , the terms of the proportion of the selected word, the size of the letters, everything that looks natural also the slogan that is being used consists of an artifact. Therefore, the language used and the repetitions of the rhetoric figures all serve to this purpose. Rhetorical figures which are crucial for advertisements will be discussed in the next section.

2.1.1 RHETORICAL FIGURES

As mentioned earlier, an advertisement message is expected to be interesting therefore, it has a special language.

Rhetorics actually stands for, using language in a nonliteral way, such as a metaphor or synecdoche to achieve a rhetorical effect. In a world full of advertisements that are embedded in our everyday lives, we can talk about the constraints on advertisements. These are constraints of space and availability. This brings us to usage of rhetorical figures. Puns are the most appropriate usage in conditions such as time and space constraints. In advertisement, time and space is limited and it also costs money. Therefore, using one language instead of two can save both space and money. Money and time are considered the most important factors in an advertiser's world. As you can notice, advertisements published in the media have to fit into the limited space and time and therefore in such a short time or limited space specific word use is a must. While the rhetorical figures serve this particular purpose, as described above, the other purpose is to attract the consumer. It seems that rhetorical figures, while helping greatly to the purpose of advertisement also create a cryptic language to intrigue the consumer which is the actual key to a good advertisement.

Roland Barthes states that, rhetoric could only be established on the basis of a quite considerable inventory but it is possible to foresee that one will find in it some of the figures formerly identified by the Ancients and the Classics: the tomato, for example, signifies Italianicity by metonymy and in another advertisement the sequence of three scenes (coffee in beans, coffee in powder, coffee sipped in the cup) releases a certain logical relationship in the same way as an asyndeton. (37).

Therefore, Barthes turns to a particular advertising image, one in which a grocery bag lies on the table and its contents which are: beautiful, fresh vegetables and a box of pasta

displaying a brand name. This image is designed to incite us to buy the pasta and it attempts to do this by signifying on several levels information that will provoke desire. According to Barthes, the linguistic message is the Italian name (Panzani) that appears on the package of pasta itself operates on two levels: denotational, or pointing directly to the name of the company, and connotational, by signifying what Barthes refers to as "Italianicity" and the coded iconic message that Barthes mentioning is the totality of all of the messages that are connoted by the image itself the freshness in the yellow, green, and red of the tomato and peppers which reference to brands Italianicity.



Figure 2.1.1 Panzani Flyer

For this reason in advertisements it is very important to give the viewer some hint in images or in the text so that they can comprehend the message.

2.1.2 ADVERTISEMENT SLOGANS

As mentioned above the main purpose of an advertisement is to attract attention and to awaken the desire to purchase. Therefore, advertisement discourse and use of rhetoric figures are crucial essentials in creation of an advertisement. With these factors it is also important to have a Slogan. Ad slogans are usually used to create corporate identity on advertisements. Slogans are created in order to differentiate a product from its competitors. To achieve this purpose advertisement should be

- Easy to remember

- Present its uniqueness
- Be able to arouse curiosity,
- should look high-class
- Easy to understand

There can be different types of advertisement e.g. slogans the ones highlight the corporate identity and the ones highlighting the work. It is possible to consider an advertisement as a communication between the target audience and commissioner. Companies try to gain the audience's interest, attention, using advertisements. The target audience transmits the message by purchasing or not purchasing products or services that are offered. Companies receive messages from the target audience and try to renew its brand image in front of the target audience according to feedbacks which creates a cycle between them. This is the basic form of a communication between two parties.

Companies prefer to use slogans that can arouse curiosity in order to find a spot in the mainstream market. Therefore, a company spends millions of dollars on advertisement campaign in order to overcome the companies producing similar products and services. Counterparts in each of the three objectives are the target audience. As mentioned before, a successful slogan should have rhetoric figures and repetitions which will be discussed in the next section.

2.1.3 REPETITION

Repetition is a linguistic tool often preferred to ensure that the message is memorable. The brand name which is stated frequently in the form of rhymed slogans is repeated several times to place the brand in the minds of consumers. Not only the product name but the other desired properties of the product are emphasized again and again for this purpose.

There are different kinds of repetitions such as : Alliteration, Consonance, Assonance

- Alliteration can be defined as the repetition of initial sounds of words in a row.
- Assonance is repetition of internal vowel sounds of words close together in poetry.
- Consonance refers to the repetition of internal or ending consonant sounds of words close together in poetry.

2.3.1. Hyundai Automobile Slogan

“ Drive Your way” (pun) Hyundai’s slogan “drive your way” emphasizes the automobile and road relationship. This advertisement was used in the original source language in Turkey. This can be a result of the brand’s foreign marketing image in Turkey in order to present a foreign image.

2.3.2. Snickers Slogan “you're not you when you're hungry”

In this example there is a repetition in “you’re” words and the emphasis is on the meaning which is being someone else when hungry. In Turkish translation snickers “açken sen sen değilsin” , the translator prefer to use the same repetition with the “sen” which has the same meaning with the source word. This translation is source oriented both because of the use repetition and meaning.

2.1.4 RHYME

A rhyme is a repetition of similar sounding words. It is most widely used in poetry and music. Lately rhyme has also been used in advertisement texts and slogans. Advertisement slogans create harmony and advertisers often use a lot of rhyme to increase memorability. Especially in advertisements, rhymes in campaign slogans are frequently used in order to gain a place in the minds of target consumer. Rhyme use in advertisement can emphasize the product name and also other desired properties come with product.

However, in advertisements a rhyme is created in source language and sometimes it is not possible to provide a rhyme in the target language, based on target and source languages grammatical structures. Therefore, the translator of the same product is obliged to transfer it with the appropriate words in target language. This means in order to transfer the slogan of the source language it is inevitable that some changes might occur in the process of

transference from source language to target language. Meaning in some cases it cannot be possible to provide a rhyme.

2.1.4.1 Fanta Soft Drink Ad.

Share The Fun (Rhyme)

Turkish Translation : Eğlenceyi Paylaş (no use of rhyme)

In this example from Fanta US ad campaign it is clear that there is a use of rhyme with s and f sounds but in the Turkish translation it is clear to see a source oriented translation without the help of any rhyme.

2.2.1 IMPORTANCE OF SEMIOTICS IN ADVERTISEMENT TRANSLATIONS

Main purpose of advertising is to awaken a desire with commodities and services, and also leave a positive impression about the brand.

To achieve this, advertisers must construct texts that are recognizable to viewers. Advertisers prefer to produce texts that are sufficiently compelling so that viewers are motivated to decrypt them. An advertisement cannot mean anything on its own because it requires viewers to complete its meaning. Commercials employ signification. Advertising agencies use referent systems for visual and musical signifiers and then compress and sequence them together in a recognizable structure. Certain clusters of signifiers recur again and again. In spite of this, viewers are able to easily decrypt and comprehend the intent of such commercials and associate both affect and a signified to a brand.

Lately, in Turkey the brands prefer to use a color palette and color selection for example: Turkish gsm operator Turkcell prefer to use navy blue and yellow color palette because Turkcell logo contains these colors and audience associate navy blue and yellow with that brand. Semiotics is a systematic study of signs. Sign processes, and sign functions together constitute a sign. A sign is anything that can be interpreted, and must be physically and mentally perceptible. According to De Saussure, all language is a system, a coherent semiotic structure. No sign has a meaning of its own; therefore, signs exist within a system and produce meaning through their similarity and difference from other signs, which is suggested as the origin of intertextuality (Saussure, 8). This system of signs has meaning by

virtue of the signs' relationships to one another. Therefore, each sign comprises a signifier and a signified. Saussure's 'theory of the sign' defined a sign as being made up of the matched pair of signifier and signified. Saussure defines signifier as the pointing finger, the word, the sound-image and signified is the concept, the meaning, the thing indicated by the signifier. see below Figure 2.2.1

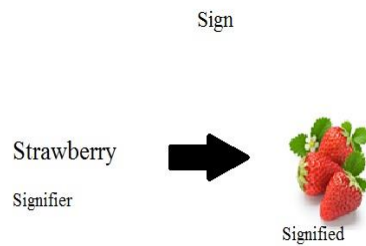


Figure 2.2.1.

According to linguist Roman Jakobson, the meaning of any linguistic sign is its translation into an alternative sign "in which it is more fully developed".

In view of this, a verbal sign can be interpreted in three different ways: it can be translated into other signs of the same language, into another language, or into another, verbal system of symbols. (Cited in Toury,1980).

It is important to note that, advertisements will have to be translated into another language and culture by means of language which creates its own signs and nonverbal signs in the target text. For this reason, the translator needs to identify the codes in the source language to translate the text and context of the source text into the target text in order to create same effect in both languages.

3.1 IMPORTANCE OF CONTEMPORARY TRANSLATION STUDIES THEORIES IN ADVERTISEMENT TRANSLATIONS

Contemporary Translation Studies began to gain importance in the last 20 years and were examined in the cultural context of cultural studies. The translation work in language pairs performed on advertisement translations have become the focus of attention since the 90s. Some research studies focusing on various advertisement contexts in Contemporary Translation Studies have been carried out and different results were obtained with different methodologies. Without the translation studies, it would have been impossible to complete the act of transference between two language pairs.

Contemporary Translation Studies deals with the study of the theory, description and application of translation, interpreting, and localization. It is an interdisciplinary field and it borrows from comparative literature, computer science, history, linguistics, philology, philosophy, semiotics, and terminology. Translating the original language of the advertisement slogan created to convince the audience in the source culture into another language in a target culture is a different task and the cultural context becomes a crucial point. As mentioned before, persuasive advertisement slogans faces problems and challenges related to their discourse in the translation process.

The text is dominated by the environmental context therefore, translator's cultural aspects requires a contextual translation theories to overcome some obstacles. Translator analyzes texts from their cultural stand point and then reviews it. In other words, it is the translator's job to determine the appropriate translation strategy and he or she can decide on this strategy using theories from translation studies. Relevant translation theories will be examined below with the emphasis on how they shed light on translations of advertisements.

3.2 EQUIVALENCE

According to linguist and one of the founders of Contemporary Translation Studies Eugene Nida, equivalence is divided into two groups' formal equivalence and dynamic equivalence. (Nida,1982). Formal equivalence consists of the content and format equivalent between the source language and target language by examining the content and format. In formal equivalence, word to word translation is a matter of principle. In the dynamic equivalence, goal is to translate source language text to target language according to the culture of the target language readers.(Nida, 1982). Nida's equivalence point of view can be seen as the most appropriate approach to dynamic equivalence, for the purposes of advertisement, the same dynamic impact on the function of the source text and target text focuses on how they can be obtained. As mentioned above, translators commonly use meaning equivalence instead of word equivalence in ad translations. This is because, as long as the slogan can provide equivalent meaning then it gives the same advertisement message in the target culture. Of course some advertisements might require world for word translations and it is translator's decision depending of the translatability of the message. Therefore, it is translator's job to decide on the translation strategy he she wants to use depending on the text and its purpose which leads to another topic.



Figure 3.2.1. Dermalogica Ad.

This advertisement of a skincare brand used semiotics and preferred to make a functional translation from source text to target text. In the source text, the most eye-catching image is crow and its foot. In English language, the phrase “crow's foot” stands for “a branching wrinkle at the outer corner of a person's eye” according to the Oxford dictionary. In Turkish

translation, the translator preferred to make a functional translation using “kaz ayakları” which is target oriented according to Nida's approach to dynamic equivalence. In the advertisement, the same dynamic impact on the function of the source text and target text was both obtained which resulted in a functional translation.

3.3 SKOPOS THEORY

Hans J. Vermeer's " A general framework theory of translation" article was the beginning of a new approach known as functionalism in Contemporary Translation Studies followed with Vermeer's Skopos Theory. Skopos a Greek origin word is used to mean purpose. According to Vermeer, Translation is an action. Translation has a purpose. Skopos is the technical word for the aim of translation. Translational action results in a verbal or non-verbal “target text”, whereas translation results in a translatum, which is the resulting target text (Vermeer, 1996).

According to Skopos Theory

- Any form of translational action, including translation itself, may be conceived as an action.
- Any action has an aim, a purpose.
- The word skopos, then, is a technical term for the aim or purpose of a translation.

Therefore, this approach must be carried out in a purpose of translation, as in every event. The aim is to create the target text according to the function to be fulfilled in the target culture. Skopos theory notes that, this approach gives great responsibility to translators.

A translator, needs to follow a path in order to transfer the target text of a target culture at the highest level of functionality in the translation process.

A translator judges

1. the form of a source text,
2. the function of a source text and
3. skopos in the target culture

for the sake of “intertextual coherence” between source text and target text.

Therefore, a translator needs to identify the factors that will allow him or her to fulfill responsibility for determining the right path. Vermeer stated that, taking into consideration

of the function of the translation and the source text in the source culture in the translation process will fulfill the same function is to generate the target culture in the target text.

According to Vermeer's approach a translation of the original text is no longer untouchable and it should be based on the original text but also it should fulfill expectations of the audience. Therefore for successful translation, translator must be able to translate to the audience and in order to do that a translator must know about the cultural features of target audience. Within the framework of this approach, a translator is a good observer and also a culture expert that can correctly interpret the source text message to target text because the function of the translation text may or may not be the same with the purpose of the translation text.

According to Vermeer, a translator should first analyze the meaning and function of each item and also the purpose (skopos) of translation of text. Then after determining function of text translator is able to translate. In other words, "Translator, should start from the scene formed in his/her mind, then create a scene in the framework of the target language for the desired audience." (80). In brief, after analyzing the source text a translator should transfer the text slogans in the most effective way in target audience's own culture. Although in ad texts translator's face many rhetorical figures and connotations because of rich language used in advertisement, a translator should overcome many socio-cultural, linguistic barriers in order to make the right decision for target audience.

According to Contemporary Translation Studies scholars, translator's creativity is the main factor in translatability of a word or action. According to the Skopos Theory, a translator is considered an expert in his/her own field. Therefore, he/she is the person that makes cross-cultural comparisons for the purpose of translation in the translation process. According to Vermeer, there is a cultural context of each text, and this also applies to advertisement as text type. Vermeer states that, each text was produced by someone in a particular culture, assuming the person as a part of the culture, therefore, every text is considered a reflection of the culture they are produced in. Skopos theory and functionalism focuses on translators and imposes more responsibility but also more freedom. Skopos theory, indicates how the

translation process depends on the functioning of the market economy in the context of globalization, how power relations that shape translation process in globalization. It is impossible to talk about globalization without talking about cultural differences.

3.4 CULTURAL DIFFERENCES AND NORMS

In his article “The Nature and Role of Norms in Translation” Gideon Toury maintains that, Translation activities should be regarded as having cultural significance. Consequently, “‘translatorship’ amounts first and foremost to being able to play a social role, i.e., to fulfil a function allotted by a community to the activity, its practitioners and/or their products in a way which is deemed appropriate in its own terms of reference”. (53).

As we mentioned before, in order to be successful in a global market companies spend millions of dollars to marketing projects as advertisement. Advertisements are not only created for one culture because of the global market therefore, they need to address different cultures and countries and attract different cultures. The most important target of an advertisement message is the effect it created in the audience. Therefore, it is important for an advertisement slogan to create a similar effect in the target audience. If the same effect can be created in the translation, then we can say that a successful translation has been provided. Consequently, the intended goal is the same as the target culture in the source culture therefore, the translator is obliged to overcome cultural barriers between two cultures. Sometimes the text is almost rearranged to fit the new market's expectations and norms in order to carry the same messages and context into target culture and audience.

Translation activities are often organized using rhetorical figures and the language of a specific cultural context and translation of advertisement slogans sometimes might turn into an adaptation. Therefore the function of transition might change many times in the translation process which points out that sometimes it is possible and necessary to adapt and modify the text, especially in the texts that feature a sign language or puns.

Think about an advertisement of a sketched bear crossing fingers and translating this into another culture. In American culture the “fingers crossed” expression is a commonly used expression meaning to wish for luck for someone or something and this ad can be comprehensible in American or western cultures. What about nonwestern cultures? This

advertisement probably will be hard-to-understand out of context ad which will result in unsuccessful sales, marketing and might lead to an unsuccessful brand image in that particular culture.

Accordingly, using of rhetoric and puns, sign language is also an important factor in advertisement.

As mentioned earlier, one of the important features of an advertisement is to be simple and comprehensible because it would be impossible to attract consumers who do not understand the message of the advertisement. As Toury stated, translation is an activity that involves two languages and cultures. According to Toury, the “value” behind might consist of two elements.

1. a text fills a slot in that particular language and culture.
2. a representation in a language/culture text might have a different representation in some other language, belonging to some other culture. (69).

Consequently, there is not a basic list of instructions for translators to follow. Consequently, they need to decide on the function of an advertisement text and decide on its translation strategy. As previously mentioned, translation is an activity between two languages and cultures and when we say culture we also need to talk about ideology behind it.

3.4.1. Mazda & Chevy’s Nova Ad in Spain

Mazda’s new automobile named La Puta and General Motors new Chevy’s Nova was marketed with a big budget marketing campaign but with very low sales rate companies were surprised because the lexical meaning of “La Puta” was “Whore” in Spain’s dialect of Spanish, and Chevy’s “Nova” which unfortunately translates to “it won’t go,” not the ideal message to send while trying to sell a car.

Therefore, in this example the role of the source text in the source culture is different from the role of the target text in the target culture. This leads to a big misconception in target

culture about the product itself. As a result, General Motors had to rename the same car as "Caribe" in order to improve sales.

4.1 IMPORTANCE OF IDEOLOGY IN ADVERTISEMENT TRANSLATIONS

Considering the translation process between not only the two languages but also between two cultures, the first and the most obvious obstacle advertisers encounter is the cultural socio economical and ideological differences. Especially in cases where cultures are far from each other, translating cultural values includes many dynamics in order to create a successful international advertisement slogan. According to Anton Popovic, translation is "transference of certain intellectual and aesthetic values from one language to another". Which is called as shift of expression. (78).

Popovic states that, this transference cannot occur without facing some challenges. When the translator translates from source culture to target culture, he or she might face a series of problems. Some words and signs in a source culture may not be in the target culture, or some words and signs can produce different meanings and ideologies in target culture. In this case, the rhetoric and sign containing advertisement slogans becomes even more important. All languages flourish within their culture, language structures and rhetorical figures are specific for that culture.

According to Lawrence Venuti, "The choice of the foreign text, the development of a discursive strategy to translate it and the reception of the translation are each inscribed with codes and ideologies that support political agendas in the domestic culture." This process is called domestication. (127).

In her article titled "Basından Örneklerle Çeviride İdeoloji" Alev Bulut states that the translation process has an ideological dimension in both its written and oral forms. This whole ideological dimension, (the sex of the interpreter, identity, ideological / political / as religious tendency), is based on the decisions of the translator and others leading the process." (28).

However, the decision process cannot always be based on translators only. When we talk about translation, we also need to consider the commissioners. These commissioner can be the advertisement agency, company owner or depending on the advertisement channel it can be a magazine, a newspaper, a television channel or an internet site or it can be a combination of them and these advertisement channels might have some requirements based on their own ideology. For that reason, it is accurate to say a translator's success depends on his or her relationship with the commissioner.

To sum up, the translation process may not always depend on the translators decision because there can be many factors effecting it.

Elif Daldeniz in her article entitled "Islamic Publishing Houses in Transformation the Role of Translation" states that the decision process of translators itself an area of ideological struggle since lexical choices are forced on the translators to occupy one or other of the ideological positions. (220). For this reason, use of language becomes a crucial point in the translation process in order to convey a suitable message to potential customers.

To create a successful transmission, a translator should understand the language structure in source culture so he/she can translate it to target culture properly. Therefore, translators should be aware of cultural factors when dealing with advertisement translations. Advertisement translation itself finds a variable in the group exceeding the limits of language because, it is an interdisciplinary field. Therefore, a translator should have communication skills and also ability to translate between different disciplines. It is the translator's duty to decide on translation methods and strategies to reflect the current culture with its socio-cultural and ideological characteristics. Companies invest heavily in marketing their products to different cultures and translation process is the most important part of this chain. Therefore, advertisement translation process is an important process and it should be carried out by translators who specialize in both source and target language and culture and they should be given the freedom to choose the most appropriate translation strategy for the translation of advertisement slogans.

CHAPTER 3

RESTRICTIONS LEADING TO ADAPTATION IN ADVERTISEMENT TRANSLATIONS

3.1 TEXT TYPE AND NORM CONSTRAINTS

As mentioned earlier, translation is a purposeful activity. Therefore, this activity needs to fulfill its purpose (skopos) in order to be successful. An advertisement is a dynamic synthesis consisting of the combination of many components. Advertisement slogans are determined by copywriters and strategic actions are carried out carefully according to the brand image and for that reason, the translations of advertisements are really challenging and they require strategic decisions. The importance of translation of an advertisement message from source culture to target culture cannot be overestimated in international trade and marketing.

However, these linguistic structures that are specific to a certain culture lead to many difficulties while transferring into another language. There may be many factors that constraints the translator during the translation process. These constraints can be, socio-cultural contexts such as traditional structure, ethnicity, society, shopping habits, cultural, sociological structure or legal restrictions or the principles of advertisers and the cultural differences between target and source culture, related to moral values and the ideological political and economic structures.

In the text type constraints, there can be many difficulties. As mentioned above advertisement texts contain word games, puns and rhymes and translation process can be a struggle for translator. In Vermeer's skopos theory, all acting has a purpose and all acting is goal oriented. Therefore, the translator tries to reach the intended goal under the prevailing circumstances. There can be time and space constraints applied by advertisement channels. For instance, there are certain standards for printed advertisement like word count and space because in printed media every extra word costs extra money. Also some expressions in one language may not have the same meaning in the target culture or it can mean some other

thing. Also using rhetoric figures and rhymes might constraint translator and might create confusion in the meaning. Each language creates a rhyme in its own words and translating a rhymed slogan cannot be possible to provide in the target language. There can also be Figures of Ommision, Meaning purposely omitting some word in a sentence. (Corbet,445). It is possible to say that, figures of omission can be considered as the opposite of figures of repetition. Thereby, with figures of omission, advertiser tries to attract the consumer and arouse a certain curiosity. Also the use of tropes is very common in advertisement. The word trope is a semantic meaning artistic deviations from the normal and the primary use of a word. There are also standards, norms, tools, information medium constraints.

Norms are decisions that translators decide pre- translation and translation process. According to Gideon Toury, there are two types of norms preliminary norms and operational norms. Preliminary norms determine the decisions about translation language and which text to translate while operational norms contains the decisions that are made during the translation process. (58).

In his article “Norms of Translation” Theo Hermans defines various operational norms that guide decision making during the actual business of translating. These are matricial norms regulating the macrostructure of the text and textual-linguistic norms affecting microstructures. According to Hermans, translation involves transaction between parties and translator is one of the decision makers. (Hermans,1). According to Toury translated texts fall into two groups: adequate and acceptable. In other words, if a translation is source oriented it is adequate and if it is target oriented, it is considered as acceptable. But a text cannot be completely adequate or acceptable because there will always be shifts between the structures. According to Toury, in order to determine the equivalence we need the type and degree of equivalence. (61).

As mentioned above, the most important aspect of an advertisement is see the effect of the advertisement message on the target audience. If the same effect in the source language can be achieved then we can say that the translation provided has been successful. The purpose of an ad is the same in the target and source culture for this reason, the translator is obliged to overcome cultural barriers between two cultures. In order to do that a translator sometimes need to rebuild the text using solving methods as adapting it to target culture. Sometimes, the text is almost rearranged to fit the new market's expectations and norms to target culture's

high cultural context. However, the translation activities are often organized using rhetorical figures in the source language's cultural context of translation and in the translation of advertisement slogans the translator needs to use adaptation method in order to adapt the source text to the target culture.

3.2 IMPORTANCE OF CULTURE IN ADVERTISEMENT TRANSLATIONS

Today in the competitive trade world, advertisement is one of the most important marketing tools. Advertisements involve a large share of the advertisement market and this international platform has to appeal to different languages and cultures. Hence, advertisements are one of the most important cultural factors that reflect and shape our lives. Watching an advertisement on television might have different effects on different people because by means of products, companies try to sell a lifestyle. However selling a certain service or product is not as easy as it sounds. In order to address the target audience, it is necessary to know the cultural characteristics of the target society. As previously mentioned, advertisement texts are carefully created by the copywriters using the cultural aspects of the source audience and culture; therefore changes may be expected in translations for the target audience. According to Andrew Chesterman, focusing on the skopos and on the intended effect of the translation on the target culture is very important. The more the distance between the source and target cultures the greater the need may be for adaptation, explanation, expansions, footnotes, and so on.” (21).

Needless to say, the translation process is of crucial importance in international advertisements. Every culture has its own language structure, own expressions, idioms. As a part of culture, idioms are not often useful outside the local context and their literal definitions might seem nonsensical in another culture. A use of slang and idiom in an advertisement might be comprehensible in one culture but when translated directly from the source text to the target text, it might be meaningless for the target audience.

Considering media as a multi-million dollar sector, it is an undeniable fact that translator and commissioner relationship is a key point. According to Vermeer's Skopos theory, a

commissioner engages a translator to design a target text. In the functional approach, when a commissioner orders a translation, he/she wants it for a particular purpose and the translation needs to serve its intended purpose in the target culture. Accordingly, it is translator's job to translate the text according to its purpose (skopos). To avoid a certain meaning confusion in the process of transference, the translator might need to add or remove some parts of the source text according to cultural aspects and understandings of target audience. In this way the source text can be adapted to the target language and culture and this process is termed adaptation.

3.3 CULTURAL ADAPTATION

Cultural adaptation can be defined as modification process in order to fit personal habits and customs in to a particular culture. It can also refer to gradual changes within a culture or society that occur as people from different backgrounds participate in the culture and share their perspectives and practices.

In order to create a persuasive advertisement and send the right message to the recipients, it is important to know the cultural characteristics, consumption habits and expectations of the target audience. It is also necessary to define the characteristics of the target audience using cultural analysis because cultural factors directly affect the success of the advertisements. This success depends on comprehending the community's cultural knowledge and habits. However, these habits might change from one culture to another and an advertisement message might be convincing in one society but it may not be convincing on another society. Consequently, culture plays a central role in an convincing advertisement. According to Ayfer Altay, the source and target languages might be different from each other and adaptation might be the only choice for a translator. Translating the advertisement word for word is not under the following conditions

- 1) there is iconography with the words
- 2) products name has connotation
- 3) source and target language have different grammatical structures
- 4) there is alliteration in the advertisement
- 5) the advertisement use puns (36-38).

During the translation phase of an advertisement into another language translator must recognize the consumer, language and culture. In order to market a product, an advertiser needs to know the target consumer because the quality of a consumer might change from one society and culture to another. Hence, it is important to specify the target audience and target culture. After this specification, it is important to decide on the translation strategy. In order to determine the meaning of an advertisement text, a translator needs to decide on the skopos of the translation. In *Skopos and Commission in Translational Action* Vermeer states that “In the absence of a specification, we can still often speak of an implicit or implied skopos. The important point is that a given source text does not have one correct or best translation only.” (199).

The translator, as the expert, decides in a given situation whether to accept the translation or not, under what circumstances to accept it and whether it needs to be modified .

It is also important to determine whether the source text needs to be

- translated
- paraphrased
- re-edited

According to Skopos theory, a translator is also a cultural expert therefore, he/she needs to decide the best option based on the function of the translation.

The process of cross-cultural adaptation tries to produce equivalency between source and target based on content. The next section of this thesis will focus on examples of translated advertisement texts which demonstrate the process of cultural adaptation.

3.4 EXAMPLES OF DIFFERENT TYPES OF ADVERTISEMENTS

3.4.1. Nike slogan "Just Do It"

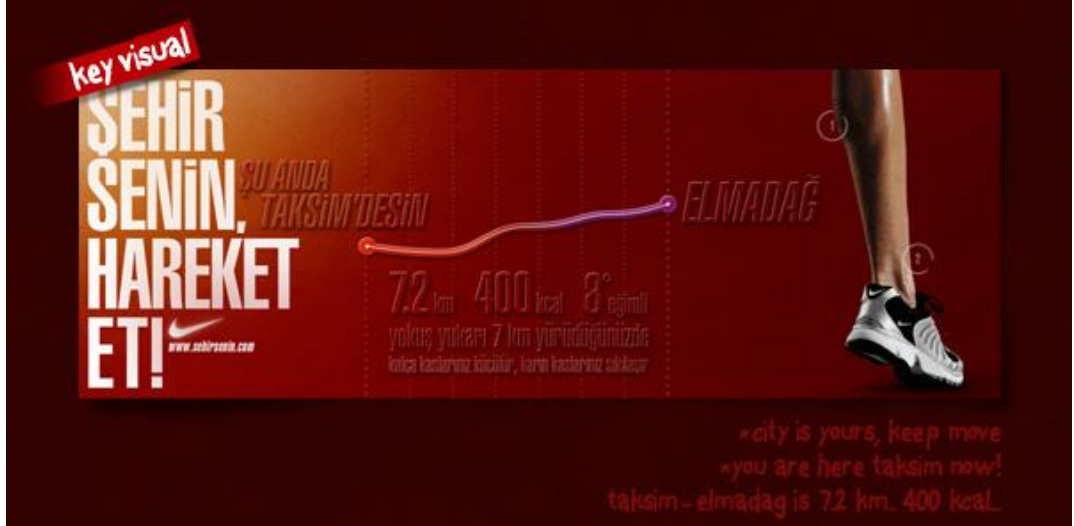


Figure 3.4.1.1 Nike Flyer

Nike's global marketing slogan "Just Do It" was translated especially for Turkish customer as "Hareket Et" because after doing some marketing research, Nike concluded that population of youth was not very interested in sports in Turkey. Therefore, Nike decided on this slogan for Turkey in order to encourage youth to do sports.

3.4.2. McDonald's Sundae



Figure 3.4.2.1 Sundae Flyers

In McDonald's Sundae (a certain kind of ice cream) a flyer taken from Işın Bengi Öner's Söylem ve Çeviri reads "We've got a sundae smile for you in three flavors." In The Turkish translation says "McDonald's 'dan size, tatların en serini: Sundae / Dondurma". In the translation the word smile was replaced with word cool. This replacement may be the result of a cultural adaptation based on Turkish culture's eating habits because in the Turkish culture people prefer to eat ice cream especially in summer in order to freshen. For this reason, the function of eating ice cream is different in the source and target cultures. As a result, the translator prefers to make changes in order to adapt flyer into target culture. In the same article, Işın Bengi Öner points out that Mc Donald's prefer to address the senses and tastes that the target culture is familiar with. (74).

3.4.3. Schwarzkopf Slogan “Professional HairCare for you”



Figure 3.4.3.1 Schwarzkopf Flyers

German Cosmetic company Schwarzkopf’s slogan was “Professional HairCare for you” in Europe. The reason for this has probably been the desire to keep a wider range of audience. In Turkish translation “Profesyonel Kalite sizin için” it is clear that the source text and target text differ from each other translator prefer to omit “HairCare” word which might lead a misconception about the brand’s production area. Besides the expression “Profesyonel Kalite Sizin İçin” does not inform the potential customer about the brand or its products; therefore, it is not a functional translation.

3.4.4. Volkswagen Slogan “Volkswagen. Das Auto.”



Volkswagen. Das Auto.

Figure 3.4.4.1 Volkswagen Flyer

Germany's leading automobile brand Volkswagen breaks into world market using a German slogan unlike Schwarzkopf. The reason for this might be gaining a more prestigious place in the minds of Turkish consumers because German automobiles are perceived as more prestigious in Turkish market. Therefore, brand purposely prefers to use a foreign language to look more prestigious.

3.4.5. Hyundai Slogan “Drive Your way”



Figure 3.4.5.1 Hyundai Flyer

Hyundai also prefers to use “Drive Your way” in Turkey in English language. This original slogan contains ambiguity because, drive your way connotes the road and driving but also it evoke the idea of being free and living your life. But since it was not translated to Turkish viewers who do not speak English might have problems with the intended message.

3.4.6. Mercedes Slogan “Das beste kennt keine alternative”



Figure 3.4.6.1 Mercedes Flyers

Another leading automobile brand Mercedes prefers to use “The best or nothing” slogan in English speaking audience. The German version states “the best has no alternative” in translation process translator try to make an impression in order to reach to a wider audience.

3.4.7. Nissan Slogan “_Shift Expectations”



Figure 3.4.7.1 Nissan Flyer

The source text prefers to use a homonym with the “_”symbol and using both the symbol and words shift slogan created a homonym. However Turkish translation uses “Beklentilerinizi Değiştirin”slogan. Therefore, in Turkish translation homonym was omitted and pun is not translated to the target culture.

3.4.8. Pirelli Slogan “Power is nothing without control”

In this slogan there is no repetition usage in the source text but however translator prefers a target oriented translation using repetition in target text as “Kontrolsüz güç güç değildir”. The translator’s choice creates an important impact on viewer with the help of repetition.

3.4.9. Maybelline Slogan “May be she’s born with it May be it’s Maybelline”



Figure 3.4.9.1 Maybelline Flyer

This slogan also use repetition and alliteration in “may be” and “Maybelline” words in the source text ,while in the target text the alliteration and repetition was omitted and the powerful effect of ad was not transmitted to the target culture. Instead the company prefer to use “ Belki de sırrı maybelline" with a music in order to attract the viewers. But without the mentioning the first sentence which is about make up brands claim suggesting “maybe she’s all natural or maybe she is wearing Maybelline make up in order to look that good” was not transferred to the target audience.

3.4.10 Danone Activia Slogan “ Actively Good”

Activia is a probiotic yogurt product made with exclusive probiotic culture that is produced to regulate digestive system. The original slogan used pun which is “Actively Good” this slogan is making a reference to the product’s name and also a reference to the idea of an actively working digestive system. The Turkish translation reads: “İçiniz rahat olsun”. The Turkish text is not a word for word translation; instead it creates a pun using different words in target language. The word “içiniz” refers to both the digestive system and also to the Turkish expression “için rahat olsun” therefore, it is easy to see that the Danone advertisement transferred the source culture to the target culture successfully and created a similar effect in the target culture.

CONCLUSION

Advertisements are the tools that are used by marketers in order to attract consumers; therefore they need to awaken the desire to purchase particular item advertised. There is more than one option to market products such as television, outdoor and internet marketing options and for this reason, marketing is a competitive field. Marketing is not interested in the consumer needs because for marketers the most important part is the awakening a certain desire to buy the product in question. Therefore advertisements redistribute consumption and promote choices. In order to promote a choice, they need to have an impact on cultural values.

Advertisements reflect the social and cultural aspects of the society they were produced in. They represent the different aspects of the culture they were made in. For instance Marlboro guy in Marlboro advertisements is a representation of an American cowboy living freely. In advertisements each image or word that is shown to the viewer is a choice that is made consciously. In other words, all the preparations of advertisements are selected in a conscious way and every step has an intended meaning which foregrounds the importance of language in advertisements.

Advertisers use language as tool in advertisements to reach the target audience. Making an impact on the audience is crucial and in order to achieve this, they make use of language in advertisement slogans with the help of puns, rhetoric and rhymes. In our globalized world, it is impossible to imagine an advertisements market without the act of translation because the same products are marketed in different countries. An advertisement slogan must give the same intended impact in the target culture; therefore, the translator is obliged to overcome cultural barriers between two cultures. In order to do that, a translator needs to be a cultural expert so that he/she can fulfill the intended purpose in the target text. According to Vermeer, decisions about whether and how to translate are part of the translator's professional "role" and perhaps his personal ethical convictions, too. (Vermeer, 35).

The translator might sometimes need to rebuild the text using methods of solution such as adapting it to fit the new market's expectations and norms because companies try to sell a

lifestyle via the product and that particular lifestyle may not be acceptable in target culture's values and traditions. This is where Translation Theories step to decide on the intended purpose of the translation and methods of solution. In the decision process, the help of the translation theories is undeniable because Contemporary Translation Studies offers a guideline in the process of translating. In the context of Contemporary Translation Studies another concept that emerges is culture. The importance of culture cannot be overestimated in the decision and translation processes in advertisements, especially where the success of the advertisement is evaluated on the basis of sales rate. The examples that are discussed above demonstrate that cultural adaptation plays an important role in the success or failure of an advertisement campaign.

Consequently, culture plays a crucial part in global advertisement translations, especially in the transference process. Consumer's expectations and understandings are based on cultural and social values and these values differ from one culture to another. Under these conditions, the act of translation familiarizes different cultures with one another by transferring the norms and values of the source culture to the target culture which paves the way for a more harmonious world in which different cultures are acquainted with each other.

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