

5. Большой немецко-русский словарь / К. Лейн [и др.]. – 14-е изд., испр. – М. : Рус. яз. – Медиа, 2007. – XX [II], 1159 [3] с.
6. Никитенкова, К. Г. Формирование семантики второго переходного компонента *-arm* в современном немецком языке / К. Г. Никитенкова // Материалы ежегод. науч. конф. преподавателей и аспирантов ун-та, 5–6 мая 2017 г. : в 5 ч. / Минск. гос. лингвист. ун-т ; редкол.: Н. П. Баранова (отв. ред.) [и др.]. – Минск, 2017. – Ч. 3. – С. 145–147.
7. Das Digitale Wörterbuch der deutschen Sprache (DWDS) [Электронный ресурс]. – Режим доступа : <http://dwds.de>. – Дата доступа : 25.03.2018.

The article deals with a part of speech quality of the second transition component in the adjective constructions like [...-lustig], [...-verdächtig], [...-artig], [...-stichig], [...-bewegt], [...-bedingt]. The componential analysis of the second transition components and their free correlates manifested that the semantics formation of the second transition components is based not on the semantics of free correlates, but on that of their productive base – the noun or verb.

**A. V. Osiyanova, M. A. Puzikova (Orenburg, OSU)**

## DIFFICULTIES IN TRANSLATION OF COMMERCIAL SLOGANS

Данная статья посвящена изучению особенностей перевода англоязычных рекламных слоганов в средствах массовой информации. В исследовании освещаются такие понятия, как *медиа́тэкст*, *слоган*, *рекламный слоган*. Рассматриваются основные критерии и разновидности рекламных сообщений, а также приводятся наиболее частотные проблемы, с которыми в основном сталкивается переводчик при передаче англоязычных рекламных слоганов на русский язык. Результаты исследования составляют базу для изучения данной проблемы.

Advertisement is a trade's facilitator. A lot of things depend on the way advertisement or even its slogans can influence our attitude towards these things. Sometimes we don't understand what advertisements want us to buy or may be the problem is in its confusing and overfull information that was represented by the advertisement or even because of the wrong translation of this or that advertisement. Translator faces a lot of difficulties while translating the commercial slogans from one language into the other. The thing is that it is necessary to give the right translation that would be adapted to all social and cultural specifics of a receiver's country.

Mostly, it is not in translator's hands to use various translation tools while giving the translation of commercial slogan from Russian into English, because special ethical standards, laws and even juridical acts limit all of them. In spite of all, commercial slogans entered into all human's spheres.

The material of our research consists of English commercial slogans. The choice was made by the continuous sampling method of English commercial slogans in mass the media.

Giving the definition of 'mediatext' we should pay our attention to its constituent parts: 'media' – devices, representatives; 'textus' – connection, interaction [1, с. 39].

Slogan is a phrase, which is easily to memorize, it can show the main information of the advertised product. It is a tag line with the main idea of the company. Also slogan is a short, highlighted phrase [2].

Commercial slogan – laconic and memorizing phrase with the main information. Usually, it includes simple words and short sentences and their sense is easy to understand [2].

To translate such slogans from Russian into English is necessary to pay your attention to the following criteria:

First of all it is an ‘object of an advertisement’ that is the advertising product of the company. Secondly, ‘core audience’ is a part of potential customers for who this or that product is spread. And the last is the ‘advertisement’s representative’ – mass media which is like a helper in representing the commercial slogan.

The correct translation also depends on the type of the commercial slogan and on its purpose. Commercial slogans are divided into:

Informative – they are simple and laconic;

Reminding – short;

Convincing – include the repetition of the advertising product.

Slogan can have the following purposes:

- informative – the presentation of a product: where to buy and when to buy;

- psychological – the impact on the things that are interesting for the customer;

- stimulating – reminder to buy the product [3, с. 56].

We also divide our material into slogans that can offer:

- food products: *Obey your thirst* ‘Не дай себе засохнуть’ – Sprite;

- clothes and fashion: *Just do it!* ‘Просто сделай это’ – Nike;

- automobiles: *The power of Dreams* ‘Сила мечты’ – Honda;

- modern technologies: *Digitally Yours* ‘Искренне Ваш’ – Samsung;

- attractions: *The happiest place on Earth* ‘Самое счастливое место на Земле’ – Disney.

During the interpretation of commercial slogans it is necessary to save the communicative part of the given text. The translator faces difficulties that can be connected with various differences in semantic structure and specific usage of two languages in the communication.

Very frequently the translator has to create new slogan, which is based only on the idea of the given English slogan:

*Maybe she's born with it. Maybe it's Maybelline* ‘Ты от Мейбелин!’ (Maybelline).

Another thing is that English commercial slogans include imperative form of the verb and it strengthens the text of the slogan. Using such verbs as *to have, to love, to like* cannot be used in Russian slogans. To avoid mistakes in translation translator should find the appropriate change according to the sense of slogan:

*Have a break, have a Kit-Kat!* ‘Есть перерыв, есть Кит-кат!’ (Kit-Kat)!

One of the wide spread feature in creation of the slogan is the usage of reiteration (anaphor, epiphora). It is hard to save the structure and to use the same artistic devices that were included into original slogan.

*I am what I am* ‘Я тот, кто я есть’ (Reebok).

The usage of stylistic figures and speech figures in English slogans is also wide spread they are hardly to translate into Russian but they help to create special mood of the commercial slogans, to show features and advantages of advertising product. As for translator, he should try to save these figures in the translation:

- *Maybe she's born with it. Maybe it's Maybelline* ‘Ты от Мейбилин’ (alliteration);

- *Sharp minds, sharp products* ‘Идеи Sharp в изделиях Sharp’ (reiteration);

- *Have a break, have a Kit-Kat* ‘Есть перерыв. Есть Кит-Кат’ (anaphor);

- *Our jeans fit your genes* (homonyms).

English slogans can show their unique character through negative constructions and Russian slogans only in positive ways:

*Nobody does chicken like KFC.* ‘Никто не готовит курицу так, как KFC’ = KFC.

We can see that the translator uses negation twice.

Epithet is also used very frequently:

*Introducing M&M's Premiums in Raspberry Almond*

*Blissful raspberry flavored white chocolate & almond wrapped in dark chocolate. New M&M's Premiums Shimmering chocolate gems in five glamorous flavors* = бренд M&M'S

‘Представляем M&M's Premiums в малиново-миндальном вкусе.

Доставляющий удовольствие, ароматный белый шоколад со вкусом малины, облаченный в темный шоколад. Блестящие шоколадные драгоценности пяти гламурных вкусов.’

In this short expression author gave us three epithets: «shimmering» and «glamorous» – these words make people have associations not with food but with fashion. The author increased a status of his production and sold us this item not as a food but as an element of some kind of luxurious thing. Next adjective «blissful» provokes positive emotions to the customer.

It is also necessary to mention such slogans that consist of quality and natural features and include numerals: *100 % natural, real, 100 % whole wheat.*

English advertisements are full of features that were not there earlier and they made not only features better but the technology of producing this or that slogan: new larger-size dinners/новые более крупные обеды; new corn flakes with real bananas/ новые кукурузные хлопья с настоящими бананами; new full, richer flavor/ новый насыщенный богатый вкус; new carb control /новый контроль за содержанием солей. Adverts like never before, now are also included in this category.

*Our best-tasting Lunchables pizza ever is now a good source of whole grain* – ‘Наша улучшенная Lunchables пицца сейчас, как никогда, – хороший источник цельных злаков’ = компания-производитель Kraft Foods Group.

*Scotland's other National Drink* – ‘Другой национальный напиток Шотландии’ = пиво марки Irn Bru от компании AG Bar.

This slogan includes geographical term in mixture of «other», the thing is in the taste of advertising product, they say that it has got a good quality and that it is made by historical recipes.

More over, the provocation of a healthy lifestyle characterizes through the product of a result the people want to reach, so customers imagine themselves after having this or that product: *hearty meal that's sure to satisfy your family* 'еда для сердца, которая непременно удовлетворит всю семью', *help reduce the risk of heart disease* 'поможет снизить риск сердечных заболеваний', *help you manage blood sugar levels* 'поможет управлять уровнем сахара', *help protect against damaging free radicals* 'поможет защитить вас от неприятностей, вызванных свободными радикалами'. The effect that people would reach in the end is referred to better medical condition or to tasty food satisfaction but rarely people who create advertisement promise that customers would have better appearance.

The detailed description product's structure, its ingredients and the unique character are included into McDonald's advertisement.

*Two all beef patties, special sauce, lettuce, cheese, pickles, onions on a sesame seed bun* 'Две говяжьи котлеты, специальный соус, салат, сыр, маринованные огурчики, лук и все на булочке с кунжутом' = продукт Биг Мак от компании McDonald's.

Interpretation of slogans can be done by means of various changes. They are called transformations and divided into the following [4, с. 159]:

1) grammatical

The interpretation of slogans cannot be done without this transformation because it rebuilds the sentence. The problems are in the different categories such as: category of number, passive voice constructions, different forms of participles and modal verbs, articles:

*A diamond is forever* 'Бриллианты навсегда' – De beers.

The word order change is also a good way to give the correct translation of the slogan:

*World – Class Brands, Products, People* 'Бренды, продукты и люди мирового класса' – Gillette;

2) lexical

Here we can use transcription or transliteration that will help to rebuild the slogan:

*Everything is Easier on a Mac* 'Все легче с Мак' – Apple.

Lexical transformations also can be lexical – semantical (concretization, generalization, modulation.

*Live on the coke side* 'Живи на кока-кольной стороне' – CocaCola.

*Impossible is nothing* 'Невозможное возможно' – Adidas;

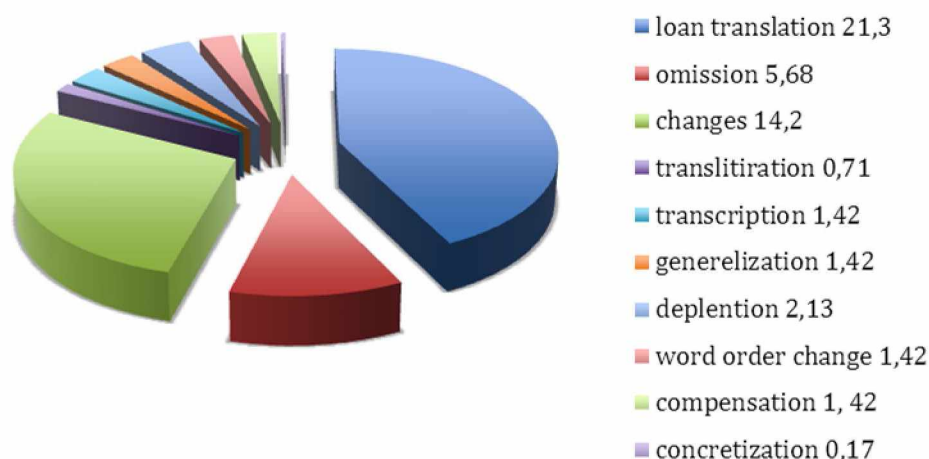
3) lexical-grammatical

This type of transformation changes not only the lexical part of the language but also a syntactic structure of it. They can be antonymic translation, declarative translation and compensation.

*Nobody does chicken like KFC* 'Никто не готовит курицу так, как KFC'.

*Ask for more* 'Бери от жизни все' – Pepsi.

Our results are showed on the picture 1, that demonstrates the usage of transformations of commercial slogans from English into Russian.



According to our results we can see that the most using is the loan translation (21,3 %) than we have grammatical transformations (14,2 %) after them are transcription, generalization, compensation, transliteration (1,42 %) and less frequent is compensation (0,17 %).

In conclusion we can say that the translation of English commercial slogans depends on its criteria and specific features. Sometimes the translator can only give the sense of commercial slogan and it is important to translate various artistic and speech figures.

## REFERENCES

1. Мокиенко, В. М. Большой словарь русского жаргона / В. М. Мокиенко. – СПб., 2000. – С. 39.
2. URL[Электронный ресурс]. – Режим доступа : <http://https://dic.academic.ru/searchall.php?SWord=рекламный+слоган&from=xx&to=ru&did=&stype=0>. – Дата доступа : 16.05.2018.
3. Глазунова, В. В. Торговая реклама / В. В. Глазунова. – 5-е изд. – М., 1982. – С. 56.
4. Комиссаров, В. Н. Общая теория перевода / В. Н. Комиссаров. – М. : Изд-во «ЧеРО», 1999. – 136 с.

In this article difficulties in the translation of commercial slogans are analyzed. The article sums up some results of their study.

**Е. В. Турлова, И. И. Сафина** (Оренбург, ОГУ)

## ПРИЕМЫ ПЕРЕВОДА АНГЛОЯЗЫЧНЫХ МАРКЕТИНГОВЫХ ТЕРМИНОВ НА РУССКИЙ ЯЗЫК

Статья посвящена исследованию приемов перевода англоязычных маркетинговых терминов на русский язык. Раскрывается понятие *термин*, приведена его характеристика и предъявляемые к нему требования. Описывается классификация терминов А. Я. Коваленко, которая и послужила опорой для нашей работы. Определены особенности