

REFERENCES

- Apresian, Yu. D. (2009). *Issledovaniia po semantike i leksikografii [Studies in semantics and lexicography]*. Moscow: Yazyki slavianskikh kultur. (Vol.1) [in Russian].
- Katsnelson, S. D. (2010). *Obshchee i tipologicheskoe yazykoznanie [General and typological linguistics]*. Moscow: Knizhnyi dom LIBROKOM [in Russian].
- Kocherhan, M. (2010). *Zahalne movoznavstvo [General linguistics]*. Kyiv: Akademia [in Ukrainian].
- Luchyk, A. A. (2009). Komponentnyi analiz u zistavnykh doslidzhenniakh leksychnykh odyntys [The Component Analysis in Comparative Studies of Lexical items]. *Suchasni doslidzhennia z inozemnoi filolohii — Contemporary Studies in Foreign Philology*, 7, 258–262. Uzhhorod [in Ukrainian].
- Ohui, O. D. (2005). Aproksymatyvni metody v semasiolohichnykh doslidzhenniakh: rezultaty ta perspektyvy zastosuvannia [Approximative methods in semasiological studies: results and prospects of application]. *Problemy kvantytatyvnoi linhvistyky — Problems of quantitative linguistics*. Chernivtsi: Ruta [in Ukrainian].
- Prysiazhniuk, O. M. (2011). *Leksykolohiia ta semasiolohiia ukrainskoi movy [Lexicology and semasiology of the Ukrainian language]*. Kyiv: Kyiv. un-t im. Borysa Hrinchenka [in Ukrainian].
- Prykhodko, H. I. (2015). Neverbalni zasoby vyrazhennia emotsii [Non-verbal means of expressing emotions]. *Naukovyi visnyk Drohobyskoho derzhavnogo pedahohichnogo universytetu imeni Ivana Franka. Seria: Filolohichni nauky (movoznavstvo) — Scientific Bulletin of Drohobych Ivan Franko State Pedagogical University. Series: Philological Sciences (Linguistics)*, 4, 150–153 [in Ukrainian].
- Bilodid, I. K. (Ed.). (1970–1980). *Slovnyk ukrainskoi movy [Dictionary of the Ukrainian language]*. (11 Vols.). Kyiv: Naukova dumka [in Ukrainian].-
- Tarasova, V. V. (2010). *Semantychne pole «Zasoby peresuvannia» v suchasnykh anhliiskii, nimeckii, rosiiskii ta ukrainskii movakh [Semantic Field «Vehicles» in Modern English, German, Russian and Ukrainian]*. Kyiv: TzOV «SprintPrint» [in Ukrainian].
- Fabian, M. P. (1998). *Etyketna leksyka v ukrainskii, anhliiskii ta uhorskii movakh [Etiquette lexis in Ukrainian, English and Hungarian languages]*. Uzhhorod: Informatsiino-vydavnyche ahentstvo «IVA» [in Ukrainian].-
- Fabian, M. P. (2011). Zastosuvannia protsedury formalizovanoho analizu leksychnoi semantyky v zistavnykh doslidzhenniakh. [The application of the procedure of formalized analysis of lexical semantics in comparative studies]. *Problemy zistavnoi semantyky — Problems of Comparative Semantics*, 10(1), 202–207. Kyiv [in Ukrainian].
- Edmonds, Ph. (1999). *Semantic Representations of Near-Synonyms for Automatic Lexical Choice. Ph. D. dissertation*. Canada: University of Toronto.
- Evans, V., Green M. (2006). *Cognitive Linguistics: An Introduction*. Edinburgh: Edinburgh University Press.
- Korolova, T., & Demianova, N (2019). Functional and semantic characters of an address in Ukrainian and French. *Naukovyi visnyk Pivdenoukrainskoho natsionalnogo pedahohichnogo universytetu imeni K. D. Ushynskoho. Linhvistychni nauky — Scientific Research Issues of South Ukrainian National University named after K. D. Ushynsky. Linguistic Sciences*, 28, 129–138. DOI: <https://doi.org/10.24195/2616-5317-2019-28>.
- Murphy, M. L., & Koskela A. (2010). *Key Terms in Semantics*. London-New York: Continuum International Publishing Group.

Стаття надійшла до редакції 11.06.2019

UDC 81'1:[811.111+811.161.2]:316.774:004.738.5

<https://doi.org/10.24195/2616-5317-2019-29-13>

ON PECULIARITIES OF TRANSLATING ENGLISH ADVERTISING SLOGANS INTO UKRAINIAN

Kateryna Mulyk

Candidate of Pedagogy, Associate Professor at the Department of Western and Oriental Languages and Methods of their Teaching at the State Institution “South Ukrainian Pedagogical University named after K. D. Ushynsky”, Odesa, Ukraine
e-mail: m.katrin81@gmail.com

ORCID ID: <https://orcid.org/0000-0001-6403-3360>

Mykola Gumenny

Academician of the National Academy of Sciences of High School of Ukraine, Doctor of Philology, Professor, Head of the Department of Ukrainian and Foreign Literatures, State Institution “South Ukrainian National Pedagogical University named after K. D. Ushynsky”, Odesa, Ukraine
e-mail: kafedraukrzarlit@gmail.com

ORCID ID: <https://orcid.org/0000-0002-4936-7204>

SUMMARY

The presented article is aimed at elaborating the problem of the peculiarities of translating English advertising slogans into Ukrainian. The corpus of the research was formed on the basis of the advertising slogans widely circulating in the USA. The main objective of the paper consists in defining the basic strategies and tactics of rendering slogans as subtype of commercials with the preservation of the both semantic and pragmatic components. The results of the carried-out research have proved that there exist common strategies and tactics, allowing to perform adequate and faithful translation from the typologically different English language into Ukrainian. The practical value of the research lies in the fact that the conclusions may be applied in the translation activity.

The urgency of this paper arises from the need for efficient strategies and tactics of translating different types of texts in contemporary translation studies. The object of the work is the translation of advertising slogans viewed in the aspect of its faithfulness and adequacy. The subject are strategies, tactics and operations of translating English advertising slogans into Ukrainian. The immediate tasks of the article have been predetermined by the above-mentioned objective and

include respectively: the disclosure of the specifics of slogans in the contrasted languages (English and Ukrainian); the outline of the typologically common strategies, tactics and operations of translating slogans.

The methodology of this research involved the inductive, the deductive method and the method of contrastive analysis. In the course of the research it has been concluded and experimentally and statistically proved that there exist common strategies, tactics and operations of translating slogans into different languages. It has also been postulated that the pragmatic and the expressive potential of slogans is preserved and rendered in translation.

The perspective is seen in reviewing this issue in different Rhaeto-Romanic, Germanic and Slavic languages.

Key words: advertising slogans, commercials, translation strategies, tactics and operations, contrastive analysis.

Problem-setting and recent papers survey. The objective of the following research is to study the peculiarities of translating English advertising slogans into Ukrainian in the aspect of their genre specificity. The theoretical grounding for the ideas supplied was formed on the basis of the fundamental scientific works by P. Berd (Берд, 1997), L. Koniukhova (Конюхова, 2003), L. Yu. Krylova-Hrek (Крылова — Грек, 2008), U. Kurmach (Курмач, 2011), Y. Larynskaia (Лапинская, 2001), V. Zirka (Зирка, 2004).

The research has been conducted on the basis of the English advertising slogans published on-line on the web-sites in the USA and Europe. There has been made an attempt to perform adequate translation of commercial English slogans into Ukrainian. The preliminary linguistic analysis of the authentic English slogan in comparison with their Ukrainian equivalents has allowed to distinguish the distinctive genre features relevant for translation.

The object of the research are respectively English commercial slogans and their Ukrainian translation equivalents. The subject of the research are the peculiarities and problems of rendering English commercial slogans in Ukrainian.

The outline of the specific genre features common for the advertising slogans in typologically different languages under analysis (English and Ukrainian) was preceded by the proper study of the slogans in a broad and narrow sense.

It's well-known fact that advertising is a part of mass media alongside with TV, radio and Internet. The mandatory participants of the advertising process are respectively the addresser, the addressee, the message and the channel (media).

The addresser is often represented by the advertiser who codifies the ad or commercial. The target audience or the addressee is formed by those who perceive the advertisements. The main task is to reveal the message lying behind the words. The pictures, the design, and the layout contribute greatly to the successful transmission of the message.

Advertising places the functional purpose of products on second place and highlights their symbolic importance. For the increase of a product consumption the producers make every effort to improve the tag-lines.

The press is the oldest and the most traditional channel of mass media. Newspapers represent class, political, religious, ethnic and language groups and magazines represent every sort of special interest. However, a disadvantage of printed ads and commercials is the difficulty of evaluating of the target audience's capabilities. Television still remains a powerful mass media channel, while the radio is gradually ousted from this sphere. Internet is replacing TV and radio.

The term "slogan" is etymologically related to the battle cry of ancient Celts, therefore it is often associated with some sort of appeal. First definitions of an advertising slogan were suggested by K. Bove and W. Arens. It was interpreted as a grounding for the synopsis of the advertising campaign, briefly formulating the key idea which should arouse associations with a company, product or service (Бове, Аренс, 1995).

A slogan is also treated as a short autonomous advertisement, capable of functioning apart from advertising products and expressing content of the advertising campaign. It is a short advertising phrase, rendering in a concise form an advertising proposition and included into an advertising campaign (Имшинецкая, 2002).

According to another approach, the main requirement for an advertising text is to contain as much information as possible in the shortest form (Дядечко, 2012). Among the main distinctive features of an advertising slogan there are conciseness and catchiness.

An advertising text is a composite speech genre of appealing-representational nature encompassing emotive features like pragmatically motivated address to the recipient and representative functions in the aspect of the information distribution.

The common features of the genre are respectively the thematic content, style and compositional structure as well as the communicative situation,

expressiveness and expressive intonation, length (approximate length of a speech whole) and the addressee's conception.

Advertising texts consist of the following mandatory elements: the heading, the introduction, the main part and the ending. The heading draws the recipient's attention, arouses interest to the text, motivates the customer. Therefore, its importance shouldn't be underestimated.

Slogans are a way of advertising products. Slogans have become an important part of the advertising strategy. A written advertisement is composed of the following elements: headline (draws the reader's attention and for this purpose it has to use the brand name in the headline), body copy (contains the main part of the advertising information), slogan (catch word, catch phrase), illustrations and colors (present the realistic image of the product but also transmit ideas, attitudes or beliefs), trademark (a distinctive sign that distinguishes a product or service from the others. The trademark comprises a typical name, word, phrase, logo, design and image or a combination of these elements), brand name (a collection of symbols which help the product or service to be recognized in the market).

In order to be effective, every slogan has certain characteristics: it uses simple and colloquial language, the sentences must be short, usually imperative or interrogative, or even sentences without a predicate. Slogans rely on the connotative meaning and ambiguity of words, use puns, well-known phrases, idioms or sayings.

Occasional words and neologisms like blend words, nonce words or compounds make the slogan quickly draw the attention of the audience. As components of an advertising text, slogans use figures of speech, such as: hyperbole, metaphor, repetition or alliteration.

An advertising slogan as a structural and semantic center of an advertising message is a special kind of microtext, pragmatically aimed at provoking certain actions and appealing to the customer to buy a certain product / service. It functions as a part of communicative interaction between the addresser and the addressee.

In its turn, advertising texts are defined as a complex genre of a voluntary information type, namely, an appeal-representative genre that combines appeal-emotional functions, properties (pragmatically interested address to the addressee), representational (presentation of certain information to the consumer) and validity (credibility). to undertake the expected actions — purchase, contribution, circulation, etc.).

1. Advertising texts must be addressed to any addressee. 2. Advertising texts appeals to the addressee's interests. 3. Advertising texts are intended to promote the dissemination of information about products or services and their sales.

An advertising slogan implements the following categories: integrity, cohesion and coherence, anthropocentricity, high information value, conceptuality.

The integrity of the advertising slogan is characterized by the unity of the microtopic and the overall fusion of all its components. The slogan, which can consist of at least one syntactic unit, preferably a sentence, or several syntactic units, should create a single microtext, thus conveying a single communicative situation. Thus, the integrity of the slogan as a categorical parameter is related to its content, communication and structural feature.

Cohesion and coherence of an advertising slogan are linked with integrity and result in its formal and structural fusion, so it is primarily expressed in parallels with syntactic connections implemented through lexical, grammatical and stylistic means.

The syntagmatic nature of the elements' coherence in an tag-line is actualized in such linguistic means as repetitions, parallelism of syntactic structure, rhythm, rhyme and so on. These features are the most prominent in the advertising tag-lines consisting of multiple syntax units, e.g.: “*No RedBull. No wings.*” — “*Немає RedBull. Немає крил*”.

The brevity is related to the requirement to focus on the human operational memory, but not necessarily a slogan should be one sentence long and contain 5–9 words, it may be both longer and shorter.

The anthropocentricity of advertising slogans is due to the fact that they are primarily aimed at positively influencing the addressee and encouraging him to take specific practical action.

High information value of advertising slogans is determined by the presence of a certain message. The distinct features of the contents are: introductory information about a unique business offer, the name of a product or service, the benefits of a product or services.

An advertising slogan informs you how a particular product, service, lifestyle or political program should attract a potential consumer. This fully coincides with the views of scholars who define advertising information as extremely short messages of encouraging nature, containing information about the goods and services provided.

Conceptuality is one of the key requirements for the content of a slogan. The tag-line must convey the main idea of an advertising campaign. At the same time, conceptuality is defined as one of the fundamental text categories for the entire process. Interpretation, however, consists in a scrupulous search for such means expressing the concept, in which all the results of the author's development of reality are concentrated.

Clarity is related to the accessibility and unambiguous interpretation of tag-lines, which should not contain unintelligible vocabulary (terms, case studies, lexical neologisms, etc.), as such slogans are meant to be perceived by the mass addressee.

It is this breach of this requirement that predominantly causes the difficulty of translating slogans into foreign languages, e.g.: *“Zoom-Zoom”* (Mazda's advertising slogan). Slogans should be concise. In addition, the rhythm, rhyme, word play, etc. facilitate memorizing, for example: *“Fly with US — Fly with us / Fly with US”* (US airline slogan). The word game is based on homographs.

Material, methods and data. The corpus of the research was formed on the basis of the free on-line commercial slogans on the official trading sites of the companies with registered trademarks like “Head & Shoulders”, “M&Ms”, “Coca-Cola”, “Nike”, “McDonald's”, “KFC”. In the course of the research both lexical and grammatical distinctive features of the advertising slogans were analyzed in the aspect of the search for strategies and techniques of their rendering in Ukrainian translation.

The methodology of this research involved the inductive and deductive methods and the method of contrastive analysis. The original English advertising slogans and their Ukrainian translation equivalents were analyzed in the aspect of the vocabulary, syntax and pragmatics.

Advertising is aimed at the average consumer. The target audience is quite wide and heterogeneous. Therefore, the advertising slogan should be designed so that it is clear to everyone. Thus, the use of neutral vocabulary is prevailing in advertising slogans.

The translation of lexical means (metaphor, epithet, allusion, antithesis, etc.) contributing to the vividness and expressiveness of the advertisement should be paid particular attention to by the translator. In many cases, translators are successful in rendering the language base and function by means of an equivalent or a variant. *“No battery is stronger longer”* (Duracell's slogan) — *“Жодна батарея не працює довше”*.

Sometimes it's not possible to find a similar equivalent in a system of another language so the translator resorts translation transformations to properly convey stylistic devices.

Among the lexical transformations, which are common in the translation of metaphors, there should be outlined the following: differentiation and concretization; generalization of values; semantic (or logical) development; holistic transformation; compensation. Often the translator uses the techniques of semantic development and holistic transformation as the most creative of all kinds of transformations, which allows to preserve the function of the image of foreign languages in translation.

There are differentiated two-component and one-component clauses among the affirmative slogans-sentences. The two-component simple elementary sentences are recurrent, they are usually translated by grammatical correspondences, e.g.: “Women should have the right to make their own decisions” (the social advertisement of the gender equality is translated as “Жінки повинні мати право приймати власні рішення”).

Such syntactic constructions should be rendered in translation by the identical units — the two-component simple clauses mostly with the preserved word order.

The one-component statements are less typical for advertising slogans. The impersonal clauses are prevailing over the personal ones but the peculiarities of the authentic advertising slogan are still preserved, e.g.: “Helps make pain and fever disappear” (the slogan, advertising the medicine Nurophen) is translated as “Допомагає зникнути жару та болю”.

The appellative sentences are quite typical for advertising slogans in the sample selection. They contain appeal to the action though the action is not related to the addresser's illocution intention. In accordance with the suggestive strategy the illocution in the slogan is implicit and the expected perlocutionary effect is formed in the addressee's subconscious under the influence of the suggestive mechanism.

The key grammatical element is Imperative — the verb form (predicate in two-component clauses or the main predicative in one-component clauses). The exclamatory sentences are built as one-component syntactic constructions, which may be rendered in Ukrainian both as one-component and two-component clauses. The clauses with the predicate expressed by the verb form 2-nd person plural are prevailing, e.g.: “Just quit it” (the slo-

gan of the social advertisement against bad habits, in particular, smoking) is translated as “Просто кидай це”.

Most of advertising slogans perform communicative function. The exclamatory clauses are mostly at work here because they allow to draw the addressee’s attention and encourage him\her for certain actions.

The interrogative clauses are less frequent in the function of the simple single-predicated slogans as compared to the statements and exclamations, but they are distinguished by the high expressiveness which ensures recognition. This may be illustrated by the following example, e.g.: “What are you made of?” (the advertising slogan of the watch trade brand Tag Heuer) is translated as “З чого ти зроблений?”

Multi-predication is realized in the slogans presented by composite sentences with two or more predicates. Such sentences were translated mostly by composite sentences:

1) compound sentences (11 % of all composite sentences), e.g. “Often a bridesmaid — but never a bride” (the advertising slogan of Listerine Mouthwash) is translated as “Часто подружка нареченої, але жодного разу не наречена”;

2) complex sentences (61 % of all composite sentences), e.g.: “It cleans your breath while it cleans your teeth” (the advertising slogan of Listerine Mouthwash) is translated as “Освіжає твій подих, коли чистить твої зуби”;

3) asyndetic composite sentences (28 % of all composite sentences), e.g.: “You press the button — we do the rest” (the advertising slogan of Listerine Mouthwash) is translated as “Ти натискаєш кнопку — ми робимо усе інше”.

It should be borne in mind that the vocabulary of advertising is characterized by emotional expressiveness. Emotionally colored words constitute a specific layer of language vocabulary. They create a certain emotional atmosphere in the context. This is widely used to convey the essential emotional and evaluative overtones, motivating readers to buy the product, forming stable associations. Emotionally colored vocabulary can be divided into the following subtypes:

1. Words with unambiguous evaluative meaning are basically words the lexical meaning of which may be defined as assessment. Examples include the following slogans: “*Trusted Everywhere. Being stylish is being able to dress up with less*”.

2. Connotative words which acquire meaning only in a particular context where they add up to the emotional and expressive coloring.

Lexical features are easier to reproduce in translation than the grammatical ones. The most prominent grammatical peculiarities of English advertising tag-lines are inversion, parallel constructions, rhetoric questions.

There are also employed such techniques as negation (e.g. “*Your Skin Color Shouldn’t Dictate Your Future*” — “*Колір твоєї шкіри не повинен визначати твоє майбутнє*”); the simultaneous use of homogeneous sentence members (e.g. “*Rich and warm and strong*” — “*Гарна кава як дружба: справжня, і тепла, і міцна*”); the repetition of the structural elements or stylistic tautology (e.g. “*Computers help people help people*” — “*Комп’ютери допомагають людям*”); the employment of the same part of speech in the syntactic functions of the Subject and Predicate (e.g. “*Air Power is Peace Power — Lockheed*” — “*Повітряна могутність — мирна могутність*”).

The list of the most memorable English advertising slogans and their Ukrainian equivalents is given below.

Most advertising slogans are catchy and short. Most of them are based on rhyming, assonance, alliteration or intended misspelling or mispronunciation. The phenomenon of paronymic attraction is often at work.

Advertising slogans are created for the three following reasons: differentiation, information dissemination and reinforcement of brand identity.

Table 1
The Most Famous English Advertising Slogans And Their Ukrainian Equivalents

№	The Authentic Advertising Slogans in English	Translation Equivalents in Ukrainian
1	Impossible Is Nothing.	Можливо все.
2	The Ultimate Driving Machine.	Авто для найкращих.
3	Just Do It.	Просто зроби це.
4	The Best a Man Can Get.	Найкраще для чоловіків.
5	Maybe She’s Born with It. Maybe It’s “Maybelline”.	Мабуть, вона такою народилася. Мабуть, це “Maybelline”.
6	Good Things Come to Those Who Wait.	Краще приходить до того, хто чекає.
7	Think Different.	Думай по-новому.
8	There Are Some Things Money Can’t Buy. For Everything Else, there’s Master Card.	Є речі, які не можна купити за гроші. Дещо не можна купити. Для решти є Master Card.

End of table 1

№	The Authentic Advertising Slogans in English	Translation Equivalents in Ukrainian
9	The Power of Dreams.	Сила думки.
10	I'm Lovin' It.	Мені це подобається.
11	Imagination at Work.	Увага працює.
12	Real Beauty.	Справжня краса.
13	We Place the Power in Your Hands!	Ми надаємо Вам сили!
14	Where Do You Want to Go Today?	Куди ти прямуєш сьогодні?
15	Love Your Hair!	Полюби своє волосся!
16	For the Love of It!	Для тих, хто прагне більшого!
17	Inspire me. Surprise me. AMD me.	Надихай мене. Дивуй мене. AMD мене.
18	The Colors Bright and Fresh.	Яскраві і соковиті кольори.
19	Is it live, or is it Memorex?	Це нажив чи це Меморекс?
20	The King of Beers.	Король пива.
21	I'd Walk a Mile for a Camel.	Заради Camel можна подолати будь-яку відстань.
22	When you Care Enough to Send the Very Best.	Коли ти готовий віддати найкраще.
23	Breakfast of Champions.	Сніданок чемпіонів.
24	A Diamond is Forever.	Діаманти назавжди.
25	Finger Lickin' Good.	Пальчики оближеш.
26	The Milk Chocolate that Melts in your Mouth, not in your Hand.	Молочний шоколад, що тане у роті, не в руці.
27	Have a break...Have a Kit Kat.	Зроби паузу... З'їж Kit Kat
28	Look, Ma, No Cavities!	Дивись, мамо, всі зуби цілі!
29	Think Small.	Простота докільця.
30	We Try Harder.	Ми намагаємось.
31	Fly the Friendly Skies!	Літайте у дружніх небесах!
32	It's the Real Thing!	Це по-справжньому!
33	Nothing Like a Deere.	Ніщо не зрівняється з Deere.
34	Have it Your Way.	На власний розсуд.
35	Because I'm Worth it.	Бо я цього варта.

Differentiation is understood in a sense that an effective slogan sets you apart from the competition. Information dissemination presupposes that these messages always contain information about some business. Reinforcement of brand identity lies in the fact that people tend to remember what they are constantly exposed to, and they easily forget what is not there.

The analysis of the Ukrainian equivalents have revealed the following most often used translation operations performed for adequate rendering of the original English advertising slogans in Ukrainian. Table 2 illustrates the main tendencies in translating English advertising slogans into Ukrainian.

Table 2

Translation Operations Employed In Rendering English Advertising Slogans

Translation Operations	Distribution, %
Choice of the Translation Equivalent	20 %
Transposition	20 %
Concretization	15 %
Functional Replacement	15 %
Complex Operation	30 %

Conclusions and perspectives for the future. In the course of the research it has been revealed that there are common strategies and tactics of rendering English advertising slogans in Ukrainian.

It has been concluded that the dominant strategy so far has been the strategy of the communicatively-relevant translation, achieved by employing the following tactics:

- the tactic of relevant information rendering;
- the tactic of the correct and faithful content conveyance;
- the tactic of the genre-stylistic peculiarities preservation;
- the tactic of the formal and structural features presentation;
- the tactic of linguistic and cultural adaptation.

The main source of difficulties in translating English advertising slogans into Ukrainian is a search for adequate equivalents for words illustrating cases of paronymic attraction, rhyming. The most recurrent translation operations have proved to be transposition, concretization, functional replacement and complex operation.

The perspective is seen in the optimization of the advertising slogans translation into Ukrainian and compiling a dictionary of the authentic advertising slogans and their translation equivalents in different languages.

ЛІТЕРАТУРА

Берд П. Продай себя!: Тактика совершенствования Вашего имиджа. Минск : Амалфея, 1997. 208 с.

- Бове К. В., Аренс У. Ф. Современная реклама. Тольятти, 1995. 704 с.
- Дядечко Л. А. Сучасні прецедентні тексти рекламного походження. *Компаративні дослідження слов'янських мов і літератур*, 2012. Вип. 18. С. 50.
- Имшинецкая И. Креатив в рекламе. Москва: РИП–холдинг. 2002. 107 с.
- Конюхова Л. Вираження спонукання в слогані телереклами. *Вісник Львівського університету*. Серія: Журналістика. 2003. Вип. 23. С. 134.
- Крилова-Грек Ю. Психолінгвістичний підхід до питання перекладу тексту. *Практична психологія та соціальна робота*. 2008. № 8. С. 74–76.
- Курмач У. Особливості національних, культурних, ментальних та гендерних характеристик при перекладі іншомовних рекламних текстів. *КНУ імені Т. Г. Шевченка*. 2011. № 9(220). С. 161.
- Лاپинская Ю. Художественная форма слогана. *Язык, коммуникация и социальная среда*. 2001. № 1. С. 76–81.
- Зирка В. Манипулятивные игры в рекламе: Лингвистический аспект. Днепропетровск: ДНУ, 2004. 294 с.
- 40 Memorable Advertising Slogans and How to Create One. URL: <https://www.cleverism.com/40-memorable-advertising-slogans>
- Dan L. Techniques for the Translation of Advertising Slogans. URL: <https://docplayer.net/18348931-Techniques-for-the-translation-of-advertising-slogans-lavinia-dan-nadrag-prof-phd-ovidius-university-of-constantia.html>

ОСОБЛИВОСТІ ПЕРЕКЛАДУ АНГЛІЙСЬКИХ РЕКЛАМНИХ СЛОГАНІВ УКРАЇНСЬКОЮ МОВОЮ

Катерина Мулик

кандидат педагогічних наук, доцент кафедри західних і східних мов та методики їх навчання Державного закладу “Південноукраїнський національний педагогічний університет імені К. Д. Ушинського”, Одеса, Україна
e-mail: m.katrin81@gmail.com
ORCID ID: <https://orcid.org/0000-0001-6403-3360>

Микола Гуменний

академік АН ВШ України, доктор філологічних наук, професор, завідувач кафедри української та зарубіжної літератур Державного закладу “Південноукраїнський національний педагогічний університет імені К. Д. Ушинського”, Одеса, Україна
e-mail: kafedraukrzarlit@gmail.com
ORCID ID: <https://orcid.org/0000-0002-4936-7204>

АНОТАЦІЯ

Статтю присвячено проблемі особливостей перекладу англійських рекламних слоганів українською мовою. Корпус дослідження було побудовано на основі рекламних слоганів, розповсюджених у США. Мета статті у визначенні базових стратегій і тактик перекладу рекламних

слоганів зі збереженням семантики та прагматики. Результати здійсненого дослідження підтвердили наявність спільних стратегій і тактик, що дозволяють здійснювати адекватний переклад із типологічно неспорідненої англійської мови на українську. Практична цінність дослідження у тому, що висновки можуть бути використані в перекладацькій діяльності.

Актуальність статті підтверджується необхідністю в ефективних стратегіях і тактиках перекладу різних видів текстів у сучасному перекладознавстві. Об'єктом дослідження є переклад рекламних слоганів в аспекті його адекватності. Предметом дослідження є стратегії, тактики та операції перекладу англійських рекламних слоганів українською. Безпосередні завдання цієї статті, обумовлені вищезазначеною метою, є такими: розкриття особливостей слоганів у мовах, що зіставляються (англійська та українська); огляд типологічно спільних стратегій, тактик і операцій перекладу рекламних слоганів.

Методологія цього дослідження включала індуктивний та дедуктивний методи, а також метод контрастивного аналізу. У процесі дослідження було одержано й експериментально та статистично підтверджено висновки про наявність спільних стратегій і тактик перекладу рекламних слоганів на різні мови. Також було констатовано, що прагматичний і експресивний потенціал рекламних слоганів зберігається та відтворюється у перекладі.

Перспектива у дослідженні цієї проблеми в різних романських, германських та слов'янських мовах.

Ключові слова: рекламні слогани, перекладацькі стратегії, тактики та операції, контрастивний аналіз.

ОСОБЕННОСТИ ПЕРЕВОДА АНГЛИЙСКИХ РЕКЛАМНЫХ СЛОГАНОВ НА УКРАИНСКИЙ ЯЗЫК

Екатерина Мулык

кандидат педагогических наук, доцент кафедры западных и восточных языков и методики их обучения Государственного учреждения “Южноукраинский национальный педагогический университет имени К. Д. Ушинского”,
Одесса, Украина
e-mail: m.katrin81@gmail.com
ORCID ID: <https://orcid.org/0000-0001-6403-3360>

Николай Гуменный

академик АН ВШ Украины, доктор филологических наук, профессор, заведующий кафедры украинской и зарубежной литературы Государственного учреждения “Южноукраинский национальный педагогический университет имени К. Д. Ушинского”, Одесса, Украина
e-mail: kafedraukrzarlit@gmail.com
ORCID ID: 0000-0002-4936-7204

АННОТАЦИЯ

Статья посвящена проблеме особенностей перевода английских рекламных слоганов на украинский. Корпус исследования был сформирован на основе распространенных в США рекламных слоганов. Цель статьи в выделении базовых стратегий и тактик перевода рекламных слоганов с сохранением семантики и прагматики. Результаты проведенного исследования подтвердили наличие общих стратегий и тактик, позволяющих выполнить адекватный перевод с типологически неродственного английского языка на украинский. Практическая ценность исследования в том, что выводы могут быть использованы в переводческой деятельности.

Актуальность статьи подтверждается необходимостью в эффективных стратегиях и тактиках перевода разных видов текстов в современном переводоведении. Объектом исследования является перевод рекламных слоганов в аспекте его адекватности. Предметом исследования являются стратегии и тактики перевода английских рекламных слоганов на украинский язык. Непосредственные задачи статьи были обусловлены вышеуказанной целью и включают следующее: раскрытие особенностей слоганов в сопоставляемых языках (английском и украинском); обзор типологически общих стратегий и тактик перевода рекламных слоганов.

Методология исследования включала индуктивный и дедуктивный методы, а также метод контрастного анализа. В ходе исследования были сделаны экспериментально и статистически подтверждены выводы о наличии общих стратегий, тактик и операций перевода рекламных слоганов на разные языки. Также было сделано заключение, что прагма-

тический и экспрессивный потенциал рекламных слоганов сохраняется и воспроизводится при переводе.

Перспектива в исследовании данной проблемы в различных романских, германских и славянских языках.

Ключевые слова: рекламные слоганы, переводческие стратегии, тактики и операции, контрастный анализ.

REFERENCES

- Berd, P. (1997). Pro dai sebia!: Taktika sovershenstvovaniia Vashego imidzha [Sell yourself!: The tactics of improving your image]. Minsk: Amalfeia [in Russian].
- Bove K. V. & Arens, W. F. (1995). *Sovremennaia reklama [Modern advertisement]*. Tolyatti [in Russian].
- Diadechko, L. A. (2012). Suchasni pretsendentni teksty reklamnoho pokhodzhennia [Modern precedent texts of advertising origin]. *Komparatyvni doslidzhennia slovianskykh mov i literatur. — Comparative studies of the Slavic languages and literatures*, 18, 50 [in Ukrainian].
- Imshinetskaia, I. (2002). *Kreativ v reklame [Creativity in advertising]*. Moscow: “RIP–holding” [in Russian].
- Koniukhova, L. (2003). Vyrazhennia sponukannia v slohani telereklamy [How to express imperativeness in TV advertisement]. *Visnyk Lviv. un-tu. Serii zhurnalistyka — The Bulletin of the Lviv University. Journalism Series*, 23, 134 [in Ukrainian].
- Krylova-Hrek, Yu. (2008). Psyholingvistychnii pidkhid do pytannia perekladu tekstu [Psycholinguistic approach to the issue of text translation]. *Praktychna psykholohiia ta sotsialna robota — Practical psychology and social work*, 8, 74–76 [in Ukrainian].
- Kurmach, U. (2011). *Osoblyvosti natsionalnykh, kulturnykh, mentalnykh ta hendernykh kharakterystyk pry pereklyadi inshomovnykh reklamnykh tekstiv*. [The peculiarities of national, cultural, mental and gender features in translating foreign advertising texts]. *Visnyk LNU imeni Tarasa Shevchenka — The Bulletin of T. Shevchenko LNU*, 9(220), 161 [in Ukrainian].
- Lapinskaia, Yu. (2001). Khudozhestvennaia forma slogana [The artistic shape of the slogan]. *Yazyk, kommunykatsiia i sotsyalnaia sreda — Language, communication and social environment*, 1, 76–81 [in Russian].
- Zirka, V. (2004). *Manipuliativnye igry v reklame: lingvisticheski aspekt. [The manipulative games in advertisement]*. Dnepropetrovsk: DNU [in Russian].
- 40 Memorable Advertising Slogans and How to Create One. *cleverism.com* Retrieved from: <https://www.cleverism.com/40-memorable-advertising-slogans>
- Dan, L. (2019). *Techniques for the Translation of Advertising Slogans*. Retrieved from: <https://docplayer.net/18348931-Techniques-for-the-translation-of-advertising-slogans-lavinia-dan-nadrag-prof-phd-ovidius-university-of-constantina.html>

Стаття надійшла до редакції 25.06.2019