

РАЗДЕЛ 4
ЛИТЕРАТУРОВЕДЕНИЕ, ПЕРЕВОД
И ИНТЕРПРЕТАЦИЯ ТЕКСТА
SECTION 4
LITERATURE STUDIES, TRANSLATION
AND TEXT INTERPRETATION

CROSSCULTURAL ASPECTS OF ADVERT'S TRANSLATION

МЕЖКУЛЬТУРНЫЕ АСПЕКТЫ ПЕРЕВОДА РЕКЛАМЫ

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The article deals with the cross-cultural peculiarities of advert's translation. The dominant influence of traditional cultural and religious attitudes, social norms and stereotypes on the process of perception, analysis and subjective assessment of advertising as an important component of cross-cultural communication is emphasized. New tendencies of advertising and marketing strategy adaptation are described.

Keywords: intercultural communication; advert's translation; adaptation; brand; communication strategy; stereotypes.

В статье рассматриваются межкультурные особенности перевода рекламы. Подчеркивается доминирующее влияние традиционных культурно-религиозных установок, общественных норм и стереотипов на процесс восприятия, анализа и субъективной оценки рекламного объявления как важного компонента межкультурной коммуникации. Описываются новые тенденции адаптации рекламной и маркетинговой стратегии.

Ключевые слова: межкультурная коммуникация; перевод рекламы; адаптация; бренд; коммуникативная стратегия; стереотипы.

The XX century was characterized by an extraordinary sense of the unity of all mankind, its integrity and close interconnection of all social, ethnic and cultural groups. It witnessed the collapse of the last world empire and the triumphant development of a new global information space and the triumph of the ecological paradigm of existence, as well as significant geopolitical, structural, economic and social changes all over the world.

At that time advertising turned into a rather significant element of culture, having extended beyond the framework of being only an auxiliary commercial institution. But the advertising industry had to adapt itself to the changing situation and respond flexibly to it, otherwise it could become unattractive and irrelevant to the consumer [1].

The issue of national peculiarities of perceiving and evaluating advertising and commercial information has been actively discussed for a long time. As a result of numerous studies and discussions, the determining influence of traditional cultural and religious attitudes and social norms on the process of the perception, analysis and subjective assessment of advertisements and, hence, its final commercial effect has been proved.

For example, for consumers in Japan and China, the emotional aspect of information is very important, the so called 'appeal to the 'collective' Ego 'of the nation', unlike the importance of the 'rationality' factor and the appeal to the individuality for the US consumers.

The Chinese people negatively react to the manifestations of pressure and aggressiveness in advertisements. The traditional and acceptable for American consumer emphasis in advertising on actively intervening into the environment in order to improve and transform it turned out to be annoying for consumers in Japan and, to a lesser extent, in China, probably because it contradicts the centuries-old philosophical and religious ideas of these peoples about man as a part of the Universe integrally related to 'tens of thousands of things'.

Similar studies conducted in such countries as the United States and Germany, Spain, Great Britain also revealed certain differences, although not so considerable [2].

The results of practical advertising activities indicate high importance of the factors of national culture and the need to take them into account in order to achieve the commercial effect of advertising.

An example of a failed advertising campaign as a result of a too formal, uncreative and thoughtless approach according to the principle 'Works in one country – will work in the rest' is the failure of a new brand Lipton Iced Tea (which had a huge and rapid success in the United States) in Great Britain, a country with a long-standing traditions of tea drinking, which are firmly established in the national culture and life. Due to these traditions, as well as to some conservatism, the British prefer to drink strong hot tea, so they met the new drink with the slogan 'Iced Tea – Well I Never' (which can be roughly interpreted as 'Iced tea – I have not tasted any better') with skepticism. One of the respondents noted in this regard that "American food and beverage manufacturers are always willing to present their products on the markets of

other countries, but they do not always understand that there are serious differences between countries, even within the English-speaking world".

It should be noted that the above mentioned situation with the failure of the new brand of tea is rather typical. This issue is known as the 'standardization or adaptation' dilemma and is the subject of long-standing, hot and bitter, and equally fruitless discussions [2].

In this regard, the problem of interlanguage correspondences and adequate translation remains relevant. Modern advertising technologies affect not only the mind, but also the feelings, i.e. they act on the level of emotions and subconsciousness. It is well known that certain English phrases, filled with emotions and full of deep internal associations, when translated into other languages, lose some extent of these qualities, sometimes turning into the phrases, that are meaningless.

Hence the problem of "not a mechanical translation, but transcreation, that is, the attempt to adequately reflect the original meaning and emotionality of a word or phrase by means of another language." This approach has long been practised by fiction translators, but its use in marketing and advertising is very limited, which results in a large number of situations when a very effective slogan or other advertising information when translated into another language "does not work" [3].

Thus, it is desirable that the translation should be carried out by native speakers who are good at colloquial language, and not by those who studied it with the help of textbooks or who left the country more than 3-5 years ago.

Experts also note that advertisements created directly by the representatives of the national culture or with their active participation is more vivid, appealing and convincing for consumers.

Modern advertising business is characterised by some new trends, namely:

- an increased attention to the national characteristics, traditions and psychology of the country that is the target of an advertising campaign, including the attention to its national and cultural heterogeneity and the desire to equally represent the interests of all groups of the population;

- a greater desire to adapt advertising and marketing strategies to competitive geographic, national, racial, religious and cultural conditions as opposed to the universalism of the past;

- an increased attention to the problem of adequate translation of basic advertising information (slogans, mottos, etc.), taking into account the additional, non-informational functions of the word as an instrument of powerful aesthetic influence.

Marketing specialists noticed long ago that there is no direct relationship between the amount of advertisements and the amount of sales. Modern con-

sumers, who are offered a huge selection of goods every day, are skeptical about this variety: they have already learned to choose the quality and the brand that appeal to them and are not going to change their tastes and preferences. Therefore, the consumers need to be convinced that they can also look like the celebrities they see on their TV screens, all that they need to do is to buy a certain cream, some slimming stuff, a new outfit, etc. Such a technique of manipulating unified images successfully works in any country, the concepts are easily incorporated in the cultural paradigm of a particular country or social group, acquiring, if necessary, national or ethnic specificity [4].

When international companies introduce their brands to any national market, they can practice two approaches:

1. Standardization strategy. It involves the launching of a standard brand, which belongs to an international company and already exists in the markets of other countries, practically without any changes to a new market. Companies with a standardization strategy tend to introduce the same brand to all of their markets without exceptions. In some markets, the brand is fully consistent with the country's culture and traditions, in others, the companies have to conduct massive advertising campaigns so that the consumer could get used to the new product. This process can be time-consuming and effort demanding. For example, it took Mars Corporation almost a decade to accustom British consumers to a Mars chocolate bar, or rather, not just to the bar as such, but to the fact that it should be included in the weekly diet of the British!

2. Adaptation strategy. It is an exact opposite of standardization strategy. It assumes that the company adapts its brands as much as possible to the conditions of the local market in accordance with its specificity. The company can adapt the product strategy, i.e. to change the quality characteristics and packaging of the product in such a way that the same brand will differ significantly on different world markets. Also, the company can make significant changes to the communication strategy of the brand on a particular market. Thus, due to its conformity with the tastes and cultural characteristics of consumers, the adapted brand appears to be of great demand on the national markets [4].

Today, most large international companies, as a rule, adhere to a standardization strategy on the Belarusian market. With regard to the communication strategy, this means the following: the products of foreign companies are introduced to Belarusian market under the same trademark as all over the world. In addition, the existing global commercials and slogans are translated for the domestic market (for example: *Nike (Just do it)*, *Sony (It's a Sony)*, *CocaCola (Always CocaCola)*, etc. It can be exactly the same advertising campaign that is being carried out for the brand at the same time and on other

world markets, or a foreign company can use the so-called strategy of “creative choice”, when from a number of already developed global advertising campaigns the one that best suits the Belarusian market is selected.

The standardization strategy is the most effective for certain product categories, namely, for image and high-tech products, where the prestige of Western brands is extremely high. However, for some product categories, in particular for foodstuffs, cosmetics, etc., where the consumer can have specific preferences and requirements, many international companies find it necessary to adapt their brands to the CIS (Commonwealth of Independent States) market in a certain way. The tendency towards adaptation was especially evident under the post-crisis conditions. As a result of the crisis, the purchasing ability of the population sharply decreased, and a lot of people switched over to domestic products, which are more affordable. To retain the consumer, foreign companies began to look for ways to reduce the cost of their products and make them psychologically “closer” to the consumer.

For example, in order to make an advertising campaign for a Western brand successful in Russia, it is necessary to shoot it in the “Russian style”, namely to present Western brands as they might be used by Russian consumers, to use Russian humor, to make commercials sentimental, to show real people, not “Western-style” Russians. It is inadmissible to hurt the national culture by advertising. A good example of an advertising campaign is the campaign for the Rossiya chocolate brand owned by the Swiss company Nestle [5].

However, such “Russification” of foreign brands is not always necessary and each situation should be considered individually. When it comes to famous international brands such as Coca Cola, Marlboro, Nescafe, which have already become a “part of life” for many people, then the idea of full adaptation of these brands is rejected by the consumer. The local consumers like advertisements in foreign languages (mostly English) if they do not contradict local morality and values. Traditionally high marks on our market are received, for example, by TV commercials of the American company Nike, where the superstars of world sports are filmed.

Modern advertising does not sell a product, it sells a “dream”: “We are misled by the notion that happiness can be obtained through the marketplace” [1]. The technology of creating modern advertising in the “American Beauty” paradigm requires that advertising, based on verbal, sound and visual repetitions and combined with music that creates a good mood, should be a series of rapidly changing images (the so-called speed-up effect, when the image of a product or service is changed by the image of a happy consumer within 15-30 seconds).

In conclusion, it should be emphasized that advertising has already become one of the leading and integral elements of modern culture, since it successfully manipulates public consciousness, with its images and concepts. It influences the style of consumption, so it has a significant impact on the mental component of culture. Since the main purpose of modern advertising discourse is the socialization of the individual in the cultural space of society, the description of advertising discourse cannot be reduced only to a semantic and interpretive analysis of the content without taking into account various factors of a socio-political and economic nature [5].

Thus, advertising (images and emotions that it evokes) acquires a cross national character and is easily assimilated into any culture. Advertising, which is the expression of the ideology of consumption, is becoming the leading source of socialization and education of the individual. The huge world market has linked countries and continents, technological progress has shrunk space and time, having increased supply and, accordingly, increased the competition in some areas and monopoly in others. Under such conditions, only adequate, thoughtful, competently translated and properly adapted advertising is able to allow goods or services to enter the world market and to establish on it.

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