

Investigating the Factors that Influence Advertising Translation

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Abstract

This study aims to investigate the factors that influence advertising translation. The study adopted the analytical descriptive method, the researcher collected data by using a questionnaire which was given to (30) advertising translators. To analyze the data, the researcher has used the Statistical Package for Social Science (SPSS). The findings of the study revealed that there are many factors affecting advertising translation such as different structures of SL and TL, cultural, ideological and stylistic features, moreover, social context and functional equivalence also affected advertising translation. In the light of the findings of the study, the researcher recommends that advertising translators should have a good grasp of advertising genres and sub-genres in both languages and they should consider both cultural and linguistic elements.

Keywords: advertising translation, cultural and stylistic features, different structures.

1. INTRODUCTION

There is a widespread belief that advertising is one of the most intrusive discourses in our post-modern world. When we flip through magazines and newspapers or when we walk on the street, travel or

browse on the internet, we are likely to find advertisements promoting a wide array of products and services. Advertising greatly affects our lives; it is present everywhere around us and it is a vehicle that brings information, opinions and products to us. "Yet... writing on marketing pays little attention to the translation of written copy" (Jeremy Munday 2004: 200). Translated advertisements are ways through which companies gain insights into other countries and cultures. The success of an advertisement in a foreign country therefore depends on its translation. For this reason, translators of advertisements should consider the translation of advertisements as an art; an art which requires real creativity, precision, very good linguistic and stylistic skills and the awareness of ideological and cultural factors. This is because advertising materials often target a large audience and they are intended to persuade that audience.

The main aim of this paper is to investigate the factors affecting advertising translation and suggesting ways to cope over them.

2. Statement of the problem:

The researcher has noticed that there are many factors that affect advertising translation which lead to numerous serious deficiencies in translating advertising texts as a result of variation in the structure of the source and target language, linguistic factors, different cultures, missing terms, words with several meanings, limited time and personal challenges.

3. Objectives of the study:

The study is carried out to achieve the following objectives:

1. To shed light on the factors affecting advertising translation.
2. To propose some suitable suggestions to cope with such factors.

4. Questions of the Study:

1. What are the factors that affect advertising translation?
2. How can advertising translators cope with such factors?

5. Hypotheses of the study:

The following hypotheses are postulated:

1. Advertising translation is affected by many factors.

2. Advertising translators can cope with these factors by increasing their awareness of both cultural and linguistic elements.

6. Significance of the Study:

This study is significant for a number of reasons:

It contributes to the existing literature in the field of translation of advertising texts.

Advertising translators will benefit from the findings of this study and become aware of the cultural and stylistic features when translating into the TL.

Students of translation will be aware of the factors that contribute to advertising translation difficulties.

The study shall also form a point of departure for translators, teachers of translation and educators in the field of their specializations.

7. Limits of the Study:

This study is limited to expert advertising translators in order to investigate factors that affect advertising translation.

8. Methodology of the Study:

As has been mentioned, the purpose of this study is to investigate the factors that affecting advertising translation, to achieve this goal and in an attempt to answer the research questions, data has been collected through using a questionnaire which was administered to (30) translators who have long experience in translating advertising texts. Then the data has been analyzed statistically by using Statistical Package for Social Science SPSS.

9. The importance of translating advertisements:

Advertising translation can be defined as the means of communication of a company exported its products or services. Translated advertising is the medium which helps the company in reaching the product to the large customer base. Types of the projects that needs to be translated in the advertising industry includes brochures, press releases, catalogs, magazines, newsletters, leaflets and websites translation, etc .

Torresi (2010:67) argued that advertising translations are very helpful in international trade. Companies have to change their strategies, according to the tastes of the local customers. A good

advertising strategy may not give positive results if it is not properly translated. Generally, the medium of advertising adopted by many companies are radio, press, television, and the Internet.

Translating service companies helps the business in customizing and translating advertisements and they communicate the message to the target customers in international markets. (Christelle 2012 :89)

10. The effects of translating the language of advertisement:

According to Zhou (1984:76) there are three types of effects of advertising translation, they are:

Zero Effect

The translation of the original message into foreign languages may not bring any change to the status of the company.

Positive Effect

Advertising translation has positive effects as there is an increase in the brand awareness and also increase in the demand for the product.

Negative Effect

In this case, advertising translation nullifies the strength of the company on the international market and produces a negative effect.

11. Translating advertisements:

In order to include copy adaptation in the domain of Translation Studies, the definition of translation must be reconsidered. Smith (2002:15) stated that “some form of translation” is carried out if business operating abroad want to make their advertising material appropriate to the target culture.

As she argued that the definition of translation has to be broad, involving a whole range of strategies from complete transference of the source text into the target culture to the creation of a new advert for the target culture, based on the interpretation of the advertiser's creative brief as it is important to bear in mind that when dealing with advertising the message is conveyed by means of a series of codes, including verbal and non-verbal elements. The linguistic elements, the image, the format, typography, etc., play specific roles in the advertising message as a whole.

12. Advertising translation and factors that influence it

Wolf (2010:78) stated that translation skills which are normally applied to advertising translation are also applied to other types of translation. These various skills include: a good knowledge of the terminology and a good knowledge of the culture and the ideology of the target language audience since the translation of advertisements requires particular skills and marketers should be aware of the advantage of translating their advertisements in order to reach a larger audience because “Advertising translation is the means of communication excellence of a company exporting its products” (Guidère: 2005). Advertising materials need to be well translated so that the company or the institution that is launching a new product or that is attracting new consumers achieves good results from their advertising campaign.

According to Torresi (2010: 8) “before translating an advertisement, translators should first determine the function of the text according to the requirements of the sponsor. According to Torresi (2010: 8) “agility, persuasiveness, creativity, knowledge of laws and restrictions and the ability to be flexible in the relationships one has with agencies, editors, and the end client” are useful non-linguistic skills for promotional translators According to Torresi (2010: 8) agility means “the ability to recognize different functions and purposes embedded in the source text, and approach them appropriately, without losing sight of the overall function of the text, its coherence and cohesion.”

Persuasiveness can be defined as the mastery of an emotional or evocative style that helps lure the addressee into the desired course of action. (Wolf 2010: 8) .

Shafia (2012) stated that creativity is crucially important as it can attract and allure people to watch the commercial or the infomercial. It can also affect consumer purchase intention. Moreover, the consumer gets entertained beside getting useful information about the product.

According to Christelle (2012 :29) before translating an advertisement, translators should first determine the function of the text according to the requirements of the sponsor. The striking effect of translated advertisements can be produced through puns, neologisms and other stylistic devices.

More than anyone else, the translator of advertising will feel a special predilection for creating neologisms, knowing not only that they

will be well received by the public – who are always entertained by these formulations but will also serve to support the objectives of a message that is full of novelty and able to attract the reader's attention. (Bueno Garcia in Munday 2004: 2003).

Ideology is one of the factors that affects advertising translation. Ideology can be defined as a system of social beliefs: a closely organized system of beliefs, values, and ideas, forming the basis of a social, economic, political philosophy or program.

According to Christelle (2012) Advertising translation is affected by many factors. If they do not, they will assume that the advertisements do not address them and they may not trust the brand. Nord believes that “almost any decision in translation is consciously or unconsciously guided by ideological criteria” (2003:111).

Culture is another important factor that affects advertising translation. “Contemporary studies on translation are aware of the need to examine in depth the relationship between the production of knowledge in a given culture and its transmission, relocation, and reinterpretation in the target culture” (Alvarez and Vidal1996: 2).

Christelle (2012:38) argued that in order to persuade a target audience, it is important to understand and to respect its culture. In other words, for an advertisement to be successful, the people that it targets should recognise in it their cultural values. A translator needs to avoid taboo expressions or taboo representations in the advertisements. For example, an advertisement for food produced in a Muslim region must not contain allusion to the “pig” because the pig is an unclean animal Islam.

Sociology - Any translation is necessarily bound up within social contexts: on the one hand, the act of translating, in all its various stages, is undeniably carried out by individuals who belong to a social system Christelle(2012:38); on the other, the translation phenomenon is inevitably implicated in social institutions, which greatly determine the selection, production and distribution of translation, and as a result the strategies adopted in the translation itself. (Wolf 2010: 33).

The translation strategies used by translators are determined by the environment in which they find themselves and by the people and the way of life of the people that the advertisements target. For instance, people speak differently. Women, men and children do not speak in the same manner. Similarly, rich and poor speak differently. For this reason, advertising translators should know how to appeal to

these different categories in different ways. This means that the translator should adapt his language use depending on the target, using different words and styles for products and services targeted towards men than those targeted towards women. Similarly, texts that target children may not have words that can hurt the sensitivities of children; for instance, it should not contain words with sexual connotations. Finally, translations that target wealthy people may have words like V.I.P whereas in translations for less affluent people, this type of word may be omitted. Translators should pay attention to the different expectations of the social age groups of the country or region in which the company is launching a product. They should remember that their main function is not to render the perfect copy of the source advertisement but to produce the same effect (Smith 2006:87).

Functional equivalence - Functional equivalence, also referred to as dynamic equivalence is crucial in the study of advertising translation because it advocates the fact that equivalence should be determined by the function that the translated text is supposed to play in the target setting. This notion of functional equivalence therefore applies to advertising translation as the aim of translated advertisements is to have an equivalent effect or a better effect in the target setting (Wolf 2010: 39)

13. Enlightments for Advertising Translation:

According to Bo (2014) it is not easy to make a good conversion in translation while keeping the original meaning unchanged. To make a good translation, one should make conversion in all-dimensions, such as language, culture, communication and aesthetics. And then make the best adaptation and selection. Such translation will win the attention of the audience.

Language Dimension

Advertisement translation which has many characteristics in common with advertisement creation is influenced by many ecological environment factors such as cultural difference, language habits, beliefs, market rules.

Many mistakes happen in the translation because translators think too little about the language or expressions they choose.

To make a good translation, translator is better to avoid the using of ambiguous words, and use some soft words, paralleled sentences, or some homophonic words.

Culture Dimension

The translators should not neglect the cultural dimension. They should pay attention to the differences between two different cultures. For example, Someskin care products claim that they have the function of whitening. It contradicts to the international aesthetic perspective. Because in western country, rosy black is a symbol of health and wealth, while white color refers to poverty and disease. Therefore, a good translator should know the culture background of the relative country.

Communication Dimension

The translation of advertisement should think more about the target consumers, or who the investors are making service for. So, translators should care more about the intercourse when doing the translation of advertisement, so that the translation can achieve the same effect as the original.

In the actual advertising translation, we can see good translations use many soft words. For example, “prohibit” is rarely seen in advertisements, because it often leaves consumers an impression of aggression. So we often use “no” to replace it. A more soft and easy-going word will get a perfect result.

Bo (2014) argued that advertisement translation which has many characteristics in common with advertisement creation is influenced by many ecological environment factors such as cultural difference, language habits, beliefs, market rules.

Therefore, a translator is supposed to have the above knowledge in the process of translation so as to achieve the purpose of advertising. The most important issue the translator should take into consideration is whether the translated advertisement is legal or not in target countries. In other words, a translator needs to know the bilingual culture, advertisement law, as well as the target language.

14. Previous related works:

The study on the advertisement translation has attracted scholars' attention in a lager scale. The person who first wrote paper about the

advertisement translation was Zhou Jingwen, researching in the field of foreign trade many years mainly discussed his own experiences in the advertisement translation and put forward his ideas on the specific and practical translation in terms of translating long or repeated sentences or the sentence without subject (Zhou, 1984).

Christelle (2012) studied The translation of advertisements: issues of semiotics, symbolism and persuasion. The study illustrates the importance of symbolism and semiotics in persuading consumers across cultures. The research uses Coca-Cola as a case study in order to discuss the strategies used by translators in translating persuasive text in print advertisements across cultures. Semiotics, symbolism and the techniques used by advertisers and translators in persuading. This study showed how semiotics and symbolism may be used to analyze the techniques that are used in the advertisements to achieve persuasion in the different French settings.

Cruz-García (2018) investigated Advertising across cultures, where translation is nothing... or everything. The study dealt with the concept of 'translation' in the field of advertising, often known as 'copy adaptation.' The different advertising strategies used when adverts are published or broadcast in different countries involve different approaches to the task and the study of translation in a certain context. Standardisation (or globalisation) and localization (or adaptation), two opposing advertising strategies, require different translation procedures. The main purpose of the study was to examine the extent to which what is termed 'advertising translation' can actually be considered to be translation or not. To illustrate the dynamic nature of this field of study, the researcher presented and analyzed pairs of advertisements (comprising an original advert and its translated version) in the translation of which specific strategies or solutions regarding the transfer of the message have been used. In the course of this study, a key question is posed: is adaptation different from translation or is it part of translation? The study found out that transfers in advertising largely depend on functionalist strategies of translation, and therefore on translation in general.

15. Data Analysis and Discussion:

The researcher has collected data by using a questionnaire which consists of ten statements in order to investigate the factors that influence translating advertising texts. The questionnaire was given to

30 respondents who have long experience in translating advertising texts.

The following table shows the mean and standard deviation and chi-square values for the following study Hypotheses: The following hypotheses are postulated:

1. Advertising translation is affected by many factors.
2. Advertising translators can cope with these factors by increasing their awareness of both cultural and linguistic elements.

Nom.	Statement	mean	SD	Chi square	p-value
1	Agility, persuasiveness, creativity, knowledge of laws and restrictions and the ability to be flexible in the relationships one has with agencies, editors, and the end client” are useful non-linguistic skills for promotional translators.	3.6	.80	29	0.023
2	Cultural differences can lead to a great challenge in advertising translation as language is inseparable from culture.	2.4	.50	28	0.010
3	The translation strategies used by translators are determined by the environment in which they find themselves and by the people and the way of life of the people that the advertisements target	3.3	.70	23	0.006
4	The most problematic and time-consuming aspect of translating is achieving an accurate lexical rendering; the difference in lexical context-dependence between SL and TL present a challenge for the translators.	3.4	2.5	22	0.000
5	Advertisement translation which has many characteristics in common with advertisement creation is influenced by many ecological environment factors such as cultural difference, language habits, beliefs, market rules.	2.9	4.8	34	0.000
6	To make a good translation, the translator should make conversion in all-dimensions, such as language, culture, communication and aesthetics.	2.4	1.9	12	0.00
7	Translators of advertisements should consider the translation of advertisements as an art; an art which requires real creativity, precision, very good linguistic	2.5	70	21	0.00

	and stylistic skills and the awareness of ideological and cultural factors.				
8	Before translating an advertisement, translators should first determine the function of the text according to the requirements of the sponsor.	2.5	2.6	17	0.008
9	The advertising translators should have a good grasp of advertising genres and sub-genres in both languages	2.7	2.6	15	0.00
10	The translator's professional and psychological conditions may have a direct influence on the translated text.	2.4	1.9	12	0.00

From the above table, it is obvious that the calculated value of chi-square for the significance of the differences for the respondents' answers in the (10) statements is greater than the tabulated value of chi-square at the degree of freedom (4) and the significant value level (5%) which indicates that, there are statistically significant differences at the level (5%) among the answers of the respondents which indicates that the hypotheses of the study are confirmed.

16. Conclusion:

According to the findings of the questionnaire which conveys the views of literary translators about the factors affecting advertising translation, advertising translation is affected by the following factors:

- Cultural differences can lead to a great challenge in advertising translation as language is inseparable from culture.
- It is not easy to make a good conversion in translation while keeping the original meaning unchanged. To make a good translation, the translator should make conversion in all-dimensions, such as language, culture, communication and aesthetics.
- Agility, persuasiveness, creativity, knowledge of laws and restrictions and the ability to be flexible in the relationships one has with agencies, editors, and the end client” are useful non-linguistic skills for promotional translators.
- Translators of advertisements should consider the translation of advertisements as an art; an art which requires real creativity, precision, very good linguistic and stylistic skills and the awareness of ideological and cultural factors.

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