Subject matter: Peculiarities of Translating German Advertising Slogans into Russian.

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ABSTRACT

This graduation paper deals with several peculiarities of advertising texts' translation.

One of the most principal tendencies of economic development in the world is the tendency of globalization which leads to the unique system of coordinates in different spheres including the advertisement. Due to historically established conditions one of the most attractive objects for studying is the advertising text – as an element of mass communication and culture.

This graduation paper consists of introduction, two chapters with the inferences, conclusion and bibliography.

The first chapter of this research work covers theoretical basis of the problem of advertising text disclosing key notions and definitions. It is devoted to the study of the advertising text as an object of linguistic analysis. It provides structure and classification of the texts and analyzes modern trends in the language of German advertising slogans.

The second chapter of this paper is devoted to the practical linguistic analysis of syntactical and stylistic peculiarities of advertising texts' translation. It also touches linguistic and cultural peculiarities of the advertising text, describes translation techniques, and analyzes the difficulties in transmission the content of the original text.

General inferences are represented in the Conclusion.

This research work can help to avoid mistakes while translating advertising texts and slogans.