Subject matter: Peculiarities of Translating Advertising Slogans from English into Russian.

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ABSTRACT

Advertising slogans are short, memorable group of words used in advertising campaigns. The advertising phrases are means of drawing attention to one distinctive feature (an aspect of a product). The purpose is to emphasize a phrase that an entity wishes to be remembered by; particularly, for marketing a specific corporate image; or, connection to a business product or consumer base.

Some slogans are created just for specific limited-time campaigns; others are intended as a corporate slogan, to be used for extended periods. Various slogans start out as the former, and are, over time, converted into the latter as ideas take hold with the public. Some advertising slogans are memorable after general use is discontinued.

When it comes to translation in general and to the problem of the advertising slogans' translation in particular one should take into consideration the very essence of any slogan, its linguistic and cultural basis. Thus, it is important to classify advertising slogans - a professional translator should preserve the message of the slogan - it should be brief, informative, memorable and strongly related to the brand it promotes. The translation of advertising slogans is a difficult job. It requires special skills and abilities including good deal of cultural background knowledge to compensate whatever turns out to be or just to seem untranslatable. All these should be considered by a professional translator of advertising slogans