

Introduction

-The main purpose of this research is to reveal the viewers' reactions to the slogan translation by focusing on the advertisements released in the last decade.

-Advertising slogans included in this study are selected from automotive, transportation, technology, cleaning, and food & beverage sectors.



Literature Review

- In the translation of advertisements, mostly cultural and linguistic norms of the target language and culture are important in conveying the message embedded in these texts (Altay 2000; Dalyan 2010).

- Linguistics aspects of the text affect the translation process. The aim is to produce a target language text "that is functionally equivalent" to the source language text (Reiss 1971).

- There are multiple connections with the process of translation and the function of the target text in the target culture. Skopos theory defines the purpose of a translation or action of translating as naming "Translational Action" from a functionalist angle (Vermeer & Reiss 1984).

Theoretical Framework

Functional Approach

Skopos Theory – Hans Vermeer

- Skopos is used as a technical term for the purpose or objective of a translation and it defines the translation strategy (Vermeer & Reiss 1984).

- This theory is produced by German linguist Hans Vermeer who suggests the function in the translation process is important for the target culture and language (Vermeer & Reiss 1984).

Text Typology – Katharina Reiss

- The basic idea of text typology, produced by German linguist Katharina Reiss, is that structure of a text affects its translation (Reiss, K. (1971).

- Reiss primarily defines three text types which are content oriented, format oriented and function oriented text type (Reiss, K. (1971).

Methodology

-Advertising videos and websites were analyzed to find representative examples of slogans both in Turkish and in English.

-Two online questionnaires including 20 yes/no and open ended questions were conducted in order to uncover receivers' reactions towards different slogans.

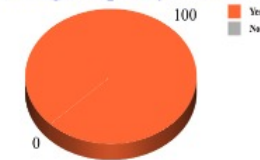
-86 participants consist of 32 students from Translation and Interpreting Department, 12 students from other language departments, 34 Turkish viewers 28 of which are English speaking and 6 of which are monolingual viewers, 8 foreign viewers.

Case

Was the message completely transferred?

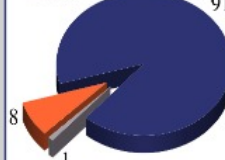
Simit Sarayı's Slogan:

-We bake with love
-Hamurumuzda var



Which one is better: Culture or Language-Oriented Translation?

Legend:
- Literal Translation (Orange)
- Culture-Oriented Translation (Blue)
- Occasional (Grey)



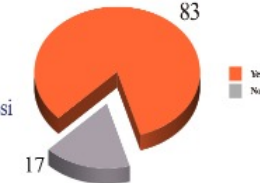
Bece's Slogan:

-Cholesterol hates it you'll love it
-Kalbinizi düşünün,
kolesterolünüzü düşünün.

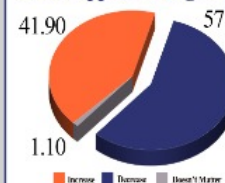
Is this translation sufficient?

The Slogan of Ruffles:

-Rrr Ruffles have ridges
-Tırrrtırrrt tırrtklı patates çipsi



Do the applied strategies enhance the translation quality?

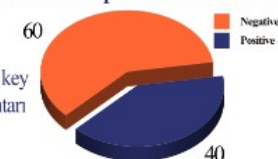


Nokia: Connecting people
Philips: Innovation and you
Nike: Just do it

What is the impact of this translation?

The Slogan of Beck's:

-Live or exist, you have the key
-Şehir seni Beckslıyor, anahtar sende



Discussion & Conclusion

According to the questionnaire results:

-Some of the participants think that the meaning and the message behind the slogans couldn't be completely transferred in every circumstances.

-Most of the participants find addition and deletion strategies proper. When it comes to borrowing strategy, most of the participants think that it affects the translation negatively.

-Most of the participants say slogan translations are successful, they evoke the similar impact and create an interest to buy the product. However, most of the participants prefer the original slogans.

-Most of the participants prefer culture-oriented translation rather than literal translation.

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For Further Information



You can see the detailed version of this study as well as the questionnaire appendix using this QR code