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LEXICAL AND GRAMMATICAL FEATURES OF THE ENGLISH INTERNET ADVERTISING TRANSLATION

The article deals with the study of lexical and grammatical features of the English Internet advertising translation. The authors conduct a systematic study of advertising in the combination of lexical and grammatical features of English-language Internet advertising. The article describes the speech strategies of the advertising discourse, analyzes the coherence of the advertising text and establishes its linguistic synergistic characteristics. The article notes that the text of the advertisement must contain clear factual data and be presented in an accurate understanding of its content. The content and form of the advertising text are determined by the main goal – to arouse interest in the product. A well-thought-out advertising text of an Internet advertisement should attract the attention of the listener or reader and make him/her want to buy the advertised product.

The authors emphasize that a distinctive feature of successful advertising is a harmonious combination of the main advertising idea and the expression that best corresponds to this idea. As a result of the research of the advertising text, the following lexical-semantic features of its translation were revealed: advertising texts contain many extralinguistic elements, which are quite understandable when they are harmoniously combined. If this factor is not taken into account during translation, it will be impossible to translate advertising texts as efficiently as possible. Due to its specificity, the advertising text cannot be translated word-for-word, as in this case it may lose its meaning and impact. The article notes that when translating advertising texts into other languages, it is necessary to take into account the moral and psychological characteristics of the audience and consumers, the characteristics of the language and culture of the country to which the text is intended. It is emphasized that the choice of one or another method of translation depends on many factors. These are the nature of the text being translated, the consumer audience of the advertised product, and the peculiarities of the translator's psychology, his/her attachment to a certain literary tradition. It was found that one of the ways of creating new words is borrowing foreign lexemes. At the same time, the new word must be relevant for the advertiser both in terms of content and associations.

Key words: *communication, methods of translation, grammatical and lexical features, Internet advertising, lexical-semantic features.*

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ЛЕКСИКО-ГРАМАТИЧНІ ОСОБЛИВОСТІ ПЕРЕКЛАДУ АНГЛОМОВНОЇ ІНТЕРНЕТ-РЕКЛАМИ

Стаття присвячена дослідженню лексичних та граматичних особливостей перекладу англomовної інтернет-реклами. Проведено системне дослідження реклами в поєднанні лексико-граматичних особливостей англomовної інтернет-реклами. Описано мовленнєві стратегії рекламного дискурсу, проаналізовано когерентність тексту реклами та встановлено його лінгвосинергетичні характеристики. Зазначено, що текст оголошення повинен містити чіткі фактичні дані та бути викладеним у повному обсязі для точного розуміння його змісту. Зміст і форма рекламного тексту зумовлені основною метою – викликати інтерес до товару. Добре продуманий рекламний текст інтернет-реклами повинен привертати увагу слухача або читача і викликати у нього бажання купити рекламований товар.

Підкреслено, що відмінною рисою успішної реклами є гармонійне поєднання головної рекламної ідеї та виразу, який найкраще відповідає цій ідеї. У результаті дослідження рекламного тексту виявлено такі лексико-семантичні особливості його перекладу: рекламні тексти містять багато екстралінгвістичних елементів, які цілком зрозумілі при їх гармонійному поєднанні. Якщо при перекладі не врахувати цей фактор, то максимально ефективно перекласти рекламні тексти буде неможливо. Через свою специфіку рекламний текст ні в якому разі не можна перекладати дослівно, оскільки в цьому випадку він може втратити свій сенс і вплив. Зазначено, що при перекладі рекламних текстів інтернет-реклами на інші мови необхідно враховувати морально-психологічні особливості аудиторії та споживачів, особливості мови та культури країни, якій призначений текст. Підкреслено, що вибір того чи іншого способу чи способу перекладу залежить від багатьох факторів. Це і характер тексту, що перекладається, і споживча аудиторія рекламowanego продукту, і особливості психології перекладача, його прихильність до певної літературної традиції. З'ясовано, що одним із способів творення нових слів є запозичення іномовних лексем. При цьому нове слово має бути релевантним для рекламодавця як за змістом, так і за асоціаціями.

Ключові слова: комунікація, способи перекладу, граматичні та лексичні особливості, інтернет-реклама, лексико-семантичні особливості.

Problem statement. It is known that the conditions of the market economy caused the forced development of advertising as a social institution and the field of professional activity of thousands of people in every country. From a commercial offer, advertising turns into a sophisticated mechanism of influence on the consumer. Modern mass media have given impulse to the spread of international advertising. Today, the translation of advertising has become not only necessary, but also an everyday phenomenon of the life of the world community. At the same time, knowledge of the theoretical foundations of the process is not only a prerequisite, but also a guarantee

of translation quality. The relevance of the topic is due to the growing role of advertising messages for the modern linguistic and cultural community and the need for a systematic study of the linguistic characteristics of advertising using the cognitive-communicative paradigm. The importance of the study is determined by the need for further comprehensive analysis of the means of speech influence on the addressee in advertising.

Literature review. The basic theoretical concepts of translation include the adequacy of the translation and the pragmatic adaptation inevitably associated with it. An adequate translation is a translation car-

ried out at a level necessary and sufficient for conveying an unchanged plan of content while observing the norms of the language of translation (Avrasin, 2017: 42). Adequacy is based on the actual practice of translation, which often does not allow for the comprehensive transfer of the entire communicative and functional content of the text. It results from the fact that the decision made by the translator is often of a compromising nature, that translation requires sacrifice (Horodetska, 2014: 144). Adequacy is often a compromise, and the achievement of translational adequacy is associated with some loss of meaning in the content of the text. Theoretically optimal translation can be considered in which, together with the reproduction of the functional characteristics of the text, all the functions of the units included in it are transmitted (Denysenko, 2012: 50). The definition of functional characteristics refers to the properties of the statement (the function that serves to describe objects and the connection between them) and the expressive function (the function that expresses the speaker's attitude to the statement) (Aniskina, 2019: 75).

However, in practice such a translation is not always possible. The translator often has to look for special means to convey the semantic and stylistic components of the original text. In this case, pragmatic equivalence is achieved between the original text and the translation, which determines the communicative effect of advertising.

It is worth noting that if the target audience speaks a different language and also has other specific features of the socio-cultural environment, then pragmatic adaptation can be considered changes made by the translator to the translated text in order to achieve the necessary reaction from the target audience, in other words, it is necessary to correctly convey the main communicative function of the original text.

Translators of advertising texts face significant difficulties in conveying the pragmatic potential of the text. In particular, this is related to the translation in the advertising text of facts and events related to the culture of a certain people, various national customs and names of dishes, details of clothing, etc.

Like other mass media products – newspapers, magazines, TV programs, radio broadcasts, advertising is materialized in the form of a ready-made media text. Moreover, the concept of text in relation to the sphere of mass information is used not only to denote a textual verbal series, but also acquires the features of volume and multidimensionality, containing such important components for media production as a visual series in its graphic or television incarnations, as well as an audio series in the form of a product (Muzykant, 2018: 105). Therefore, the concept of

“advertising text” refers not only to a verbal series, but also includes a set of extralinguistic components: graphics, images, sounds, etc., the specific set of which depends on the advertising medium.

The concept of multidimensional media text is extremely important for the study of advertising texts, because it allows us to get a three-dimensional image of the described object, to better understand the peculiarities of the functioning of words and images in mass communication, as well as to reveal the mechanism of their collective influence on the mass audience. Any advertising text is perceived as advertising only in the unity of its verbal-graphic or audio-visual embodiment (Dubenko, 2015).

Along with multidimensionality, the essential features of an advertising text include multiple, excessive repetition and a collective way of consciousness, or corporatism. In this, the advertising text is similar to news texts, because these features are characteristic of news texts as well, which indicates some similarity in the nature of the functioning of news texts and advertising texts in mass communication. At the same time, of course, it is worth remembering that we are talking about only partial similarity (Ierohova, 2020).

Advertising texts are characterized by repetition of messages. Excessive repetition of one or another advertising text in many ways contributes to the creation of the image of “obtrusive” advertising (Denysenko, 2012: 70). Despite the general format features that allow advertising to be separated into a separate group of mass information texts, advertising texts are distinguished by an infinite variety.

The article aims is a study of lexical and grammatical peculiarities of the English internet advertising.

Discussion. The main goal of advertising communication is an advertising offer. The presence of an advertising offer distinguishes the text of the advertisement from the texts of another plan. The essence of an advertising offer is reduced to a verbal presentation of the subject of advertising to the recipient in the most favorable form for the source.

Currently, the Internet has become an integral part of people's lives. The Internet ceased to be only a medium for receiving information, entertainment and communication and turned into a powerful business platform. This is due to the constant growth of the number of Internet users, the time they spend on the Internet, the variety of services provided, etc. Therefore, each of the existing companies, regardless of their profile, should be present on the Internet and intensively increase the scale of online activities. And a significant number of new companies generally function only on the Internet. The activity of modern

companies strongly depends on the development of innovative computer technologies. Thus, their ability to adapt to changes in the market becomes a key task for running a successful business.

Submission of an offer is implemented as an intentional instruction of the sender to simultaneously inform and persuade the recipient to accept the advertising offer. Informing and persuading is carried out through the tactics of intensified influence, which requires the use of a number of techniques and appropriate means of language expression:

1. Rational argumentation – the language of the proposal, informative saturation of the narrative form:

The Corporate Word translates

– *Trade show materials – technical and promotional*

– *Processing and packaging equipment manuals*

– *Technical documentation*

– *Food marketing materials*

– *Business cards... The Corporate Word, Inc.*

2. Pseudo-rational argumentation – scientific jargon, euphemisms (replacing rough sentences with more delicate ones, while not the meaning, but only its form changes) to create the effect of “scientific”, “objective”, “rational” presentation:

a pre-owned vehicle re-allocation consultant (a used-car salesman).

3. Repetition – various types of repetition from representation of the advertising offer itself and key elements of the content, to repetition of the name of the subject of the advertisement. There are several formal types of repetition that differ from each other in the nature of stylistic expressiveness: simple repetition, anepiphora (framing), catch-up, syntactic tautology, parallelism.

1. *Coca-Cola is Coke, Coke is Coca-Cola.*

2. *My mom thought I was beautiful but you can't date your mom*

3. *Lion rule: When you move, move confidently.*

4. *When I wanted to start my own company, she was there.*

When I wanted to buy out my partners, she was there.

And when I finally wanted to retire, she was there. She's ALWAYS been there for me.

I want to make sure I'm ALWAYS there for her.

(Lincoln. Financial Group)

4. Associative engineering – the use of existing and creation of new forms with associative meaning by means of homophony, homofony, compounding, splicing and borrowing:

D'Lites (the name of the cafe),

Homefire (fireplace fuel),

Glastics (glass packaging),

Wrapid (packaging machines),

Naya (drinking water).

The result of fixing the associative meaning in the language is the transition of some proper names to the class of common names:

Thermos (thermos),

Hoover (vacuum cleaner),

Xerox (photocopy, photocopier),

Scotch (adhesive tape),

Kodak (camera).

5. Implication – guiding the recipient to certain conclusions by means of indirect pop-up:

Who are building a reputation, not resting on one.

He who builds a reputation does not stop at what he has achieved.

The implication *Somebody* is resting on a replication contains a reference to a competitor.

Misleading – assertion with the help of false, contradictory or excessively categorical judgments, in some cases by means of a metaphor:

Our adding machines will last a lifetime. Guaranteed for one year.

Наші калькулятори на все життя. Гарантія на один рік.

Suggestion is an instant, invisible projection of a concise advertising text on the screen during the film screening:

Coca-Cola. Eat Popcorn.

Similarly, concise advertising texts are used in various means of advertising.

The language of advertising occupies a huge place in the life of modern society. Advertising texts perform a very important communicative function, informing potential consumers about the appearance of new goods and services, their quality, advantages, etc. Modern advertising texts represent a set of language means and audiovisual images, which are adequately perceived by the consumer, provided they are harmoniously combined. It should be noted that the use of certain language means, certain vocabulary and structure depends on the focus on a certain target audience. It is important for linguists to see the linguistic features of an advertising text. Despite the fact that the media text has repeatedly been the subject of linguistic studies, this area still remains incompletely studied. New products that need to be advertised are constantly appearing on the market, and for this advertisers have to use various types of media text, including slogans.

Corporate (image) slogans express the meaning of the philosophy of the company, brand, product or service. They should not directly push the addressee to the counter, but create a positive image of the company. Image slogans are often used together with the

company logo. Product slogans are aimed at a rapid increase in sales, and therefore more often appeal to the product's unique selling proposition. Slogans of this type contain a unique selling proposition. Product slogans emphasize the advantages of a product or service, as well as their positive characteristics. Guided by these characteristics of the types of slogans, an analysis of the collected slogans of gadget manufacturers was carried out in order to identify which group of slogans each specific slogan belongs to. During the analysis, it was established that most of the examples we found are corporate.

Let's consider as an example the slogan of the Huawei company: *Green communication, Green Huawei, Green world. Зелене спілкування, Зелений Huawei, зелений світ*. The example of this slogan shows that it contains the main idea of the manufacturer. After studying the company's philosophy, it was found that the Huawei company takes active actions to protect the environment, like many other companies, and positions it in its slogan.

Apple's advertising slogan: *Think Different. Думай інакше*. Having studied the history of the development of the brand, it was found that this slogan was invented in order to regain popularity and former relations with customers, because after the dismissal of Steve Jobs, sales began to fall rapidly due to the fact that the new management could not quite understand the main consumer of Apple products.

During this period, the company lost not only money, but also many engineers and its status. After returning to the company of Steve Jobs, as an advisor, a month later, Apple launched an advertising campaign called Think Different. High hopes were placed on this advertising company, as the management needed to restore its image after a series of failures in recent years.

Most translators emphasize the linguistic features inherent in the advertising text: the compactness of the advertising text, its signal nature, informativeness, manipulability, the presence of parceling, a special semantic load on the brand and the slogan, defined as an advertising motto that expresses the very essence of a commercial offer. The last component is particularly significant today, since many companies, especially those specializing in outdoor advertising, use the slogan as the only way to textually implement an advertising message designed for a certain target audience. Advertising text always affects people, regardless of which social stratum they belong to, that is, the main function of advertising text is always communicative and persuasive. Due to the globalization of markets and the growing role of international tourism, the translation of advertising

texts is of great importance. Advertising text quite freely uses all possible language means: rhetoric, intertextuality, prosody, metaphor, pun, etc. Therefore, the translator must first of all find out whether the connotative links of the original text can be transferred to the translated language. If this is not possible, the task of the translator is to find for the new addressees such language means that would most accurately correspond to the advertising plans. When translating advertising texts, it is important to consider several factors: the cultural level of a certain group of people, age, nationality, gender, social origin, education, etc.; to establish whether the connotative links of the original text can be transferred to the appropriate cultural level of the translation language.

The verb denotes an action and has hidden dynamics, movement, and has a much greater motivational force than other parts of speech. Using the verb form as the main word increases the memorability of the slogan.

The noun occupies the most important place in the composition of the morphological resources of the advertising language: it concentrates the main content of the advertising message. Skillfully chosen nouns allow you to characterize various objects, materials and composition of devices.

The most interesting part of the language in advertising texts is the adjective, which combines two functions: evaluative and informative (specifies the objective meaning). Personal and possessive pronouns play an equally important role in advertising texts – they create the «effect of the presence» of the reader (consumer) in the described situation. In total, in the course of this study, we managed to derive 30 language models of advertising slogans for gadgets. The presence of such a large number of different models of the formation of advertising texts is explained by the fact that the language of advertising is very rich in its structure, and companies producing gadgets strive to be different from each other, advertising certain gadgets with the help of a slogan.

It is especially important to translate the rhetorical and stylistic means used in the original text and at the same time preserve the meaning of the original text. Therefore, the translation of advertising texts requires creative abilities to produce text that go beyond the understanding of the usual role of the translator. If the criterion of translation accuracy corresponds to the identification of information in different languages, this translation can be called «intact», that is, one that conveys information using the same linguistic means. Unlike a retelling, a translation should convey not only what the original contains, but also how the original is written. This statement is decisive for the

translation of advertising texts, as it indicates the possibility of changes in the semantic component, provided that they do not cause changes in the pragmatic component of the advertising discourse.

In order to achieve a pragmatic effect in advertising messages, means of expressiveness are used. The positive attitude of the recipient towards the advertised products is facilitated by certain associations, for example, associations between the meanings of tokens and the properties of the advertised product. Speech expressiveness is a characteristic of the text, designed to reflect the thoughts and ideas of the author with increased intensity. In this way, the emotional load of the statement is enhanced. Persuasive, interesting and effective advertising is created using various stylistic means and techniques. Among the common methods of preserving expressiveness, we highlight the method of transliteration, the method of transformation, changing and adding lexical elements, and using fixed expressions. During the translation of various means of expression, the translator needs to show his own creative potential, which consists in creating linguistic expression and giving expressiveness to the advertising message.

The pragmatic goal of the advertising text, imposing a positive evaluation of the product and convincing of the need to purchase it, is achieved through the use of expressive and evaluative vocabulary. Usually, it concerns adjectives, which is explained by the semantic properties of this part of the language. Adjectives give evaluative characteristics to the advertised object.

The language of advertising is characterized by a number of specific features that distinguish it from other subtexts (culture, literature, etc.). The main task of advertising is the opportunity to make an impression, to leave a vivid emotional mark on the text. The main thing in the perception of advertising text is the reaction to the image that remains in the recipient's memory. In order to create this image, it is important to use language tools as much as possible – idiomatic expressions, emotional and evaluative vocabulary, unusual combinations of words that attract attention and are easy to remember.

Analysis of the grammatical organization of advertising texts shows that advertising is characterized by the use of inversion and passive constructions:

*Detroit Edison is pleased to be ...;
If you are interested.*

At the same time, negative constructions are rarely used in advertising, because they create a negative impression about the product or service, and

this is exactly what the advertising text should avoid, creating a positive image of the advertised product or service: *Looks good.; Tastes good.; Do you good.; It is an ideal choice.*

The semantic-communicative task of the advertising text is a call to action, which leads to the frequent use of the verb compared to other parts of speech. A verb is the only part of speech that has an imperative form: Drink Cola, Buy popcorn. Verbs in the advertising text make up about 50%. In addition, advertising often uses the verb to let, which creates a kind of construction of an invitation to joint action: *Let's make things better* (the famous advertising slogan of the Philips company). It is quite important to use semantically correct verbs with the most precise meaning in advertising, since they will leave a vivid impression of what was said:

While mums and dads will enjoy the chance to unwind and soak up the sun.

In the given example, the use of the verbs to unwind, to soak up gives the impression of rest after hard work and relaxation under the sun's rays, and also symbolizes joy and positive emotions. The use of verbs in combination with the words always, already strengthens the positive dynamics of the advertised object.

Conclusions. Summing up, it should be noted that the translation of the text from English to Ukrainian requires considerable effort for maximum adaptation. Having applied translation transformations, the translator conveys the translated text in an attractive way, which means that such advertising will be able to encourage a potential buyer to purchase this product. The main stages of equivalent translation of advertising texts are the selection of characteristic features of the language of advertising, understanding their effect on the rational and emotional spheres of the recipient's consciousness, and then the elimination of linguistic and cultural-ethnic barriers between communicators. In this case, the specialist faces a difficult task – predicting the linguistic-ethnic reaction of an ordinary consumer of advertising to the text of the message in the translated language. This forecast is based on the translator's knowledge of the peculiarities of national psychology, differences in cultural and historical traditions, knowledge of realities, knowledge of the source and target languages.

The task of the translator is to use all the knowledge of the theoretical foundations of translation to convey the communicative function of the original text, since knowledge of the theoretical foundations of translation and extralinguistic reality is a necessary condition for the adequacy of the translation.

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