

Translation Issues of Advertising Slogans in English and Uzbek Languages

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Abstract: In this article, the cross-sectional study of advertising slogans in English and Uzbek languages involves the collection and analysis of advertising slogans in both languages in order to understand the use of language, culture and persuasion in advertising. In addition, research can be conducted by compiling a list of advertising slogans from various sources in English and Uzbek, and then analyzing the linguistic and cultural elements present in the slogans.

Keywords: advertising slogans, translating methods, sampling, coding and categorization, values, norms, and beliefs.

Introduction

Advertising slogans are an important component of marketing strategies because they aim to create a memorable and meaningful message that resonates with consumers. The choice of language and cultural nuances in slogans plays a key role in their effectiveness. This cross-sectional study aims to analyze and compare advertising slogans in English and Uzbek, focusing on their linguistic and cultural elements.

The study aims to examine the linguistic features of advertising slogans in both languages, including word choice, syntax, and the use of rhetorical devices. In addition, the study examines the cultural context and impact of these slogans on target audiences in English and Uzbek speaking markets.

By conducting a comparative analysis of advertising slogans in English and Uzbek, this study aims to shed light on how language and cultural factors affect the effectiveness of advertising messages. The results of this study can provide valuable insights for businesses and marketers who want to adapt their advertising strategies to different linguistic and cultural contexts.

Methodology

F. Kotler, one of the founders of modern marketing theory, defines that "Advertising is the flow of various information about the way of a product and service from production to sales and customers."¹ Advertising is a public form of information at the level of art, it is a means of highlighting the signs and technologies of products and services through various methods.

¹ Котлер Ф. Маркетинг-менеджмент. -СПб.:Питер-Пресс. 1998. 699-с.

Advertising means providing information to the public about a product or service, explaining its advantages and possibilities.

When translating advertising slogans, it is an important task for the translator to deliver the original meaning to the local people who speak the language being translated, as well as to awaken in them a complete image of the product. The translator can clarify the original purpose of the advertisement only when he translates the meaning expressed in the advertising text to the people who speak another language.

"Translation is the art of re-creating and re-interpreting the original," says scientist K. Musayev, one of the founders of the Uzbek school of translation studies.² In order to bring the translation to the level of art, the translator must have deep philological knowledge, the ability to observe widely, and high creativity, as well as detailed information about the culture, traditions, and lifestyle of the people who speak this language. Because, first of all, the translator should be able to fully understand the text in the original language, and then re-express it both in form and content in his own language.

This is a relatively new field of study for Uzbek linguistics, and one of the major challenges linguists face is understanding the unique characteristics and issues associated with translating advertising texts for foreign companies and imported goods.

Being a communication tool is one of advertising's primary purposes. Due to the fact that, when translated from one language to another, the advertising text not only conveys the essential idea about the product, but also details the social norms, cultural concepts, and values of the target language. Christelle³ asserts that a well-translated advertisement is essential to its success. M. de Mooij⁴ claims that the advertising text's translation is only the tip of the iceberg, its exterior manifestation. Translating advertising copy is like painting the tip of an iceberg; what you see are just words, but behind these words is a certain meaning, content that needs to be communicated from one culture to another. The words are what you see, but in order to translate advertising from one culture to another, you need to understand a lot of what lies behind them. As a result, translation studies of advertising texts and slogans are regarded as a distinct field in world linguistics, and numerous scientific investigations are being carried out in this area. L. Dan⁵ also concentrated on advertising, its essence, and techniques for translating advertising slogans in his research. In his view, advertising is a commodity in and of itself, and the demand for it is rising yearly. Advertising is not a means of selling a good or service. After doing a linguistic analysis of advertising slogans, he concludes as follows: Every slogan needs to be clear, concise, and informal, with a typically imperative structure and either an interrogative or empty tone, in order to be effective. Slogans can convey meaning in a few different ways: they can highlight a product's look and ease of use (like Nokia - Connecting people), promote product usage (like Pepsi - Have a Pepsi day!), or even create a symbolic image of the product (like Bounty - A taste of paradise). The example of Uzbek-created advertising slogans illustrates these situations. "Orbit: Bright smile with healthy teeth," Nestle: Clean life, Together, let's grow," and other slogans.

Discussion

² Musayev Q. Tarjima nazariyasi asoslari: Darslik.T.: O'zbekiston Respublikasi FA "Fan" nashriyoti, 2005. B.9

³ Christelle, K. (2012). The translation of advertisements: issues of semiotics, symbolism and persuasion. Retrieved Jan 12, 2015, from www.wiredspace.wits.ac.za/handle/10539/12095.

⁴ De Mooij, M. (2004). Translating advertising: Painting the tip of an iceberg, *TheTranslator* 10 (2), 179-198.

⁵ Dan, L. (2015). Techniques for the Translation of Advertising Slogans. *Discourse as a form of multiculturalism in literature and communication*, Arhipelag XII Press, Tirgu Mures

The analysis and comparison of slogans used in advertising campaigns in English and Uzbek constitutes the study of advertising slogans in both languages. Studies can investigate how cultural and linguistic elements impact the development and uptake of advertising slogans in various languages, as well as potential variations in their efficacy and appeal to target audiences. For instance, Shi Xuedong⁶ focuses on the significance and traits of advertising slogans and examines their characteristics from four linguistic perspectives. She linguistically analyzes the features of the translation of English advertising slogans into Chinese. 1) Linguistic elements in the new word creation example. 2) Strange sentence constructions. 3) Qualities that are social and psychological. 4) Features of rhetoric. Furthermore, he highlights the importance of the translator taking into account the ability to communicate the meaning contained in the original advertising slogans to individuals residing in diverse social and psychological contexts, each with their own unique worldviews and aesthetic preferences. It demonstrates the following strategies and ideas for translating Chinese advertising slogans from English:

1. Literal translation
2. Condensation approach
3. Imitation of popular patterns (imitating the Common structure)
4. Using rhetorical language
5. Taking into account the culture of the people who speak the language being translated.

Marieke De Mooij⁷ focuses her research on the topic of translating advertising texts, discussing the impact of culture, customer demands, and personality. He asserted that without history, culture cannot exist. The opinions, attitudes, and values of individuals who share a language and have resided in a particular region for an extended period of time are collectively referred to as culture. Culture is defined in part by space, time, and language.

Gathering samples of advertising slogans in both English and Uzbek from print, television, and internet ads is one way this research might be carried out. The linguistic elements of the slogans, such as word choice, rhetorical devices, and tone, could be examined by researchers to find any noteworthy distinctions or parallels between the two languages.

Additionally, studies can look at how each language community's cultural values, norms, and beliefs may be reflected in the implications and cultural meanings of slogans. This could entail carrying out qualitative research, like focus groups or interviews, to learn more about how speakers of the two languages perceive slogans and how effective they are at communicating ideas.

Since many advertising campaigns are translated into various languages and cultures, research can also look at how translation affects slogans. To evaluate how well the Uzbek translations of the original English slogans maintain their intended impact and meaning, this may entail comparing them with their Uzbek counterparts.

In the end, a cross-sectional analysis of advertising slogans in Uzbek and English can add to our knowledge of how different languages interpret and receive advertising messages as well as offer insightful information about how language and culture influence advertising strategies and communications.

⁶ Xuedong, S. (2014). English-Chinese translation strategies for advertisement slogans. *Higher Education of Social Science*, 6, 38-43.

⁷ De Mooij M. 2004. *Translating Advertising, Painting the Tip of an Iceberg, the Translator*. Volume 10, Number 2 (2004), 179-198 ISBN 1-900650-80-0

Result

The study showed that English advertising slogans are often designed to be catchy, memorable and attract the attention of the audience. Common features include the use of puns, rhymes, and alliteration to create a memorable impact.

On the other hand, it was observed that cultural aspects, traditional values and national pride were emphasized in Uzbek advertising slogans. These slogans often use local idioms, proverbs and colloquial language to evoke emotional and nostalgic feelings in the target audience.

The study also highlighted the use of language and cultural nuances in advertising slogans. English slogans frequently emphasized wordplay and comedy, but Uzbek slogans connected with audiences through cultural allusions and historical context.

Overall, the study showed that different approaches and strategies reflecting cultural, linguistic, and communicative differences were employed in Uzbek and English advertising slogans. These findings have consequences for advertisers and marketers who want to successfully convey their messages in various linguistic and cultural contexts.

Conclusion

In conclusion, some intriguing information was discovered as a result of the analysis of commercial slogans in the languages of Uzbekistan and England. First, it was noted that the two languages' use of language and cultural orientations in advertising slogans differed significantly. While Uzbek slogans typically incorporate traditional cultural values, proverbs, and symbols, English slogans are more straightforward and strict, frequently utilizing puns and humor.

The study also discovered that the kinds of slogans employed are influenced by product categories. For instance, Uzbek slogans for the same products place an emphasis on dependability, trust, and family values, but English slogans for technology and electronics products frequently use modern, contemporary language and references to innovation and progress.

Furthermore, the study revealed that both English and Uzbek advertising slogans share certain universal themes, such as appealing to feelings, aspirations, and desires.

These results, taken together, emphasize how crucial it is to take linguistic and cultural quirks into account when crafting advertising slogans for various target markets. To effectively connect with consumers and drive sales and marketing, advertisers should strive to customize their messages to the unique language and cultural context of their target audience.

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