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Research Article

LINGUISTIC AND TRANSLATION FEATURES OF ADVERTISING DISCOURSE TEXTS OF TV COMMERCIALS

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Umida Rakhmatovna Abdullayeva
Teacher, Department of Intercultural Communication and Tourism, Alisher Navo'i Tashkent State University of Uzbek Language and Literature, Uzbekistan

ABSTRACT

The aim of this paper is to examine linguistic features and translation strategies used by advertisers to draw and hold consumers' attention, make them remember advertisements and encourage them to buy advertised products. This article discusses the approaches advertisers, using the advertising discourse, manipulate consumers' opinions, preference and behavior. The results of the analysis of the most important linguistic features as well as marketing strategies for addressing consumers used in TV commercials. Translating advertising texts is a complicated task, which involves a number of challenges, strategies, methods, as well as the effective use of translation techniques. The translation of the advertisement should be in the language that is understandable to the public, concise and simple, without deviating from the original.

KEYWORDS

Linguistic features, advertisement, text, strategy, translation.

INTRODUCTION

In current modern era, mass media progression has made a profound impact on the expansion of advertising. To increase wealth, economy and industry have to manufacture more goods and services and in order to sell them the number of consumers must be increased. Advertising plays a vital part in persuading future customers to buy a product or a service. Advertisers formulate various approaches for boosting

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healthy profits in the form of the following strategies: stimulating greed, envy and desire to possess power; provoking a feeling of dissatisfaction in potential customers if they do not purchase a product irrespective of their needs; presenting purchase as a way of solving problems or acquiring positive characteristics of the advertised product; promising potential customers a brand new identity if they purchase the advertised product; inviting potential customers to identify with the success of celebrities endorsing a product; promising receivers of the advertised message that by acquiring an exclusive, unique or traditional advertised product they will differentiate themselves from others, become superior to them or lead a lifestyle which accompanies the product. Advertisement is generally characterized as one of the types of social communication. The vital difference between communication between people and communication between inanimate objects and mechanisms is the fact that the exchange of information between people is more complex, it operates with meanings, while the first type of communication is easier and operates with signals. According to the role of participants in the communication process in social communication, the following types are distinguished:

- Communication (dialogue of equal partners);
- Imitation (borrowing patterns and styles of behavior, communication, lifestyle, etc. of some members of society by others);
- Management (targeted impact of the sender on addressee).

In the process of advertising impact on the target audience, all three functions of social communication are used:

- Informative (transfer of information);
- Expressive (expression of not only semantic, but also evaluative information);
- Pragmatic (transfer of communication installation, prescribing a certain effect on the recipient).

Basic TV commercials, internet adverts, street flyers are serving to draw people's interest, as advertising is designed to influence, to inform or persuade consumers to purchase product and for believing the advertiser's claims.

It should be remarked that the considerable achievement of an advertisement, an advertising campaign always depends on the joint efforts of professionals in related fields, however, a premium quality translation of an advertising discourse should be considered as one of the key remarkable criteria. At the same time, unlike the translation of literary texts, neither the preservation of linguistic and stylistic means, nor the proximity to the original content such an important role as the fact of influencing the audience through the use of the discursive means of language: here the pragmatic side of the issue comes to the first, since the main goal of an advertiser is to sell a product. Such translation often requires a creative approach. Briefly, at the study of strategies for the translation of advertising texts that this work is aimed, which presents the results of a study of strategies for the translation of texts of advertising discourse, based on a comparative analysis of the texts of advertising videos in English and Uzbek. The word "advertisement" means, "to shout out". The semantics of the word goes back to the times of the heralds, who in a loud voice called to buy goods in ancient times. Any advertising (printed flyers, television commercial, Internet posters, etc.) informs about new goods, services, consumer properties in various ways, is aimed at a potential consumer, who is paid for by a sponsor and serves to promote his

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products and ideas. Advertising becomes main topic in everyday discourse.

Conversation involves situational knowledge beyond just the words spoken, consequently, the study of discourse is wholly context-dependent process. Basically, speech and time of speaking interrelates the entire semantic factors involved in authentic communication. "The study of discourse...can involve matters like context, background information or knowledge shared between a speaker and hearer," (Bloor and Bloor 2013).

Advertising discourse is a complete message that has a strictly oriented pragmatic attitude, combining the distinctive features of oral speech and written text with a set of semiotic means (drawings, photographs, font color; audio and video materials). In addition to this, texts of adverts include a lot of irony, metaphor, metonymy, paraphrase, and synecdoche, and comparison, stylistic and linguistic devices. Therefore, the translation of advertising discourse is a rather difficult task. In order not to lose marketing content, as well as to maintain originality, you should interpret the content of the advertisement, not copy it. Simultaneously, many designs of advertising texts can be successfully transmitted using traditional translation techniques, in particular, lexical, grammatical and lexicogrammatic transformations.

The TV commercials analysed in this article were broadcast from Uzbek TV channels and internet advertisement. Advertisers ignore grammar rules, use informal, basic language, neologisms in the form of blends, idioms and phrases and foreign words and phrases, mainly from the English language, in order to attract consumers' attention, make a close and friendly relationship with them and consequently manipulate them. Positive adjective degrees, particularly comparatives and superlatives, are widely used so as to emphasize the quality of the advertised product and consequently convince future customers that they will acquire positive characteristics of the advertised product and the accompanying lifestyle by purchasing the product.

FEATURES OF TV ADVERTISING TEXTS
Question form
Imperative
Adjectives
Foreign words and phrases
Neologisms
Technical terms

The most considerable approach is transformations, most typical for the translation of advertising discourse. Very often advertisement translations can be made only loan transfer. Others require a deep logical thinking and a good knowledge for the company that produces them. Omission is also needed while translating ads and the same goes for generalization and particularization techniques. Frequently, equivalent is the best way to render the source text into the target text. Modulation is about

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changing the form of the text by introducing a semantic change or perspective in all types of advertisement. For instance, in translation of TV commercial of "Kit kat senses" Uzbek translators have chosen right strategy in conveying the meaning to viewers by using modulation and omission. Ads like to be concise and clear. Вы кто такие? Мы ветеринары, приехали к тигру. – Sizlar kimsizlar? Veterenarmiz, yo'lbarsga keldik. For the given advertisement of well-known company named "Colgate- Palmolive", Uzbek translators have chosen the techniques, such as grammar substitution in order to reach perfect text to the Uzbek audience. Here literal transformation could not be used to get ideal translation. For instance, the verb 'to smile' has several translations, but "tabassum qilmoq" has been chosen accurately. In translation of adverts, the main issue is cohesion and coherence of the text. Advertisement on Colgate use similar grammatical cohesion – present tense, active voice, indicative mood; and lexical cohesion – mainly distribution of the name of the product throughout the text. When they say I can't be a stay at home dad, I smile - Dadam men uyda qolmayman desa, Men tabassum qilaman When people ask me what my boyfriend thinks, I smile - Odamlar mendan yigiting nima deb o'ylaydi desa, men tabassum qilaman". Compensation is quite common in the translations of the videos we are examining. Sometimes, as in advertising M & Ms, translators deliberately replace not too familiar concepts with similar, understandable to the consumer's ear. For example, the author uses generalization, replacing the red and green M & Ms (which the fictional characters want to leave under the tree) with "gifts" And, it would seem, everyone already familiar Santa (Qorbobo) decided to present in the role of Santa Claus. So you consider Santa will like these red and green M & Ms? – Nima deb o'ylaysan, sovg'alarimiz Qorboboga ma'qul bo'ladimi? Advertising texts consist of best well-known slogans for making product popular. 'Have a break – Have a Kit Kat' has been translated into Uzbek "Tanaffusmi…. Kit Katdan bahra ol". Slogans are rarely translated word for word, it should be concise and memorable; unique and evocative of this particular bran

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So you think Santa will like these red and green M & Ms? - Do you think Santa Claus will like our gifts?

CONCLUSIONS

The data obtained during the study helps to draw the following conclusions:

1) When dealing with the texts of advertising discourse, one should not strive for literal translation. Great significance is attached to the context, subject-logical connections, linguistic features (including common language norms, phraseology, syntax and prosody), and translation pragmatics;
2) When translating slogans, it is sometimes advisable to resort to receiving compensation;
3) When transferring the main text of an advertisement, you can adhere to the structure of the original, if this does not harm the meaning and pragmatics of the advertisement as a whole. However, when there is a threat of misunderstanding, it is better to pay more

attention to pragmatics: apply certain transformations (modulation, generalization, concretization, compensation, etc.), if necessary, simplify the design, remove unnecessary things, and add details that are important for the consumer;

4) When translating product names, brands, and direct translation dominates, transcription (transliteration) is less commonly used.

Thus, the translation of advertising discourse texts should be extremely adequate, taking into account the historical, socio-cultural and economic characteristics of the target audience. All the mentioned linguistic features are used as tools of marketing strategies for addressing potential customers for the unique purpose of persuading them to buy the advertised product, i.e. to manipulate their opinions, preference and behavior. Also, due to the fundamental role of the pragmatic component in advertising discourse, when translating its texts, it is often necessary to use various kinds of transformations (including lexical, grammatical and lexical-grammatical) of the original text in order to better convey the original idea / to have the proper effect on the recipient.

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