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**Theme: The Challenges in Translation of Commercial Advertisements
from English into Azerbaijani**

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**Mövzu: Kommersiya Reklamlarının İngilis dilindən Azərbaycan dilinə
tərcüməsi zamanı yaranan çətinliklər**

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INTRODUCTION

Advertisements are a part of our lives. We come across them almost everywhere, on the radio, Internet, TV, in newspapers and magazines, even while walking through the city so they are impossible to avoid. As global brands continue to increase, the need for effective translation becomes crucial. Nowadays, most brands advertise their products and services internationally. Many foreign brands sell its products in Azerbaijani market so some of the commercials are translated into Azerbaijani. During the translation process, translators may face different cultural and linguistic challenges as the advertisement translation goes beyond literal translation. This paper studies the challenges that occur in the translation of commercial advertisements from English into Azerbaijani and how translators overcome these difficulties.

As it is known, the goal of any commercial is to attract customers' attention so a lot of rhetorical devices such as metaphor, metonymy, pun, repetition, blend words etc. are used in advertising texts. Additionally, cultural differences between the source and target texts may make challenges during the translation process. Translators should have comprehensive knowledge about both cultures and choose the right translation techniques and strategies to translate the advertisements successfully. The paper examines rhetorical devices, cultural nuances, main translation techniques and strategies.

Actuality of the Thesis: Our research is very important as it suggests solutions to overcome the problems in advertisement translation by addressing the linguistic, stylistic, and cultural aspects. Furthermore, there is scarcity of research focused on the challenges in advertisement translation especially in Azerbaijani. Translation studies mainly have explored translation techniques and strategies. Our research fills the gap by analysing the challenges involved in commercial advertisements from English into Azerbaijani.

The Objects of the Thesis: The commercial advertisements and their translated versions are the objects of the thesis. The focus is on understanding the linguistic, stylistic, and cultural nuances of the advertisements and how they create challenges during the translation from English into Azerbaijani.

The Subject of the Thesis: The subject of the thesis is translators. They are people who responsible for translating commercial advertisements. The research focuses on the challenges the translators face during the translation process, as well as the techniques and strategies used by them to overcome such challenges.

The aims and objectives: The aim of the thesis is to give detailed review of the advertising language, the connection among language, culture, and translation. The following objectives are also set in the research process:

- To identify and analyse the challenges that translators face in the translation of commercial advertisements from English into Azerbaijani.
- To explore the techniques and strategies used by translators to overcome these challenges and produce effective translations.
- To conduct a comparative and lingua-stylistic analyses of advertising samples to find out specific difficulties.

Research question: What kind of challenges do translators face when they translate the commercial advertisements from English into Azerbaijani and how they deal with it?

The Method of the Thesis: The thesis adopts qualitative research. Qualitative research allows in depth analysis of the challenges, techniques and strategies involved in translating commercial advertisements from English into Azerbaijani. First, the source and target texts are analysed from linguistic, stylistic, and cultural aspects. Then, the situations which create challenges are examined and possible solutions are provided. The study employs comparative, descriptive, and lingua-stylistic analysis to investigate the collected data.

The Structure of the Thesis: The research consists of three chapters. The first and second chapters analyse the theoretical framework of the study. The third chapter involves methodology of the research and data analysis.

CHAPTER I. THEORETICAL FRAMEWORK OF TRANSLATING ADVERTISEMENTS AND SLOGANS

1.1. Defining advertising

The word "advertise" has its origin from Latin word "advertere". "Advertere" is the combination of "ad" which means "to or toward" and "vertere" which means "to turn". Thus, the meaning of the word is "to turn (one's attention) to or toward (something)". In the Azerbaijani language the word for advertisement is "reklam". It also comes from Latin word "reclamare" which means "to shout".

Advertisement is the promotion of a product, service, event, or idea in order to attract attention and influence the target audience. Advertisement constantly motivates consumers to buy and use the advertised product and it tries to convince the users that this product is better than the brands they use. (White, 1993).

Today commercial advertisement has become a very important mass media tool. It affects us more than we imagine. In commercials, people can find information about new products, prices, services, the latest trends etc. From steam irons to automatic washing machines, dishwashers, vacuum cleaners, compact discs that we own today have entered our lives through advertisements.

Advertising took its present form by going through many processes. The actual history of advertising begins with the written advertisements. Although the exact date of the written advertisements is not known, the written documents in the British Museum are considered as the first examples. Investigations show that the documents belong to the year 3000 B.C.

Advertising was most influenced by the invention of camera. It experienced important transformation with photography in the 19th century. The first photography samples in advertisements date back to the 1850s. However, it could not become widespread due to the technological limitations of that period. The production of the first photographic posters began in the early 1900s. Then, due to the development of the transportation network, advertising experienced rapid growth as newspapers and magazines reached more readers. In the 20th century, especially with the development of mass media, advertising became an industry.

There are various definitions of advertisement. According to American Marketing Association (AMA), the advertisement is a paid form of communication designed to persuade, inform, or influence the audience. It is commonly sponsored by business or organisation. Renowned marketing author and professor William J. Stanton highlights that advertisement has different purposes. It creates awareness about offerings, attracts interest, appeals to emotion, and encourages to action (Stanton, W. J. 1978). Businesses use this strategic tool to

communicate the distinctive value proposition of their products or services and differentiate them from their competitors.

The features of advertising are as follows:

1. Advertisement is an element in marketing communication.
2. Advertising is done for a certain fee.
3. Advertising is a collection of messages flowing from the advertiser to the consumer.
4. Advertising is a mass communication.
5. The person, institution, organization that make the advertisement is certain.
6. With advertising, consumers are tried to be informed and persuaded.
7. There are goods, services, promises, rewards, solutions to problems in the messages of the advertisements.
8. Advertising works in coordination with other marketing communication elements to achieve the marketing objectives determined in line with the strategy controlled by business. (KOCABAŞ F, ELDEN M, 2001, p. 16)

Advertisement is "the art of demand creation". But during the process of creating demand, instead of face-to-face communication, mass media are used to reach wide masses such as television, radio, billboards, social media, internet, magazine, newspaper etc. Advertisers usually combine the wishes of consumers and have the idea of what they buy and why. Generally, consumers tend to buy a product if they need it. But in some cases, consumers may be led to buy the product that they don't need. This shows the importance of advertising. In consequence, advertising has taken advantage of human behaviour and the branches of science (psychology, social psychology, demography, etc.)

Advertisements distinguish from one another depending on the methods they use to deliver messages. Consumers may receive the messages consciously and subconsciously. The purpose of conscious messages is simply to induce a buying impulse. Advertisements published for this purpose are direct sales advertisements. But if the message is emphasized through the visual elements, it means the message is given subconsciously. A message can be given as: "If you buy this product, you will be more successful and happier". Its aim is to make consumers think subconsciously about the product as a symbol of wealth, success, and happiness. However, sometimes this idea is reversed. For example: "Without this product, you will be unhappy and unsuccessful". Like children, adults also live the dream of enviable life created by thousands of advertisements. Value judgements accepted in the advertisements are implied by individuals unconsciously, they aren't accepted or rejected consciously.

The key elements of advertisement are:

- Headline
- Sub-headline
- Body
- Slogan
- Illustration

Headlines are used to inform the reader briefly about the text. Headlines are short and catchy. Especially, sensational headlines are quite common in English and American newspapers. Some headlines also give the summary of the text. (Galperin, 1997, pp. 276-277)

The main purpose of the headlines is capturing the reader's attention. Some headline examples: "Rome was not built in a day. But your kitchen can be" (IKEA), "Money can buy time". (ROLEX)

Sub-headline is not always used in advertisements. Advertisers use it to give additional information about the product, service or support the headline.

For example: Headline: "Rome was not built in a day. But your kitchen can be". (IKEA)

Sub-headline: "Not everything great takes a lifetime" (IKEA)

Headline: "Money can buy time" (ROLEX)

Sub-headline: "What is your time worth?" (ROLEX)

In the body of advertisement detailed information is given with pictures, logo etc. It follows headline and sub-headline. It can contain from a few sentences up to several paragraphs. The structure and content of the body depend on target audience, product or service and the goals of the advertisement.

The slogan is a short and persuasive expression used to promote a brand or a product. It is generally used to emphasize the features of the brand or product to appeal to the target audience. The purpose of the slogan is to differ the brand or product from others and leave a memorable impression. The samples of slogan: "Think Different" (Apple), "Impossible is Nothing" (Adidas), "Go further" (Ford)

Besides slogans, illustrations are the most effective tool to convey the most realistic messages in advertisements. At this point, it is obvious that illustrations speak the same language as all other elements of advertisements. These include charts, photographs, drawings, pictures that attract the attention of customers. People can come across illustrations on billboards, large screens, in football stadiums or community pools, they even can be founded printed on the sides of buses. Advertisement images also can be made in the form of videos and shown on social media platforms or televisions. Additionally, there are some images used as

logos or pictures on many items, such as cloth bags or plastic bags. They make the advertisement more memorable as they are designed in a catchy way by using colours and shapes. Especially, the use of well-known people in photos who are loved by the society plays a big role in increasing the number of demands and confidence for the product.

As it is known, today, global companies aim to reach more people all over the world through advertisements. Many companies that produce global products or services have already established themselves as "global brands". Dove, Nike, Colgate, McDonald's, Coca Cola, Pepsi, Apple etc. are the examples of global brands. As they are promoted in our country, we frequently come across their advertisements in many places. None of them are Azerbaijani brands, but somehow, we compare them with other global brands and make a choice. This process depends on the success of global marketing.

In global advertising, businesses accept the whole world as a single market and apply their advertising campaigns on approximately the same dates and in the same way. The aim of global advertising is to create a unique, cohesive, and memorable product identity and it is important to reach as many people as possible with the help of translation. The essence of global advertising is to deliver the same message to people in different cultures. So, global businesses pay attention to the universality of their logos, which appear on their products and in many various media.

In contrast, glocal advertisements are prepared by global brands for certain countries, in which only motifs and features of that country are used.

1.2. The language of advertisement

The language of advertisement is a specialized field within the framework of modern science embracing the study of mass communication. It includes the interaction of several modern disciplines - linguistics, sociology, psychology, and economics. The language of advertisement should be studied according to these features:

- informativeness
- persuasiveness

According to these characteristics, advertising language in society performs a communicative function. Brevity and laconicism are important characteristics of advertising. The language of advertisement should be viewed as a special structure of the language, within its laws, and sometimes as a fact of violation of general linguistic norms in the texts (Kazimov, 2018).

Advertisement text is an important communication tool, and it has some essential features:

- The message of the advertisement text is one-sided; from producer to consumer.
- It is aimed at groups rather than individuals, but not all advertisements are for everybody.
- In the advertisement transmission both linguistic and visual symbols are used.
- Advertisements take place in a competitive environment where listener or reader has the chance to read or listen to what they want.
- Each advertisement contains the most necessary information for the listener.
- It is created to persuade people.
- Advertising is also a commercial communication, so it requires the copywriter to think like a businessman. (DUNN, 1956, p. 55)

According to Batı, in advertisement texts, it is important to use the sentence structures that increase readability and are easy to understand. Such sentences should be brief. So, the number of words used in these sentences should be few (Batı, 2006, p. 159).

The message of the advertisement should be consistent because it conveys its discourse with its language (Çamdereli, 2013, p. 80). In the advertisements that aim to influence the attitude and behaviour of the consumer in line with predetermined purpose, a special function is assigned to the language to achieve this purpose (Batı, 2007, p. 327). The discourse of the advertisement can find a place in the translated text, and it is directly linked to the translator's translation ability and creativity. As Batı states, although the natural language is used to create any advertisement message, it differs from ordinary prose (Batı, 2007, p. 329). The translator who knows and uses the language of the advertisement well, he/she will give the information in a short and effective way and make the audience understand the message.

The language of advertisement consists of spoken or written text and image. Although language is a tool that provides communication, it can be said that visuals contain more information. They are easy to perceive and understand. On the other hand, when we consider language as a form of written and spoken expression, it is possible to say that verbal language reaches illiterate consumers more easily than written language. In this regard, it is more memorable. From this point of view, it can be said that the visual and verbal language have a primary function in having and conveying information.

Although it is hardly possible to distinguish whether the language serves the visual or vice versa, it can be said that the visual is a concrete representative of the advertised product. In some cases, the visual may serve the language, while in other cases the language may serve the visual. According to Çamdereli, whether language serves the visual, or vice versa, an

advertisement has a discourse that basically identifies with the product and describes it (Çamdereli, 2013, p. 80). Oğuz and Günay Köprülü state that advertisements are convincingly edited to appeal to emotions and this content should be protected (Oğuz, D., G. Köprülü, S, 2016, p. 270). Just in other types of translation, the intended effect of the text should be preserved as well as in advertising translation, and the source and target texts should have the same effects on the audience.

There are different types of advertisements. For example, in car advertisements, the car itself often has more information than the advertisement text and it can increase the purchase intention of the target audience. Most times the car commercials are given as a short video format where the car is driven at high speed on the road.

In cosmetics advertisements, the visual contains more information than the audio text. However, in electronics advertisements such as vacuum cleaners and irons, the short, concise, and effective message reach the buyer through audio text rather than visual.

An advertising copy describing the taste or smell of a perfume or beverage differs from the promotional content of a car or electronics. Advertisements promoting electronics or cars are based on more concrete realities due to size, comfort, energy consumption etc. But compared to this, the poetic function of language can be used to overcome the difficulty of describing a phenomenon in advertising a product such as perfume. Because the description of smell or taste in perfume or beverage is not possible from an informational point of view since the text may not contain concrete information about the product. Here, the aesthetic dimension of the language plays an important role.

The thoughts or emotions of the target audience are tried to be activated with the aesthetic power of the expressions. As the language of the advertisement is the aesthetic carrier itself, it should fulfil the task of drawing the attention of the audience to the expression. As the purpose of the advertising copywriter is to produce the text that is easy to read, listen, and remember (İnce, 1993, p. 234), the translator's goal is to produce a text that influences the consumer's subconscious mind about the same product and lead him/her to buy.

The target audience expects to find something of himself/herself in the advertisement text. Revealing their expectations and needs in the texts will lead the audience to purchase and achieve the advertising goal. Determining the target audience that the product and service will be offered to whether in the country of origin or the country where the advertisement will be broadcast, is important in creating the message. Creating an effective message is very crucial in terms of reaching the target audience. If this effect cannot be created in the translation of advertisement texts, it means the translation is insufficient.

According to the use of language methods, advertisements fall into two classes:

- Hard sell
- Soft sell

In hard sell method, high-pressure technique is often used to make customers purchase immediately. The main feature of hard sell is the use of imperative sentences, adverbs of time, superlative adjectives, and adverbs. In this kind of advertisement, it is important to convey the message quickly. Therefore, the language is usually short and concise. The expressions: "Have a Coke" (Coca-Cola), "New book series available now!" (McDonald's), "Cut your costs! Buy a Ford" (Ford) are the examples of hard sell.

In soft sell method, the use of language is not forceful or aggressive. In this method, the advertiser promotes the product as if she/he talks to the audience or advertises the product by talking to a person next to him/her. Monologues or dialogues are commonly used in soft sell method. These kinds of advertisements describe the products' features, benefits, and instructions for use. Soft sell tries to create an emotional connection with the audience, and this allows viewers to remember the advertisement and build a positive relationship with the brand.

"Let's make today great

When you start your day with a great breakfast,

great things can happen." (Dost, 2022).

In this example, the target audience is addressed by using a monologue.

"SHOW US YOUR SKY! Love Sky? Show us! Send us a photo of yourself reading Sky during your travels and you might be featured in an upcoming issue and on deltaskymag.com." In this example, it is aimed to make a dialogue by asking questions to the target audience and to draw the audience into the communication and make him/her a part of it (Dost, 2022).

Adverbs and adjectives are used frequently in advertisements. Sometimes in advertising texts, unusual adjectives and adverbs can be used. It means, they are just made up for that situation and have no value in the standard language. For example, tomatofull (bol pomidorlu), flavoursome (dadlı), cookability (bişirilə bilən), peelability (soyula bilən).

Brands choose the words as names which express both lexical and structural meanings. Because the name should be distinctive, and it should be more effective in representing the brand than simply identifying or labelling a product. For example, names given to cosmetics and other beauty products often conjure up images of beauty, cleanliness, diversity, and naturalness such as: "Moondrops", "Natural Wonder", "Rainflower", "Sunsilk", "Skin Dew".

Another common method to make the product unique is the deliberate misspelling of the brand names. For example, in the name "Rice Krisp", the word "crisp", in the word "Brylcreem", the word "cream" is misspelled.

The imperative sentence is one of the most frequently used sentence types in the advertising language. Imperative verbs are used to encourage the target audience to buy the advertised product or service, not to miss opportunities and discounts, rather than to give the order. Also, it shows that the brand trusts its product. In these types of sentences, the consumer feels as if he/she is being addressed directly. (Batı, 2010, p. 130) For example, "Stop climate change before it changes you" (the slogan of WWF), "Focus on feeling" (Focus Optika), "Think Small" (Volkswagen), "Think Different" (Apple), "Feel the difference" (Ford), "Live for now" (Pepsi), "Just do it" (Nike), "Release the Beast" (Magnum), "Have a break, have a Kitkat" (Kitkat), "Cut your costs! Buy a Ford" (Ford), "Have a Coke", "Enjoy Coca-Cola" (Coca-Cola), "Build your dreams!" (LEGO)

Besides imperative sentences, interrogative sentences are frequently used in advertisement texts. Here, an advertiser does not wait for an answer. The advertiser already knows the answer, but by doing so, he/she creates a friendly environment by making the consumer feel special (Batı, 2010, pp. 133-135). This type of sentences is used for rhetorical purposes. For example, "Is Pepsi OK?" (Pepsi), "Why not?" (Apple), "Do you think Money can buy time?" (ROLEX), "So now what's your excuse?" (Nike Air)

The language of Azerbaijani advertisements is clear and concise. For example: "Hər damlasında həyat var" (the slogan of Sirab), "Sənə yaxın gələcək" (the slogan of Azercell), "Öz Ritminlə Yaşa" (SimSim), "Gəlin birlikdə böyüyək" (Nar), "Bax, nələr mümkündür" (Bakcell), "Gündən-günə daha güclü" (Bakcell), "Dəyişək, inkişaf edək" (Bakcell), "Hər kəsin bankı" (UniBank), "Uğurla Birlikdəyik!" (XalqBank).

Local expressions, cultural references and idiomatic phrases are integral parts of Azerbaijani advertisements. The elements of Azerbaijani culture such as traditional music, imagery, or references to local customs and traditions are widely used. These features make advertisements more appealing to Azerbaijani consumers.

Azerbaijan is a multilingual country, and most Azerbaijanis know languages such as Turkish, Russian, or English. Considering this, sometimes there are multiple languages in advertising texts to refer to different linguistic background of the population.

As other advertisements, rhetorical devices are widely used in Azerbaijani advertisements. For example, rhetorical questions, metaphors, metonymies, puns etc. Especially, the use of anglicism is widely spread. One can come across anglicism everywhere

in Azerbaijan as there are a lot of international markets. The names of these markets are not changed and are written in their original language. It is so normal because the English language has an international prestige and people tend to prefer products which have English names and find them more reliable. The samples of some international market names: "Pull&Bear", "New Yorker", "Apple".

Anglicisms are also used in cultural events, mostly in concerts. As English has flexibility, it is easy to create new words by word formation process. For example, "TechnoFest", "Eurovision Song Contest".

Anglicisms can be seen especially in the advertisements of shopping centres: "Baku Book Center", "CinemaPlus", "ParkCinema".

They are also commonly used in restaurant names, even in the names of meal or products. For example, "East Town", "Happy Meal", "Central Baku", "Secret Garden", "Soul Kitchen", "RoofTop lounge", "Friends".

Additionally, in some menus, food names are written in English such as "Cocktail", "Milkshake", "Lemonade", "Iced Tea", "Sandwich", "Cheeseburger", "Brownie", "Muffin", "Cheesecake", "Wrap", "Ice Cream", "Marshmallow".

Sometimes, problems may occur in Azerbaijani advertisements. As it is known, advertisements shown in Azerbaijan's airspace, mostly cover products imported to our country from abroad. Most times they are translated from their original language. Firstly, there may be mistranslation in some situations. For example, in one of the hair shampoo advertisements (Head & Shoulders) the word "gənəgərçək yağı" was translated as ("kastor yağı"). However, there is no such word in the dictionary of our language (Musayeva, 2023).

Then, sometimes the names in the native language are written by changing the letter "ə" to "e" such as "Mermer".

In some situations, the culmination and final effect do not justify themselves, the pragmatic background and psychological conditions are not expected: "Hər uşağın gələcəyi olmalıdır. Uşaqları axırda kəşf et".

To solve the main problems, first of all, literary language norms should be expected. For this, "linguists should establish regular contact with advertising companies, consult with advertising agents, at least teach how to use stylistic forms and regularities (trope and syntactic figures, metaphors and metonymies, periphrases etc.) when preparing advertisements". Texts should be figurative, aphoristic, clear, laconic, syntactic organization should not be violated, because in this respect, the connection of word combination is violated (Kazimov, 2018).

Although advertising uses natural language in creating any text, it differs from an ordinary prose. As all poetic texts, advertising differs from the prose. It exists at two levels of language analysis: phonological and semantic. Advertising texts create meaning through the combination of visual and sound rhythm in phonetics employing semantic rhetorical figures.

In the promotion of the product or service, rhetorical language is a frequently used method to communicate in an impressive and remarkable way. Rhetorical language has a meaning beyond the literal meaning and aims to establish an emotional and mental connection with the audience. It also stimulates the imagination of consumers by making advertising messages more vivid and visual. But sometimes the use of rhetorical language can make it difficult for the target audience to understand the message. So, it may lead to misunderstandings. Also, rhetorical language may reduce intelligibility when they are overused or made unnecessarily complex.

As it is mentioned, rhetorical devices are an integral part of advertisement texts:

One of them is the use of **metaphor**. This rhetorical device is frequently used in advertising language. It is the transference of the thing, sign, name of an action to another based on mutual similarity. These similarities are unusual and unexpected. By using metaphor, advertisers transfer all the positive features of the simulated object to the product they promote. (Bati, 2007, p. 330) Examples of metaphors used in advertisements: "Red Bull gives you wings" (the advertisement of Red Bull), "Open Happiness"- (the advertisement of Coca Cola), "Time is money, so I went and bought a ROLEX". (the advertisement of ROLEX)

Advertisers often use **metonymy** to add depth, vividness, and impact to the language. It is the substitution of word or phrase by another word or phrase that is closely associated with. For example, "Our wheels are always turning" (Bell, 1992)- car advertisement. In this sentence, the vehicle is substituted by the word "wheel". It means, the cars are always improving. Another example is "Wash the big city out of hair" (Cook, 1992)- shampoo advertisement. In the sentence "the big city" refers to the dirt of the hair. Then, in the advertisement: "Ford has a better idea" (Ford), "Ford" refers to the car produced by the Ford Company.

Personification is a rhetorical device in which an inanimate object is given human characteristics. It is used in advertising texts to attract the interest of the audience. Personification makes advertisement more interesting and memorable. For example, "Gatorade always wins!" (the advertisement of Gatorade), "Goldfish. The snack that smiles back" (Goldfish snack crackers), "Acer. We hear you" (Acer computers), "Kleenex says bless you" (Kleenex facial tissues).

Simile is another figure of speech that is used in advertising texts. It helps to compare two unlike ideas to increase understanding of one. (Dmitrij Dobrovol'skij, 2021) The comparison is

made by using "like" and "as". For example: "Like a rock" (Chevrolet Trucks), "No one grows Ketchup like Heinz" (Heinz), "Heavy as a feather" (Nike).

Hyperbole is the use of exaggerated language, and it is not taken literally. This rhetorical device helps to highlight positive sides of products and services. The main purpose of advertisements is focusing on positivity and ignoring negativity. So, advertisers use hyperbole to draw the attention of customers and emphasize the positive sides of products: "No one forgets the first Big Mac" (Mc'Donald's), "No one grows Ketchup like Heinz" (Heinz), "The happiest place on Earth" (Disneyland).

Irony is the opposite of its literal meaning. In advertisements, it is mainly used to add humorous effect to the text. Advertisers use this rhetorical device to create an unexpected reaction on the consumers and prompt them to think. However, the use of irony in advertisements may lead to misunderstandings and negative reactions. So, the target audience should be considered carefully before the use of irony in an advertising text.

Pun is also known as play on words. It can be interpreted in two ways and add humorous effect to the text. So, it is especially used in slogans to make them more memorable and catchier. Wordplay may present a challenge during the translation process. It even may lead to untranslatability. The examples of pun in advertisements: "Every kid should have an Apple after school" (the advertisement of Apple company), "Reflect your light"- (Slogan of Coca Cola Light), "Get Rich quick"- (Kenco Really Rich Coffee), "Brilliant cleaning starts with Finish"- (Finish Detergent), "Coffee's Perfect Mate"- (Slogan of Coffee Mate), or the advertisement of Time magazine: "Make Time for Time". Here, the word "time" brings to our mind the general usage of the word and the name of the magazine.

As can be seen, in puns, the simple structure of the word sequence contains an element that makes it powerful, effective, and easily remembered. It especially attracts the attention of bored viewers and is used effectively in image creation. An important feature of pun is that it varies from culture to culture. Words that form homophones in one language probably will not be structured as the same way in other one. So, translators should pay special attention when confronted with homophones.

Idioms are specific to a particular language or culture. Its figurative meaning differs from the literal meaning, so idioms cannot be translated directly to another language. Meanings of idiom are understandable to native speakers. Sometimes, non-native speakers cannot understand them in texts.

Idioms are commonly used in advertisements. They make advertisements more memorable. In translation process, translators should be careful and should try to find a right equivalence in

the target language. Some examples of idioms in advertisements: "It'll blow your mind away" (Burger King). "All that glitters is style" (the advertisement of Skoda Fabia car). This sentence is a replacement of well-known idiom: "All that glitters is no gold". (Abu Joloud, S, 2014) "Heavy as a feather" (Nike)-it is a replacement of an idiom "light as a feather". Another example of the idiom is from the advertising text of IKEA: "Rome was not built in a day. But your kitchen can be" (IKEA). The first sentence "Rome was not built in a day" is an idiom that means "important things do not happen in a short period of time".

Antithesis is also known as contrast. It is used to highlight the differences between two things in a positive or negative way. As it is mentioned, the goal of advertisement is to emphasize the positive sides of products. So, it is used in advertising texts to highlight the positivity of the product or service. For example: "Escape from ordinary to extraordinary". (Ad Agency), "Heavy on features. Light on price" (Apple), "Tough on stains. Gentle on skin" (Persil), "Inspired by yesterday, built for tomorrow" (Nokia), "All of the taste. None of the sugars". (Alpro)

Repetition is used in advertisements to emphasize the message and make it memorable. It is especially used in the slogans or jingles of advertisements as repeated words. Repetition also can create the rhythm in the text. Name or other features of the product can be repeated to be emphasized.

Anaphora is the type of repetition that frequently used in commercials. It is the repetition of the words or phrases at the beginning of the sentence. For example: "Have a break, have a KitKat" (the slogan of KitKat).

Epiphora is a contrast of anaphora. It is the repetition of words or phrases at the end of the sentence. For example: "Touch the rainbow. Taste the rainbow"- (Skittlets advertisement).

Elliptical sentences are quite common in advertisement texts. The ellipsis refers to the absence of a word that is required by the context. (Goddard, 2003, p. 125) According to Goddard, the language of advertisement imitates the spoken language. He defines spoken language as elliptical, which is made to save the language and gives it the sense of sincerity. Missing words in the sentences create a surprising and unexpected effect. While the consumer would normally expect to see all the elements of the sentence, he/she is surprised to see the obvious absence of any element and tries to logically fill the gap. This mental process is remarkable because it requires the audience to pay attention to the advertisement.

Inversion is changes in a normal order of words. In advertising texts, different word order can be used to create emphasis or to draw attention to a particular word. For example, "Never before seen!"

In advertising texts, **rhetorical question** is used to emphasize a particular feature of the product, attract the attention of customers, and make them think about the message. A question mark is used at the end of the rhetorical question. In rhetorical question, the answer is not expected from the audience. Some examples of rhetorical questions: "Do you think Money can buy time?" (ROLEX), "So now what's your excuse?" (Nike)

Euphemism is a rhetorical device used to replace inappropriate and tactless expressions with more polite ones. Although the forms of euphemisms differ from society to society, they attract attention as they have similar features in almost every language. It helps advertisers to promote the products in a more positive way. This rhetorical device is especially used to advertise medical and cosmetic products. Because these products are commonly designed to address a problem such as cosmetic imperfection or symptoms of disease. For instance, in an advertising text, the use of the word "ageing" or "mature" instead of "old". In this way, advertisers don't refer the age and avoid any kind of hostile reactions from the consumers.

"Give mature skin an extra care it deserves". (the slogan of Olay)

"Join me in the battle against of ageing". (the slogan of Olay)

The same effect can be seen in advertising texts promoting goods against exterior imperfections.

For example, "Gently wash away skin worries". (the slogan of Clean and Clear)

This slogan is formulated to avoid any direct reference to the cosmetic problem. Because direct reference to the cosmetic problem such as acne or acne rash can clearly affect the promotion of a product in a negative way.

Besides, euphemism can help to downplay or soften potentially negative aspects of a product or service. With the help of euphemism, advertisers can minimize any perceived drawbacks or limitations, emphasizing the positive features instead. This helps to reduce consumers' hesitations. For instance, instead of highlighting that the product is "low-calorie", the term "health conscious" can be used to convey the same idea while emphasizing the positive health benefits.

In phonological framework of the advertising language, elements used in the language of poetry such as sound repetition, rhyme, rhythm are frequently preferred in advertisements. With the help of these elements, the advertisement turns into a poetic language. Most advertising texts have rhythm because it is easier to read and attract attention.

Rhyme is one of the frequently used features of poetry. In rhyme, the spelling and pronunciation of sounds or words are the same or similar. Rhyme helps to convey the message effectively by using musical feature of the language. For example, "I like Ike"(the slogan of Einsenhower), "Don't be vague, ask for Haig" (Haig Scotch).

Since each language has a rhyme created by its own words, it is not possible to create a rhyme using exact the same words in another language. Therefore, to create a rhyme, a translator has to choose appropriate words in the target language. It shows that some changes are inevitable. If the result text can provide equivalent formal effectiveness, this kind of changes is not considered a problem.

Alliteration is the consonant repetitions that occur within words. According to McQuarrie (Bati, 2010, p. 177), rhyme and alliteration are important rhetorical devices used in advertising. Alliteration provides fluency and harmony to the text. For example: "Melts in Your Mouth, Not in Your Hands" (the slogan of M&M's) - repeated "M" sound in "Melts", "Mouth" and "M&M's". It is also easy to remember and fun to sing. During the translation of these sentences, it may not be possible to capture the same sounds, so a different sound harmony arranged in a similar way can be equally remarkable.

Furthermore, the use of **foreign words** in advertisements is very common. Since advertising is one of the components of our daily life, the way from advertising to our everyday language is not very long. Especially, the use of repeated foreign words in multiple advertisements affects our daily language. It may be appropriate to use these foreign words if there is no equivalent in Azerbaijani. But in some cases, they are preferred to native words even if they have equivalents. Most consumers buy the product without understanding the meaning of the brand or they have difficulty in saying the name. So, foreign words and terms enter our language so quickly that we sometimes forget the words we use are of foreign origin. The adjective "super" and the prefix "mega" have also entered our language through advertisements.

International brands especially use foreign words in their commercials to increase their sales and to be successful in the global market. They can be easily distinguished by consumers since they have different phonological and morphological structures. As they differ from consumers' native language, they are easier to remember. According to Bati, the use of foreign words in advertisements fulfils the function of emphasizing the characteristics of brands such as appearing internationally, being elite, different, and successful. (Bati, 2010, pp. 179-180). Nowadays, the definitions of these foreign words used in commercials are not explained. So, it can be said that what is important now is not the meaning of the words, but the positive effect they evoke. The use of foreign words in advertisements creates more complexity and shocking effect. On the other hand, the complexity and ambiguity of advertising language brings it closer to the language of poetry. There are stylistic similarities such as rhymes, tropes, blend words, and wordplays. They are used in both poetic and advertising languages.

Foreign words are intended to create an emotional effect rather than giving information. Even if there is an equivalent of the word, foreign word is used to be more expressive. Consumers may sometimes find its intonation more polite. These words are more striking and vivid, also may have a more positive connotation. As English is an international language, it is broadly used in advertisements. These words are called anglicisms.

The structural characteristics of the English language, its brevity, flexibility, and phonetic effect allow advertisers to give a lot of information with using only a few words or phrases. Anglicisms in commercials, can be used in the slogans, advertising texts or the names of products. They commonly are not translated, so people use them unconsciously in everyday language. This happened especially because most innovations were created and improved in the United States. Apparently, all these devices were first known with their original names. So, adults, youngsters, and children became familiar with a new vocabulary. This process explains the appearance of borrowings in any language. Anglicisms in commercials can be related to technology, food, drink, restaurant etc. For example: "Smartphone", "Apple", "iPhone", "Blackberry", "Sandwich", "Cheeseburger", "Brownie", "Milkshake", "Cocktail", "Muffin", "Cheesecake" and so on. (González-Cruz, María-Isabel, 2015)

Jargon is especially a vocabulary that belongs to a particular profession or group. Jargons also can be used in advertisements to better understand and connect with the target audience. For example: "Bio-Rays" (Samsung advertisement), "Vitamin H" (KeoKarpin brand). (Roy Choudhuri, H. & Laha, A. K, 2005)

Besides, advertisers also use **neologisms** in commercials. Neologism or neology is newly derived words. They are very common in poetry. As it is known, poets need to go beyond ordinary words to express themselves. Likewise, advertisers who are constantly looking for new forms of expression also need to produce new words. Neology is persuasive, it increases the recall of the advertisement by attracting attention as a new and unconventional way of expressing an idea. In addition, the audiences who encounter a word they haven't seen or heard before, will pay attention to the message for a while to grasp the meaning of this word. This is very important for advertisers.

Blend words can also direct the attention of the consumers to the advertisement. It is a type of neologism. One of the ways to create blend words is joining two separate words to make one new. The other way is combining the whole word with the portion of another. It can also be formed by overlapping phonemes which are the components of two words that sound alike. For example: "Everywear" – (Bruton Menswear), "FryDay" (the name of the

restaurant),"Epileather" (Louis Vuitton) – *type of leather that is used by this brand and it is characterized by small, raised lines.*

Illustration, music, and colour are non-verbal foregrounded features of advertising texts. Advertisers usually add music to advertisements to strengthen the effects of the message. The tempo of the music, its loudness, and its matching with the visuals help the audience to concentrate more on the advertisement. The use of music with or without lyrics is also an important factor. The lyrics of the song are very important because they also convey the message to the audience. Sometimes the lyrics are also translated in commercial advertisements.

The music or jingles used in advertisements mainly focus on the same purpose: increasing attention and recalling the product. Music ensures that the advertisement or brand name is repeated. The use of words with music becomes a part of the advertising message, and information is provided through music. As a poetic language, music also consists of rhyme, rhythm, and alliteration. Many advertisers give background music while the car is being driven to give a sense of power in their advertisements of luxury cars. Also, with the help of music, the feeling of prestige and wealth can be created in the audience. Advertisers want to develop positive feelings towards the brand by using music and thus they expect the product to be preferred. For this reason, the use of particularly popular pieces provides advantages to advertisers. It also helps the message to reach the consumer and complete visual elements.

Colours are also very important in advertisements because they have physiological effects. Colours help the company to establish an emotional connection with the customer and draw attention to the brand. The important point is that the colours differ from culture to culture. It means, one colour that has positive meaning in one culture, can have a negative meaning in another. Especially, the global markets should take this factor into the consideration.

1.3. Advertising slogans

In today's market conditions, the consumer is exposed to many advertisement messages during the day. While some of the messages are remembered easily, the others aren't memorable. A brand should use its unique symbol, logo, and slogan effectively to be remembered and to stand out from its competitors. The slogans should reflect the brand philosophy. While the consumer encounters new brands, products, and services in a constantly and changing market, the only thing that remains in the memory is the slogan in a few words. For this reason, effective and catchy slogans are extremely important in terms of brand image and recall.

A slogan is defined as a group of short words that are descriptive, and persuasive. It gives information about a brand. The brand slogan is one of the most important elements that make up brand identity. Slogans are one of the complementary elements of an advertising campaign. A brand uses a slogan to communicate with target audience. A brand slogan can be used in all marketing activities including packaging. The slogan that we see in different channels helps us to associate it with the brand, both visually and audibly.

Slogans are used to summarize the theme, main idea, and message of the advertisement. After the slogans usually body texts give more detailed information about the advertised product. Especially in English commercials, it is very common that slogans consist of a few short, simple sentences: "Everyone's invited" (Samsung Digital), "Redbull gives you wings" (Redbull), "A Diamond is forever" (De Beers), "I'm loving it" (Mc'Donalds).

They can consist of predicate, non-predicate, imperative even interrogative sentences: "Why not?" - Apple, "Is Pepsi OK?" - Pepsi.

But imperative and non-predicate sentences are more common in slogans: "Connecting People" (Nokia), "Real magic" (Coca-Cola), "Making a Difference" (Apple), "Just do it" - Nike, "Think Different" - Apple, "Live for now" (Pepsi), "Think small" (Volkswagen), "Feel the difference" (Ford), "Release the Beast" (Magnum), "Focus on feeling" (Focus Optika), "Have a break, have a Kitkat" (Kitkat).

Another important element of slogan writing is the use of language. Because consumers are socially, economically, and culturally different. Therefore, it should be appropriate for everybody. As mentioned above, rhetorical devices are almost an inseparable part of advertisements. They are also used in slogans.

A good slogan should have positive connotations with the consumer. For example, as (the slogan of Coke) "Always Coca-Cola". However, it is important to explore if it has different meanings in different cultures and languages. Because it can cause a problem especially in translation process.

1.4. Culture and advertising

There are many definitions about the concept of culture. Etymologically, the word "culture" has its roots from the Latin word "cultura". This term was derived from the verb "colore".

It is known that historically, humans spread to various demographics and had different beliefs. It is possible to say that culture consists of values and ideas that shape beliefs over time. Culture refers to the lifestyles of society members or groups within a society. It

includes how members of that society dress, their marriage traditions, language, family life, working styles, religious ceremonies, and entertainment styles. Therefore, there must be a social life to talk about the existence of culture. It does not seem possible to talk about the existence of culture without societies. Culture is also an element that brings individuals together in a society by uniting them on a common denominator. But it does not only enable individuals to come together on common ground, but also ensures that they comply with the value judgements and rules of the society in which they exist. Additionally, this complex structure, which affects everything from religious rituals to art, ensures that the individuals carry the traces of the society they live in, from how they dress to their world view, from their sense of self-consciousness to their ability to think or reason. To sum up, culture involves everything material and non-material. It is transferred from generation to generation by being learned and taught. Culture is important for us and the next generation.

There are some characteristics of culture:

- Culture is not innate; it is learned.
- It is acquired from the social environment; not from genes.
- It is continuous.
- It changes.
- Individuals within culture are integrative.
- Culture is both an abstract concept and product of human activity.

Culture is not inherited from birth, nor is it transferred from generation to generation through genes. Each person continues his life by learning the culture of the society he/she lives in. People acquire culture, which is a social structure from their social environment. Therefore, it is highly likely that the cultural growing up in various societies will differ.

Culture is a continuous phenomenon, and it is possible to say that culture will continue to exist as long as there are societies. In addition, the concept of culture, whose existence dates back to the beginning of humanity, may experience changes over time in the process of being transferred from generation to generation. As well as social changes may be experienced depending on the place. Every learned knowledge, and acquired behaviour are synthesized with the existing culture and transferred to the next generation.

The basic elements of culture are values, beliefs, symbols, language, and norms.

Values are the standards that define the ideal principles of a society or group. Their purpose is to show individuals what is right and wrong. Values provide criteria for determining concepts such as good, bad etc. It is also a powerful tool of social control.

Beliefs are truth and reality that are commonly shared by people in the same culture. They may sometimes be based on common sense, religion, science, or a mixture of these.

Symbols: Historically, humans have sensed the world around them and attribute different meanings to those things. This has led to the formation of symbols that share culture and enable the transfer of certain meanings. The symbols that form the basis of all elements that make up culture may vary from culture to culture. They may also differ over time within the same culture. For example, the colour "white" may represent purity to the English and Azerbaijani, but it represents sadness in Japan. In the same way, in some cultures "black" symbolizes sadness, but it may not be the same in other cultures. What is considered a good, may not represent the same thing in another culture.

The meanings attributed to symbols can change over time. For example, the cheap and durable jeans worn by workers in the 19th century are now considered a stylish choice for casual wear by many people.

Language, which is the carrier of the cultural world, is a system of symbols that allows individuals to communicate with one another. It is a key tool in learning and transmitting a culture.

Norms are a set of written or unwritten rules that ensure the integrity and continuity of a society and regulate daily life. Norms include the behavioural patterns that exist in a society, as well as the ideal behavioural patterns expected from individuals.

"Just knowing the words in another language is not enough to ensure successful communication" (Nolan,1999, p.35). Cultures have a significant impact on the way people communicate. Therefore, to communicate successfully with people from different cultures, it is necessary to know the building blocks of that culture. Because when people from different cultures communicate with each other, they do not only communicate with the words, at the same time, they reflect their cultural characteristics.

Culture also shapes the basic information about how individuals will be as consumers, their consumption habits, styles and purchasing behaviours. So, culture and advertising are closely connected. Advertising often uses and reflects cultural values, beliefs, as well as promotes products and influences customers' behaviours.

Culture varies from society to society, so businesses that want to enter international markets should know the culture of those societies well. For example, the relationship between culture and advertising is successfully reflected in the choice of a celebrity to act in a brand's advertisement. The people who are loved and respected by the society are preferred by international brands. The holidays or days that are important for the society may also be

reflected in advertisements. However, the relationship between advertising and culture does not develop within a framework of only one side. Advertisements not only reflect cultures, but also affect cultures.

Advertisers should know the society well in which they will promote their products. Advertisements designed without considering the cultures of societies are doomed to failure. It also causes companies or brands to lose their prestige and prevents from finding a place in the market. Before entering an international market, many businesses conduct preliminary studies by sending their teams to those countries to get to know the market closely, and to examine cultural characteristics as well as consumer behaviour. Some businesses also employ local staff and even open offices. Such research on consumer expectations in different cultural environments enable global businesses to obtain useful results. For example, McDonald's acknowledges local influences and includes local taste preferences and products to its menu. In countries where cola drinks are not common or where local drinks are preferred (such as beer in Germany, wine in France, ayran in Turkey, tea in Azerbaijan), local drink alternatives are offered.

Colours also symbolize different meanings in different cultures. So, advertisers use colours in commercials by taking their meanings into consideration in order to receive positive feedback from the target audience. On the other hand, if chosen colours do not convey the correct meaning or cause advertisements to be perceived differently may negatively affect the target audience.

It is possible to say that traditions and customs are other important concepts when making glocal commercials for countries or societies with intercultural differences. While preparing a glocal commercial film, intercultural differences should be examined in detail. It is important to make products and services suitable for the market which they will be broadcasted in societies with different cultures, traditions, and customs. For example, the global brand Coca-Cola uses local food culture as a reference in its glocal commercials, as well as Azerbaijani beliefs, customs, and family concepts. The brand also emphasizes the concept of fasting during Ramadan by associating it with its own product.

Commercial advertisements consist of cultural elements such as symbols, beliefs, myths, traditions, ceremonies, values, and lifestyles.

Symbols give important details about the representation of cultural elements and enable us to have an idea about which culture the advertisement belongs to. Therefore, symbols are sometimes words, gestures, pictures, or objects. Various symbols are used in advertising

messages, which are considered to be one of the most important cultural factors: colours, numbers, drawings, words, body language, music.

In addition, the use of celebrities in brand commercials not only carries ideological or symbolic meanings, but also seeing them using product or service conveys the presence of a well-known person in the target language and creates a sense of trust-based sympathy. (Küçükerdoğan 2007, p.63) Moreover, the use of celebrities gives important details about the representation of cultural elements and allow us to have an idea about which culture the advertisements belongs to.

1.5. Culture and translation

While looking at the culture-translation relationship, it can be said that these two concepts affect each other. The translation is also a cultural product. Translation establishes an organic bond with culture in terms of carrying the heritage from the past to the future. In other words, culture is shaped as a result of social interaction in the historical process. It is transferred and shared through translation, which is a form of communication. Thus, the communication form of translation occurs. In this respect, translation must be considered as a phenomenon penetrated by the concept of culture.

Translation plays a role in transporting culture to another language-culture basin. Cultural assets are conveyed through language and translation, which is a means of interlingual transfer.

One of the most important points of translation between different cultures is considering the sensitivity of the situation. For example, there are some language groups with different beliefs and values. Translators have duties and responsibilities such as properly comprehending all the cultural elements of the source and target texts and finding the most appropriate methods to convey these elements. Eugene Nida and Charles Taber, who perceive linguistic and cultural differences as a problem, approach the translation of culture by underlining the fact that the elements to be transferred must adapt to the realities of the target culture recipient (1969, p.199). The approach of adapting an element familiar from the source language community to the target culture is necessary. Culture-specific expressions have the potential for untranslatability and require special treatment. Even if the concepts are understood, transferring the cultural element to the target culture may lead to incomprehension or unresponsiveness due to the risk of different meanings and connotations.

During the translation process, is a culture a type of knowledge that translators must know during the translation process, or is it a reflex they have internalized? Inevitably,

translators who were born and raised in a certain culture would have reflexively internalized a certain culture because they had been exposed to that culture. But, in any case, since translators take part in intercultural communication, they must be familiar with both cultures whether this is through learning and internalization.

CHAPTER II. TRANSLATION OF ADVERTISEMENTS AND SLOGANS

2.1. Translation of advertising texts

The word “translation” was first used in Latin. It was derived from the Latin word “translation” meaning “to bring” and “to carry”. As an international communication is getting stronger day by day, the importance of translation is also increasing. In general terms, translation means conveying a text (spoken/written) to the listener or reader of the target language in an understandable way. Translation is an interlingual journey that starts from one language to another and from one culture to another. It allows people to understand the same source despite their native language. So, it can be said that translation is like a bridge between languages.

Today, translation has an important role in the dissemination of knowledge, ideas and in the interaction between different cultures. Because, in our globalizing world, thanks to technological developments, physical distance is no longer an obstacle in establishing relations between countries in different fields. However, a language may become an obstacle to important relationships. At this point, translators have important duties. They not only facilitate the flow of communication between different languages, but also mediate between cultures.

Famous French poet and translator Etienne Dolet, who lived between 1509-1546, listed 5 basic principles in his work (How to Translate well from one Language into Another: 1540):

1. Understanding well the author’s purpose and the content of the text to be translated;
2. Having a good command of the languages to be translated (the source language and the target language);
3. Avoiding word-for-word translation (literal translation); Because this situation either changes the content of the original text or causes it to lose its literary form;
4. Use of common idiomatic language;
5. Careful use of words in the TL text to create the correct tone of the original. (Dolet, 1540)

In 1970, A.Tytler stated the basic requirements of translation in his book “Translation principles” as follows:

1. The translation should fully convey the idea of the source text;
2. The style and content of the translation should be the same as the source text;
3. As the source text, the translation should be easy to read. (Tytler, 1970).

In the field of translation studies, K.Reiss defined text types and set a special place to advertising texts. K.Reiss, divided texts into informative, expressive, multi-medial and operative texts. She included advertising texts in an operative text type. Reiss aimed to present

the power of advertising texts to influence the viewer, reader, or listener and the method of transferring this power of influence during the translation of advertising texts. According to her, the distinctive feature of advertising text is that it is behaviour oriented. It means the linguistic design of this text type triggers an impulse and a reaction in the recipient.

According to Reiss and Vermeer, the starting unit of a translation is always a text. The text is a culture-specific phenomenon, and therefore every translation is a cultural transfer. In this context, Reiss and Vermeer propose a model for texts with different levels of complexity. (Reiss/Vermeer, 1984, p.120).

Reiss/Vermeer illustrates the models they propose as follows:

1. The most complex model: Translation with (partial) transfer of cultural background, i.e. translation of verbal and cultural elements of a text;
2. Translation of verbal elements in which cultural values are translated, at least partially, with the constancy of the cultural background;
3. Linguistic transfer at the textual level, taking into account formal, syntactic and stylistic facts but ignoring cultural values;
4. Linguistic transfer of units in the lower plane of the text;
5. Transfer of basic language units (Reiss/Vermeer, 1984, p.120).

Reiss and Vermeer state that the first model is mainly used in the translation of advertising texts in Europe. However, they also state that these models may be used together too.

In this model, it is obvious that an advertising text is a heterogeneous text type that involves both verbal and cultural elements. In other words, advertising texts contain verbal, visual, auditory elements and reach the audience with the help of them. This is the complexity of the text.

Since it is necessary to use all textual and linguistic tools such as rhetoric, intertextuality, vocal, word harmony, word play and metaphor to convey the message correctly and effectively in advertisements, it is not possible to see advertising texts as a homogeneous text. (Smith, 2006, p.238)

Regardless of the translation type, a translator is expected to have certain qualities to translate a text effectively. The same is true for advertising translators. As it is known, languages have their own unique characteristics, textual traditions, and stereotyped expressions. So, the translator should have sufficient knowledge in both languages. What is expected from advertising translators, is to make the right decisions during the translation process.

The main qualities that an advertising translator should have:

- Product information
- Brand information
- Basic knowledge about the field of advertising, text types and subtypes within this field
- The knowledge of strategies suitable for the objectives and functions of advertising
- The knowledge of target audience
- The knowledge of the target culture and translation norms

The focus of an advertisement is the product being promoted. Therefore, an advertising translator should have knowledge about the product that forms the basis of the advertisement translation. For a translator to effectively address the target audience, it is necessary having knowledge about the product being advertised, including its features, benefits, and what sets it apart from other similar products. The translator should be aware of this information and then use it during the translation process. For instance, it is important for the translator to have knowledge about the contents, storage conditions, expiration date, symbols etc. This will give an opportunity to the translator about having a better understanding of the product being advertised and having more control over the translation process.

An advertising translator should also have brand knowledge. The translator should not only have general information about the brand but also be aware of the strategies the brand follows and its overall objectives. Because it plays an important role in shaping the brand identity. In addition, the translator sometimes may need to highlight the brand in the promotion process.

What is important here is being aware of the brand significance. Because when products are like each other, only the most recognized and beloved brand has a chance to succeed. However, each brand represents a concept. For example, BMW represents performance. So, it is expected that brands do not deviate from these concepts they are associated with. When they deviate from the concepts, even good advertisements are likely to cause failure. These points are important not only for those who create advertisements in the source language but also for translators who present the advertisements in the target language. The translator is responsible for conveying the value of the brand to the target audience in the target culture. The brand's ability to maintain its presence in the target culture is possible through translation. Therefore, it is crucial for an advertising translator being aware of the concepts represented by the brand and, if necessary, highlight the concepts in translation.

An advertising translator also should have knowledge about the text they are going to translate. According to Kautz a translator should have the ability to analyse. Kautz sees this ability as a prerequisite for creativity and states that this creative ability is essential for

retextualization in the target language, especially in the translation of advertising and literary texts (Kautz,2002, p.22). However, the textual competence cannot be limited to translators' mere knowledge of the text genre, type, and textual tradition. It is known that texts often contain other communication units. Reiss and Vermeer state that these units which are also indicators in a sense, should also be considered to ensure the text equivalence aimed at translation. Linguistic signs are in an exchange relationship with indicators. For example, Reiss and Vermeer agree that text and music are in a relationship for a song; text and image are in a relationship for advertising materials, picture books and slides accompanied by text; sound, text and footage are in a relationship for TV series or movies. (Reiss/Vermeer, 1984)

K. Reiss emphasizes the necessity of maintaining the intention of the source text in translation when explaining text types and translation methods. In this regard, the importance of evoking a similar effect in translation as the intention of the source text towards the audience is highlighted for the translation of advertising texts (Reiss, 1993, p.22).

K. Reiss states that the translator chooses one of two methods in conveying a text through translation. These methods are intentionsadaequat Übersetzungsmethode (translation method oriented towards the intention of the source text) and funktionsadaequat Übersetzungsmethode (translation method oriented towards the function the target culture will perceive). (Reiss, 1993, pp. 20-24)

In the intention-oriented translation method, the function of the translation is fixed, while in the function-oriented translation method, the function of the translation changes. K. Reiss argues that the normal state of translation is translating in accordance with the intension of the source text. This means that whatever function a text aims to serve in the source culture, its translation also serves the same function in the target culture. For example, if a text is written as an advertising text in the source culture and its purpose is to change the behaviour of the customer towards the sale of a product, the function of the target text must also be the same.

K. Reiss's translation method was developed by Christiana Nord. Nord divides translation into two types: instrumental and documentary. Translation is either used to achieve a specific goal, which is relevant to K. Reiss's function-oriented method, or the translation itself conveys the purpose of the source text, which corresponds to Reiss's intention-oriented translation method. Nord also maintains the distinction between functional stability and functional shift proposed by Reiss. Nord (1989, pp.103-104) divides intercultural text transfer, i.e., translation, in terms of (a) functional stability and (b) functional change, considering the preservation of the source text's function in the target audience as functional stability in translation.

When analysing whether the function remains constant or changes in the translation of advertising texts, based on the distinctions made by K. Reiss and C. Nord, it is possible to say that ensuring the invariance of the function of the text remains unchanged in the translated versions, which aligns with the goal of translation. Otherwise, if the function of the translation changes, for instance, if an advertising text is translated as an informative text, the purpose of the advertisement will not be achieved. The aim of the translation is to not change the function of the advertising text and to provide a similar effect on product purchases in the target audience as the original advertisement does in the source country. Because the purpose of advertising campaigns, both in the source and global market, is the consumption of the advertised product or service by a consumer. For example, while the purpose of a steam iron offered to the consumer in England is to ensure that it is purchased by the buyer, the purpose of advertising this product in Azerbaijan will still be the same; whether with the same or different visual. Therefore, it seems unlikely to talk about a functional change in the contemporary understanding of advertising. However, Hönig and Kussmaul (1999, p.149) suggest that both functional change and functional stability strategies can be used in advertising translations, and the translation task and text type are determining factors in the chosen strategy.

It is also possible to come across opinions in translation studies on whether this type of text can be translated or not. Sager (1994, pp.242-243) mentions that advertising texts cannot be translated, they can only be reformulated in the target language. In fact, Sager sees translators as an intermediary between the source language text and target language copy writer. According to him, translators as target language experts, are responsible for the impact of their texts. So, the translator should have the freedom to change or adjust the content, structure, and style of the source text to achieve the desired effect on the target recipient. An advertising text translation is a cultural transfer and therefore the texts are rewritten to ensure that the best possible effect is achieved. In this respect, he mentions that intertextual linguistic consistency remains in the background.

Reiss and Vermeer state that when promoting a product through translation, it is a priority to optimize the scope of the advertisement, and in a sense, rewriting the source text is a matter of course. In such texts, it is important to highlight the main focus. However, if a company needs the translation of a product's advertising text to obtain information about a product, here, the priority is information transfer. In that case, the text should be considered as an informative text type, and retextualization is unattainable. In short, according to Reiss and Vermeer, the translation strategy changes, in a sense, due to the scope.

Reiss and Vermeer's view that advertising text can be considered as an informative text type in terms of conveying information overlaps with Hönig and Kussmaul's view that there may be a function change in advertising texts. As a matter of fact, Reiss and Vermeer declare that the text type changes in the context of the translation task, and therefore, as the text type changes, it can be said that the text function may also change as stated by Hönig and Kussmaul.

However, today, when advertising is mentioned, the first thing that comes to mind is promoting a product or service to the audience and ensuring its consumption. So, it will not be possible to talk about a change in text type and function in general. In the advertisements that we are exposed to every day, it is obvious that some products are introduced to the target audience with the same name and occasionally even the same slogan such as English brand Apple. These brands enter the global market using the same name. Of course, as Smith (2006, p. 239) states, the prestige of the source language in other countries plays an important role.

2.2. The techniques and strategies of translating advertisements and slogans

One of the reasons why marketing texts are increasing and taking on a very important place is that consumers do not buy products of the brands which do not communicate in their native language. According to Common Sense Advisory's research dated February 21, 2014 among 3,002 consumers from 10 countries:

- 72.1% of consumers spend most of their time on websites in their own language.
- 72.4% state that they buy products from brands that communicate in their own language.
- 56.2% think that getting information in their own language is more important than the price. (Common Sense Advisory's research, 2014)

This study clearly demonstrates the importance of promotion to the target audience in their own language. The data suggests that marketing professionals need to be incredibly careful about translations.

During the translation of the texts, translators use different translation strategies and techniques. Before starting the translation process, translators should define their methods. The translator who is going to translate the advertising text, firstly should read the original text. Then, the source text should be analysed. These kinds of questions should be answered: "Is this a verbal or written advertisement?", "Is it a regular advertisement or an advertisement campaign?", "Will it be published on social media platforms?", "What kind of visuals is the advertisement accompanied by?", "What are the customer demands?"

After finding answers to the questions, the translator can use appropriate strategies and techniques during the translation process. The main techniques that are used during the translation of advertisements are followings:

Borrowing is the process of using a word or phrase in the source text without translating it. It is often written in italics. Translators usually prefer this when the target language has no equivalent, such as food or clothing. For example, "protein", "quesadilla". It helps to preserve the cultural context and transfer it to the target language. In addition, the vocabulary of the target language enriches through translation. As time passes, words borrowed become a part of the target language and begin to be widely used.

Calque is a borrowing word or phrase from a language which is translated word-for-word into the target language. It can also be defined as a "copy, imitation" of the original word or phrase: "shock"- "şok", "skyscraper"- "göydələn", "background"- "arxaplan".

The Azerbaijani language is rich with many borrowings and calques from English, Spanish, Turkish, Russian, and other languages.

In the **literal** or word-for-word translation, the text in the source language is translated into the target language without making any changes in word order or grammatical structure. It is not commonly preferred strategy because it may lead to incorrect translation. To use this strategy, it is important that the source and the target languages come from the same language family or have a similar culture (Odacıoğlu, 2011, p. 80). In other words, it is preferred if the target text maintains the same syntax, meaning and style as the source text. It may also be useful in the translation of short slogans. For example: "The Taste of Paradise" – "Cənnət həzzi" (Bounty) "Feel the difference – "Fərqi hiss et" (the slogan of Ford)

Transposition is the translation technique of moving from one grammatical structure to another without changing the meaning. In other words, it is the act of transferring expressions by changing their grammar. Even if the grammar is changed, the message remains the same. Here, the main purpose is preserving the meaning of the sentence or phrase. This technique is most frequently used by translators when they encounter the problem of "untranslatability" during the translation process (Odacıoğlu, 2011, p. 93).

Modulation is the process of changing the expression in the source text and giving the message in this way. The expression that appears negative in the source language, may become positive when transferred to the target language, but the meaning does not change (Vinay & Darbelnet, 1995, pp. 36-37). For example: "Remember!" - "Unutma!"

Expansion technique is used to translate the expression to the target language in more detailed. In that case, the target text becomes longer than the source text. Sometimes, it may

occur due to grammatical, structural, and semantical differences between two languages. Expansion technique is also used in the translation of advertisements. In advertising translation, this technique can help to clarify the meaning and explain the features of product in more detailed. The example of expansion in the advertising text: "Try both, pick a side" - "Hər ikisinin dadına bax və kimin tərəfində olduğunu seç" (the slogan of Twix)

In contrast, **reduction technique** is used to translate the expression to the target language more concisely. So, the target text becomes shorter than the source text. Sometimes, during the translation process, the translator chooses to cut some expressions which seem unnecessary. (Khaled, N., 2022) Here, the intended meaning should be conveyed without losing anything in translation. Reduction technique is also used in the translation of advertisements. It helps to avoid unnecessary details and repetition in the target text.

Addition technique is used by translators to add new words, phrases, or sentences to the target text. It helps to express the meaning effectively in the target text. This is one of the common techniques in advertising translation. For example, "Open Happiness" - "Xoşbəxtlik qapağını aç" (the slogan of Coca-Cola), "I'm loving it" - "Bax budur sevdiyim" (the slogan of Mc'Donald's)

In contrast, **omission technique** is dropping some words, phrases, sentences, even some parts of the texts during the translation process. Translators use this technique especially in the translation of slogans. As slogans are short and concise, their translation in the target language should also be brief. The words, phrases or sentences in advertisements may also be omitted if they are not relevant to the target culture. Additionally, omission can be used if there is not an equivalence. An example of omission in an advertisement: "Just do it" - "Sadəcə et" (the slogan of Nike)

In advertising translation, the most common used strategies are localization and transcreation.

The word "localization" is derived from the English word "local" which means "yerli" in Azerbaijani. In translation process, **localization** means translating text into the target language by considering its geographical and cultural features. As it is known, a behaviour that is appropriate in one society may be inappropriate in other ones. Additionally, the effect of a single word in one culture may differ in another. Even colours have different meanings among cultures. So, these differences are one of the main factors that should be taken into consideration during translation process. In such situations, translators use localization strategy. It can be used in many areas, but especially, it has great importance in the marketing industry. Localization is essential for the promotion and sales of the product.

The limited demand for the products or services commonly occurs on international platform due to language barriers. Because people do not buy the product if they cannot get information about the product in the text. The importance of localization emerges at this point. With the help of localization, all relevant content can be rearranged according to culture and geographical structure of the region. Here, exact equivalents are added to the words to be translated and their intended meanings are maintained. Examples of localization include time zones, currencies, national holidays, local colour sensitivities, product or service name translations, language translations, and geographic situations. So, it does not only involve the translation of texts but also covers product features, images, cultural references, date and time formats, pricing, measurement units, legal and regulatory compliance, branding and messaging, marketing content, and promotional channels.

Global brands such as Pepsi, Coca-Cola, Mc'Donald's use localization strategy in their advertisements. One of the famous samples of localization is Coca-Cola's "Shake a Coke" campaign.

There are some factors that should be taken into consideration during localization:

- Localizing the design and layout of the translated text to display it properly in the local language (for example, language orientation is left to right in Azerbaijani, but right to left in Arabic)
- Making changes in date and time, address, number, currency etc. (It is written as day/month/year in Azerbaijani and British English, but month/day/year in US English; Currency is the pound sterling in England, dollar in the USA; manat in Azerbaijan).
- Using colours and symbols specific to the language in which it is being translated, considering the sensitivities of the country.
- Knowing the essence of the texts. Sometimes a word may have more than one meaning. In this case, the context should be examined, and the appropriate one should be carefully selected.

Translation and localization differ from each other in terms of certain features, but they complete the parts of the same whole. Thanks to localization, product promotion and sales become easier. Most people may think that product advertisements are translated literally. However, the forgotten point is that each country has its unique use of language, culture, customs, traditions etc. These factors should be considered during translation and this work requires professionalism. If it is not carried out successfully, negative marketing results may occur.

Transcreation, which is derived from the combination of the words "translation" and "creation", is an important translation strategy that acts as a bridge between different languages and cultures. According to Pedersen, transcreation is adapting brands and messages from one culture to another. (Pedersen D, 2014) Businesses that want to adapt to the globalizing world, deliver their services to large audiences and maintain their brand reputation in different regions by using transcreation. It helps to increase brand awareness and allows companies to expand their customer potential.

Transcreation goes beyond simply adapting words from one language into another. It is the ability to make cultural and linguistic touches while remaining faithful to the essence of the original text. With creative translation, new words and phrases can be added or omitted, figures of speech can be rearranged, and sentence structure can be flexibly revised. Transcreation materials that have undergone changes may bear little resemblance to the source text. While in localization, there are no radical changes in terms of integrity of the content, after transcreation the content may turn into a completely new document. Here, cultural, and linguistic differences between the source and target languages also plays an important role. Some examples of localization: "Release the Beast" - "İçindəki səni sərbəst burax" (the slogan of Magnum), "Kids and Grown-ups love it so, the happy world of Haribo - "Uşaq ya da böyük ölç Haribo-la xoşbəxt ol" (the slogan of Haribo)

There are some main features of transcreation:

The transcreation expert is also a copywriter. People who provide professional transcreation services should also be able to do copywriting.

Sometimes, the translation can be inadequate in terms of meaning and form, or it cannot make the desired effect in the target text. In that case, the translator should intervene in the content of the text and apply changes that reflect the intended meaning.

Transcreation begins with a striking summary. The translator not only translates the source text, but can also add subheadings, footnotes, and brief summaries to the target texts if it is necessary.

Transcreation is a more marketing-oriented service. Since marketing-oriented content is written in a way that will trigger an action in the reader, it will be a more effective solution in the translation of such contents.

There are some differences between localization and transcreation processes:

- Localization focuses solely on adapting content to a linguistic and cultural market. The primary purpose of it is to make products or services operating in the source language appealing and accessible to different languages and cultures. However, creative

translation is a comprehensive process that involves recreating original content in the target language to effectively convey the same message and tone to a target audience.

- Style and brand language can be ignored in the localization process. Localization is generally related to language and cultural adaptation. Transcreation, on the other hand, deals with creative elements such as transferring the brand image to different languages and blending it with the cultural elements of the target language.
- Localization aims to quickly enter new markets. While the localization process focuses on making a product, content, or service quickly accessible to a new market, the transcreation process attempts to create a new content that will connect with the target audience by taking the source text as reference.
- Technical processes are much more important in localization. While localization is a technical process in every sense, transcreation is a creative process based on reconstruction. Some computer-aided translation tools (CAT tools) are used in the localization process, however the transcreation processes proceed more manually.

CHAPTER III. MAIN CHALLENGES IN ADVERTISEMENT TRANSLATION

3.1 The methodology applied to conducted research

Qualitative method is adopted to conduct research and achieve its objectives. Qualitative research provides an in-depth analysis of challenges, strategies, and techniques involved in the translation of commercial advertisements from English into Azerbaijani. Analysis encompasses cultural, linguistic, and stylistic perspectives.

Data collection: Different English commercials, slogans and their translated versions are selected. During the collection of data, various sources are used. The samples are chosen from TV commercials, YouTube, and Internet.

Descriptive analysis: A descriptive analysis is used to examine and describe cultural, linguistic, and stylistic features of commercial advertisements.

Comparative analysis: A comparative analysis is used to explore the similarities and differences between the English commercials and their translated versions in Azerbaijani. This analysis helps to find out the main challenges during translation process.

Lingua-Stylistic analysis: A lingua-stylistic analysis is used to examine the linguistic and stylistic techniques employed in both the source and target advertising texts.

3.2. Data analysis

The translation of commercial advertisements is itself a challenging process whether an advertising text is short or long. As the main feature of advertising text is being concise, most people may think that it is easy to translate. But it is completely opposite. Advertisement translation cannot be done with the help of translation tools. If they are translated with machine translation, undoubtedly the intended meaning of the text will fail. Because there are two different languages and cultures. The target text is as important as the source text. In global advertising, unless the target audience can understand the message of the source advertisement, the message in the source text makes no sense. Therefore, translation plays an important role in the field of advertising and translators have a lot of responsibilities. During this translation process they face a number of challenges and try to overcome them.

Undoubtedly, the product will not be successful in the target market if translation fails. In the history of advertising, there were such situations in which the messages were not translated accurately. This usually happens due to the lack of linguistic knowledge.

One of the challenging processes in translation is the search for equivalence. The concept of equivalence is very important in translation. It has always been the subject of translation

study. Bassnett (1991, p.25) describes this concept as a "much used term in translation studies". However, according to Mary Snell Hornby (1990, p.80) it is "a highly controversial concept". Equivalence means finding the term or expression in the target language that has the semantically similar meaning as to what it expressed in the source language with a different signifier. According to Pym (1992, p.37), "equivalence is supposed to define translation, and translation, in turn defines equivalence".

Challenges may occur during the process of finding out the best linguistic equivalences and then selecting the one which best fits the context of the text. Cultural and linguistic differences may also make it difficult to find the right equivalent. Translators should have a deep understanding of both languages and cultures to identify the right equivalent.

Equivalence is beyond word-for-word translation. It is very useful in advertisement translation especially during the translation of cultural references, idioms, and expressions. Some words may have no equivalent in the target language. So, it may lead to untranslatability. In that case, translators use different translation techniques such as borrowing or omission. As mentioned in the previous paragraph, omission can be used if the word does not change the intended meaning of the text.

Then, other limitations that translators face during the translation process is linguistic challenges. Communication between people speaking different languages is possible by translation process. Each language has its own characteristics and rules. During translation, the differences come to the surface and even may lead to untranslatability.

Linguistic challenges especially occur if the text consist of jokes, figures of speech, idioms, proverbs, sayings, and wordplays. The way they are expressed, their meanings and connotations differ in each language. The cultural elements are especially an integral part of them. It means, a linguistic element that is effective in one language may not have the same effect when expressed in the same way in another. This is the reason why linguistic challenges are more common in advertisement translation.

If the grammar of the source and target language is different, challenges may occur. It especially happens in the use of personal pronouns. There are differences in personal pronouns in English and Azerbaijani. So, these differences may make a challenge during the translation of advertising texts. In English for male and female "he" and "she" third person singular pronouns are used accordingly. But there is no such distinction in Azerbaijani. There is only one third person singular pronoun "o". For example, in some perfume advertisements such as "Narchiso Rodriguez", there is an expression such as **"for him"** or **"for her"**. In Azerbaijani,

if it is translated as "onun üçün" it will not be effective. Because in this case, the promotion cannot reach its goal and indicate that this product is for a "man" or "woman".

Another example can be the advertisement of "Subaru" cars. There is a sentence "The Subaru of his and hers". Here, the pronouns "his and hers" are used to highlight the husband and the wife separately. To emphasize and draw attention, these pronouns are used instead of "them" (Altay 2016).

The challenges may also occur when there is a prosody or alliteration in advertisements. Prosody is commonly used in slogans mainly to create rhythm and rhyme. In slogans especially alliteration is used. For example: "**Melts in Your Mouth, Not in Your Hands**" (the slogan of m&m's). If we try to translate it into Azerbaijani such as "Əlinizdə deyil, ağızda əriyir", alliteration will be lost.

The translation process may be challenging if the connotative meaning of the name of the product is more important than its denotative meaning (Altay 2016). In some advertisements, advertisers choose to link the product to a person or entity. For example, the name of famous detergent "**Mr. Muscle**" (Altay 2016). As the names of the products are not translated commonly, an Azerbaijani who does not know English, cannot understand that the name symbolizes a strong and muscular man.

During the translation process, translators also face with cultural challenges. Cultural nuances are also seen in linguistic elements. So, these challenges are inevitable during translation. Some advertising texts may be translated directly. For example, "**Feel the difference**"-"**Fərqi hiss edin**" – (Ford), "**The taste of Paradise**"-"**Cənnət həzzi**" (Bounty). But most of them cannot be translated directly without any changes. In this case, translators should have a deep cultural knowledge of both countries to overcome challenges. Because symbols, colours, visuals, linguistic elements may have different meanings in various cultures. Also, people's beliefs, norms and interests differ from culture to culture.

Cultural nuances are considered in everything from visuals to advertising texts. For example, the advertisement of "Snickers" differs from culture to culture. In American advertisement, the players who play American football are shown. One of them becomes angry during the game. He is offered snickers. Then the slogan appears: "You are not you when you are hungry". (the slogan of Snickers) But in some countries where American football is not common including Azerbaijan, other commercial videos of "Snickers" are shown. This is the example of localization. Then the slogan appears. In Azerbaijani it is translated as "Ackən sən, sən deyilsən".

Another challenge may occur when the advertising text and the visual are connected. Most times the video or image is connected to the translation of the advertising text. But there may be some situations in which a visual is not reflected in the target text. To connect them in the target language can make a challenge to translators.

There are some English words that are commonly used and understood by most people. In this case, even they may be remained untranslatable. Some brands use anglicisms in their promotions because they are certain that their advertisements will be understood by the target audience. For example, a Turkish brand "Defacto" uses the sentence "I love me" in its commercial. As its target consumers are usually youngsters, this sentence is easily understood by them. The brand also prints this sentence in some of the clothes and the word "love" is substituted by a heart image. In another commercial of the brand, an interesting wordplay is used. In denim commercial, the advertising text is delivered through the song. The lyrics of the song are: "Kendimi sevenlerdenim. Denim. Yolumda yürüyenlerdenim. I love me Defacto Denim. I love me in Denim. I love me Defacto. Cesaret edenlerdenim. İstediyimi giyenlerdenim. Havalı gezenlerdenim. Denim. Hayatı yönetenlerdenim. I love me Defacto Denim. I love me in Denim. I love me Defacto".

Almost a half of the advertisement is in English. But there is not any problem in understanding. Here the main point is that it is a denim commercial. It is understood by the target audience. In the advertisement, the word "denim" is used in two ways. 1. As an English word. 2. As a suffix in Turkish. It makes the advertising text interesting, rhythmic, and memorable. However, this wordplay cannot be created in Azerbaijani advertisement despite the similarities between the languages. Because the suffix is written with an "ə" in Azerbaijani.

Generation gap also can make a challenge for translators. As advertisers consider their audiences, it is the same for translators. Before translating any advertising text, firstly a translator should know the brand, its target audience, goals etc. Because it has an important role in translation. While youngsters like and understand the use of anglicisms in advertisements, it is completely opposite for grown-ups. So, translators should be aware of their target audience before starting translation process.

To attract youngsters' attention, anglicisms are also used in local Azerbaijani advertisements. One of the famous advertisement samples is from "Bizon" commercials. It is a well-known brand of energy drink in Azerbaijan. In its commercials and cans, anglicisms are used. For example: "Bizon White Diamond", "Bizon Black Diamond", "Gamer Formula", "Bizon Pink Edition", "Red-Line Edition", "Original Edition"- here, anglicisms are used as the

names of drinks. Then, "Charge your energy", "Restart", "Sugar Free" – are anglicisms from Bizon advertisements. The brand also cooperates with local celebrities to promote its products.

Translating from English into Azerbaijani is a challenging process itself. Firstly, the language structures, cultures, and people's preferences are different. Additionally, there is not just one English. English is spoken in different regions such as the UK, the USA, Australia, and Canada. Each of them has its own differences. These can be found in their grammar, food and clothing names or other things used in daily life. So, translators should also consider this kind of nuances to translate effectively.

"Release the Beast" (Magnum)

"İçindəki səni sərbəst burax"



Picture 1 : The advertisement of Magnum

"Magnum" is a well-known brand of an ice-cream. The brand promotes its commercials internationally. In its advertisements, Magnum uses interesting and attention-grabbing phrases, images and videos. As it is shown above, the sentences or phrases used in its advertisements are closely connected to the image or video. In its commercial, the sentence "Release the Beast" is translated into Azerbaijani as "İçindəki səni sərbəst burax".

The slogan is not translated literally into Azerbaijani. Because in this case, the Azerbaijani consumers will not be able to get the idea of the advertisement. The word "beast" has a negative meaning in Azerbaijani. But it is used metaphorically to denote a positive meaning in English. So, the sentence is completely rearranged in the target language. It means, here, transcreation strategy is used by the translator. Besides, addition technique is used in order to convey the

meaning of the source text. New words are added to the sentence. However, the sentence is also concise and catchy in the target text. Both the source and target texts are imperative sentences.

Here the main challenge occurs due to the visual. The original slogan itself reflects the visual. But its translation cannot reflect the image as the word "beast" is not translated. However, from my perspective, the translation is successful, because it reflects the intended meaning of the advertising text.

"You are not you when you are hungry" (the slogan of Snickers)

"Ackən sən, sən deyilsən"

"Snickers" is one of the best-selling chocolate brands in the world. The commercials of the brand feature the individuals who behave strangely or angrily due to hunger. By eating Snickers, they get back to normal selves. The slogan "You are not you when you are hungry" also reflects this message. It means that the hunger can influence and change people's mood, behaviour, and performance.

The slogan is very memorable and rhythmic. There are some rhetorical devices as hyperbole, antithesis and repetition. In the sentence, hyperbole is used to exaggerate the change caused by hunger. "You" and "not you" are two contrasting ideas. It means that the slogan employs antithesis. Then the word "you" is repeated and created a rhythmic effect.

The slogan is translated into Azerbaijani as "Ackən sən, sən deyilsən". The translation is concise and clearly reflects the intended meaning of the source text. The translated slogan also involves repetition because the word "sən" is repeated.

The brand is also famous for localization strategy. It considers the target audience before promoting. Advertising videos are filmed differently. For example, the advertisement which involves American football is not shown in countries in which the game is not common.

"Have a break, have a Kitkat" (the slogan of Kitkat)

"Fasilə varsa, Kitkat var"

"Kitkat" is another well-known chocolate brand. Its slogan is concise, rhythmic and memorable. Because it involves anaphora. The word "have" is repeated at the beginning of the sentence. The source text is imperative, but its translation is a declarative sentence. It means during the translation process the grammatical structure of the source text is changed. It means, transposition technique is used by the translator.

Then, the slogan is not translated literally. Because the phrase "to have a break" means "fasilə vermək", and "to have a Kitkat" means "Kitkat yemək". In English, the verb "to have"

has more than one meaning. But it is not true for Azerbaijani. It may make a challenge for a translator to keep the same effect in the target text. The verb "to have" is translated to the target text as "var olmaq". Doing this, the translator also uses repetition in the target text and the translation of the slogan becomes rhythmic and memorable as the source text.

"Just do it" (the slogan of Nike)

"Sadəcə et"

This slogan of Nike is one of the most memorable and successful slogans of all time. The slogan is motivational. It encourages people to take an action and follow their goals. Before translating, a translator should know the meaning behind it. The slogan is very simple and consists of just three words. It may seem easy to translate but its translations into other languages is not very well. Because the translated slogan does not convey the same meaning as the original one. Even in some countries, it remains untranslatable. In other countries such as China, the slogan is translated through transcreation. But it is translated into Azerbaijani as "Sadəcə et". Both the source and target texts are imperative sentences. During the translation process, omission technique is used as the word "it" is omitted in the target text. In my view, the translated text does not have the same effect as the original one. To create the same effect, the translated slogan can be used in the context such as video or image and translated as "Hərəkətə keç". I think, it sounds more natural and motivational in the target language.

"If there is no planet, where will you drive? " (the advertisement of Jeep)

"Sürməyə yer yoxdursa, gözəl maşına sahib olmağın mənası nədir?"

This sentence is from the advertisement of Jeep. The brand designed a green visual and added this sentence to the advertisement for Earth Day. The advertising text encourages consumers to protect the world we live in. So, we can continue to enjoy our nature and drive our cars. Both the source and target texts consist of rhetorical questions. Using rhetorical question, the brand does not expect an answer from a consumer.

Here, again the advertising text is not translated literally. Because the sentence is closely connected with the context. Firstly, a translator should know the meaning of the sentence and why the brand chooses to use this sentence in its advertisement. The target text is translated by using transcreation process. The intended meaning of the sentence is preserved, and a new sentence is created. As it is obvious, the target text is longer than the source text. Because during the translation process, addition technique is used, and new words are added to the sentence in

order to be easily understandable to the target audience. To my mind, although the target text is longer, the message is more understandable, detailed and simpler than the source text.

The translation is successful as the main message of the advertisement is delivered to the target consumers in a simpler language.

Head&Shoulders

—"Head&Shoulders? I didn't know you had dandruff.

— I don't.

—You got the money?

— Yeah, I got your money.

—I didn't know you had dandruff.

— I don't. It's Head&Shoulders.

—Pass me the detonators.

—Head&Shoulders, what? I didn't know you had dandruff.

— I don't.

Music: I didn't know you had dandruff... I don't.

(People use Head&Shoulders don't have dandruff. They prevent it)". (the commercial of Head&Shoulders 2023)

Head&Shoulders commercial in Azerbaijani.

—"Head&Shoulders? Kəpəyin olduğunu bilmirdim.

— Kəpəyim yoxdur.

—Pulu götürdün?

— Həə, məndədir.

— Head&Shoulders? Kəpəyin olduğunu bilmirdim.

—Kəpəyim yoxdur.

—Detanatorları mənə ötür.

— Head&Shoulders? Kəpəyin olduğunu bilmirdim.

— Kəpəyim yoxdur.

Music: Kəpəyin olduğunu bilmirdim... Kəpəyim yoxdur".

(Yeni Head&Shoulders-la kəpək yoxdur. Kəpəyi aradan qaldırır və geri qayıtmasına mane olur).

Head&Shoulders is one of the popular shampoo brands. It is advertised internationally and translated into different languages. In this commercial, both video and music are used. In all scenes, there are dialogs of two people. But in the last scene, the jingle is used. The main goal

of this advertisement is to highlight that the shampoo prevents dandruff. The dialogs are mainly translated literally. The lyrics of the jingle are also translated literally into Azerbaijani. The rhythmic structure is maintained. It means the music is adapted to the target language. It is the sample of localization. As the language of this advertisement is simple and informal there are not so many difficulties during the translation process. But the translation of the last sentences is a bit different. For example, the sentence "People use Head&Shoulders don't have dandruff" is translated as "Yeni Head&Shoulders-la kəpək yoxdur". The word "yeni" is added and some words such as "people", "to use" are omitted in the target text. The sentence is created again by a translator. This means, the translator has used transcreation during the translation of the sentence. Then, the sentence "They prevent it" is translated as "Kəpəyi aradan qaldırır və geri qayıtmasına mane olur". It is obvious that the source text is much shorter than the target text. The target text is expanded and transcreated. To my mind, the sentence "People use Head&Shoulders don't have dandruff" can be translated as "Head&Shoulders istifadəçilərinin kəpəyi yoxdur. Çünki o, kəpəyi aradan qaldırır və geri qayıtmasına mane olur". In this case, the first sentence becomes more appropriate and persuasive.

Orbit

—"Look, lunch is over. So, this is over.

—Is this a breakup?

—What did we talk about?

—No emotional attachments. It was only lunch. I just thought we would stay together for...

— Shh... Don't make this any harder.

— Well! I am not leaving!

— That went well.

(Break up with lingering food! Help keep teeth clean and healthy!)" (the commercial of Orbit 2013).

Orbit commercial in Azerbaijani.

—"Qulaq as, nahar bitti. Deməli, biz ayrılıriq.

— Ayrılıriq? Bu sondu?

— Danışmışdıq axı.

—Emosional söhbətlər olmayacaq. Bu sadəcə nahar idi, elə bilmişdim ki biz...

—Şşş... Daha da çətinləşdirmə.

—Yoxx! gedən deyiləm!

— Lap yaxşı.

(Qida qalıqlarına son! Təmiz, sağlam dişlər üçün yeyin, için, orbit çeynəyin!)"

"Orbit" is the well-known brand of chewing gum. The brand promotes its products in a humorous way using interesting concepts. In this commercial, the famous Spanish actor Antonio Banderas is talking to lingering food. The conversation is shown above. The language of advertisement is simple and informal. Here the main goal is to deliver the message in a humorous way as it is in the source text. Most of the sentences are translated directly. The second sentence "Is this a breakup?" is translated into Azerbaijani as "Ayrılıq? Bu sondu?". Here, the target text is longer than the source text. Because a new sentence is added during the translation process. Then, the third sentence is an interrogative question in the source text. But when it is translated, it becomes a declarative sentence in the target text. It means, the transposition technique is used as the grammatical structure of the sentence is changed. The last sentences are imperative in both the source and target texts. The sentence "Help keep teeth clean and healthy!" is translated as "Təmiz, sağlam dişlər üçün yeyin, için, orbit çeynəyin!" in the target text. It is expanded and arranged again. The sentences are completely different. However, I think the translation is very successful. Because the message is delivered in a humorous way and more rhythmic than the source text. In translation process, different techniques are used. Especially, with the use of transcreation, it sounds like an original advertisement, not the translated one.

"Live for now" (the slogan of Pepsi 2012)

"Yaşadır səni"

"Pepsi" is a famous beverage brand. The brand uses different advertising strategies in its commercials. Popular songs are used in the advertisement of Pepsi. "Live for now" is the slogan of the brand. It is also used in the commercial of Pepsi in 2012. In the commercial, a well-known celebrity sings a song. This advertisement encourages people to live and enjoy the present moment.

The song of the advertisement is not translated into the target language and kept in its original form. This approach is very effective because the song is sung by a well-known singer, and it is impossible to change the lyrics of the song. Also, such popular songs are known by most people especially, youngsters. However, the slogan is translated into Azerbaijani as "Yaşadır səni". The translation means that the moments are more enjoyable with Pepsi. From my perspective, the translation does not convey the same meaning as the source text. To highlight enjoying the present moment, the slogan can be translated as "Anı yaşa". So, the

translation will convey the same meaning as the source text and will be more appropriate with the commercial.

Another example of Pepsi commercial

"1. When you pop open a pepsi, enjoy that great taste! 2.It won't make moments more magical. 3.It won't make you look perfect. 4.And it ain't gonna make every day sunnier. —5. Sorry, but it does taste damn good and that's all that matters. 6.So, ignore the noise! 7.Follow your taste and take the Pepsi taste challenge!") (the commercial of Pepsi).

Translation:

"1. Pepsi içərkən, möhtəşəm dadından həzz al! 2.O, həyatını dəyişməyəcək. 3.Hər günü daha günəşli etməyəcək. 4.Amma dadına söz ola bilməz. 5.Deyilənlərə fikir vermə! 6.Bu dadı izlə!"

The above example is from TV commercial. The advertisement is in colloquial language. There are some differences between the source and target texts. For example, in the first sentence, the verb "to pop open" is translated into Azerbaijani as "içmək" (to drink). Then, the second sentence is rearranged and transcreated as: "It won't make moments more magical". It is translated as "O, həyatını dəyişməyəcək". The third sentence is completely omitted during translation. But the fourth sentence is translated directly. Also, repetition is used in the source text: "It won't make you look perfect. And it ain't gonna make every day sunnier". But there is no repetition in the target text. The fifth sentence is also created again by the translator. The intended meaning of the text is preserved and the translation sounds so natural in the target text. During the translation process a reduction technique is used as the target text is much shorter than the source text. Generally, some sentences are omitted, some of them are reduced and some are not translated to the target language. Some parts of the commercial which are not translated are also cut in advertising video.

From my perspective, some sentences which is omitted can be translated into Azerbaijani. The second sentence also can be translated as: "O dəqiqələrinizi daha maraqlı etməyəcək". There are also some changes in the words. For example, the word "magical" is substituted by "maraqlı". However, this translation is much closer in meaning to the source text.

Generally, from my perspective, the source text is longer, more detailed, and informal with the customers.

Coca-Cola



Picture 2 : An example of localization: Coca-Cola

Coca-Cola is a beverage brand that is especially famous for localization strategy. It considers culture and preferences of the target audience. The brand does not only adapt the translation, but it also localizes visuals, commercials, products etc. One of the famous examples is its "Share a Coke" campaign. The brand conducted research and found the most common names in each country. Then, the names were labelled on the bottles. For example, the names were as "Anar" or "Lalə" in Azerbaijani, but they were as "Sonia" and "Marcus" in English. Also, in some countries where it is impolite to refer someone with his/her first names such as China, the bottles were labelled as "classmate", "friend" or "family".

Also, Coca-Cola promotes the products in Azerbaijan by using our holidays in the advertisements. For example, On Nowruz or Ramadan holidays, the brand creates special commercials by using cultural nuances and traditional symbols. Even the jingles of advertisements are translated into the target language.

Additionally, the brand often collaborates with local celebrities or influencers. It helps to increase the number of sales.

One of the famous slogans of Coca-Cola is "Open Happiness". A metaphorical language is used in the slogan. It is translated into Azerbaijani as "Xoşbəxtlik qapağını aç". Both the source and target texts are imperative sentences. Also, the addition technique is used as the word "qapaq" is added to the target text.

Fanta

"What happened to snacking?"

Delicious is being denied. Munchings become mindless. To that we say. Not our watch.

Messy munchers play dirty.

Busy biters, take a moment and intensify it. Because when boring gets in the way, Fanta comes out to play.

(Snack in the name of play)". (the commercial of Fanta 2023)

Translation:

"Çox məşğulam. Çərəz vaxtı deyil.

Həə, aldığım kimi qalıb.

Eh, xırçılıtlı var ləzzət yox. Eləbil ağzımın dadı itib. Amma artıq yox.

(Hər şeydən yorulanda, Fanta ilə oyuna başla. Əyləncə naminə xırçıldat) ".

The above example is from the TV commercial of Fanta. As noticed, the target text is shorter than the source text. The same commercial is expressed completely different. The sentences of the target and source texts are not the same. Here, both transcreation and localization strategies are used. The target text is created again and adjusted to the advertising video. Some sentence structures are changed, some sentences are omitted, and some are added. Only the last sentence "Snack in the name of play" is translated directly to the target language as: " Əyləncə naminə xırçıldat".

Schwarzkopf commercial

1."Your hair colour is as beautiful as mom's.

2.Back in the day long lasting, intensive and caring colours. 3.From Palette. 4.Europe's number one in coloration.

(Palatte... Intensive colour cream for all shades of life)" (the commercial of Palette 2023)

Translation:

1."Saçınızın rəngi ananızın gəncliyindəki saç rəngi qədər gözəldir.

2.Palette- davamlı krem boya. 3.Dolğun rəng. 4.Saçlarınıza qayğı ilə. 5.Avropanın bir nömrəli saç boyası brendindən.

(Palette... Həyatın bütün çalarları)".

Schwarzkopf is a well-known hair colour brand. This advertising text is from the TV commercial of Palette in 2023. In the first sentence, simile is used to compare the beauty of the woman's hair colour to her mother's. In the translation of this sentence, addition technique is used as the word "gəncliyindəki" is added to the target text.

The second sentence is not translated as a whole into the target language. It is divided into three separate parts: "Back in the day long lasting, intensive and caring colours" - "Palette-davamlı krem boya. Dolğun rəng. Saçlarınıza qayğı ilə". It sounds incomplete in the target text. The translation cannot deliver the advertising message fluently. The sentence can be translated as: "Davamlı və dolğun rəng. Saçlarınızın qayğısına qalır." The meaning of this sentence will

be closer to the source text. Also, it does not sound incomplete. The last sentence is the slogan of the brand. It is not translated directly into the target language. Here, the metaphorical language is used to denote that the product has all shades of colours. In the translation of the slogan reduction technique is used as the target text is shorter than the source text. However, the translation is successful and can deliver the intended meaning of the advertisement.

Twix commercial

—1. "Every cookie here at left Twix is extra crisp, so it stays crunchy when we apply caramel and chocolate.

—2. We went on a tour right Twix, and they have the exact same thing.

—3. And up ahead we have the left Twix caramel stirrer evenly distributing heat...

—4. To ensure consistent taste, right Twix has the same thing.

—5. There packing tape like that over at right Twix?

(Try both, pick a side)". (the advertisement of Twix)

Translation:

—1. Yalnız Twixin bütün sol çubuqlarının yaxşıca xırçıldadığına əmin olduqdan sonra onların üzərinə karamel və şokolad süzülür.

—2. Biz qonşu fabrikdə olmuşuq. Orada da twixin sağ çubuğu elə bu cür hazırlanır.

—3. Burada isə karamel müntəzəm qarışdırılır ki...

—4. Elə twixin sağ çubuğunda da belədir.

(Twix, hər ikisinin dadına bax və kimin tərəfində olduğunu seç)".

"Twix" is a popular chocolate brand that employs different strategies in advertising. One of the main strategies is "Left Twix" and "Right Twix". This campaign began in 2012. Here, the brand humorously describes two Twix factories as rivals. Though they are identical in tastes, the differences between two bars are emphasized in the advertisements. It is also shown in above example.

The target text is not translated literally. The first sentence in the source text is a compound sentence. But it is translated as a simple sentence into the target language. Additionally, the source text is in active voice, while the target text is in passive. It means the translator uses transposition technique in the translation of this sentence. Actually, the meanings of these sentences are not the same. If we maintain the meaning and translate it as "Twix -in sol çubuqları ekstra xırçılıtdır, buna görə də biz onun üzərinə karamel və şokolad əlavə etdikdə xırçılıtlı olaraq da qalır" it will not be concise and will sound monotonous. Then, in the second sentence,

during the translation process, the compound sentence in the source text is divided into two separate parts and translated as a simple sentence. The second sentence of the target text is translated with the help of transcreation. The intended meaning of the text is preserved but it is expressed using different words. The transcreation is also used in the translation of the third sentence. If the sentence is translated literally, it will be as: "İrəlində isə istiliyi bərabər şəkildə paylayan karamel qarışdırıcımız var". But the original translation is more concise. Then, in the translation of the fourth sentence, the first part is omitted, and the second part is transcreated again. The fourth sentence is not translated into the target language and this part of the video is cut in the target advertisement. And the last part is the slogan of Twix. The target text is longer than the source text. During the translation process, expansion technique is used. The original slogan is short and memorable. The translated slogan is also easy to remember although it is long.

However, the translation is successful as the intended meaning is maintained and the main message of the advertising text is delivered effectively to the target audience. Additionally, the target text is simple, laconic, and memorable.

Another Twix commercial

— "Sir, do you have a sec?

— Sure.

— We are the right Twix factory making cookie layered with caramel covered in chocolate for the right side of the pack.

— Yeah.

— And the next door is the left Twix factory, and they make cookie layered with caramel covered in chocolate...

— No, cloaked in chocolate. Totally different process.

— Well, I was gonna suggest we merge?

— Just don't like the way they carry themselves". (the commercial of Twix 2013)

Translation:

—"Ser, biz Twix-in sağ çubuğunu hazırlayırıq. Bizdə şokolad peçenye və karamelə şaquli axıdılır. Bəlkə qonşu fabriklə birləşək? Axı, onlarda da şokolad şaquli axıdılır.

—Şaquli yox, yuxarıdan aşağı".

The above example is from TV commercial. Some parts of advertisement are cut in Azerbaijani. The source text consists of dialogue and longer than the target text. It means transcreation technique is used as some sentences are added, some are omitted, and some are

completely changed. The word "ser" in the target text is a borrowing. The words "to cover" and "to cloak" are explained as "şaqli" and "yuxarıdan aşağı" in the target text.

In my view, the commercial can be translated as:

—"Ser, bir saniyə vaxtınız var?"

—Əlbəttə.

—Bizdə şokolad peçenyə və kamaramelə şaquli axıdılır.

—Bəli.

—Qonşu fabrikdə də şokolad peçenyə və karamelə şaquli...

—Şaquli yox yuxarıdan aşağı. Tamamilə fərqli prosedir.

—Bəlkə, qonşu fabriklə birləşək.

—Onların davranış tərzini bəyənmirəm".

Dirol Mega Mystery commercial

— "So, I figured out this dried mystery gum. It totally tastes like...

—Don't!

Don't reveal the secret flavour of new stride mega mystery!

(New strides mega mystery. The ridiculously long-lasting gum with a flavour that keeps you guessing)" (the advertisement of Dirol Megay Mystery).

Translation:

— "Salam, mən yeni dirol mega mystery dadının sirrini tapmışam.

—Kəs!

Dirol Mega Mystery-nin dadının sirrini açma!(Dirol Mega Mystery, qoy dadı sirrli qalsın!)"

"Dirol" is a popular brand of chewing gum. The brand is especially known for its creative and memorable advertisements. These advertisements usually employ humour. Comedic situations and strange characters are used to draw the attention of the audience and create a memorable effect. In commercials, different techniques such as animation, special effects or jingles are used. Animation and special effects are also used in the above commercial. One man wants to reveal the secret of this mystery gum, but suddenly, several men on ostriches appear and do not allow him to tell the secret.

In the translation of first sentence, the addition technique is used as the word "salam" is added to the target text. Here, the translator considers the situation. Because we usually begin our speech with greeting. However, the sentence is incomplete in the source text as the men

appear and interrupt the speech. But this situation is not considered in the target text. To my mind, it can be translated as: "Salam, mən yeni dirol mega mystery dadının sirrini tapmışam. Onun dadı... " or the rhetorical question can be used in translation such as: "O bilirsiniz necə dadır?". Other sentences are translated directly. But the translation of the last sentence is completely different. The meaning of the sentence in the target text is different. A new sentence is added during the translation process. I think, in order to express the similar meaning, the sentence can be translated as: "Dadını təxmin edəcəyiniz saqqız" or it can be translated as an imperative sentence: "Dadını təxmin et!"

I think, the translation of this advertisement is not effective enough, because the sentences in the target text are almost the same. Especially, the translation of the last sentence does not convey the intended meaning.

"I'm lovin' it" (the slogan of McDonald's)

"Bax, budur sevdiyim" or "Mən onu sevirəm"

McDonald's is a famous fast-food brand. "I'm lovin' it" is a slogan and jingle of the brand. It is the short form of the sentence: "I am loving it". The verb "love" cannot be used in the present continuous tense form as it is a stative verb. It is the deliberate violation of the grammatical rule. It makes the slogan unique and memorable. There is not present continuous tense form in some languages including Azerbaijani. So, the translator cannot translate the sentence by using the same grammatical structure. It means there is a need for transposition technique. It is translated into Azerbaijani in two ways: **1. "Bax, budur sevdiyim" and 2. "Mən onu sevirəm"**. In my view, the first translation is more successful as it delivers the message effectively and preserves the intended meaning. In the first translation, transcreation technique is used. The sentence is created again. Additionally, transposition and addition techniques are used during translation. The new verb "bax" is added and used in an imperative form. The grammatical structure is changed during translation as the target text is a noun phrase. Also, inversion is used in the target text: "Bax, budur sevdiyim". The normal order of words is as: " Bax, sevdiyim budur".

The second one is a literal translation. The first translation is more effective than this one. Because it sounds a bit simple and monotonous. "I'm lovin' it" is also a jingle of the brand. I think, the second translation is appropriate for a jingle. As slogans represent brand identity, they should be translated carefully taking into consideration of all aspects of the source and target text.

McDonald's also uses localization strategy in advertising. The brand even adjusts the menus of the restaurants considering local culture and customers. For example, the brand includes food that is popular or familiar to local customers. The brand also uses local celebrities in advertisements and support local events.

Colgate commercial

- "1. Is it true?
- 2. Yeah, it is true.
- 3. Gabriella uses it.
- 4. So, it is a treatment?
- 5. No, it is a toothpaste.
- 6. So, it really whites.
- 7. 1 shade whiter in 1 week.
- 8. (New Colgate Optic White toothpaste with highly effective micro particles).
- 9. So, how does it look?
- 10. Differ yourself.
- 11. Her smile is amazing.
- 12. Gorgeous.
- 13. (New Colgate Optic White. 1 shade whiter in 1 week)" (the commercial of Colgate Optic White 2013)

Translation:

- "1. Düz deyirlər?
- 2. Hə, düzdür.
- 3. Kristina artıq yoxlayıb.
- 4. Deməli peşəkar ağartmadır?
- 5. Yox, diş məcunudur.
- 6. Yəni, doğurdan ağardır?
- 7. 1 həftəyə 1 ton.
- 8. (Yeni colgate optic white diş məcunu. Yüksək effektiv cılalayıcı mikrohissəciklərlə).
- 9. Onu görmək istəyirəm.
- 10. Özün bax, ağartmada son dəb.
- 11. Onun təbəssümü göz qamaşdırır.
- 12. Çox gözəldir.
- 13. (Yeni colgate white diş məcunu. 1 həftəyə 1 ton daha bəyaz dişlər)".

"Colgate" is another famous brand that promotes its products internationally. Above example is from the commercial of Colgate Optic White. In the advertisement, different people discuss the reason of the woman's white teeth. To begin with, in the translation of the first sentence, transposition technique is used as there is a shift in the grammatical structure. The source text is a noun phrase while the target text is a verbal phrase. Second sentence is translated literally. In the translation of the third sentence, the name of the person is changed from "Gabriella" to "Kristina". However, from my perspective, the name should be kept as it is or it can be substituted by an Azerbaijani name if the brand wants to use a localization strategy. Then, in the translation of the fourth sentence, addition technique is used as the word "peşəkar" is added to the target text. It helps to make a text clear to the target audience. The fifth sentence is also translated directly. Transposition is used again in the translation of the sixth sentence. It is declarative sentence in the source text, but interrogative in the target text. In the translation of the seventh sentence, reduction technique is used as the target text is expressed in a fewer word. However, the meanings are exactly the same. Addition technique is also used in the translation of the eighth sentence as the word "cilalayıcı" is added to the target text. In the translation of ninth and tenth sentences, transcreation strategy is used. They are created again. The context is considered by the translator and the intended meaning is preserved. Also, transposition technique is used in the ninth sentence. The source text is an interrogative, but the target text is a declarative sentence. The eleventh sentence is also translated with the help of transposition technique. Additionally, idiomatic expression is used "göz qamaşdırmaq" in the target text. It makes the translation more effective and natural. The last sentences are translated literally.

Overall, the translation of the commercial is successful. As can be seen, a lot of translation techniques are used during translation process. The translator has considered the context and adjusted the translation.

The commercial of M&M's

—1. "Gentlemen, we have a level three alert. 2.Two coursed guys: a big one and a small one have escaped. 3. We have to catch them immediately. 4.And be careful. 5.They are criminally delicious.

— 6. Red, do you think they will find us?

— 7. Not a chance". (the advertisement of M&M's)

Translation:

—1. "Təhlükəli xəbər var. 2. İki nəfər qaçıb. 3. Böyük və balaca. 4. Onları mütləq ələ keçirməliyik. 5. Ehtiyatlı olun. 6. Onlar kriminal dərəcədə şokoladlıdırlar.

— 7. Qırmızı, səncə bizi tapacaqlar?

— 8. Heç vaxt".

M&M's is a famous brand of chocolate candy. The brand promotes its products internationally with different, interesting commercials. One of the main characteristics of its advertisements is animated characters. The candies are the characters of commercials. Each candy has different character. There are only two characters (Red and Yellow) in the above example.

In the translation of the first sentence, omission technique is used as the word "gentlemen" is omitted. The second sentence is divided and translated into the target language. The target sentence is concise as the reduction technique is used. Then, in the third sentence, the word "immediately" is translated as "mütləq" into Azerbaijani. However, the correct translation of the word is "dərhal": "Onları dərhal ələ keçirməliyik". The fourth sentence is translated literally, only the conjunction "and" is omitted in the source text. In the translation of the sixth sentence, the word "delicious" is translated as "şokoladlı", but the meaning of the word is "dadlı" in the Azerbaijani language. So, the translation should be: "Onlar kriminal dərəcədə dadlıdırlar". The last phrase "not a chance" is translated as "heç vaxt". However, the equivalence of the phrase is: "Heç şansları yoxdur". From my perspective, this translation is more appropriate and better.

"Connecting people" (the slogan of Nokia)

"Birləşdirən xalq"



NOKIA
Connecting People

Picture 3 : The slogan of Nokia

This is one of the most successful slogans in the advertisement history. It can be understood in two ways. Firstly, the word "connecting" functions as a gerund. So, here it is understood the process of connecting people. Secondly, the word "connecting" functions as a present participle. So, here it acts as an adjective and describes the people who are engaged in connecting. The word "people" also has two meanings. It can be understood as a plural form of "person" or singular noun "people" which means a "nation".

Although the slogan consists of only two words, it is very challenging to translate. Two meanings cannot be expressed in the same way in the source text as the grammatical structures between the source and target texts are completely different.

The translation of the slogan into Azerbaijani is "Birləşdirən xalq". The translation is incorrect and does not convey any of these meanings. Here, the word "people" does not mean "xalq". It should be translated as the plural form of person: "insanlar".

From my perspective, the slogan should be translated by using transposition technique such as: "İnsanları birləşdirir". This translation reflects the intended meaning of the slogan. It is also appropriate for the image. However, it does not convey the second meaning in which the word "connecting" acts as an adjective.

As it is impossible to express two meanings in the target text, the translator should pay attention at least to express one meaning of the text successfully. Additionally, the first meaning in which the word "connecting" functions as a gerund, complies with the image more than the second one.

"Kids and Grown-ups love it so, happy world of Haribo" (the slogan of Haribo)

"Uşaq ya da böyük ol, Hariboyla xoşbəxt ol"

Haribo is a well-known confectionary brand. The brand promotes its advertisements internationally. "Kids and Grown-ups love it so, happy world of Haribo" is a slogan and jingle of Haribo. It has a rhythmic structure. As it is also a jingle, during translation process, the translator should maintain the rhythmic structure. In this case, the translator uses transcreation strategy. Obviously, the target text is not translated directly. If the slogan is translated word-for-word, it will be "Uşaqlar və böyüklər bunu çox sevir, Haribonun xoşbəxt dünyası". This sentence is incomplete and does not convey any meaning. If it is corrected and translated as: "Haribonun xoşbəxt (və ya sevgidolu) dünyasını uşaqlar və böyüklər çox sevir", it will be grammatically correct. However, there will be problems due to meaning and harmony. The original translation of the slogan is: "Uşaq ya da böyük ol, Hariboyla xoşbəxt ol". Here, the intended meaning and the rhythmic structure are maintained, and the sentence is created again.

Additionally, during the translation of slogan, transposition technique is used. Because there is a grammatical difference between the source and target texts. The source text is a declarative, but the target text is an imperative sentence.

Generally, the translation of the slogan is successful. Because the intended meaning is maintained, the rhythmic structure is also preserved so it can be used and sung in a jingle.

"Save the Earth" (the advertisement of Volkswagen)

"Yeri qurtarın"



Picture 4: The advertisement of Volkswagen

Volkswagen is a famous vehicle brand. The above example is from the advertisement of electric vehicles. With the help of image, the advertisement highlights that these vehicles do not make noise and are environmentally friendly. The advertisement encourages people to protect the Earth.

The advertising text is translated into Azerbaijani as "Yeri qurtarın". Both the source and target texts are imperative sentences. Here, the translator uses literal translation. However, the translation is not effective. It can be translated as "Dünyanı xilas edin". It will be more understandable, formal, and simpler for the target audience.

The commercial of Lay's

"If Messi comes over to watch the UEFA Champions League, make sure of one thing.

— Where are the Lay's?

Song: (No Lay's, no game)

Lay's. Stay Golden". (the commercial of Lay's 2023)

Translation:

"Messi UEFA çempionlar liqasına baxmağa gəlirsə, bir şeydən əmin olun.

— Bəs, Lay's hanı?

Mahnı: (No Lay's, no game)

Futbol Lay's ilə daha dadlıdır".

Lay's is a well-known potato chip brand owned by PepsiCo. Humorous language is frequently used in its commercials. The brand usually cooperates with celebrities to attract consumers' attention. In the above example, a famous footballer Messi appears in the commercial. During UEFA Champions League, Lay's broadcasts the commercial. Here, the target consumers are mainly football fans. There is also a song.

The first and second sentences are translated directly as the sentences are informal and dialogue. The lyrics of the song are not translated into Azerbaijani. The last sentence is not translated literally. It is transcreated and adjusted to the commercial. The meaning of the translation is like the song lyrics.

Generally, the translation is successful as the intended meaning is maintained.

"RedBull gives you wings" (the slogan of RedBull)

"RedBull qanadlandırır"



Picture 5 : RedBull

Redbull is a popular energy drink. Animated characters and humorous language are integral parts of commercial. Metaphor is used in the slogan as the drink cannot really give wings. During the translation of the slogan, transposition techniques is used. Here, the phrase "to give wings" is translated as "qanadlandırmaq". The noun phrase is translated as a verb. Besides, the name of the brand itself has a meaning. It contains the words: "red" and "bull". The red bulls are also described in the logo, also in the can of the brand. As the names of brands are usually untranslatable, people who do not know English, will not be able to understand the meaning.

"A Brilliant is forever" (the slogan of De Beers)

"Brilliyantlar əbədidir".

De Beers is a well-known diamond brand. The above example is from the slogan of the brand. The slogan highlights that diamond are the timeless symbol of love and commitment. In the translation of the slogan, transposition technique is used as the grammatical structure of the sentence is changed in the target text. The word brilliant is singular in the source text but plural in the target text.

Slogans:

1. "Stop climate change before it changes you"-"Sizi dəyişməzdən əvvəl iqlim dəyişikliyini dayandırın". (the slogan of WWF)
2. "We empower small businesses" - "Kiçik müəssisələri gücləndiririk" (the slogan of Tele2)
3. "Focus on feeling" - "Hissiyata fokuslan" (Focus Optika)
4. "Small but tough. Polo" ("Kiçik, lakin davamlıdır") (Volkswagen)
5. "Think Small"- "Kiçik düşünün" (Volkswagen)
6. "Feel the difference"- "Fərqi hiss edin" (the slogan of Ford)
7. "Making a Difference"- "Fərqi Yaratmaq" (Apple)
8. "No one grows ketchup like Heinz"- "Heç kəs, Heinz kimi ketçup yetişdirmir" (Heinz)
9. "Creativity Has No Boundaries" - "Yaradıcılığın sərhədi yoxdur" (the slogan of Wacom)
10. "The taste of Paradise"- "Cənnət həzzi" (Bounty)
11. "Probably the best beer in the world"- "Çox güman ki, bu dünyada ən yaxşı pivədir"- (Carlsberg)
12. "Does exactly what it says on the tin" - "Məhz bankanın üzərində yazılan kimi edir" (Ronseal paint)

These slogans are translated literally into the target language. As it is known, literal translation is not a preferred technique in advertisement translation. However, it may be used in the translation of advertising texts. If the advertising text involve simple, everyday speech such as dialogue, literal translation will convey the meaning effectively without making any challenge. Sometimes the slogans are also translated literally if slogans do not contain a creative language. The language of these slogans is also simple and do not involve any wordplay or hidden meaning. So, the intended meanings are transferred successfully to the target language.

3.3. Discussion of the Data

Previous paragraphs show different types of advertisements and their translated versions. In our research, we analysed 42 advertisement samples and 25 of them are slogans. The samples are mainly from food, drink, car, and product advertisements. They are translated with the help of different translation techniques and strategies. There are some creative advertisements which involve rhetorical devices such as metaphor, simile, wordplay, repetition etc. Also, they are sometimes accompanied by visuals and songs. These situations usually present challenges for translators. Some advertisements are written in songs and rhyme. In such situations a translator should do the job of a copywriter and arrange the advertising text again. As mentioned in the previous paragraph, the best example of keeping the rhyme in the advertisement is "Haribo" slogan - "Kids and Grown-ups love it so, happy world of Haribo". There are also some advertisements which are very challenging to translate due to cultural and linguistic differences. In that case, again a translator rewrites the text taking into consideration the image or video of the advertisements. Because the translation should be compatible with visuals. One of the best examples is the advertisement of "Magnum" - "Release the Beast". Generally, during the translation of creative advertisements, creative translation (transcreation) is used. In some cases, localization strategy is used which involves cultural nuances. It especially deals with technical aspects of translation. One of the famous samples of localization is Coke's "Share a Coke" campaign.

In previous samples, the most used translation techniques are addition and omission. As the language of advertising texts are short and concise, omission technique is used to reduce unimportant words, phrases even sentences. Sentences are usually omitted if they are not relevant to the target culture. However, addition technique is the opposite of omission. This technique is usually used if the source text cannot deliver the intended message itself. In some

cases, additional information is needed in the target text to be clear and understandable for the target audience.

Literal translation is also used in advertisements. Some advertisements such as TV commercials are not brief and concise. These types of advertisements usually involve dialogues or everyday conversations. In such simple speeches, literal translation is used.

Some advertisements only consist of a song. The song itself also contains a message. So, they are translated to deliver the intended message to the audience. But sometimes they remain untranslatable. Firstly, this happens if the lyrics are simple and understood by the target audience. Then, sometimes brands cooperate with celebrities who sing a song in commercials. These well-known songs are kept as original. Additionally, at the end of these commercials, slogans are presented, and they convey the main message. So, the slogans are translated carefully to deliver the message of the advertisement.

The names of the brands are not translated either. Because the name is an identity of any brand. The brands are recognized globally with their names. Additionally, anglicisms are used in Azerbaijani advertisements especially to draw an attention of younger generation. So, deliberate use of English words is also remained untranslatable.

The slogan is also an identity of the brand. As the slogan mainly contains only several words, it seems easy to translate. However, a slogan is the most challenging element of advertisement to translate. It also requires a great responsibility because one slogan is often repeated after all advertisements of the same campaign of the brand. Slogans are also translated with the use of different strategies and techniques if the source and target texts consist of linguistic and cultural differences. However, as mentioned above, some slogans are translated literally. Because these slogans are simple and general so there is no need to use any translation strategy or technique in translation process.

CONCLUSION

In conclusion, our thesis explores the commercial advertisements that are translated from English into Azerbaijani. The main source of data is the Internet, YouTube, and TV commercials. The slogans and their translated versions were collected by surfing the Internet and the webpages of different companies.

Most advertising texts are taken from the commercials of food and drinks. Simple advertising texts, especially slogans which do not involve tropes, are translated literally. However, literal translation is not usually a best option for advertisement translation. Creative advertisements which involve different rhetorical devices and cultural nuances are translated with the help of different translation techniques and strategies. Most used techniques in translation of advertisements are transposition, addition, and omission. As there are a lot of linguistic and cultural differences between two languages, both transcreation and localization strategies are used during the translation of commercials from English into Azerbaijani.

The main challenges that translators encounter during translation process are:

- If an advertisement consists of jingles. In that case, translators create a new text maintaining the intended meaning and rhyming structure. In other words, the preferred strategy is transcreation.
- If an advertising text involves cultural nuances. For example, one word in the source text that has a positive meaning, has a negative connotation in the target text. Here, a translator omits the word and substitutes it with the word which has a positive and similar meaning in the target text. Sometimes, the colour, image or video of the advertisement may not be appropriate for the target culture. In that case, they are adjusted to the preferences of the audience using localization strategy.
- If an advertising text consists of different grammatical structures. Here, most used translation technique is transposition.
- If an advertising text is accompanied by visuals. Sometimes, it may be challenging to adapt the translation to the visual due to cultural and linguistic differences. Here also most preferred strategy by translators is transcreation.
- If there is a pun in the source text. It even may lead to untranslatability. The names of brands and products usually consist of wordplays. If the name involves a wordplay, it is generally remained untranslatable. But if an advertising text contains wordplay, usually a translator understands the intended meaning and translates the meaning without using a pun. Because most times it is impossible to create such a wordplay in the target text.

Overall, the translation of commercial advertisement itself is a challenging process. It requires a deep understanding of cultural and linguistic aspects of both the source and target texts. It means that translators should have a comprehensive knowledge about both languages and cultures. So, they can use right translation techniques and strategies to overcome such challenges. By addressing these challenges, translators can lead to successful communication and help businesses to reach their marketing goals in the Azerbaijani markets.

Recommendations for further research: The thesis analyses various types of commercial advertisements such as food and drinks, jewellery, cars, products, clothes, technology etc. Further research can be done by focusing on specific industry sectors such as healthcare, technology, fashion, etc. and finding out unique challenges within these domains. Also, the research can be done to examine how bilingual audiences perceive and respond the original advertisements in English and their translated versions in Azerbaijani to enhance translation process and improve the effectiveness of translated advertisements.

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APPENDIX I

ABSTRACT

The thesis studies the challenges in translation of commercial advertisements from English into Azerbaijani. As global brands continue to increase, the need for effective translation becomes important for businesses to promote products and services internationally. Many foreign brands are sold in Azerbaijani market so some of their commercials are translated into Azerbaijani. The linguistic and cultural differences between English and Azerbaijani may present challenges during the translation process. Additionally, as the language of advertisement involves linguistic and cultural nuances, it goes beyond literal translation and requires a comprehensive knowledge of both cultures and languages. So, the study explores the challenges during the translation of commercial advertisements and main translation techniques and strategies used by translators to overcome such challenges. Furthermore, the study explores the advertising language, culture, translation, and the connection among them.

The thesis employs qualitative research. The English advertisements and their translated versions in Azerbaijani are examined with the combination of comparative and lingua-stylistic analyses. The samples are selected from different types of advertisements, such as food and drinks, technology, car etc. All the commercial advertisements are analysed from linguistic, stylistic, and cultural aspects as well as according to a set of translation techniques and strategies. They are carefully examined to find out linguistic and cultural differences as well as possible challenges that translators encounter during translation process. Main translation techniques and strategies are also identified to overcome such challenges.

The findings reveal the challenges in the translation of commercial advertisements from English into Azerbaijani. These challenges include linguistic nuances, cultural differences, use of visuals and rhetorical devices.

This study contributes to the field of translation and provides valuable insights for advertisers and translators. Analysis of translation techniques and strategies offers useful recommendations for translators to enhance the accuracy and quality of advertisement translation.

Keywords: advertisement, slogan, culture, translation, translation techniques, transcreation, localization

REFERAT

Tədqiqat işi kommersiya reklamlarının İngilis dilindən Azərbaycan dilinə tərcüməsi zamanı yaranan çətinlikləri araşdırır. Qlobal brendlər artıqca, məhsul və xidmətləri beynəlxalq miqyasda tanıtmmaq üçün düzgün tərcüməyə ehtiyac yaranır. Azərbaycan bazarında bir çox xarici brendlərə məxsus məhsullar satıldığı üçün onların bəzi reklam çarxları Azərbaycan dilinə tərcümə olunur. Tərcümə zamanı İngilis və Azərbaycan dilləri arasında olan linqvistik və mədəni fərqlər bir sıra çətinliklər yarada bilər. Bundan əlavə, reklam dili linqvistik və mədəni nüansları ehtiva etdiyi üçün hərfi tərcümədən uzaqlaşır, hər iki dili və mədəniyyəti dərinləndirən anlamağı tələb edir. Beləliklə, tədqiqat işi kommersiya reklamlarının tərcüməsində yaranan çətinlikləri və bu çətinlikləri aradan qaldırmaq üçün tərcüməçilərin istifadə etdiyi əsas tərcümə texnika və strategiyalarını araşdırır. Tədqiqat işi həmçinin reklam dili, mədəniyyət, tərcümə və onlar arasındakı əlaqəni öyrənir.

Tədqiqat işində keyfiyyət tədqiqat metodundan istifadə olunur. İngilis dilində olan reklamlar və onların Azərbaycan dilinə tərcümə olunmuş variantları müqayisəli təhlil, dil və üslub baxımından araşdırılır. Nümunələrin toplanmasında ərzaq, içki, texnologiya, maşın və başqa müxtəlif reklam növlərindən istifadə olunmuşdur. Linqvistik və mədəni fərqləri, həmçinin tərcümə müddətində tərcüməçilərin qarşılaşdığı çətinlikləri öyrənmək məqsədilə bütün reklamlar linqvistik, üslub və mədəni aspektlərlə yanaşı, bir sıra tərcümə texnikaları və strategiyaları baxımından da tədqiq edilmişdir. Həmçinin, bu çətinliklərin öhdəsindən gəlmək üçün əsas tərcümə texnika və strategiyaları da müəyyən edilmişdir.

Tədqiqat nəticələri kommersiya reklamlarının İngilis dilindən Azərbaycan dilinə tərcüməsi zamanı yaranan çətinlikləri aşkar edir. Bu çətinliklərə linqvistik nüanslar, mədəni fərqlər, vizual və ritorik vasitələrdən istifadə daxildir.

Tədqiqat işi tərcümə sahəsinə töhfə verir və həm reklam sahəsində çalışanlar, həm də tərcüməçilər üçün dəyərli fikirlər təqdim edir. Tərcümə texnika və strategiyalarının tədqiqi, reklam tərcüməsinin dəqiqliyini və keyfiyyətini artırmaq üçün tərcüməçilərə faydalı tövsiyələr təklif edir.

Açar sözlər: reklam, sloqan, mədəniyyət, tərcümə, tərcümə texnikaları, tərcümə strategiyaları, yaradıcı tərcümə, lokalizasiya

APPENDIX II

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