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The Influence of Pragmatics on Translation in Selected Advertisements

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Abstract

This research investigates the influence of pragmatics on the translation of advertisements across different languages and cultures. Pragmatics, as a branch of linguistics concerned with how context shapes meaning, plays a fundamental role in advertising translation, where the goal extends beyond literal word transfer to conveying intended communicative effects on target audiences. The study draws on theoretical frameworks from translation studies — including the works of Nida, Catford, Wilss, and Hatim & Mason — to examine how cultural, social, and linguistic factors shape translators' decisions. Through the analysis of selected advertisements, including Chinese-English translations of Yili product campaigns and English-Arabic translations of global brand slogans such as Nike, smartphone advertisements, and luxury perfume ads, the research demonstrates how achieving both linguistic-pragmatic equivalence and socio-pragmatic equivalence is essential for effective advertising translation. The findings highlight that successful advertisement translation requires not only bilingual proficiency but also deep cultural awareness, sensitivity to register, and an understanding of the multimodal and persuasive nature of advertising discourse. The study concludes with recommendations for future research, including

comparative effectiveness studies and the role of emerging technologies in pragmatic translation practices.

Key Words: Pragmatics, Advertisement Translation, Cultural Equivalence, Linguistic-Pragmatic Equivalence, Socio-Pragmatic Equivalence.

1. Introduction:

Pragmatics plays a crucial role in the field of translation, particularly in advertising. When translating, linguists need to comprehend the implied meanings within a specific context and then convey them effectively in the target language (Al-Khairy,2016). Furthermore, they must consider the linguistic and cultural disparities between languages. In advertising, the translator's responsibility is to adapt the message from one language to another culture, resulting in a compelling and successful message. Research shows that through the appropriate selection and adaptation of language in advertisements, with guidance from pragmatics, (Baker, 1992) better quality translations and more successful advertising campaigns can be achieved.

Pragmatics is a linguistics branch that examines how the context of communication contributes to meaning. It analyzes how individuals employ language in a given context to achieve particular communication objectives. Pragmatics is the study of meaning in relation to the speaker and listener and how speakers use language in particular contexts to convey meaning beyond the literal meaning of the words themselves. Pragmatics, which is the study of language use and its effect on others, is an essential discipline for approaching translation research and practice (Baker,2000), (Wierzbicka,1991).

Advertising translation is a specialized area where pragmatics research can be applied, benefiting both research and professional practice (Wilss,1982).

What is a Good Translation?

A good translation conveys the same meaning and message as the original text to its reader, according to translation theory. The effectiveness of a translation is determined by the response of the reader, and how closely the translated message matches the response of a native reader of the original text. This is the view of Eugene Nida, a renowned



American translation theorist. Roman Jakobson, another famous theorist, believes that translation is not simply the substitution of linguistic symbols, but rather an information processing activity (Bell,1991).

In translation, there is no exact equivalence in meaning, but only in linguistic forms, according to Catford. This is due to inherent differences between the target language and the source language, which lead to limited translation equivalence. This limitation not only effects meaning of grammatical structures and words, but also arises from cultural differences.

In addition to linguistic competence, (Brown et al. ,2000), (Vermeer, H. J. 1989), effective translation requires a deep understanding of the cultures involved. This means more than just translating sentences, words, or articles from one language into another. It requires the transfer of cultural nuances and references to ensure the meaning and message of the original text to be accurately conveyed in the target language. Therefore, translation is a cross-cultural communication process that plays a vital role in promoting mutual understanding and bridging cultural gaps. (Dancygier,2014)

Influence Of Culture On Translation

Culture has a significant influence on translation process, and equivalence, particularly achieving cultural equivalence between the source and target languages. Cultural equivalence involves both semantic and pragmatic equivalence (Fu Hongqiao & Wang Rong.2004). Semantic equivalence refers to the translation of words and phrases, and it can be challenging to achieve because of the different connotations and associations that words may have in different cultures. Therefore, to achieve semantic equivalence, the translator should be intimately familiar with the cultural of source and target languages.

Pragmatic equivalence, (Gutt, E. A. ,1991) on the other hand, refers to the translation of meaning in specific communication situations. It involves the interpretation of meaning based on the relationship between the speaker and the listener and the context. Therefore, the translator must consider cultural, linguistic context, and social of the target audience to ensure that the intended meaning is conveyed accurately.



In the translation of advertisements, (Hatim, 1997) (Venuti, L. 1995), culture plays a crucial role because advertisements are designed to promote a product or service by capturing the attention of the target audience and persuading them to take action. Therefore, the translator must consider the cultural, social, and linguistic context of the target audience to ensure that the advertisement conveys the intended meaning and has the desired effect.

The influence of culture on translation is significant, and achieving cultural equivalence is essential for effective translation. To achieve this, translators must have a deep understanding of the cultural context of both languages, and must consider both semantic and pragmatic equivalence in the translation process (Hatim, B., & Mason, I. 1997).

Advertising utilizes diverse tactics and approaches, such as humor, emotional appeals, celebrity endorsements, and distinctive visual design, to capture the audience's interest and make a lasting impact. (House, 1997) (Hu Lianwei & Zhou Changli, 2009). A successful advertising campaign often necessitates an extensive comprehension of the target audience, their preferences, and cultural background, and therefore, it is often adapted to suit specific parameters or contexts of particular audiences.

Pragmatics (Toury, G. 1995) can provide useful guidance to translators by informing them about the cultural norms and practices that may influence how the target audience perceives the advertisement. This insight can help translators decide what to emphasize or exclude in the translation process (Hickey, 2001).

2. Literature review

History of pragmatics in advertisement translation

Pragmatics in translation is a topic that has attracted interest for many years, and importance in translation of advertisements has been widely recognized. According to Hatim and Mason (1997), "translation is a highly pragmatic activity since it deals with the use of language in context, with its specific features of register, genre, style and situation, as well as with the social and cultural values and expectations of its users" (p. 78).

In the context of advertising, the role of pragmatics in translation has been discussed in several studies. For example, in their article "Translating Advertising: A Discourse Approach," Koller and Mautner (2004) argue that "in order to make the advertisement work in a new cultural context, translators need to have a good understanding of the target culture's values, expectations, and discourse norms" (p. 21). They emphasize the importance of considering the pragmatic aspects of advertising, including its intended effect on the target audience, in the translation process.

Similarly, in their article "Translation and Advertising: A Functional Approach," Taylor and Chen (1991) highlight the importance of pragmatics in the translation of advertisements. They argue that "the successful transfer of advertising messages from one culture to another requires a focus on the pragmatic function of the messages in each culture" (p. 13).

The pragmatic aspects of advertising, such as its intended effect on the target audience, have been recognized as crucial in the translation process. Translators must consider the cultural, linguistic, and social context of the target audience to ensure that the advertisement conveys the intended meaning and has the desired effect (Inghilleri, 2013).

Crystal (1987:120) notes that factors governing our choice of language in social interaction—and the effects of these choices on others—are central to pragmatic analysis. There are several reasons why it is crucial to adopt a pragmatic disciplinary approach in both translation research and practice. More specifically, this perspective shows how advertising translation is one of the fields in which pragmatics research is applied and



how it benefits from pragmatics both in terms of academic study and professional practice.

Hickey (1998) asserts that pragmatics is interested in the interactions between languages and users. Moreover, Cook (2003: 51) describes pragmatics as the discipline that investigates the skills and methods that allow individuals to comprehend one another's language. Its primary focus is not on the exact meaning of words, but rather on what speakers aim to convey and how they do it. Some of these considerations include the speaker's aims, the language used, the general communication rules, and the context of the statement.

Thus, the focal point of inquiry is not limited to the semantic aspect of meaning, but encompasses the language-use elements that are contingent upon the speaker, the recipient, and other contextual factors of the utterance, such as intent, presupposition, inference, deixis, speech acts, implicature, conversational traits, and the interrelatedness of meaning among different parts of discourse. Hence, given that we are dealing with various contexts of usage, the translator's mediation of the communication process, and utterances in a different language, any analysis of translation needs to have some understanding of the primary theoretical frameworks addressed in pragmatics. (Katan, D. 1999)

The influence of pragmatics has led to significant changes in translation studies, particularly regarding the translation of selected advertisements. There was a significant change in the traditional understanding of translation during the latter part of the 20th century, partially driven by developments in linguistics and a growing understanding of translation's complexity.

The field of translation studies has seen significant changes in recent decades, particularly in relation to the influence of pragmatics (Leech, G. 1983) (Schäffner, C. 1997). Traditional distinctions such as More inclusive taxonomies of equivalent have taken the place of Nida's formal and dynamic equivalence or Newmark's semantic and communicative equivalence, which take into account factors such as the text and its participants. These changes have been influenced by the development of text linguistics, discourse analysis, and pragmatics.



Early studies (Levinson, S. C. 1983) (Nida,2004) on the translation of advertisements focused on functional and contrastive linguistics, with scholars emphasizing the need to describe the similarity between the target language's and source language's formal structures. The primary function of advertising, persuasion, was seen as crucial to translation success, with translators needing to decipher source text and particularly puns in order to produce a target text that would be appealing and memorable.

Earlier approaches to translation were restricted by a narrow definition of equivalence that was mainly based on contrastive comparative accounts. However, Wilss (1982) made a groundbreaking contribution to translation research by introducing a pragmatics-influenced notion of textual and pragmatic equivalency. According to Wilss, any translation theory should consider extratextual elements including the text's purpose, the translator's function, and the reader's specific function in the translation communication process (Lin Jihong, 2006).

In advertising, textual and pragmatic equivalence is essential because the translator's decision-making process and the participants involved in the process carry more significant weight in the translation process, while considering the target text's function. In today's global marketplace, effective communication is crucial to the success of any product. That's why translation is not just about words, but also about context and meaning. (Lu Gusun,2009) (Newmark, Peter.1982). Thanks to the impact of pragmatics on translation approaches, we now understand that translation is a dynamic and communicative process that takes place within a particular context and at a specific time. This means that translation is not just about transferring words from one language to another, but about conveying meaning and function between participants in a communication process. With an emphasis on text function and awareness of source and target contexts, translation can help promote products and persuade consumers to try them.

From this new perspective, we no longer see texts as isolated entities, but rather as text-in-situation, where they play a specific role in both the source and target contexts. (Munday, J. 2001). As a result, translation studies have shifted from prescriptive approaches to more nuanced



studies that focus on the selection of texts for translation, the way they are translated in their context of use, and the reasons behind their production and reception. This has led to the emergence of functionalist, communicative, and polycystic approaches that prioritize the communicative function of texts and their role in the wider system of language use. (Munday, J. 2008) (Munday, J. 2016) By taking into account the context and function of the text, translators can better promote and persuade consumers to try a product in a way that is culturally and linguistically appropriate.

We found (Reiss, 1988) used the text type taxonomies from the 1970s as selection parameters to build translation methods. These taxonomies incorporated some pragmatic ideas, such as the assignment of a specific activity to a text type. As a result, an advertisement would require a translation strategy whose primary objective is to persuade the target audience to take a certain action, necessitating a more dynamic understanding of equivalence. Although they may have begun as translations, advertisements must ultimately function as independent texts in the target culture. Target texts thus have a certain social role in the intended audience as if they were a textual output of this intended audience, the function of textual coherence, which refers to the coherence between the source and target text; and the function of pragmatic coherence, which involves the coherence between the translated text and its target context. This integrated approach to translation studies highlights the importance of considering the social and cultural context of the target audience in order to accurately translate the pragmatic function of the text. It is essential to preserve the pragmatic intent of the original text in the translation process to effectively promote and persuade consumers to try a product. Al-Khairi, S. A. (2016) By analyzing the text in its context and considering its intended function, translators can ensure that the translated text achieves its intended effect on the target audience. The functional link established between the sender and the recipient of the text during reading; reading is broadly interpreted to include both oral and visual perception. How the text functions in relation to the intended audience. By emphasizing the role of contextual factors, ideology, and language users and receptors, the cultural turn (Bassnett & Lefevere,



1990) sparked new lines of enquiry in language and translation studies. "Two significant shifts inside the discipline that took place throughout the 1990s," according to Snell-Hornby (2006: 4), were a methodical turn that demanded more empirical investigations and a "great turn" that originated from outside the field, primarily as a result of globalization and quick technological advancements. Clearly, the globalization of markets had a significant impact. So, the history of pragmatics in advertising translation highlights the importance of considering the intended effect on the target audience during the translation process. Translators must take into account the cultural, social, and linguistic context of the audience to ensure the advertisement conveys the intended meaning and has the desired impact. Baker, M. (1992), pragmatics concerns the relations between language and its users, and it examines the skills and methods that allow people to comprehend one another's words. It focuses on the speaker's goal and what makes that intention obvious rather than just the exact meaning. Some of the aspects investigated in pragmatics include context, intentionality, presupposition, inferencing, deixis, speech acts, implicature, conversational traits, and meaning relationships between various discourse segments (Xiao, 2016).

Every analysis of translation must have an understanding of the theoretical frameworks included in pragmatics because translation encompasses several contexts of usage, the translator's intervention within the communication process, and utterances in a different language. The conventional view of translation has undergone a substantial transformation in recent decades as a result of advances in linguistics and an increasing understanding of the complexity of translation. translation of conception. This change is partially due to the influence of pragmatics (Xiao, 2016) Baker, Mona. (2000).

The rise of international communication and advertising has led to a trend of homogenization in products and messages across different countries. In response, the field of linguistics and translation studies has undergone a "cultural turn," resulting in a more interdisciplinary and flexible approach to advertising translation. This approach considers the complex semiotic nature of advertisements and the impact of the product being advertised on the translation process. Bell, R. T. (1991). To understand the various

forms of persuasion in advertising in a globalized world, translation scholars must take a multidisciplinary approach that considers communication, culture, text, language, and users. In particular, the multimodal nature of advertisements presents a challenge to pragmatics and requires a deeper understanding of how translation relates to the interpretive use of advertising. Despite its prominent persuasive function, advertising is not a static text type and serves multiple purposes.

Advertisements are complex due to their multimodal nature, which includes various components that have the potential to create meaning and evoke emotions. Brown, Gillian & George Yule (2000). The persuasive effect of an advertisement is influenced by the combination and interplay of textual elements, as well as its internal structure, whether it is printed, audiovisual, or oral. When translating advertisements, factors such as the restriction of the medium, cultural elements, and the principle of relevance all play a role in selecting and arranging the elements in the target text.

The final impact of the communication and translation process is influenced by a variety of factors, including music, visuals, words, paralinguistic, intertext, co-text, participants, media, and context, according to Dancygier and Sweetser (2014) and Wilss (1982).

As a result, the target audience must make an effort to comprehend the overall meaning of the advertisement, which can involve interpreting subtle hints or cultural nuances.

Therefore, the translator must select an option that ensures maximum effect with minimum effort, in line with Levý's Minimax Principle. This is particularly crucial in the case of advertisements, which are concise yet powerful in nature.

3. Aim of the research

The aim of this research is to investigate the role of pragmatics in the translation of advertisements from one language to another. Pragmatics refers to the study of how people use language in context to convey meaning, and it is an important aspect of communication that goes beyond the literal meanings of words.

The research aims to identify the ways in which pragmatic factors such as cultural differences, social context, and speaker intention affect the



translation of advertisements, and how these factors can impact the effectiveness of the advertisement in the target language and culture.

By examining a specific advertisement and analyzing its translation in a different language and cultural context, the research seeks to provide insights into the challenges and strategies involved in translating advertisements for global audiences. Ultimately, the goal of the research is to contribute to the development of effective cross-cultural communication strategies in the field of advertising.

4. Research Questions:

How does the pragmatic approach influence the translation of advertisements?

What are the challenges faced by translators in implementing a pragmatic approach in advertisement translation?

How can a pragmatic approach be applied to enhance the effectiveness of advertisement translation?

5. Methodology:

This study will employ a qualitative research design, utilizing content analysis to examine the translation of a selected advertisement. A pragmatic approach will be used as a framework for the analysis. The study will also involve a review of relevant literature on the topic, including studies on the application of pragmatics in advertising translation.

6. Data Analysis:

The data for this study will be collected from a selected advertisement that has been translated from one language to another. The analysis will involve a close examination of the linguistic features of the original and translated advertisements. The pragmatic aspects of the translation will also be analyzed, including how the intended message is conveyed to the target audience, and the effectiveness of the translated advertisement in achieving its intended purpose.

7. Discussion:

The findings of the study will be discussed in light of the research questions, with a focus on the influence of pragmatics in advertising translation. The challenges faced by translators in implementing a pragmatic approach in advertising translation will also be discussed, as



well as recommendations for improving the effectiveness of advertising translation through the application of pragmatic principles. The study will conclude with suggestions for future research on this topic.

The relational turn in pragmatics and the advertising roles

The relational turn in pragmatics refers to the increasing focus on social and cultural relationships in linguistic studies, particularly in the field of pragmatic language use. The role of advertising in this context involves understanding how advertisers use language, images, symbols, icons, and other forms to convey a message and capture the attention of consumers.

The relational turn in pragmatics is based on understanding language and culture as social practices that are maintained and developed through social and cultural interaction between speakers and listeners. This shift helps to understand how language is used and communicated in everyday life as well as in media and commercial contexts.

According to Fu Hongqiao & Wang Rong. (2004) advertising plays an important role in this context, as it relies on the social and cultural relationships of consumers and seeks to deliver its advertising messages in a way that interacts with these relationships. Understanding these social and cultural relationships and understanding how advertising messages are conveyed and their impact on consumers relies heavily on effective communication.

The changes the translation studies have undergone under the influence and presents examples of the pragmatic function of advertising material. Translation studies Gutt, E. A. (1991) have undergone significant changes under the influence of various factors, including globalization, digitalization, and the increasing demand for intercultural communication. These changes have led to a greater awareness of the importance of translation and its role in facilitating communication between cultures.

One significant development in translation studies is the emergence of the concept of localization, which involves adapting content to meet the cultural and linguistic needs of specific target audiences. Both Hatim (1997) and Wierzbicka (1991) highlight the significance of cultural differences in translation and stress the importance of translations being sensitive to these differences.

Another important trend is the use of technology in translation. Machine translation tools, such as Google Translate and Deeply, have become increasingly sophisticated, making it possible to produce translations quickly and at a lower cost. However, these tools still have limitations and cannot replace the work of human translators entirely.

Now, Hatim, B., & Mason, I. (1997) Hickey, Leo (Ed.). (2001) Vermeer, H. J. (1989) regarding the pragmatic function of advertising material, advertising is a highly specialized area of translation that requires translators to have a deep understanding of the cultural context in which the advertising is intended to be used. The goal of advertising is to persuade people to buy a product or service, and the language used in advertising material is carefully crafted to achieve this objective.

The changes that translation studies have undergone under the influence

This study discusses the changes that translation studies have undergone under this influence, presenting examples of the pragmatic function of advertising material.

The pragmatic function of advertising material involves using language in a way that appeals to the emotions and desires of the target audience. Advertisements often use persuasive techniques such as exaggeration, humor, and emotional appeals to create a favorable impression of the product or service being advertised. House, J. (1997), Venuti, L. (1995). For example, a car manufacturer might use the phrase "unleash your inner adventurer" in an advertisement for an SUV. This phrase appeals to the desire for adventure and freedom, which is often associated with driving an SUV. Similarly, an advertisement for a luxury perfume might use imagery and language that creates a sense of exclusivity and sophistication, appealing to the desire for status and refinement. Hu Lianwei & Zhou Changli. (2009).

Translation studies have undergone significant changes in response to various factors, and the pragmatic function of advertising material highlights the importance of understanding the cultural context in which translations are intended to be used. Successful advertising translations require translators to use language in a way that appeals to the emotions



and desires of the target audience, ultimately leading to increased sales and profitability for the advertiser. Inghilleri, M. (2013)

Some examples of the pragmatic function of advertising material:

1. Coca-Cola's "**Share a Coke**" campaign: This campaign involved replacing the Coca-Cola logo on bottles and cans with popular names, encouraging people to buy the product and share it with friends and family who had a personalized bottle or can. The pragmatic function of this campaign was to create a sense of personalization and connection with the brand, as well as encouraging people to share the product and thus increasing sales.

2. Apple's "**Think Different**" campaign: This campaign featured iconic figures such as Albert Einstein and Mahatma Gandhi, with the tagline "Think Different". The pragmatic function of this campaign was to position Apple as a brand that values creativity, innovation, and individuality, encouraging people to purchase Apple products as a way to express these values.

3. Nike's "**Just Do It**" campaign: This campaign featured high-energy ads that encouraged people to push themselves to the limit and overcome obstacles. The pragmatic function of this campaign was to position Nike as a brand that values perseverance, hard work, and athletic excellence, encouraging people to buy Nike products as a way to achieve these values.

4. Dove's "**Real Beauty**" campaign: This campaign featured images of women of all ages, sizes, and ethnicities, celebrating the diversity of beauty. The pragmatic function of this campaign was to position Dove as a brand that values inclusivity and self-acceptance, encouraging people to buy Dove products as a way to feel good about themselves.

In all of these examples, the pragmatic function of the advertising material is to create a connection between the consumer and the brand, positioning the brand as a way to express important values and beliefs. The language used in the ads is carefully crafted to appeal to the emotions and desires of the target audience, ultimately leading to increased sales and brand loyalty.

The multimodal nature of advertisements is discussed as a challenge to pragmatics:

The nature of advertisements presents a challenge to pragmatics because advertisements often use language in ways that are not straightforward or literal. Instead, advertisers use various persuasive techniques, such as exaggeration, hyperbole, and metaphor, to capture the attention of the audience and convince them to buy a product or service. Katan, D. (1999). This creates a challenge for pragmatics, which is the study of how language is used in context to convey meaning. In particular, understanding the meaning of an advertisement requires the ability to recognize the underlying intent behind the language used. For example, an advertisement might use the phrase "amazing results" to describe the benefits of a product. From a literal standpoint, this phrase suggests that the product delivers extraordinary outcomes. However, from a pragmatic perspective, the phrase is likely intended to create an emotional response in the reader or viewer, rather than to convey a specific factual claim Katan, D. (2014).

Similarly, advertisements often use language that is ambiguous or open to multiple interpretations, which can make it difficult to determine the speaker's intended meaning. In some cases, advertisers may even use language that is deliberately misleading or deceptive, which further complicates the process of interpreting the meaning of an advertisement. Toury, G. (1995). the nature of advertisements presents a challenge to pragmatics because it requires readers and viewers to go beyond the literal meaning of the language used and to interpret the underlying intent behind the words.

An example of how the nature of advertisements can present a challenge to pragmatics is the use of hyperbole. Hyperbole is an exaggeration or overstatement used to create a strong emotional response in the audience. For instance, a food advertisement might claim that their product is "the most delicious food you will ever taste." From a literal perspective, this claim may be false or exaggerated. However, from a pragmatic perspective, the claim is meant to evoke a positive emotional response and encourage the audience to try the product.



The use of hyperbole can create a challenge for pragmatics because it requires the audience to interpret the intended meaning of the language used. They must understand that the advertiser is using language that is not meant to be taken literally, but rather as a persuasive technique. Overall, Leech, G. (1983), Schäffner, C. (1997). Another example of how the nature of advertisements can present a challenge to pragmatics is the use of euphemisms. Euphemisms are words or phrases that are used to make something sound more pleasant or less negative than it actually is. For example, a cleaning product might be marketed as "environmentally friendly" when in reality, it may only be slightly less harmful to the environment than other products. This creates a challenge for pragmatics because it requires the audience to understand the intended meaning of the euphemism and to interpret the true environmental impact of the product. In both cases, the nature of advertisements challenges pragmatics by requiring the audience to go beyond the literal meaning of the language used and to interpret the underlying intent behind the words. According to Professor He Ziran, the equivalent translation can also be split into two components as language pragmatic equivalence and socio-pragmatic equivalence as Leech defined general pragmatics into pragma-linguistics and socio-linguistics in Principles of Pragmatics. (2014; Wang Hongjun; p. 123)

The pragmatic equivalence of languages is often consistent with Nida's idea of dynamic equivalent translation. Linguistic pragmatic equivalence describes the process by which translators transform the original meanings in the source language into the target language by fully understanding the underlying meanings in a given situation.

Although the vocabulary, Lin Jihong. (2006), Lu Gusun (The Editor).

syntax, and semantic expressed forms of translated writings might be varied, translators should transfer the original meanings of.

In order to attain equivalence, the source language must be fully understood in both its explicit and implicit meanings in the target language.

A direct method of promoting a product is through advertising. The purpose of advertising calls for them to not only have distinctive qualities to draw consumers, but also to be understandable and clear so that the

majority of consumers will accept them. Given the abundance of ads in today's society, commercials themselves must be highly attention-grabbing in order to get the public's attention (2009), Munday, J. (2001) Due to its distinct characteristics, advertisement translation is different from ordinary translation. The translation of advertising must abide by the rule of linguistic pragmatic equivalence in order to successfully convey the message of the commercials and appeal to the psychology of the target audience.

The study will look at the differences between the vocabulary, syntax, and semantics of the source and target languages in order to investigate the use of linguistic-pragmatic equivalence in the translation of ads for Yili items.

The study will also evaluate whether the translations have a positive impact on English-speaking customers. Additionally, the study will propose some ideas and suggestions for translating advertisements.

To analyze the use of linguistic-pragmatic equivalence in the translations of advertising, this study will draw on the language pragmatic principle and the purpose of advertisements. The ultimate goal is to contribute to the development of effective advertisement translation practices. (Munday, J., 2016)

1. From the Perspective of Vocabulary

According to Yang Yujuan (2002, p.49), words that share similar meanings and structures can have different interpretations. To achieve pragmatic equivalence in translation, it is essential for translators to thoroughly understand the original meanings of the source language and convey those meanings accurately in the translated text. Yili's advertisements provide examples of how word choice can significantly impact the meaning of the translated text.

- Source text: 冰工厂：伊利冰工厂，产品中加入新鲜果肉、果汁，不来冰爽的口感，更添一份活力体验。

Translation: Yili Ice Factory, with fresh fruit pulp and juice, brings you both an ice-cold taste and a vigorous experience.

<http://www.yili.com/product/8.htm>



For instance, Yili's product "谷粒多" in Chinese contains the character "多" which means "a number of," but the translator chose to translate it as "more" to achieve pragmatic equivalence. While "more" is a dynamic comparative adjective that can convey the intended meaning, "多" is a static adjective that does not. Additionally, the translator used the word "condensed" to translate "浓浆" which is not entirely accurate since "浓浆" is a thick liquid or paste, not a condensed substance.

Therefore, it is crucial for translators to select the most suitable words in the target language to convey the intended meaning accurately, while also considering the cultural and linguistic nuances of both languages.

2. From the Perspective of Grammar

Yang Yujuan (2002) pointed out that English and Chinese have different grammar structures, with English having a subject-predicate structure while Chinese is more flexible and varied. Chinese is also a parataxis language while English is a hypotaxis language, which means that English sentences are usually complete and more straightforward in expressing their meaning, while Chinese language focuses on functional meanings and invisible cohesion. When translating advertisements, it is important for translators to consider these differences in grammar between the two languages.

For example, in Yili's advertisement for their ice factory, the source text is composed of short, parallel sentences with no conjunctions between them, which is a common feature of Chinese language. The translator, however, transformed the structure of the sentences into a subject-predicate format to make it more logical and clearer in English. Despite the changes in sentence structure, the meaning of the advertisement is still conveyed accurately in the translated text.

Therefore, translators should be aware of the differences in grammar structures between the source and target languages and make appropriate changes to ensure that the meaning of the original text is conveyed effectively in the translated text.

- Source text: 冰工厂：伊利冰工厂，产品中加入新鲜果肉、果汁，不仅带来冰爽的口感，更添一份活力体验。

Translation: Yili Ice Factory, with fresh fruit pulp and juice, brings you both an ice-cold taste and a vigorous experience.

(<http://www.yili.com/product/8.html>)

As we can see, the source text is constructed with a number of little sentences running concurrently, which is a key aspect of the Mandarin language.

When translating Yili's advertisement, it's important to consider the differences in grammar between English and Chinese. While English has a subject-predicate structure at its core, Chinese sentences can have a more fluid structure. Chinese also tends to prioritize functional meanings over visible cohesion, while English often expresses meaning through its shape. In the translation of Yili's Ice Factory advertisement, the original Chinese text uses a parallel structure with no conjunctions between sentences. The English translation, however, restructures the sentences into a subject-predicate structure for greater clarity and logic.

3. From the Perspective of Semantics

Since there are variations in social customs, cultural backgrounds, and linguistic patterns in context, translators should aim to convey the original intention of the source text while paying attention to the changes in semantic meanings between the two cultures. Regarding the words that have equivalent literal and cultural connotations, they can be translated directly as follows:

or they should be phrased in accordance with the context of the target language. Here is an illustration of this viewpoint using the following example.

- Source text: 意品：意品冰淇淋，融合优质配料及先进工艺的优雅，每一个细节都倾注所能，不断为你带来醉人口感，只为你慢享悠扬。
- Yipin Ice Cream is a work of art that combines premium ingredients with cutting-edge manufacturing methods. We put a lot of work into



every little detail to ensure that its enticing flavour extends your melodic life.

<http://www.yili.com/product/10.html>

If we carefully examine this translation, we can identify the word “醉人” " that is present in the original Mandarin. One connotation of the word in Mandarin is that it refers to alcohol and can make people feel intoxicated. The second definition, which is a metaphor, is that individuals become attracted to something because of the way it tastes or feels. After reading the original commercial, we are aware that the second connotation was meant to be the intended one. The advertisement implies that the ice cream's flavor can make customers fall in love with it, yet it makes no mention of the product's alcohol content. The translator renders it as "charming," which shares the same connotation as the Chinese word.

This demonstrates that the translator achieved linguistic pragmatic equivalency and completely understands the meanings in two separate cultures.

In summary, the aforementioned instances show us how crucial linguistic pragmatic equivalence is when translating ads. Translations can only accurately convey the original intentions of advertising in order to have a positive impact on international consumers if they completely comprehend and apply this idea.

Through the lens of social pragmatic equivalence, analyze the translations of YILI products' advertisements

In order to ensure that the target text has the same social impact as the source material, social pragmatic equivalence translation is a crucial component of cross-cultural communication. This kind of translation adjusts the source material appropriately to attain equivalency while taking into account the cultural background and customs of the intended audience.

Some translations of Yili product commercials have attained social pragmatic equivalence with ease, while others still need work. Retaining cultural elements specific to the source language is one strategy to attain social pragmatic equivalence; alternatively, cultural elements can be transferred into the target language or the source language's forms can be abandoned in favour of the connotative meanings.

To illustrate this, let's take a look at a few examples of Yili product advertisements.

Example 1:

- Source text: 健康从牧场开始

Translation: Health starts from the pasture

Target text: Health begins in the pasture

In this example, the translator has successfully achieved social pragmatic equivalence by transferring the cultural item "pasture" into the target language. The target text conveys the same connotative meaning as the source text, and is appropriate for the target audience's cultural habits.

Example 2:

- Source text: 你和他都喜欢牛奶，但你和他不一样。

Translation: You and him both like milk, but you are different.

Target text: You and he both enjoy milk, but you have different tastes.

In this example, the translator has failed to achieve social pragmatic equivalence. The target text uses the phrase "have different tastes," which is not an accurate reflection of the cultural habits of the target audience. A more appropriate translation could be "but you have different preferences" or "but you have different opinions."

Example 3:

- Source text: 醇香芝士，满足你的味蕾。

Translation: Rich cheese satisfies your taste buds.

Target text: Indulge in the rich taste of cheese.

In this example, the translator has successfully achieved social pragmatic equivalence by retaining the cultural item "taste buds" and transferring it into the target language. The target text conveys the same connotative meaning as the source text, and it is appropriate for the target audience's cultural habits.

Overall, social pragmatic equivalence translation plays a crucial role in cross-cultural communication. Translators must take into consideration the cultural context and habits of the target audience, and make appropriate adjustments to the target text in order to achieve equivalence.



Case study of Arab pragmatics in translation in a selected advertisement:

1- The advertisement I have chosen is for a popular brand of sports shoes, Nike. The original advertisement is in English, and the target language is Arabic. Here's the original text: "Just Do It. Nike."

And here's the Arabic translation: "فقط افعلها. نايكى."

To analyze the pragmatics of this translation, we need to consider the cultural and linguistic context of the Arab world.

In Arabic, as in many other languages, there are different levels of politeness and formality. The use of these levels depends on the relationship between the speaker and the listener, as well as the situation in which the conversation is taking place. This is known as the concept of "register" in linguistics.

In the case of the Nike advertisement, the translator has chosen to use a very informal and direct register. The Arabic translation, "فقط افعلها" (faqaṭ ifʿal-hā), uses the imperative form of the verb "to do" (افعل) with a pronoun suffix (ها) that refers to the action of "it". This construction is commonly used in Arabic to give direct commands or instructions.

The phrase "Just Do It" is a well-known slogan for Nike, and it is meant to convey a sense of motivation and determination. The translation "فقط افعلها" captures this same sense of urgency and encouragement in Arabic.

However, it is worth noting that this translation may not be appropriate for all contexts in the Arab world. In some situations, a more formal and polite register may be required, especially when dealing with people who are older or in positions of authority.

In summary, the translation of the Nike advertisement into Arabic shows how the concept of pragmatics is important in translating advertising slogans. The translator has used a direct and informal register to convey the message of motivation and determination that is at the heart of the Nike brand. However, it is important to consider the cultural and linguistic context of the target language when translating advertising slogans, as different registers may be required for different situations.

2- English Original: "Experience the world at your fingertips with our new smartphone."

Arabic Translation: "استكشف العالم بين يديك مع هاتفنا الذكي الجديد"

To analyze the pragmatics of this translation, we need to consider the cultural and linguistic context of the Arab world.

In Arabic, there is a strong tradition of metaphorical language, especially when it comes to advertising. The translator has used a metaphorical expression in the Arabic translation: "استكشف العالم بين يديك" (istakshif al-'alam bayn yadayk), which literally means "explore the world between your hands." This expression is commonly used in Arabic to describe something that is easy to access or control, and is often used in advertising to describe technology that is user-friendly and intuitive.

The translator has also used a polite and formal register in the Arabic translation, using the pronoun "نحن" (nahnu) to refer to the company that produces the smartphone. This is a common practice in Arabic to show respect and deference to the company and its products.

In summary, the translation of the smartphone advertisement into Arabic shows how the concept of pragmatics is important in translating metaphors and idiomatic expressions. The translator has used a metaphorical expression that is commonly used in Arabic advertising to convey the message of user-friendliness and ease of access that is at the heart of the smartphone brand. The use of a polite and formal register in the Arabic translation also shows how cultural and linguistic context must be taken into account when translating advertising messages for different audiences.

3- English Original: "Experience the scent of pure luxury with our new perfume."

Arabic Translation: "عش تجربة الرفاهية الخالصة مع عطرننا الفاخر الجديد"

To analyze the pragmatics of this translation, we need to consider the cultural and linguistic context of the Arab world.

In Arabic, there is a strong tradition of using descriptive and flowery language, especially when it comes to luxury products. The translator has used a number of descriptive words in the Arabic translation, including "الرفاهية" (al-rafahyah) which means luxury, and "الفاخر" (al-fakhr) which means extravagant or lavish. These words are commonly used in Arabic

advertising to convey the message of exclusivity, elegance and high-end quality.

The translator has also used a polite and formal register in the Arabic translation, using the pronoun "نحن" (nahnu) to refer to the company that produces the perfume, and the phrase "عطرنا الفاخر الجديد" (itrina al-fakhr al-jadid) to refer to the new perfume. This is a common practice in Arabic to show respect and deference to the company and its products.

Additionally, the use of the verb "عش" (aish) in the Arabic translation, which means "live" or "experience", is meant to convey the idea of indulgence and sensory experience that comes with using a high-end perfume.

In summary, the translation of the luxury perfume advertisement into Arabic shows how the concept of pragmatics is important in translating descriptive language and adjectives. The translator has used a number of descriptive words that are commonly used in Arabic advertising to convey the message of luxury and exclusivity that is associated with high-end perfume brands. The use of a polite and formal register in the Arabic translation also shows how cultural and linguistic context must be taken into consideration when translating advertising messages for different audiences.

8. conclusion:

The influence of pragmatics in translation is significant when it comes to translating advertisements. Pragmatics is the study of how context influences the interpretation of language, and this is especially relevant in advertising, where language is often used to persuade and influence the audience.

To achieve successful translation in advertisements, it is important to consider not only the literal meaning of the words but also their intended effect on the audience. This requires an understanding of the cultural, social, and linguistic context of both the source and target languages. The translator must also be aware of the various pragmatic strategies that can be employed to create equivalence between the two languages, such as the use of cultural references, metaphors, and idiomatic expressions.

Overall, a successful translation of an advertisement must take into account the pragmatic features of the source language and adapt them to

the target language and culture, while still preserving the intended effect on the audience. In order to achieve this, translators must have a deep understanding of both languages and cultures, and be able to balance the demands of both in their translation work.

Some suggestions for future research on the influence of pragmatics in translation in a selected advertisement could include:

- 1- Conducting a comparative study of the effectiveness of translations that use a pragmatic approach versus those that do not.
- 2- Examining the impact of cultural differences on the application of pragmatic principles in advertisement translation.
- 3- Investigating the effect of target audience characteristics on the use of pragmatic principles in advertisement translation.
- 4- Analyzing the influence of nonverbal communication in advertisement translation and its relationship with pragmatic principles.
- 5- Exploring the role of machine translation in advertisement translation and the application of pragmatic principles.
- 6- Investigating the potential impact of emerging technologies, such as artificial intelligence and natural language processing, on advertisement translation and its relationship to pragmatic principles.

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تأثير التداولية (البراغماتية) على ترجمة في اعلانات مختارة

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مستخلص البحث:

يتناول هذا البحث دراسة تأثير التداولية (البراغماتية) على ترجمة الإعلانات بين اللغات والثقافات المختلفة. وتُعدّ التداولية، بوصفها فرعاً من فروع علم اللغة يُعنى بدراسة تأثير السياق في تشكيل المعنى، ركيزة أساسية في مجال ترجمة الإعلانات، إذ لا تقتصر الغاية فيها على النقل الحرفي للكلمات، بل تمتد إلى توصيل الأثر المقصود إلى الجمهور المستهدف. ويستند البحث إلى أطر نظرية من دراسات الترجمة، منها أعمال نيدا وكاتفورد وويلس وهاتم وماسون، لفحص الكيفية التي تؤثر بها العوامل الثقافية والاجتماعية واللغوية في قرارات المترجم. ومن خلال تحليل إعلانات مختارة، تشمل ترجمات من الصينية إلى الإنجليزية لحملات منتجات ييلي، وترجمات من الإنجليزية إلى العربية لشعارات علامات تجارية عالمية كنيكي والهواتف الذكية و عطور الرفاهية، يُبيّن البحث أن تحقيق التكافؤ التداولي اللغوي والتكافؤ التداولي الاجتماعي معاً يُمثّل شرطاً جوهرياً لنجاح ترجمة الإعلانات. وتكشف النتائج أن الترجمة الإعلانية الفعّالة لا تستلزم الكفاءة اللغوية وحدها، بل تستوجب أيضاً وعياً ثقافياً عميقاً، وحساسية تجاه مستويات الأسلوب، وفهماً للطابع متعدد الوسائط والإقناعي لخطاب الإعلان. ويختتم البحث بتوصيات للدراسات المستقبلية، تشمل إجراء دراسات مقارنة لقياس فاعلية الترجمة، واستكشاف دور التقنيات الناشئة في ممارسات الترجمة التداولية.

الكلمات المفتاحية: التداولية، ترجمة الإعلانات، التكافؤ الثقافي، التكافؤ التداولي اللغوي، التكافؤ التداولي الاجتماعي.