



## The Importance of Pragmatics in Translating Advertising Slogans

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### ABSTRACT

Selling products is the most important goal in the world of advertising. As companies are becoming more global, they are looking for new ways to sell their products all over the world. The question arises of what to advertise. People around the world have different customs as well as different likes and dislikes. The best advertisement in the world means nothing if the product is not right for the market. This article highlights the importance of pragmatics in translating advertising slogans.

### Keywords:

advertisement, advertise, selling products, translation, company.

In the age of globalization, we are witnessing a huge increase in the manufacturing foreign products in our country, which leads to the need to consider various methods of translation, for example, slogans. We consider the problem of translation of advertising slogans in the cognitive and pragmatic aspects. We are constantly in contact with many advertising messages per day. All this cannot but affect advertising, and over the past ten years, it has changed significantly. Under the new economic conditions, when marketing becomes the main sales tool, advertising is not just information, but also a process of dialogue with the consumer. It is believed that the concept of "slogan" comes from the Gaelic language (in translation it means "battle cry"). The original meaning of the word "battle cry" fully determines the function of the slogan: to attract potential consumers. A slogan is an advertising phrase that summarizes the main advertising offer and is included in all messages within the advertising campaign. Today, a slogan is a tool by which manufacturers declare advertising

about the uniqueness and originality of the product. There are many goods and services on the market, and the slogan allows you to distinguish your product or service from all this many goods and services of competitors. Therefore, when a manufacturer enters the market of another country, he needs to advertise his product in order to find new consumers and occupy his niche in the market.

Thus, there is an urgent need to translate advertising slogans. Thus, the translator has the most difficult task: to convey the information contained in the slogan both in emotional and cognitive aspects. There are the features of the translation of advertising slogans, which were identified by scientists. The translation of advertising texts differs significantly from the translation of works of art. These differences are manifested in the different communicative orientation of the texts, in the form of their translation, as well as in the possibility of using various language means. Referring to the function of an advertising slogan, this task dictates the presence of special the good language of

advertising texts, which should attract and interest the target audience, and which are usually characterized by: lexical units with a positive and motivating charge; conciseness, figurativeness; the presence of adversarial relations between the components, the predominance of verb forms of predominantly imperative mood (verbs make up approximately 50% of the total number of words in the advertising text); imperative and exclamatory constructions involving various forms of appeals, advertising questions, etc., which creates the effect of a conversation with a potential buyer; expressiveness, which is achieved by the frequent use of epithets, metaphors, hyperbole, puns and other tropes; compaction of information, dynamism.

There is the presence of a certain structure of the advertising text, each component of which should cause certain responses from the consumer (for example, according to the AIDA formula). This structure assumes the presence of four components: slogan, title, main text, echo phrase. Also, when translating advertising slogans, the translator needs to consider the ethical, ethnic, psychological characteristics of a particular people. Therefore, it is imperative to take into account traditional national and social characteristics, the norms of behavior of a particular consumer. Otherwise, the translator can destroy the advertising company.

Thus, the translator acts not only as an "ambassador" between nations, but also as a "destroyer" of the company. If the translator makes a mistake, the company will not be able to sell the goods and, therefore, will receive a loss. In this regard, three stages can be distinguished in the process of translating advertising texts:

1. Identification of the characteristic features of the language of the advertising text;
2. Interpretation of this slogan on the consciousness of the audience;
3. Elimination of language and cultural barriers between communicants;

It should be noted that scientists identify the following problems in the translation of slogans:

1. Keep the structure of the slogan as much as possible and take into account the peculiarities of the original language.

2. The translation of the text should be directed to the target language, to the cultural and historical features of the country. In the aspect of the concept, these problems are relevant depending on the advertising slogan itself.

It follows from this that the structure of the slogan translation should be preserved, the components of which are designed to have a rational and emotional impact on the target consumer and motivate him/her to buy. Within the framework of this topic, we carried out a comparative analysis of English and Uzbek advertising slogans. To solve this translation problem, it is necessary to rely on the basic concepts of cognitive linguistics: concept, concept sphere, theory of speech acts as the basis of pragmatic linguistics. We have selected some best slogans of world advertising and their translations. As a result of the translation of these slogans, it was revealed that all slogans can be divided into the following groups:

- advertising slogans, in which the concept is fully preserved when translated into Uzbek
- advertising slogans, in which the concept changes and thus a new slogan is created, which will be more acceptable in a given country, a group of consumers.

For example: Hungry? Grab a Snickers! - Hungry? Snickersney! (Snickers)

The translator enhances the expressiveness of the meaning of the phrase with the neologism "snickersny" associated with the effect obtained from eating chocolate.

The word "snickersney" quickly came into use. In general, examples of successful neologisms strongly bind us to the brand and are quickly remembered. This translation is very successful both in the cognitive aspect and in terms of profitability.

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