

Techniques of Russian-Kazakh advertising translation

The language of advertising is a special phenomenon and a special field of study of mass communication. The great demand for the translation of advertising posters, commercials and texts arose in connection with the rapid development of trade and the consumption of a huge number of imported goods. Therefore, research in the field of the language of advertising solves interdisciplinary issues.

Translation Techniques

- *Literal translation*
- Literal translation is observed in the translation of the Russian language advertising, hence showing the influence of the Russian language on all aspects of Kazakh.
- *Russian: Vitaminizirovannaya micellyarnaya voda! Teper' v bol'shom ob'eme, a cena vas udivit!*
- *Kazakh: Дәрумендер қосылған мицеллярлық су! Енді көлемі үлкен, ал бағасы таң қалдырады!*
- *Russian: Moi volosy takie sil'nye! Chudo! Sil'nye volosy – volosy PANTENE*
- *Kazakh: Менің шашым сондай күшті! Ғажап! Күшті шаш – PANTENE шаш!*

Borrowings

- For example, *telefon* (telephone), *evoli'y'tsi'i'a* (evolution), *i'njener* (engineer), *magni't* (magnet) are written and pronounced by the rules of Russian phonetic modification. The massive flow of such direct borrowings began to appear in the Kazakh language.
- In the advertisement of the new multi-cyclone vacuum cleaner Silence Force from TEFAL™, which guarantees absolute cleanliness and works quietly, the borrowed word *my'lti'tsi'klon-dyq* (multi-cyclone) undergoes grammatical adaptation with the help of the adjective word-building suffix *-dyq*.
- Novyj *mul'ticiklonnyj* pylesos Silence Force ot TEFAL garantiruet absolyutnuyu chistotu i rabotaet tiho kak nikogda. (Russian)
- Жаңа TEFAL-дық мультициклондық шаңсорғышы мінсіз тазалыққа кепіл береді және бұрын-соңды болмағандай тыныш жұмыс істейді (Kazakh)

Oblique Translation Techniques
Grammatical transposition

- Unlike the Russian language, which is inflectional, Kazakh is agglutinative. This means that the word changes by means of linear affixation, since each morpheme has its own meaning. Besides, there are not any prefixes in Kazakh.
- The predicate in the Kazakh translation is at the end of the imperative sentence in the advertising of the service "Virtual Number" of a telecommunications company. In the Russian original text it is at the beginning of the sentence.
- (You are always connected with the service "Virtual Number"! Connect the service "Virtual number" and take orders anywhere, anytime and on any phone.)
- *S uslugoj «Virtual'nyj nomer» vy vseгда na svyazi! (Russian)*
- *«Виртуалды нөмір» қызметімен сіз әрқашан байланыста боласыз (verb)! (Kazakh)*
- *«Виртуалды нөмір» қызметін қосыңыз (verb) да, кез-келген жерде, кез-келген уақытта, кез-келген телефоннан тапсырыс қабылдай беріңіз (verb).*

- The interpreter should use the transposition method if the grammatical shift conforms to syntactic norms of the target language. Grammatical transposition is applied for translating a unit in the source text having a given grammatical structure by a unit of the target language with a different grammatical meaning. A word form, a part of speech, a sentence member is apt to transformations.
- The substitution of a part of the speech is a very common type of grammatical change in translating. For example, the verb in the advertising of dairy products *vybiraj* (to choose) is replaced by the noun *tan'day* (choice) in translation.
- (Choose wisely!)
- *Vybiraj s umom!* (Russian)
- *АҚЫЛМЕН ТАҢДА!* (Kazakh)
- Also, similar transformations take place in the advertising of a cosmetic product, a payment card.
- (Fabulously easy make-up remover.)
- *Skazochno legkoe snyatie (noun remover) makiyazha.* (Russian)
- *Макияжды ғажап әрі жеңіл кетіреді (verb to remove).* (Kazakh)
- (Advantageous purchases with MASTERCARD)
- Russian: *Vygodnye pokupki (purchases) s MASTERCARD™*
- Kazakh: *MASTERCARD™-пен тиімді сауда жасау (to purchase)*

Semantic modulation

- Translating the original lexical units by using the TL units with different meaning is a translation strategy that covers logical semantic ties of the word. Lexical semantic substitutions happen in advertising translation, since the semantic transition of interpretation best fits the TL comprehension of the text. The main types of such substitutions are concretization, generalization and modulation (semantic development) of the meaning of the original unit.

- Concretization is the substitution of a SL word or a word-combination with a broad object-logical meaning by a TL word with a narrow meaning. On the contrary, generalization tends to substitute a specific name by an umbrella term (Komissarov 1990).
- The famous Russian figure skater Alexei Yagudin, together with his wife Tatiana Totmianina, is shown on a billboard in the advertising of Herbalife™ products in the streets of Almaty (Kazakhstan). Olympic champions are the messengers of Herbalife™ brand in Russia. In translation the word *segodnya* (*today*) is replaced by the word *ku'n* (*day*) which generally means *any day*. This is an example of generalization.
- (The beginning of a nice day)
- *Nachalo horoshego segodnya* (*Russian*)
- *Жақсы күннің бастауы* (*Kazakh*)
- Modulation conveys the same idea in different ways and changes the semantics of the original text.

Equivalence in translation

- The translation is considered suitable and adequate when the meaning of a text in the original language is fully transferred to its equivalent meaning. Moreover, the factual characteristics of the original and translation should coincide significantly.
- The acme of translational equivalence is the maximum possible linguistic degree of preservation of the content of the original, but in each individual translation the semantic closeness to the original as a ranking signal is approached in varying degrees and in different ways.

- Equivalent translation takes place in advertising of chewing gum Juicy Fruit™. The meaning of the word *zyrit* is *to stare*, in advertising it is used as youth slang in the meaning – Look! It is cool! In translation, we see the colloquial word Qane! (Come on!) expressing desire, motivation).
- (Come on! Look! The Bubble!)
- *Zyr'! Puzyr'!* (*Russian*)
- *Қане! Үрле!* (*Kazakh*)
- In the advertisement of digital television, the expression *Glaza v glaza* (*Eye to Eye*) is replaced by the phraseological unit *ko'z almay' qaray'* with the meaning keep one's eyes on smb.
- *Glaza v glaza* (*Russian*)
- *Көз алмай қарай* (*Kazakh*)

- To sum up, translation strategies of advertising from Russian to Kazakh have some specific characteristics due to the interaction of languages and current language policy in Kazakhstan that ranges from the introduction of a new Latin-based alphabet to the issues of the language ecology. The results obtained during the research contribute to the theory and practice of advertising translation.