

وزارة التعليم العالي والبحث العلمي
DEMOCRATIC AND POPULAR REPUBLIC OF ALGERIA
MINISTRY OF HIGHER EDUCATION AND SCIENTIFIC RESEARCH

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Mouloud Mammeri University- Tizi-Ouzou

Faculty of Literatures and Languages

Departement of Translation and Interpreting



Field: Translation

Speciality: English Arabic / Arabic- English translation

Methods and Strategies of Translating Advertisements
a Study of five English-Printed Advertisements and their
Translation in Arabic.

Dissertation submitted for the fulfilment of Master's degree in English-Arabic-English translation.

Submitted by: Lyazid Bessad

Supervised by: Pr. Nacera Idir

Essaid Benhamouda

Before the Jury:

President: **KAHINA TALEB** Assistant Teacher (Category A) at Mouloud Mammeri University

Supervisor: **NACERA IDIR** Professor at Mouloud Mammeri University

Examiner: **NACERA SI TAYEB** Assistant Teacher (Category A) at Mouloud Mammeri University

Academic year 2020/2021

Acknowledgments

Foremost, we would like to express our sincere gratitude to our advisor Prof. NACERA IDIR for her continuous support, patience, motivation, enthusiasm, and immense knowledge. His guidance helped us in all the time of research and writing of this dissertation.

Besides our advisor, we would like to thank the rest of our dissertation jury: NACERA SI TAYEB and KAHINA TALEB, for their encouragement, insightful comments, and hard questions.

A big thank you to everyone who contributed in the achievement of this research.

Dedication

To my father who scarified his life for us,

To my beloved mother,

To my brothers and sisters.

Lyazid BESSAD

Dedication

*For my mother who motivated and scarified her life
for me*

For all my family

For my best friend Fazia Gacem

For all my friends

Essaid Benhamouda

“Don’t care how bright or how catchy ... nor how much general interest. The key is “does it sell?” What’s the profit of the ad investment?”

L. Thomas of Lord and Thomas, the largest U.S. Ad agency in 1905.

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ABBREVIATIONS

SL- Source Language

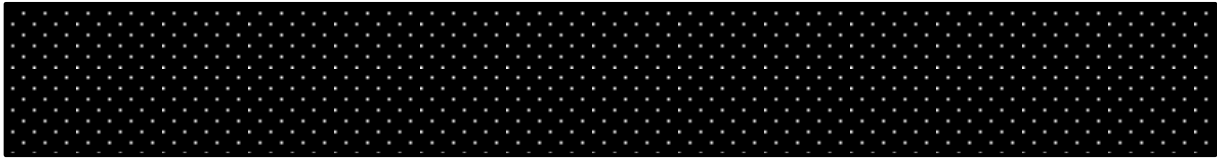
ST- Source Text

TL- Target Language

TT-

Target

Text



INTRODUCTION

Indoors the scope of globalisation, the world has witnessed the emergence of a new social, commercial and economic environment. The modern world becomes increasingly smaller, physical borders among nations are continually erased and the new developed technologies make communication much easier between individuals. The increasing need for breaking down linguistic and cultural barriers to communicate cultures has its Impact on different fields such as marketing communication, media studies and translation studies as well.

Advertising is any paid form of mass-communication. Its primary aim is to promote or sell products, services, ideas ... etc., attract attention and influence people's commercial attitudes (sometimes even social and political choices). In the world of today, Advertising runs inside our societies, influences our culture and the way we behave. Whether we are home or abroad, shopping, walking or working, surfing on the internet, traveling on buses, taxis or by trains or just watching Television, advertising is always with us. Quite simply, advertising is everywhere.

Advertisement translation is fundamental in the contemporary society, it conjuncts together domestic and international trade, breaks linguistic and cultural barriers, strengthen company's foreign policies and reaches overseas economies. At the present time, international markets are growing speedily, goods and services overflow from different countries and the increasing need for new manufactured products is highly pronounced. Therefore; people's consuming attitudes are however in a constant change, a single person in countries such as Vietnam, Philippines or Nepal has never heard about Pizza, Tequila or Couscous in the 19TH century. Moreover; products that are specific to one culture are nowadays available everywhere due to the emergence of the so-called mass-communication.

The definition of advertisement translation has to be broad, it evolves a number of micro and macro-strategies from complete transference of the source text into the target one to the creation of a completely new advert. Despite the different wordings, Advertisement translation is said to be the conversion of an advert designed for an audience in the source language and culture into another version designed for a different audience, this conversion includes linguistic and extra-linguistic components. Otherwise; advertisement translation provides the ability for a company to communicate to its global consumers on the one hand and grasps other consumers on the other.

Our study seeks to determine that advertising translation is one of the most challenging task in the field of specialized translation. Furthermore, the success or the failure of an advertising campaign depends on the success or the failure of the translation.

Advertising discourse is persuasive in nature. its primary aim is to attract attention and sell all over the globe. In order to keep the same meaning and do the same effects as the original message, translators are supposed to choose between a wide range of translation strategies. However; The question which remains itself is so problematic.

_In the context of translating print advertisements, what are the most appropriate strategies to translation?

_ Should The translator keep-up persuasiveness of the source text or just translating literally its meaning?

_When it comes to wordplay, how can the translator translate puns, neologisms ... etc.?

In order to provide an answer to all this questions we have set up some hypothesis that can help us in the process of accomplishing our dissertation. Unless, these hypotheses do not provide an answer to the problematic set above.

_The translator should maintain the source text persuasiveness in the target one and sustain its meaning as well.

_ Skopos theory could be the most appropriate theory to translate advertisements.

_ the translator should translate puns, neologisms ... etc by referring to Mathieu Guidère micro-strategies such as transplantation, transliteration ... etc.

The subsequent analysis is based on a range of macro- and micro-strategies. Skopos theory denotes the macro-strategy of our study. Formulated by Hans Josef Vermeer in the late 1970's, skopos theory asserts that a purpose determines translational action or "the end justifies the means" Vermeer and Reiss (1984: 90). Skopos theory is deemed to be the most appropriate approach in our study because the translator has to keep the persuasive function in advertisements. Otherwise, 'the translatum' must do the same function or effect as the original. When skopos theory fails, we opt for Mathieu Guidère (2000) micro-strategies.

Several translation studies have scrutinised issues and theories from a diverse range of perspectives, surprisingly; studies in the field of advertisements translation are, for the most

part, scarce. In the last few decades however, several researches in the field of advertisement translation are accomplished. Karen Louise Smith (2002) doctoral thesis entitled ‘*The Translation of Advertising Texts a Study of English-Language Printed Advertisements and their Translations in Russian*’, from the university of Sheffield, United Kingdom, has focused on the major issues of translating advertisement between two different languages and cultures (English and Russian). This study stresses the verbal and the visual content of English printed advertisements and their translation into Russian as well as the influence of the Soviet Union politics in the field of advertising and promoting foreign products in Russia during the so-called ‘Cold War’. Furthermore, Khalil Haddad (2015) Master dissertation entitled “*Skopos in advertising translation into Arabic*” from the university of Sharjah, United Arab Emirates, has focused on translating print advertisements from two different languages and cultures (English and Arabic). This study stresses the linguistic content of three English print advertisements and ignores completely its semiotic devices. The above mentioned researches deals with English printed advertisement and their translation into Russian and Arabic respectively (the translation was already done), while our study deals with English printed advertisements in the field of pharmaceuticals and drugs industry and provide a translation for each one before analysing the structural, stylistic and cultural levels of the translated adverts.

The present dissertation includes two chapters, chapter one entitled ‘*advertising text and advertising translation*’ encompasses two parts. The first part defines briefly advertising text, explores its language and semiotics, counts its characteristics and mentions the ways and channels of advertising (advertising mediums). Whereas the second part sheds light on the translation of advertisements, challenges and difficulties that faces the translator of advertising text instead of the theories and approaches that are close to the translation of advertisements. It affords besides an introduction to the skopos theory which denotes the basis of our study. The second chapter entitled “*Methods and Strategies of translating advertisements*” introduces first the corpus that was selected assiduously to cover different advertisement forms (print magazine advertisements, direct mail flyer, advertising brochures and one online advertisement) within different pharmaceutical and drug industries. In addition to these two chapters, our dissertation includes a general conclusion, two glossaries and a bibliography.

The subsequent analysis focusses on five English advertisements within the field of pharmaceuticals and drugs industry and provides a translation for each advert into Arabic. It

investigates further linguistic and semiotic components of each publicity, strategies and approaches that are close to the translation of this type of texts, as well as exploring structural, syntactical and stylistic levels of the translated advertisements.

This study is partially inspired from several sources, Guy Cook (2001), *“The discourse of advertising.”* Mathieu Guédère (2000) *“publicité et traduction”* and Katarina Reiss & Hans Vermeer (1984) *“Towards a General Theory of Translational Action; Skopos Theory Explained”*, which was translated further by Christiane Nord (2013).

In the process of completing our dissertation we have encountered many difficulties, in the front of these difficulties, the forest fires spread in the Kabylia region in northern Algeria that causes an atmosphere of fear and insecurity. In addition to wild fires that have been a yearly occurrence in the Kabylia region, the spread of the New Covid-19 across the country was another problem, governmental restrictions that was followed forced us to work separately or being connected by video conferences or just by e-mails until the end of the third wave of covid-19.

CHAPTER ONE

ADVERTISING TEXT AND ADVERTISING TRANSLATION

I- 1. INTRODUCTION

We like it or not, advertising runs inside our societies, influences our culture and the way we behave, it changes our consuming attitudes. Every individual in the world is bombarded by thousands of advertisements every day, via Television, Radio, Newspapers, Magazines etc... (Cook, 2001) says in this regard:

“We cannot walk down the street, shop, watch television, go through our mail, log on to the Internet, read a newspaper or take a train without encountering it. Whether we are alone, with our friends or family, or in a crowd, advertising is always with us, if only on the label of something we are using.” (P. 1).

During the second half of the twentieth century, internet shaped the world into a global village and made communication much easier between individuals. Trade companies and in order to sell their products to much people as possible expanded their horizons far beyond their home country borders. Since language is the fundamental aspect of every communication, translating the content of marketing communication into the local language is undeniable to reach the purpose from advertising, inform and sell.

The first chapter entitled ‘‘Advertising Text and Advertising Translation’’ deals with a theoretical introduction to advertising text and its translation. In the first part, we define briefly advertising text, shedding lights to its language and semiotics and counting its characteristics. whereas the second part sheds light on the translation of advertisement, challenges and difficulties that faces the translator of advertising text instead of the most appropriate approaches to the translation of advertisements.

I- 2. WHAT ADVERTISING IS?

When someone mentions advertising, what comes to mind? Power, persuasion, manipulation? That’s advertising right? *“Advertising is so familiar to modern readers that it may seem odd to ask what an advertisement is. Although advertising is all around us – perhaps because it is all around us – we don’t often pause to think about its nature as a form of discourse”* (Goddard,1998:5). Advertising is called to be the art of convincing people to purchase a product or a service. According to (Kotler 1984), It is *“any paid form of non-personal presentation and promotion of ideas, goods and services through mass media such*

as newspapers, magazines, television or radio by an identified sponsor” (Kotler, 1984: 58). While, Bovee and Arens (1986) defines it as *“the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media”*. (Bovee and Arens 1986: 5). But what advertising really is?

I- 2.1 Etymology of the Word Advertising

According to the Oxford Dictionary ‘‘advertising’’ originated from old French ‘‘advertiss’’, lengthened stem of ‘‘advertir’’, from Latin ‘‘advertere’’ which means ‘‘turn towards’’ (Online Oxford Dictionary, consulted on June 13, 2021). <https://www.oxfordlearnersdictionaries.com/definition/english/advertise>

I- 2.2 Definition of Advertising

There are several definitions of advertising, in the following we will cite some of the most appropriate.

According to the Oxford Dictionary of English Language, Advertising to tell the public about a product or a service in order to encourage people to buy or to use it. (Online Oxford Dictionary, consulted on June 13, 2021) Link: <https://www.oxfordlearnersdictionaries.com/definition/english/advertise> In other words, advertising is said to be a commercial activity that seeks to sell products and attracts attention towards products, services or events.

According to Britannica, Advertising is ‘‘the techniques and practices used to bring products, services, opinions, or causes to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised’’. (Encyclopaedia Britannica, consulted on June 13, 2021) Link: <https://www.britannica.com/topic/advertising> . Otherwise, advertising refers to all the techniques and practices used by a commercial company in order to bring products, services or events.

According to the Dictionary of Advertising, La Toupie, « La publicité désigne l'ensemble des actions mises en œuvre par une entreprise commerciale ou industrielle pour faire connaître ses produits ou services et en promouvoir la vente. Son but premier est d'attirer l'attention, puis d'influencer le choix des consommateurs ». (La Toupie, Consulted on June 13, 2021) Link: https://www.toupie.org/Divers/recherche_resultat.php?mot=Publicit%E9 .

"Advertising refers to all actions taken by a commercial or industrial company in order to advertise its products or services and promote sales. Its primary aim is to attract attention and then influence consumer's commercial choices. (Our translation).

Routledge Dictionary of Economics defines advertising as "a communication activity used to influence potential buyers, voters or others who can help the advertiser to reach defined goals." (Routledge Dictionary of Economics, consulted on June 13, 2021) Link: <https://www.routledge.com/Routledge-Dictionary-of> in other words, advertising is said to be a communication activity that seeks to influence people about what is advertised.

Despite the different wordings, the various definitions cited above shares five fundamental aspects; (1) Advertising is a communication activity (2) Advertising aims to bring products and/or services (3) Advertising aims to influence potential consumer's/buyers (4) advertising aims to attract attention and (5) influence people's consuming attitudes.

As a final point, advertising is said to be a communication activity that aims to sell products and/or services and influence people's consuming attitudes.

I- 3. SEMIOTICS OF ADVERTISING DISCOURSE

Within discourse analysis, Semiotics defined as the study of signs. According to Saussure, Semiotics (*sémiologie*) is the science dealing with signs within society. "*A science that studies the life of signs within society is conceivable. It would be part of social psychology and consequently of general psychology. I shall call it semiology (from Greek semeion "sign"). Semiology would show what constitutes signs, what laws govern them.*" (Saussure 1971 as cited in Danesi 2004: 3).

Danesi points out that: "*A sign is anything-a colour, a gesture, a wink, an object, a mathematical equation, etc.-that stands for something other than itself.*" (Danesi, 2004: 4). Semiotics deals with the major issues of decoding and encoding messages to achieve communication between individuals. Joly Martin in her study (*Introduction à l'analyse de l'image*) states that The term 'semiotics', is of American origin, it is the canonical term that designates semiotics as the philosophy of language. However; semiology is of European origin. Introduced first by the Swiss linguist Ferdinand de Saussure, it is understood rather as the study of particular languages (images, gesture, theatre ... etc.) (Martin 2009: 20). Paul Colbey (2005) in '*The Routledge Companion to Semiotics and Linguistics*' make a

distinction what semiotics really is. *“The one point of agreement that does exist, however, is that English, Turkish, Chinese, and American Sign Language (ASL), for example, are to be considered as languages; ‘body language’¹, music, animal communication systems, and other semiotic devices like traffic signals, on the other hand, are not.”* (P.5).

The discourse of advertising explores the language of contemporary advertising. *“The words of advertisement are not viewed in isolation, However, but in complex interaction with music, other texts around them, and the people who make and experience them.”* (cook, 2001). One of the joint symbols of advertising discourse is the visual image. Semiotics in advertising is the use of symbols, pictures and colours that signify the product to be sold. Scott & Batra (2003) affirms that: *“Human memory for pictures, particularly recognition memory, is so strong that it poses real difficulties for experimentation, lest ceiling effects wipe out the differences of interest.”* Scott & Batra (2003: 217) Something makes from the visual image, in any advertisement copy, one of the most important component of the advert due to the impact on the reader’s viewer’s mind.

Semiotics deals with non-verbal communication. In the discourse of advertising, images frequently represent the non-verbal part of an advert. otherwise, the non-verbal part in advertising is symbolised by images, gestures, colours ...etc.

I- 4. LANGUAGE OF ADVERTISING DISCOURSE

Since language is the pillar of human communication, the choice of language to convey specific messages in order to influence people is vitally important. Advertising agencies, however, uses a specific language to convince people living in consumerist economies.

As it is seen in the previous study ‘Semiotics of Advertising Text’ advertisements are a complex interaction between verbal and non-verbal means of communication represented by signs, symbols and the verbal ordinary language. *“The verbal language can suggest particular qualities as a result of how it appears: in other words, writing is a form of image-making, too.* (Goddard, 1998: 16)

Advertising agencies use many techniques to persuade consumers. Some of those techniques are language-based, but many are visual. Language-based-techniques are, among

¹ **Body language** (n. phrase) non-verbal cues that shows what a person is thinking or feeling.

others, the use of modality, the use of imperative language, hyperboles, emotive language, neologisms, puns, personifications... etc.

I- 4.1. Modality

In English advertising language, the use of modal verbs aims to show certainty in action: The principal English modal verbs are can, could, may, might, shall, should, will, would, and must. Certain other verbs are sometimes, but not always, classed as models; these include ought to, had better, and (in certain uses) dare and need.

Examples:

- That must have heart
- You will get your money back

Modality in English language is marked by degrees, for example to show a high degree of certainty about the likelihood of events, modal verbs of high modality are used. If we feel tentative about something, we use low modality. In ‘Business English’ modal verbs are used to put pressure on²the costumer.

English modal verbs are classified into three categories as shown on the table below.

High modality	Medium modality	Low Modality
Must	Won't	Might
Ought to	Should	Could
Shall	Can	Would

Prezi.com consulted on August 4, 2021 Link: <https://prezi.com/ezxbfqfsqaiz/the-features-of-advertising-language/?frame=b440af7dc064394dad6cee6e95788dcd7bf74b99>

² To put pressure on (v. phrase) to force someone to do Something.

I- 4.2. Hyperbole

Hyperbole is deliberate exaggeration used for dramatic or comic effect. According to Meriam Webster Online Dictionary, ‘hyperbole’ is the language that describes something as better or worse than it really is. In advertising discourse, it is frequently used (often described as hype or media hype) by agencies to build up their clients’ products and/or services in the reader’s viewer’s mind. The best examples of hyperbole in advertising are:

- “The best a man can get” **Gillette**
- “There is no finish line” **Nike**
- “Tastes so good, can’t ask for it by name” **Meow mix**.
- “ Our most advanced technology in a magical and revolutionary device at an unbelievable price” **IPhone** on **IPad** advertising campaign.

Prezi.com consulted on August 4, 2021 Link: <https://prezi.com/ezxbfqfsqaiz/the-features-of-advertising-language/?frame=b440af7dc064394dad6cee6e95788dcd7bf74b99>

I- 4.3. Imperative Language

‘Imperatives’ are verbs used to give orders, commands, warnings or instructions, in advertising imperatives are used to:

- _ Motivate
- _ Guide/ lead the audience.
- _ Be noticed.
- _ Persuade the audience to use their products.

Examples of imperative language used in advertising includes:

- Just do it –Nike slogan-
- Book online now
- Take action yourself, be proactive.

Prezi.com consulted on August 4, 2021 Link: <https://prezi.com/ezxbfqfsqaiz/the-features-of-advertising-language/?frame=b440af7dc064394dad6cee6e95788dcd7bf74b99>

I-4.4. Neologisms

A ‘neologism’ is a word that has been created by advertisers for specific products for novelty effect.

Examples of neologisms in advertising:

‘NEXIUM’ is a neologism for ‘Esomeprazole Magnesium’.

Prezi.com consulted on August 4, 2021 Link: <https://prezi.com/ezxbfqfsqaiz/the-features-of-advertising-language/?frame=b440af7dc064394dad6cee6e95788dcd7bf74b99>

I-4.5. Emotive Language

There are words that arouse an emotion in the reader. In advertising words that arouse pleasant sensation in the reader are often used so that reader prompted to take the action suggested.

Examples of emotive language used in advertising:

‘Snickers really satisfies’

‘ Oh what a feeling, Toyota ‘.

Prezi.com consulted on August 4, 2021 Link: <https://prezi.com/ezxbfqfsqaiz/the-features-of-advertising-language/?frame=b440af7dc064394dad6cee6e95788dcd7bf74b99>

I-4.6. Personifications

‘Personification’ is a figure of speech in which an object, an idea or a quality is given human qualities or form.

Example:

Yellow pages- ‘Let your fingers do the walking.’

Prezi.com consulted on August 4, 2021 Link: <https://prezi.com/ezxbfgfsqaiz/the-features-of-advertising-language/?frame=b440af7dc064394dad6cee6e95788dcd7bf74b99>

I- 4.7. Puns

A 'pun' is a play on words that sound the same but have different meanings or on different senses of the same word.

Example:

‘‘Weight watchers frozen meals- Taste. Not wait.’’

Prezi.com consulted on August 4, 2021 Link: <https://prezi.com/ezxbfgfsqaiz/the-features-of-advertising-language/?frame=b440af7dc064394dad6cee6e95788dcd7bf74b99>

I- 5. CHARACTERISTICS OF ADVERTISING DISCOURSE

I- 5.1. Simplicity

The first feature of a good advertising copy is that it should be written in a simple language and understood by the target audience that the advert might attend. William J. Stanton (1987) says in this regard: “*The copy in an advertisement is defined as the written or spoken material in it, including head-lines, coupons and advertiser’s name and address as well as the main body of the message*”. These five components should be formulated by the way they attract the reader’s attention.

I- 5.2. Attractiveness

It is clear that any advertising copy should attract the reader’s attention, it should be offered in a certain way to attract the reader Immediately. There are some techniques used by advertisers to attract the reader’s attention during advertising process. These techniques are, among others;

_The use of colours, gestures, images and other semiotic devices should be in direct relation with the product to be promoted,

_The headline should be well formulated, it should be easy to memorise,

_Announcing the price can be attractive,

_Offering a long-term guarantee or assuring money back guarantee can increase sales and attracts more consumers.

I- 5.3. Authenticity

Authenticity is associated with “*genuineness, reality and truth.*” (Grayson & Martinec 2004). An advertisement copy should be truthful, the relationship between sellers and buyers should be based on trust. Scott J. Armstrong (2010) says in this regard: “*The best ways for an advertiser to gain trust are to tell the truth and to honor promises. This is especially important when a firm is seeking long-term relationships with customers*”. (Armstrong, 2010: 86). “*If you want to sell a product, you should tell the truth about the product... stick to the truth, and that means rectifying whatever’s wrong with the merchant’s business. If the truth isn’t tellable, fix it so it is.*” John E. Powers, Wanamaker copywriter, 1880 (as cited in Armstrong 2010: 87). Whether that’s right or wrong, Consumers looks for authentic/Original goods and services as a consequence of the huge overflow of the fake.

I- 5.4. Persuasion

Advertising text should persuade the reader regardless the benefits of the product. Consumers should not be in doubt about the product or Service. Even more to the point and beyond the issue of being persuasive, manufactures, sometimes, assure money back warranty to persuade people by the quality of their products.

Advertising is said to be “the art of persuasion”, in the economic world, sales representatives³ seek to convince the consumer regardless the product is good or worse. “*persuasion has become a critical weapon in the arsenal of powerful companies.*” (Perloff 2010: 8). Persuasion in advertising is a stratagem which attempts to convince or persuade people to purchase a product or a service. It tries to frame products in a positive way and convince consumers about its benefits. Scott and Batra (2003) take apart “visual persuasion” from other categories of persuasion. “*On balance, we are skeptical that attempts to distinguish visual persuasion as a separate category of persuasion rest on much more than an intuitively appealing Aristotelian categorization, convenient for quick communication but not particularly fruitful for building a scientific theory.*” (Scott & Batra 2003: 218)

³ **Sales representative** (n. phrase) a person whose job is to persuade costumers to purchase company products.

The purpose of persuasion can be varied; within advertising discourse it seems to be the art of convincing people to purchase goods and services regardless their benefits.

I- 6. FORMS AND CHANNELS OF ADVERTISING

In order to inform customers about their new products and services, marketers use several ways of advertising from the various media. The most suitable and successful advertising campaign depend on the target audience that the company might attend. In the world of today, the most operative ways of advertising still influenced by the new developed technologies such as the internet. Social Media Marketing, as a product of digitalisation and globalisation, affords companies innovative ways to take part the existing customers and promote sales in one hand and influences new customers worldwide on the other.

Traditional forms of advertising represented in television, Radio, newspapers and magazines, regardless the costs of advertising campaigns, are in the front line of any succeeded company. Newspapers and magazines advertising used to be a huge driver of sales. Print advertising can be classified into three subcategories:

- **PERIODICAL ADVERTISING:** Refers to advertising campaigns published in newspapers, Magazines ... etc.
- **Direct Mail advertising:** Direct mail advertising refers to printed advertising being mailed directly to the consumers.
- **Brochures, banners and Flyers:** are usually placed in Newspapers and Magazines but, they are treated as separate entity.

The most valuable and mutual channels of advertising are, among others, magazine, television, billboard, radio, newspapers, flyers or brochures and online advertisements.

I- 6.1. Magazine advertising.

One of the best-known form of advertising, but also one of the most expensive, is magazine advertising. Magazines offers an infinite number of chances for any advertising campaign to succeed by reaching the wanted group of interest. Specialist Magazines for instance, directed for a specific audience (women, businessmen, young people ...) facilitate the process of promoting sales by involving the targeted consumer.

<https://www.business.qld.gov.au/> consulted on July 2, 2021 Link:
<https://www.business.qld.gov.au/running-business/marketing-sales/marketingpromotion/advertising/type>

I- 6.2. Television advertising.

The most known form of audio-visual advertising is Television advertising. Television advertisements have the advantage of sight, sound, movement and colour to persuade the consumer. It is useful to demonstrate how products works.

Producing a television advertisement and then buying an advertising slot is generally expensive. Television advertising is sold in units (e.g. 20,30,60 seconds) and costs vary according to:

- The time slot
- The television program
- Whether it is metro or regional
- If you want to buy spots on multiple networks.

<https://www.business.qld.gov.au/> consulted on July 2, 2021 Link:
<https://www.business.qld.gov.au/running-business/marketing-sales/marketingpromotion/advertising/type>

I- 6.3. Outdoor Advertising.

In the western world and all around the globe, billboards and posters becomes more and more visible to consumer. In major cities, it represents one of the most effective ways of advertising due to the number of people the advert might attend. Outdoors advertising is available everywhere, beside roads; on buses, taxis, trains and bicycles or at the sport stadiums and cinemas.

Billboards usually holds a limited amount of information; otherwise, they can be difficult to comprehend, something pushes industries to link their website address to invite consumers to follow up⁴ and find more about the desired product or service.

⁴ **Follow up** (v. phrase) to provide more information or find more about something.

<https://www.business.qld.gov.au/> consulted on July 2, 2021 Link:
<https://www.business.qld.gov.au/running-business/marketing-sales/marketingpromotion/advertising/type>

I- 6.4. Radio Advertising.

Radio advertising is old as the radio itself. It has been marked advertising for years, it is less expensive regarding other forms of advertising such as television or magazine advertising. Nowadays, radio advertising is less-effective. Due to the emergence of what is called, new media, the impact of radio advertising is, partially, lost.

<https://www.business.qld.gov.au/> consulted on July 2, 2021 Link:
<https://www.business.qld.gov.au/running-business/marketing-sales/marketingpromotion/advertising/type>

I- 6.5. Newspaper Advertising.

Newspaper advertising is one of the most common form of print advertising. It appears alongside with regular editorial content in regional and metro newspapers. It can reach a wide range of consumers if the advert is under subject heading.

<https://www.business.qld.gov.au/> consulted on July 2, 2021 Link:
<https://www.business.qld.gov.au/running-business/marketing-sales/marketingpromotion/advertising/type>

I- 6.6. Online Advertising

Advertising on the internet can be a cost-effective way to attract new consumers and reach international markets. There are several techniques of online advertising, but the main techniques used in digital marketing in order to reach the targeted audience are, among others:

- Search engine optimization (SEO)
- Pay-per-click (PPC).

<https://www.business.qld.gov.au/> consulted on July 2, 2021 Link:
<https://www.business.qld.gov.au/running-business/marketing-sales/marketingpromotion/advertising/type>

I- 7. ADVERTISING TRANSLATION

Advertising translation is not new, its roots go back to the post-world war when marketers expanded their businesses far beyond their home country borders and switch from domestic into global trade. Such growth was the primary reason that pushes marketers to stagnate and strengthen their business relationships worldwide. In order to promote sales and go up against⁵ other trademarks, business owners turn their interest toward translation studies, something that led to the emergence of what is, nowadays, called “Advertising translation”.

Advertising translation is the conversion of the source message from one language to another and from one culture to another. In other words, advertising translation is the conveyance of the source language text into a grammatically and idiomatically target text equivalent. However; the translated text might:

Have no meaning, or

wrong meaning, or

The translated text does not make the same effect as the original text. In such cases, however; translators have some liberties to overcome such challenges, but not until they re-create completely new advertisements.

Smith (2002) defines advertising translation as the “*complete transference of the source text into the target one culture to the creation of new advert for the target culture, based on the interpretation of the advertiser’s creative brief*”. (Smith, 2002: 16). ‘Advertising translation’ and ‘translation studies’ are interrelated. Otherwise, the development of advertising translation is linked to the development of translation studies as a whole.

Nida (1964) states that “*Messages differ primarily in the degree to which content or form is the dominant consideration. Of course, the content of a message can never be completely abstracted from the form, and the form is nothing apart from content; but in some messages the content is of primary consideration, and in others the form must be given a higher priority*” (Nida, 1964: 156). In other words, in translation studies, the content and the form are interconnected, it is impossible to single out the content from the form or the form from the content, each one completes the other.

⁵ **Go up against** (v. phrase) to compete with.

Bovee and Arens (1994) numerates four principal criterions that should be taken in consideration before any ‘translators’ selection:

1. Merely rewriting the advertisements in foreign target language is not enough. The translators must have copywriting skills.
2. The translators must have an intimate knowledge of the product, its characteristics and the target market.
3. The translators must live in the country where the advertisement is destined to appear and must translate into their local language perfectly.
4. The translator must have properly translatable simple English text from the advertiser without any ambiguity or expressions and idiomatic nature. Bovee and Arens (1994) (as cited in Smith, 2002: 32).

Ultimately, ‘Advertisement translation’ is not an easy duty. In the light of globalization, marketers must produce their adverts in the local language of the country in question in order to promote sales. Translators of advertising texts are called to render the ST message element by element to form an equivalent in the target language and culture that promotes the product in question as the original message. In other words, the target text message should make the same effect (or a best effect) on the reader as the original message (Source Text Message). Translators like Advertisers, must use their words in an effective way to market goods and services in a positive way. Nida (1964) advocates that any translation (Target language message) should be the closest natural equivalence to the source language message. The final product should be at a highest level the correct rendering of the source text. Nida (1964) affirms that there are four basic requirements that any translator should be aware about:

1. The target text (TT) should make sense.
2. Conveying the manner and spirit of the source text (ST).
3. Having a natural and easy form of expression.
4. Producing a similar response as the source language message.

I- 8. CHALLENGES OF ADVERTISING TRANSLATION

In the few recent years, the world has witnessed the emergence of a new social, political and economic environment, the increasing need for new products is highly

pronounced, Marketers and in order to make their business felt internationally turns their interest towards translation studies. Consequently, new forms of marketing are invented, Social medias marketing as an example make a huge change how goods are promoted. Translators when it comes to are faced by multiple challenges in the process of translating advertisement copies. Globalization as another factor has affected different arenas in the modern world, including marketing communication and the promotion of goods. Furthermore, products that was manufactured in a country such as Germany are promoted in all over the globe. Quite Simply, just in one click.

In order to get good results and enjoy the success, it is vitally important for companies to advertise in a positive way to increase their incomes in the market shares⁶. At this level, translators play an important role from the correct understanding of the source text message to the good transference of this message to the target audience. It is not easy for the translator to render the ST message into a completely TT message equivalent and make the same effect on the reader as the original message.

In the course of translating the content of marketing communication, translators should be aware about cultural and linguistic differences in conjunction with other fundamental aspects of each country such as religion, customs, consuming attitudes ... etc. that differ from one country to another and from one culture to another. For instance, a US-based brand as Nike or Coca-Cola cannot advertise in a country such as Algeria, thinking that all Algerians must be familiar with English language and culture. Advertising translation however is not just transferring single words from one language to another.

Translating advertisements is called to be one of the most challenging tasks that can face any translator. Throughout the process of transferring the message from the SL to the TL, the translator has to take in consideration:

- _the target audience culture and;
- _Bearing in mind that S/he delivers the exact meaning and;
- _ Making the same effect (or a best effect) as the original message.

Obviously, language skills are a necessity in translating the content of marketing communication. The translator should be well trained in both the source language and the

⁶ **Market share** (n. phrase) a measure of a product's sales compared to its competitors, often depicted in percentage.

target one. Print advertisements which denotes the major issue of our study has its specific language and jargon. The question which remains itself is that, what does the translator to maintain persuasiveness of the source text? what does the translator to maintain humour in advertisements? When it comes to wordplay, how can the translator translate puns, slogans ... etc. Beth Worthy (2020) says in this regard; ‘*It is nearly impossible to translate catchphrases and puns into another language. Sometimes a native speaker might not get the pun, so how do you expect a language translator to follow suit?*’ (Worthy, 2020: 2). De Mooij (2004) deems that the translation of advertising copies is a hard duty, he observes that, “*Translating advertising is like painting the tip of an iceberg. What you see are the words, but there is a lot behind the words that must be understood to transfer advertising from one culture to another*” (Mrieke De Mooij 2004: 180).

Furthermore; advertising discourse is persuasive in nature. The translator must pull off⁷ persuasiveness of the source language message. In other words, the final product must make the same effect or the same feeling in a way that is significant to the target audience in its linguistics and semiotic devices. However, Products can be banned in certain countries if their advertisements are considered too crude or too suggestive for the culture and religion. Therefore, Muslim countries and most precisely Arab countries are the best examples when it comes to suggestive advertisements. Translators must walk at a very fine line to avoid failure in his/her translation.

Eventually, Effective translation is the translation which maintain the effects and persuasiveness of the source text. The translator supposed to make sure that the message will be interpreted by the way the advertiser intended and carry out⁸ these challenges. In other words, the success or the failure of an advertising campaign depends on the success or the failure of the translation.

I-9. ADVERTISEMENTS TRANSLATION AND TRANSLATION THEORY

I- 9.1. SKOPOS THEORY

⁷ **Pull (something) off** (v. phrase) to succeed in doing something challenging or difficult.

⁸ **To carry out** (v. phrase) to complete (something) successfully, perhaps despite a problem.

Skopos theory was formulated in Germany in the late 1970's by two German scholars, Hans Josef Vermeer and Katarina Reiss. Its prime principle is that a purpose determines translational action; in other word, *'the end justifies the means'* (Vermeer & Reiss, 1984: 90).

Skopos is a Greek word defined as a 'purpose' or a 'goal'. It was formulated first by Hans Josef Vermeer in his article in the German Journal 'Lebende Sprachen' (1978). The theory was the starting point of a purposeful theories in translation studies, it marked the shift from linguistic theories into functional theories. *"The advent of Skopos-theorie is regarded by Western translation scholars as a mark of a move away from the static linguistic typologies of translation shifts"* (Munday, 2001: 73). Skopos theory was developed Further by various scholars. In the light of Skopos Theory, Hans Josef Vermeer advocates three types of purposes;

- (1) *"a General purpose,*
- (2) *a communicative purpose,*
- (3) *Translation approach purpose."* (Nord, 2018).

Hans Vermeer and Katarina Reiss (1984) states that the 'translatum' is determined by its 'purpose'. *'In other words: for translational action, we can say that 'the end justifies the means''* (Vermeer and Reiss,1984: 90).

Reiss and Vermeer (1984) generate three main rules for translational action;

1. **The Skopos Rule:** states that every human action is determined by its purpose. *"The highest rule of a theory of translational action is the 'skopos rule': any action is determined by its "purpose" ... 'the end justifies the means.'"* (Reiss & Vermeer, 1984: 90).
2. **The coherence Rule:** The coherence rule states that the target text (TT) must be coherent in nature in relation to the source text to help the target audience to understand it. Otherwise, comprehension is confirmed by feedback. *"If the feedback can be interpreted by the producer as sufficiently coherent in itself and with his action and his (producer) situation, it can be said that the producer and the recipient 'are communicating'".* (Reiss & Vermeer, 1984: 90).

3. **The intertextual coherence Rule (Fidelity):** *“is a general theoretical outline of the relationship between the source and target texts”* (Vermeer & Reiss, 1984: 102). This rule concerns the coherence between the source text (ST) and the translated one, both of them must have the same purpose.

The cited above rules encompasses six directives of translational action put forward by Hans Vermeer and Katarina Reiss (1984) and translated far along by Christiane Nord (2015); these six directives stand on a hierarchical order:

1. A translatum is determined by its skopos.
2. A translatum is an offer of information in a target culture and language about an offer of information in a source culture and language.
3. A translatum is a unique, irreversible mapping of a source-culture offer of information.
4. A translatum must be coherent in itself.
5. A translatum must be coherent with the source text.
6. These rules are interdependent and linked hierarchically in the order set out above. (Vermeer & Reiss 1984: 107)

Advertising discourse is persuasive in nature, it seeks to persuade potential consumer to purchase goods and services. One of the best known macro-theories and functional approaches to advertising translation is the skopos theory, it advocates a general theory to translational action. In order to keep the source text (ST) persuasiveness in the target one, translators are called to make reference to the skopos theory. In the light of the skopos theory, translation no longer focuses lonely on the source text but also makes from the skopos ‘purpose’ its primary aim. Under the so-called ‘international market’ and the overflow of foreign products, translating the content of marketing communication is undeniable.

German functionalism or functional theories to translation studies is a trend of translation theories focuses on the field of translation. Skopos theory is inevitable in the development of this trend alongside with Katarina Reiss’s functional category of translation, Justa Holz-Manttari’s theory of translational action, and Christiane Nord’s functionalist methodology in translating or training. Skopos theory was however criticized as rigid for not providing step-by-step orchestration or a real stratagem for translation practices.

I 9.2 MATHIEU GUIDERE MICRO-STRATEGIES

Mathieu Guidère, (2000) suggests a range of micro-strategies to translate advertisements, these procedures deal with micro-specific elements of advertisement copies such as the slogan, the brand's name and the company name.

I 9.2.1 Transplantation: aims to preserve the “name” of the brand as it is without modifications. In other words, transplantation consists of re-writing the brand's name as it is in the source language message without a single change.

I 9.2.2 Transliteration: consists of transcribing the brand's name letter by letter by finding the phonetic correspondence of each source-text-sound in the target-language-alphabet.

I 9.2.3 Transmutation: it consists of replacing completely or partially the slogan, the brand's name and/or the product's name in the source regarding the target audience culture.

In the process of translating the logo, GUEDÈRE (2000) suggests three procedures:

I 9.2.4 Transposition: In advertising translation, transposition consist of maintaining the “logo” as it is in the source language message, without a single change.

I 9.2.5 Adaptation: it aims at rendering the Target Text acceptable for the Target audience. Otherwise it consists of transferring the source text notions by others in the target text that has the same pragmatic values in the target culture.

I 9.2.6 Re-writing: gives to the translator some liberties to reformulate the message to make the same effect on the target audience.

Concerning the body copy, GUEDÈRE (2000) suggests three translation procedures:

I 9.2.7 Literal Translation: (Or Word-for-word translation) is the direct transfer of a Source language message into a ‘grammatically and idiomatically appropriate’ Target Language message.

I 9.2.8 Interpretative translation: is the process of translating words or expressions regardless their direct equivalence, but the interpretative equivalent.

I 9.2.9 Functional translation: Functional translation is said to be an intermediate approach between imitating the source text or interpreting its meaning.

I- 10. CONCLUSION

The present chapter (Chapter one) discusses advertising discourse in its linguistics (Verbal) and semiotic devices. Forms and channels of advertising instead of the features that makes advertising discourse different from other types of texts in the first part. While the second discusses advertisement translation, its challenges and difficulties and the most relevant theories of translating advertising discourse.

The upcoming chapter scrutiny five advertising materials in its verbal and non-verbal devices.

CHAPTER TWO

METHODS AND STRATEGIES OF TRANSLATING ADVERTISEMENTS WITHIN PHARMACEUTICAL FRAMEWORK

II.1 Introduction

Viewing translation as a multi-cultural interaction, translating the content of marketing communication is undeniable. In the scope of globalisation, marketers aim to produce their adverts in the local language to grasp a wide range of consumers.

The present chapter entitled ‘‘Methods and Strategies of translating advertisements.’’, introduces first the data that was selected assiduously to cover different advertisement forms (print magazine advertisements, direct mail flyer, advertising brochure and one online advertisement) within different pharmaceutical and drug industries. Then, we carry on the translation and analysis of the corpus.

Our study is centred on the translation and analysis of five English advertisements within the field of pharmacy and drugs industry. This analysis investigates further linguistic and semiotic components of each advert, strategies and approaches that are close to the translation of this type of texts, instead of exploring structural, syntactical and stylistic levels of the translated advertisements.

II-2 Introducing the Corpus.

The present study is based on five English print advertisements that has been selected in an attempt to cover different advertisement forms (print magazine advertisements, direct mail flyer, advertising brochure and one online advertisement) within different pharmaceutical and drug industries. These companies are namely:

II-2.1 PFIZER INC.

Pfizer Inc. is a US based multinational and biotechnology corporation, it was established in 1849 in New York City by two German immigrants, Charles Pfizer and Charles F. Erhart. The company headquartered on 42nd Street in Manhattan, New York City.

Pfizer INC. produces medicines and vaccines for immunology, oncology, cardiology, endocrinology, and neurology for over 172 Years. The company is ranked 58th by Forbes, the US fortune Magazine in 2021.

II-2.2 COLGATE PALMOLIVE.

Colgate Palmolive is a US-based company, it was established in 1806 by William Colgate and B. J. Johnson. The company headquartered on Midtown Manhattan, New York City.

Colgate Palmolive produces consumer goods for over 215 years. The company is ranked 445TH by Forbes, the US fortune Magazine in 2021.

II-2.3 ROCHE HOLDING.

ROCHE HOLDING is a Swiss-based pharmaceutical company, founded on October 1896 by fritz Hoffmann-La Roche. The company headquartered on Roche Tower in the city of Bale, Switzerland.

ROCHE produces originally vitamins for over 125 Years. The company is ranked 60th by Forbes, the US fortune Magazine in 2021.

II-2.4 BAYER.

BAYER is a German multinational pharmaceutical and life sciences company, founded on 1863 by Frederick Bayer. The company headquartered in Leverkusen, Germany.

Bayer produces health and pharmaceutical drugs for over 158 Years. The company is ranked 429th by Forbes, the US fortune Magazine in 2021.

II-2.5 SANOFI.

Sanofi is a French multinational pharmaceutical company, founded on September 13, 1973 BY Jean René Sautier. The company headquarter is in 82Avenue Raspail, Gentilly, Paris France.

Sanofi produces health and pharmaceutical products for over 48 years. The company is ranked 72nd by Forbes, the US fortune Magazine in 2021.

Sanofi, the leader of the French pharmaceutical companies holds many branches:

Sanofi Pasteur : vaccines

Sanofi Genzyme: biotechnologies.

Sanofi R&D: research and development

Chattem: self-care and OTC Drugs in the United States.

II-3 REASEARCH METHODOLOGY

This study aims to explore the communicative role of advertising messages through an analysis of advertising translation from the Source Text in English language into its target in

Arabic language. The first step in our study will be the translation of the five advertisements from English into Arabic, then we scrutinize the translated adverts in its structural, stylistic and cultural levels.

This study stresses the translation of five advertisements from English language into Arabic through the ‘‘Skopos theory’’. Skopos theory denotes the macro-strategy for the translation of the advertisement samples, it is based on six directives of translational action put forward by Hans Josef Vermeer and Katarina Reiss (1984) and translated far along by Christiane Nord (2015); these six directives stand on a hierarchical order:

1. A translatum is determined by its skopos.
2. A translatum is an offer of information in a target culture and language about an offer of information in a source culture and language.
3. A translatum is a unique, irreversible mapping of a source-culture offer of information.
4. A translatum must be coherent in itself.
5. A translatum must be coherent with the source text.
6. These rules are interdependent and linked hierarchically in the order set out above. (Vermeer & Reiss, 1984: 107).

Once the skopos theory fails, we focus on a range of micro-strategies, these procedures are suggested by GUIDERE Matthieu (2000):

1. **Transplantation:** aims to preserve the ‘‘name’’ of the brand as it is without modifications. In other words, transplantation consists of re-writing the brand’s name as it is in the source language message.
2. **Transliteration:** consists of transcribing the brand’s name letter by letter by finding the phonetic correspondence of each source-text-sound in the target-language-alphabet.
3. **Transmutation:** it consists of replacing completely or partially the slogan, the brand’s name and/or the Company name in the source regarding the target audience culture.

In the process of translating the logo, GUEDÈRE (2000) suggests three procedures:

1. **Transposition:** In advertising translation, transposition consist of maintaining the “logo” as it is in the source language message, without a single change.
2. **Adaptation:** it aims at rendering the TT acceptable for the Target audience. Otherwise it consists of transferring the source text notions by others in the target text that has the same pragmatic values in the target culture.
3. **Re-writing:** gives to the translator some liberties to reformulate the message to make the same effect on the target audience.

Concerning the body copy, GUEDÈRE 2000 suggests three translation procedures:

1. **Literal Translation:** (Or Word-for-word translation) Is the direct transfer of a Source language message into a ‘grammatically and idiomatically appropriate’ Target Language message.
2. **Interpretive translation:** is the process of translating words or expressions regardless their direct equivalence, but the interpretative equivalent.
3. **Functional translation:** functional translation is said to be an intermediate approach between imitating the source text or interpreting its meaning.

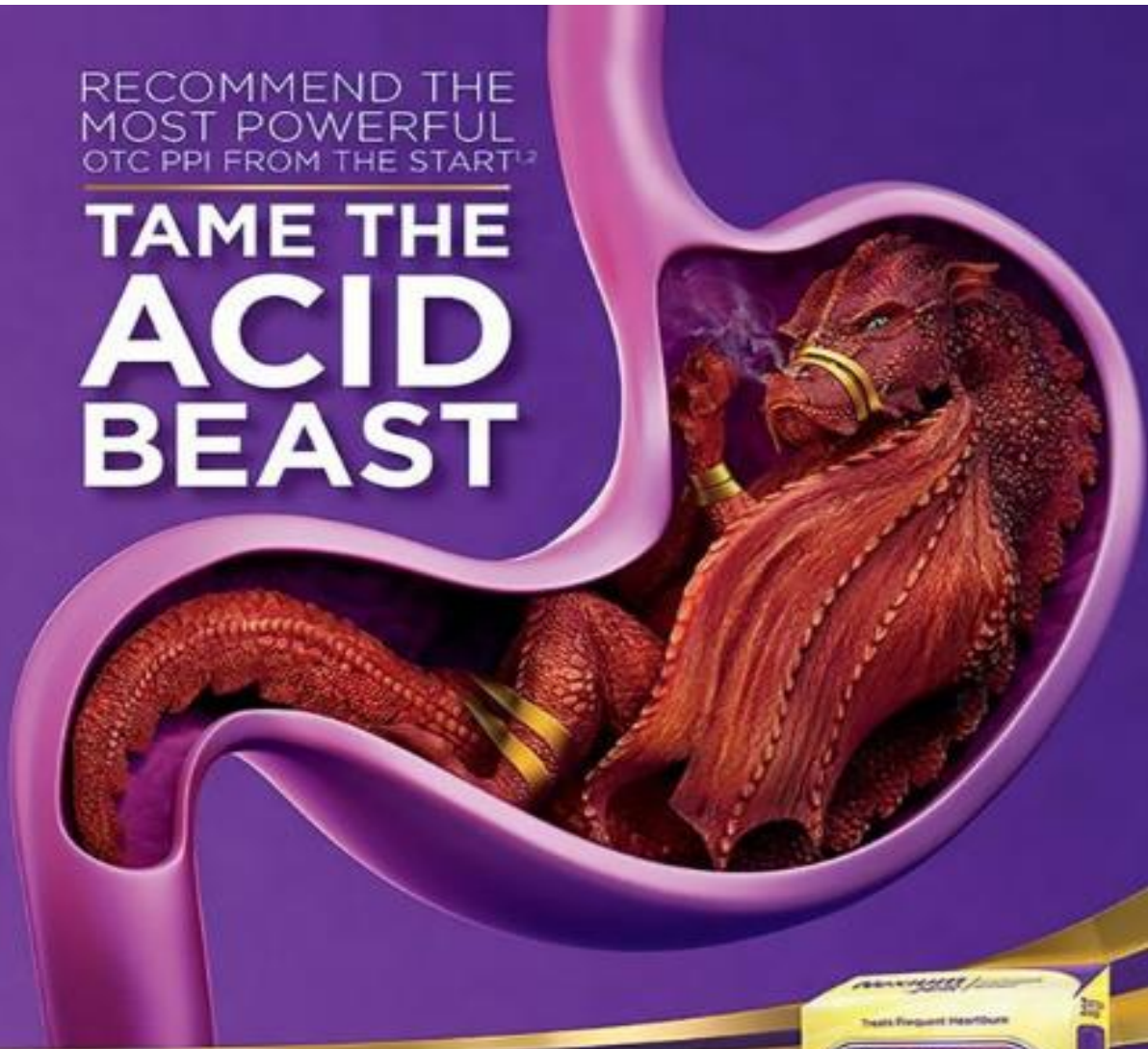
The choice of the skopos theory as a macro-strategy in our dissertation was not random, skopos theory known as a purposeful approach to translation has shown its applicability in the field of advertisement translation. Advertising discourse however has a clear goal (Purpose) to achieve.

ADVERTISEMENT ONE

NEXIUM 24 HR

RECOMMEND THE
MOST POWERFUL
OTC PPI FROM THE START^{1,2}

TAME THE ACID BEAST



STRONGER, LONGER ACID CONTROL
compared with Prilosec OTC (omeprazole 20 mg)^{1*}



For samples and coupons visit StartNexium24HR.com

Nexium Level Protection[®]

*Acid control (pH >4) does not imply symptom relief. The correlation of pH data to clinical outcome has not been directly established.
References: 1. Lind T, Rydberg L, Kjellbäck A, et al. Esomeprazole provides improved acid control vs. omeprazole in patients with symptoms of gastro-oesophageal reflux disease. *Aliment Pharmacol Ther*. 2000;14(7):861-867. 2. Data on file. Pfizer Inc, New York, NY.

 **Consumer Healthcare**

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StartNexium24HR.com

SOURCE : <https://www.mmm-online.com/slideshow/campaigns/6-campaigns-that-use-animals-to-capture-our-attention/>

مع أفضل مضخة متاحة لمثبطات البروتون
دون وصفة طبية

إِقْضِ عَلَى حموضة المعدة



أقوى وأطول تحكّم في الغازات مقارنة بأوميبرازول ٢٠ مغ
نيكسيوم لحماية أفضل

للتطلب والاستعلام زوروا موقعنا STARTNEXIUM24HR.COM

*Acid control (pH >4) does not imply symptom relief. The correlation of pH data to clinical outcome has not been directly established.

References: 1. Lind T, Rydberg L, Kvilieback A, et al. Esomeprazole provides improved acid control vs. omeprazole in patients with symptoms of gastro-oesophageal reflux disease. *Aliment Pharmacol Ther.* 2000;14(7):861-867. 2. Data on file, Pfizer Inc, New York, NY.

مصلحة المستهلكين 

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StartNexium24HR.com

The above example (advertisement one) is taken from the official advertising campaign of **Pfizer NEXIUM 24HR**, a Proton Pump Inhibitor, that was launched in the United States in 2016.

NEXIUM LEVEL PROTECTION^o, a Proton Pump Inhibitor, was manufactured by Astra Zeneca until 2012 when an agreement was made with Pfizer to market OTC (over-the-counter) NEXIUM in a 20mg tablet form. Under the terms of the agreement, Pfizer will acquire the global rights to market NEXIUM for the approved over-the-counter indications in the United States, Europe and the rest of the world. www.Astrazeneca.com consulted on September 29, 2021 link: <http://www.astrazeneca.com/>

Undoubtedly, the above example was made-up by an English copywriter (or a group of copywriters) who is (are) specialized in writing marketing and advertisement contents as well as with a deep knowledge to the fundamentals of semiotics and the American culture.

The above advertisement is hybrid (verbal and visual) that can be divided into a headline, a sub-headline, a body copy and two images. Before starting our translation of the advert from English into Arabic, we have to analyse first, semiotic devices and then, second linguistic devices of the given advertisement.

At the semiotic level, the above advert displays a tied dragon inside a human stomach, Nexium contains the acid beast (the dragon) after consumption the medicines, palliate suffering or rather final recovery from Gastroesophageal Reflux Disease (GERD).

The previous advertisement consists of an image that demonstrates a dragon inside a human stomach. The choice of the dragon is not arbitrary, an evil dragon in the Anglo-Saxon culture and other cultures (Including the Arab culture) is often associated with a great hero who tries to slay it. The hero in this advertisement is the product to be promoted (NEXIUM). Though a winged creature, the dragon is generally to be found in its underground lair (significance of the human stomach in this advertisement).

At the linguistic level, the above advertisement consists of a headline, a sub-headline and a short body copy. The name of the product –NIXIUM- is called to be a neologism, a word that have been created by the company to name the product, Nexium is a neologism for

esomeprazole Magnesium. In addition, the advert contains two abbreviations; OTC (Over-the-Counter) and PPI (Proton Pump Inhibitor).

The subsequent analysis focuses on the translation of the selected advertisement through a range of micro and macro-strategies.

The headline is made-up to be the first part that the target audience reads, it is put-into-words to attract the reader's attention. In the course of translating the headline, we have to keep in mind that the target text (TT) will be provided to a target audience that its culture is different from the culture of the public targeted by the original advertisement. The starting point of the process of translation is the choice of the strategy that is significant to the translation of this type of texts. Word-for-word translation (as an example) most of the time, does not convey the meaning. Nevertheless; the final product (the translatum) should do the same function or the same effect (or a best effect) as the original message.

(TAME THE ACID BEAST) cannot be translated into Arabic using word-for-word translation, اقض على الوحش الحمضي this utterance is structurally acceptable because it respects grammatical and syntactical structures of Arabic language, but it does not make sense. When the Arab consumer s/he reads this sentence (اقض على الوحش الحمضي) does not understand anything. In order to make the same effect (or a best effect) as the original message, the closest translation of TAME THE ACID BEAST would be (اقض على حموضة المعدة) rather than (اقض) rather than the present tense (one of the features of advertising language is the use of imperatives), for the reason that the Arab consumer prefers to be engaged personally in the message. ACID BEAST will be equivalent to: (الوحش الحامض) not to: حموضة المعدة (interpretive translation).

The sub-headline, 'RECOMMENDED THE MOST POWERFUL OTC PPI FROM THE START'' supports the headline and provides information about the product. The sub-headline contains two abbreviations, translating abbreviations, unlike acronyms, consists of one method. To translate abbreviations of the given advert (OTC) and (PPI) we have to find the abbreviated utterance or phrase and then we translate it literally (Word-for-word translation) if literal translation does not render the same meaning, we make reference to the skopos theory and its rules.

OTC (Over-the-Counter)

PPI (Proton Pump Inhibitor)

Over the counter cannot be translated literally, because word-for-word translation cannot render the same meaning. "Over the counter" if translated literally it gives فوق العداد and we lose the meaning of the original message (the translated utterance has a different meaning). The closest translation would be دون وصفة طبية (skopos).

unlike the first utterance, Proton Pump Inhibitor can be translated literally as:

مضخة مثبطات البروتون

The most suitable translation of the sub-headline "WITH THE MOST POWERFUL OTC PPI AVAILABLE" through skopos theory would be:

مع أفضل مضخة متاحة لمثبطات البروتون دون وصفة طبية

The body copy is made up of two sentences; "STRONGER, LONGER ACID CONTROL COMPARED WITH PRILOSEC OTC (OMEPRazole 20 MG)." and "FOR SAMPLES AND COUPONS VISIT STARTNEXIUM24HR.COM" the closest translation of the first sentence through skopos theory would be:

أقوى وأطول تحكم في الغازات مقارنة بأوميبرازول 20 ملغ

While the second, "FOR SAMPLES AND COUPONS VISIT STARTNEXIUM24HR.COM" can be translated through skopos theory as:

startnexium24HR.com للطلب والاستعلام زوروا موقعنا

Concerning the name of the product (NEXIUM) we have two options:

1- **Transliteration:** if we transliterate the word (NEXIUM) we have to find a phonetic correspondence in Arabic alphabet for each sound. The result would be: نيكسيوم

2- **Transplantation:** If we use transplantation the word (NEXIUM) still as it is, and not to be altered.

Undoubtedly, if we transcribe the word (NEXIUM) letter by letter we have to find a phonetic equivalent in Arabic alphabet for each sound. The letter (X) is not available in Arabic alphabet, but generally translators and copywriters have been referring to combine two

letters (كس) to make a phonetic correspondence for the letter (X) and sometimes, three (ك س ل) if the letter (X) was in the beginning of the word.

لحمية أفضل. » Level protection

Nexium Level protection can be translated literally to maintain the meaning. The closest translation for this utterance would be:

نيكسيوم لحمية أفضل

Concerning the company name (Pfizer) we have two options;

1- **Transliteration:** if we use transliteration to translate (Pfizer) we have to find a phonetic correspondence in Arabic alphabet for each sound. The result would be (فايزر)

2- **Transplantation:** If we use transplantation the word (Pfizer) still as it is, and not to be altered.

We prefer to keep the brand name (Pfizer) in Latin characters (Transplantation) because some companies prefer to keep the brand name in Latin letters and not to be altered.

The closest translation for ‘Pfizer consumer health’ would be:

Pfizer مصلحة المستهلكين

ADVERTISEMENT TWO

COLGATE MAX WHITE ONE

Colgate

A WHITER SMILE INSTANTLY*



THE ONLY TOOTHPASTE
FOR AN INSTANTLY WHITER SMILE*



NEW



To see how our clinically proven Optic Brighteners work straight after brushing, pay a visit to:

www.colgatemaxwhite.co.uk

#maxwhitesmile

*Temporary visible whitening effect provided by clinically proven Optic Brighteners. Continued use provides you with a progressive whitening action and gives you the appearance of long lasting whiter teeth. © 2015 Colgate-Palmolive Company. All rights reserved.

SOURCE www.alamy.com



Colgate®

لإبتسامة لمّاعة على الدوام

معجون الأسنان الوحيد الذي يمنحك ابتسامة مشرقة قويا

Colgate MAX WHITE ONE OPTIC
INSTANTLY VISIBLE WHITER TEETH™

مثبت من مخابر تبييض الأسنان وبدون أعراض جانبية
مع الاستخدام المنتظم يمنحك لمعاناً أكثر لمدة أطول
جناح معرض كولجايت ٢٠١٠

لمزيد من المعلومات حول كفاءات الاستخدام يرجى زيارة موقعنا الإلكتروني
WWW.COLGATEMAXWHITE.CO.UK
#MAXWHITESMILE

The above advertisement was taken from the official campaign for **COLGATE MAX WHITE ONE OPTIC** launched in the United Kingdom in 2010. The advert has been appeared in the UK magazines in 2010. The product (Colgate Max White one optic) was manufactured by Colgate Palmolive and publicised in England, Northern Ireland, Wales and Scotland as a part of Colgate United Kingdom advertising campaign of the New Colgate Max White one Optic.

Undoubtedly, the above example was made-up by an English copywriter (or a group of copywriters) who is (are) specialized in writing marketing and advertisement contents alongside with a deep knowledge to the fundamentals of semiotics and the British culture.

The above advertisement is hybrid (verbal and visual). it can be divided into a headline, a sub-headline, a body copy and two images. Before starting our translation of the advert from English into Arabic, we have to analyse first, semiotic devices and then, second linguistic devices.

At the semiotic level, the above advertisement is made up of one image that demonstrate a woman with a deep whiter smile. The choice of that image undoubtedly was not random, demonstrating a charming woman with white teeth and a nice smile could attract people seeking for good results to purchase the product. The woman is making allusion to something, as if she has a secret in whitening her teeth, her secret, certainly, is Colgate max white one.

At the linguistics level, the above advertisement might be divided into a headline, a sub-headline and a short body copy. The logo (Colgate) appears on the top of the advert.

The subsequent analysis focuses on the translation of the selected advertisement through a range of micro and macro-strategies.

The headline is made to be the first part that the target audience reads, it is put-into-words to attract the reader's attention. In the course of translating the headline, we have to keep in mind that the target text (TT) will be provided to a target audience that its culture is different from the culture of the public targeted by the original advertisement. The starting point of the process of translation is the choice of the strategy that is significant to the translation of this kind of texts. The Skopos theory and its rules provide a range of

possibilities to render the source text message (ST) into a target one that can do the same effect on the target audience.

The headline ‘‘A WHITER SMILE INSTANTLY’’ can be well translated using Skopos Theory. Whereas; the brand name ‘Colgate’ cannot. The translation for the brand’s name ‘Colgate’ can be provided through **Transplantation**. ‘A WHITER SMILE INSTANTLY’ can be translated as:

Colgate لابتسامة لمّاعة على الدوام

The sub-headline ‘‘ THE ONLY TOOTHPASTE FOR AN INSTANTLY WHITER SMILE*’’ supports the headline and provides information about the product. It Can be translated following the skopos rules as:

معجون الأسنان الوحيد الذي يمنحك ابتسامة مشرقة فورا

The body copy is made up to provide consumers with more information about the product. The first sentence cannot be translated literally. The best translation of this sentence can be provided through the skopos theory in order to keep the same meaning as it is in the source text and make the same effect on the target audience. The closest translation of ‘‘TEMPORARY VISIBLE WHITENING EFFECT PROVIDED BY CLINICALLY PROVEN OPTIC BRIGHTENERS’’ through skopos would be:

مثبت من مخاطر تبييض الأسنان وبدون أعراض جانبية

The second sentence of the body copy ‘‘CONTINUED USE PROVIDING YOU WITH A PROGRESSIVE WHITENING ACTION AND GIVES YOU THE APPEARANCE OF LONG LASTING WHITER TEETH’’. Would be translated following skopos rules as:

مع الاستخدام المنتظم يمنحك لمعانا أكثر لمدة أطول

2010 Colgate market review would be translated as:

جناح معرض كولجيت 2010

The translation for the company name ‘Colgate’ can be provided through two macro-strategies;

1- **Transliteration**: if we use transliteration to translate (Colgate) we have to find a phonetic correspondence in Arabic alphabet for each sound. The result would be (كولجيت)

2- **Transplantation:** If we use transplantation the brand name (Colgate) still as it is, and not to be altered.

Colgate is **transliterated** in order to make it easy to decipher for the Arab consumer who do not speak English.


The last part of the body copy “TO SEE HOW OUR CLINICALLY PROVEN OPTIC BRIGHTNESS WORK STRAIGHT AFTER BRUSHING, PAY TO VISIT TO: www.colgatemaxwite.co.uk” invites the consumer to follow up to get more information about Colgate max white optic. The closest translation of this sentence can be provided through the skopos theory as:

لمزيد من المعلومات حول كفيات الاستخدام يرجى زيارة موقعنا الالكتروني:
www.colgatemaxwite.co.uk

ADVERTISEMENT THREE

ANTHELIOS 60

DISCOVER ANTHELIOS 60 MELT-IN SUNSCREEN MILK BROAD SPECTRUM SPF 60



FOR ALL SKIN TYPES

OUR #1 SUNSCREEN

	Advanced UVA/UVB protection
	Formulated with antioxidants
	Velvety, fast-absorbing texture
	Water resistant (80 minutes)
	Suitable for sensitive skin

TRY IT NOW



SPECIAL OFFER

ENJOY \$3 OFF ON ORDERS \$25+
ENTER CODE: MILK

Exclusively on www.laroche-posay.us.
Valid through 12/31/19.

Source : www.laroche-posay.us

اكتشف أنثيلوس 60 للحماية من أشعة الشمس الحارقة



المنتج رقم #1
لأنواع البشرة

	حماية متطورة من الأشعة فوق البنفسجية
	مضاد للأكسدة
	نسيج ناعم وسريع الامتصاص
	مقاومة طويلة للجاء (80 دقيقة)
	مناسب للبشرة الحساسة

جربيه الآن



عرض خاص

تخفيض بقيمة 3% عن كل طلب بقيمة \$25

أدخل الرمز: MILK

www.laroche-posay.us حصرياً على موقعنا الإلكتروني

عرض صالح لغاية 12/31/2019

‘ANTHITHOLOS 60 MILT’ was produced by the Swiss company ‘ROCHE HOLDING’ and being mailed directly to a special audience (Women) In Europe, United states and the rest of the world.

Undoubtedly, the above example was made-up by an English copywriter (or a group of copywriters) who is (are) specialized in writing marketing and advertisement contents as well as with a deep knowledge to the fundamentals of the American culture.

At the semiotic level, the above advertisement (advertisement three) encompasses two images that represents the product to be promoted (ANTHELIOS 60). The choice of these two images is not random because it shows that the product is available in two different forms, quantities and prices. In addition, the headline was made in bold and capital letters in order to attract the reader’s attention, the sub-headline as well was made in capital letters and different color ‘red’.

At the linguistic level, the above advertisement consists of a headline, a sub-headline and a short body copy and three abbreviations, UVA/UVB and SPF.

UVA : Ultraviolet A-rays.

UVB : Ultraviolet B-rays.

SPF : Sun Protection Factor.

The subsequent analysis focuses on the translation of the selected advertisement through a range of micro and macro-strategies.

The headline “DISCOVER ANTHELIOS 60 MELT-IN SUNCCREEN MILK” cannot be translated literally because it doesn’t render the same effect nor the same meaning as the original. The translated utterance does not make sense and doesn’t respect grammatical and syntactical structures of Arabic language. This sentence can be well translated through the skopos theory as: اكتشاف أنتليوس 60

Concerning the brand’s name ‘ANTHELIOS 60’ we have two options;

1- **Transliteration**: if we use ‘transliteration’ to translate (ANTHELOS) we have to find a phonetic correspondence in Arabic alphabet for each sound. The result would be: (أنتيليووس)

2- **Transplantation:** If we use ‘transplantation’ the word (ANTHELIOS) still as it is, and not to be altered.

Here, it would be better to transliterate the brand’s name in order to make it easy to decipher for the Arab consumers who do not speak English.

The sub-headline ‘BROAD SEPCTRUM SPF 60’ supports the headline and provides information about the product. The sub headline in the above advertisement was written in capital letters and different color “red” in order to attract the reader’s attention.

The sub-headline contains one abbreviation “SPF”. Commonly, abbreviations are translated literally (word-for-word) after finding the abbreviated utterance. “SPF” is an abbreviation for “SUN PROTECTION FACTOR” "عامل الحماية من الشمس". The sub-headline, BROAD SEPCTRUM SPF 60, when it comes to, cannot be translated literally, the closest translation for “BROAD SEPCTRUM SPF 60” can be provided through the skopos theory as:

للحماية من أشعة الشمس الحارقة

The body copy is made of several sentences which describes the product features. In this part we should be faithful to render the same meaning as the original.

In the present advertisement, the body copy contains two abbreviations **UVA** “Ultraviolet A-rays”, this utterance can be translated literally as "الأشعة فوق البنفسجية أ" **UVB** “Ultraviolet B-rays” "الأشعة فوق البنفسجية ب". These abbreviations are translated literally.

The closest translation for **ADVANCED UVA/UVB PROTECTION** would be:

حماية متطورة من الأشعة فوق البنفسجية

Concerning the body copy, we should be faithful because it describes the product features. The translated utterances of the body copy should maintain the meaning of the source text. The subsequent translations are based on GUIDERE, Mathieu (2000) macro-strategies.

‘OUR 1 SUNSCREEN’, translated literally as: المنتج رقم واحد

‘FOR ALL SKIN TYPES’ translated literally as: لجميع انواع البشرة

“Advanced UVA/UVB protection”, translated literally as: حماية متطورة من الاشعة فوق البنفسجية

“Formulated with antioxidants”, translated through skopos as: "مضاد للأكسدة:"

“Velvety, fast absorbing texture”, translated literally as: "ناعم و سريع الامتصاص"

“Water resistant (80 minutes)”, translated literally as: "مقاومة طويلة للماء (80 دقيقة)"

“Suitable for sensitive skin” Translated literally as: "مناسب للبشرة الحساسة"

“TRY IT NOW” translated literally as: "جربيه الان"

“SPECIAL OFFER” translated literally as: "عرض خاص"

“ENJOY 3\$ OFF ON ORDERS 25\$” translated literally as:

أحصلي على تخفيض بقيمة 3 دولار عن كل طلب بقيمة 25 دولار

“ENTER THE CODE: **MILK**” Can be translated literally as: **MILK:** أدخل الرمز

Exclusively on www.laroche-posay.us can be translated literally as:

حصريا على posay.us-www.laroche

But here Arab copywriters prefer to make things more specific; however, the translated utterance would be:

حصريا على موقعنا الالكتروني posay.us-www.laroche

Valid through 12/31/19 can be translated literally as:

صالح لغاية 2019/12/31

But here (as the precedent utterance) Arab copywriters prefer to make things more specific; however, the translated utterance can be:

عرض صالح لغاية 2019/12/31

ADVERTISEMENT FOUR □

BAYER ASPIRIN

IF YOU'VE HAD A HEART ATTACK,
AND ARE TAKING PRESCRIPTION MEDS FOR
**HIGH BLOOD PRESSURE AND
HIGH CHOLESTEROL**



ASK YOUR DOCTOR IF **BAYER ASPIRIN**
CAN FURTHER **HELP PREVENT**
ANOTHER HEART ATTACK

ASPIRIN IS NOT APPROPRIATE FOR EVERYONE, SO BE SURE TO TALK TO
YOUR DOCTOR BEFORE YOU BEGIN AN ASPIRIN REGIMEN.



Source: ubuy.co.it



إذا كنت تعاني من نوبات قلبية وتتبع
نظامًا طبيًا خاصًا بارتفاع ضغط الدم
ونسبة الكوليسترول



استشر طبيبك عن إمكانية "باير أسبرين"
مساعدتك في إجتناّب نوباتٍ قلبيةٍ أخرى

'باير أسبرين' غير مرخص به للجميع لا بد من استشارة
الطبيب قبل البدء في أي نظام أسبرين



Undoubtedly, the above example was made-up by an English copywriter (or a group of copywriters) who is (are) specialized in writing marketing and advertisement contents as well as with a deep knowledge to the fundamentals of semiotics and the Anglo-Saxons culture.

The above advertisement is hybrid (verbal and visual) that can be divided into a headline, a sub-headline, a body copy and one image. Before starting our translation of the advert from English into Arabic, we have to analyse first, semiotic devices and then, second linguistic devices of the given advertisement.

At the semiotic level, the above advertisement contains one image that shows an old married couple indoors. The choice of this image was certainly not arbitrary because heart Attacks touches generally old Men and Women. This old couple are happy after taking Bayer aspirin, reduces the risk of heart attacks and palliates sufferings.

At the linguistic level, the above advertisement consists of a headline, a sub-headline and a short body copy.

The subsequent analysis focuses on the translation of the selected advertisement through a range of micro and macro-strategies.

The headline is made to be the first expression the targeted audience reads; it is put into words to attract the reader immediately.

The headline of the overhead advertisement is made of one compound sentence, "IF YOU'VE HAD HEART ATTACK AND ARE TAKING PRESCRIPTION MEDS FOR HIGH BLOOD PRESSURE AND HIGH CHOLESTEROL" is written in bold and capital letters to attracts attention. This sentence cannot be translated literally because it doesn't keep the same meaning and the same effect. In order to sustain the meaning and persuasiveness of this sentence we make reference to the skopos theory, the translated utterance would be:

" إذا كنت تعاني من نوبات قلبية وتتبع نظاما طبييا خاصا بارتفاع ضغط الدّم ونسبة الكولسترول"

The sub headline comes to support the headline, the headline "IF YOU'VE HAD HEART ATTACK, AND ARE TAKING PRESCRIPTION MDES FOR, HIGH BLOOD PERSSURE AND HIGH CHOLESTEROL", and the sub headline "ASK YOUR DOCTOR IF BAYER ASPIRIN CAN FURTHER HEALP PREVENT ANOTHER HEART ATTACK" are interconnected. The closest translation of "ASK YOUR DOCTOR IF BAYER ASPIRIN

CAN FURTHER HEALP PREVENT ANOTHER HEART ATTACK “can be provided through skopos theory as:

" استشر طبيبك عن إمكانية "باير أسبرين " مساعدتك في اجتناب نوبات قلبية أخرى".

The body copy, “ASPIRIN IS NOT APPROPRIATE FOR EVERYONE, SO BE SURE TO TALK TO YOUR DOCTOR BEFORE YOU BEGIN AN ASPIRIN REGIMEN.” Gives instructions, this is the reason why we must be faithful during the process of translation because the message prevent people to do not start any aspirin regimen before talking to a doctor, this utterance however should be translated literally to maintain the effect of the original message. The closest translation for “ASPIRIN IS NOT APPROPRIATE FOR EVERYONE, SO BE SURE TO TALK TO YOUR DOCTOR BEFORE YOU BEGIN AN ASPIRIN REGIMEN.” would be:

باير أسبرين غير مرخص به للجميع لا بد من استشارة الطبيب قبل البدء في أي نظام أسبرين

Concerning the name of the product ‘BAYER’ we have two options;

1- **Transliteration:** if we use transliteration to translate ‘BAYER’ we have to find a phonetic correspondence in Arabic alphabet for each sound. The result would be (باير)

2- **Transplantation:** If we use transplantation the word ‘BAYER’ still as it is, and not to be altered.

‘BAYER’ is **transliterated** in order to make it easy to decipher for the Arab consumers who do not speak English.

ADVERTISEMENT FIVE

ACT

91% OF ADULTS EXPERIENCE TOOTH DECAY¹.

Help your patients fight back with fluoride.



ACT[®] is the #1 dentist and hygienist recommended fluoride brand*.
ACT[®] uses a pH-balanced formula with sodium fluoride to enable remineralization, without demineralization. Help your adult patients fight back against tooth decay by recommending ACT[®].

*Among mouth rinses.

Get more information at ACToralcarepro.com

1. In adults over 20. Dye, Blevins A, et al. (2015, May 15). Dental caries and tooth loss in adults in the United States, 2001-2012. HC415 Data Brief, 17. <https://www.odc.gov/ncr/products/databriefs/db2017.htm>.

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SANOFI

PureRED Project Name: ACT1481 Dimensions of Dental Hygiene, Nov. Ad • Client: Sanofi
Trim Size: 8.75 in" x 10.875 in" • Safety: .25" AA • Bleed: .125" AA • Colors: 4C/0 • Art: client-supplied

٩١٪ من البالغين يعانون من تسوس الأسنان

ساعد المرضى في القضاء على تسوس الاسنان بالفلوريد



ACT هو المطهر رقم ١ الذي ينصح به خبراء الأسنان
مزود بمعدّل للحموضة مع فلوريد الصوديوم الذي يقوي الأسنان
ينصح الخبراء بـ ACT للتخلص من التسوس

*Among mouth rinses.

لمزيد من المعلومات زوروا موقعنا الإلكتروني ACTORALCAREPRO.COM

1 In adults over 20. One Brown A, et al. (2015) May 17. Dental caries and tooth loss in adults in the United States. JOM 2015; 46(5): 544-551. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4549377/>.

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SANOFI

The above advertisement (Advertisement five) represents Act, a mouth wash liquid that was manufactured by CHATTEM INC., a branch of the French pharmaceutical company, SANOFI.

This advertisement was made up by ‘‘PURE RED’’ a US Ad Agency in 2019 and directed to the US adults suffering from cavity. The product was accepted by ADA, The American Dental Association.

Undoubtedly, the above example was made-up by an English copywriter (or a group of copywriters) who is (are) specialized in writing marketing and advertising contents.

The above advertisement is hybrid (verbal and visual), it can be divided into a headline, a sub-headline, a body copy and one image. Before starting our translation of the advert from English into Arabic, we have to analyse first, semiotic devices and then, second linguistic devices.

At the semiotic level, the above advertisement is made up of one image that demonstrates the products in question (Act) and shows the form of the Product.

At the linguistics level, the above advertisement might be divided into a headline, a sub-headline and a short body copy.

The subsequent analysis focuses on the translation of the selected advertisement through a range of micro and macro-strategies.

The headline is made-up to be the first part that the target audience reads, it is put-into-words to attract the reader’s attention. In the course of translating the headline, we have to keep in mind that the target text (TT) will be provided to a target audience that its culture is different from the culture of the public targeted by the original advertisement. The starting point of the process of translation is the choice of the strategy that is significant to the translation of this kind of texts. The Skopos theory and its rules provide a range of possibilities to render the source text message (ST) into a target one that can do the same effect on the target audience.

The headline ‘‘91% OF ADULTS EXPERIENCE TOOTH DECAY’’ can be well translated using Skopos Theory AS:

91% "من البالغين يعانون من تسوس الاسنان"

The sub-headline ‘‘HELP YOUR PATIENTS FIGHT BACK WITH FLUORIDE’’ supports the headline and provides information about the product. It Can be translated following the skopos rules as:

ساعد المرضى في القضاء على تسوس الاسنان بالفلوريد

The body copy is made up to provide consumers with more information about the product. ‘‘ACT IS THE #1 DENTIST AND HYGIENIST RECOMENDED FLUORIDE BRAND’’ can be translated through skopos theory as:

ACT هو المنتج رقم 1 الذي يوصي به خبراء الأسنان

‘‘ACT USES A PH-BALANCED FORMULA WITH SODIUM FLUORIDE TO ENABLE REMINERALIZATION, WITHOUT DEMMINERALIZATION’’. Can be translated through skopos theory as:

ACT مزود بمعدّل للحموضة مع فلوريد الصوديوم الذي يقوي الأسنان

‘‘HELP YOUR ADULT PATIENTS FIGHT BACK AGAINST TOOTH DECAY BY RECOMMENDING ACT’’. Can be translated through skopos as:

ينصح الخبير بـ ACT للتخلص من التسوس

‘‘ GET MORE INFORMATION AT ACTorlcarepro.com’’ can be translated through skopos as:

لمزيد من المعلومات زوروا موقعنا الإلكتروني ACTorlcarepro.com

The translation for the company name ‘SANOFI ‘can be provided through two macro-strategies;

1- **Transliteration:** if we use transliteration to translate (Sanofi) we have to find a phonetic correspondence in Arabic alphabet for each sound. The result would be (صانوفي)

2- **Transplantation:** If we use transplantation the brand name (Sanofi) still as it is, and not to be altered.

We prefer to keep the brand name (Sanofi) in Latin characters (Transplantation) because some companies prefer to keep the brand name in Latin letters and not to be altered.

CONCLUSION

This chapter has focused on the analysis of five English advertising materials within the field of pharmacy and drugs industry. It provides further a translation for each advert in Arabic through the skopos theory and Mathieu, Guidere 2000 Micro-strategies. This analysis investigates further linguistic and semiotic components of each advert before exploring structural, syntactical and stylistic levels of the translated advertisements.



CONCLUSION

Advertising has become a primary weapon for higher levels of company's foreign policies, directly driving lead companies through interaction and content sharing with the targeted audience. Advertising, on a mass scale, is a one-way discourse designed to persuade or influence potential buyers on the one hand and promote sales and/or attendance on the other.

Advertising is part of the fabric of everyday life, it has been ventured into the sphere of economic persuasion as a consequence of the overflow of foreign products. As a result, advertising discourse is penetrating in the modern commercial environment.

In a similar fashion, Advertising translation is important in the contemporary society, it conjuncts together linguistics, semiotics and culture and allows businesses to switch from domestic into global trade. Advertisement translation is a linguistic, cultural and commercial activity that seeks to vander worldwide, it is hard to escape its tentacles. Inherently, advertisement translation in the contemporary setting must deal with the receiving culture rather than single words. Up-to-date, Advertisement translation swing between maintaining the persuasive function of the source language message and sustaining its meaning or recreate a 'completely' new advert. Consequently, translators of advertisements are called to pick out the accurate approaches in order to keep the same effect (or make a best effect) and/or function as the original message. in addition, the translator should be flexible in term of switching from one method to another and has a deep reflexion in terms of switching between translation approaches.

Our research has been considered what micro and macro-approaches the translator must follow to succeed in his/her translation. The translator must translate the source text faithfully and keeping in mind the target audience culture. The translation of advertisements is said to be a purposeful translation, hence, skopos theory in this dissertation represent the macro-approach, the translator must be guided by the TT purpose or the TT effect. Once the skopos fails on sustaining the effect of the source text we make reference to a range of micro-strategies put into words by Mathieu Guidère, these approaches are based on translating micro specific utterances in advertisements such as the logo, the brand's name ... etc.

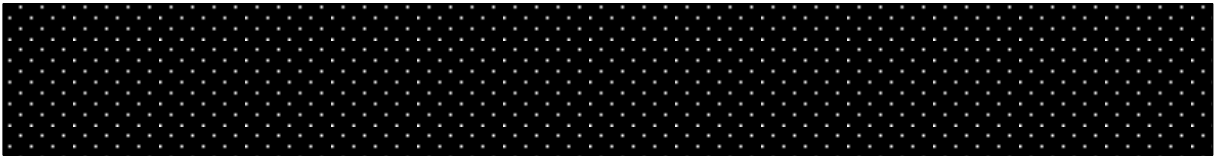
The results of our dissertation shows at what extent "skopos theory" is applicable in translating advertisements. Skopos theory known as a macro-approach shows its weakness in translating micro-specific elements in advertisements (catchphrase, puns, slogans ...) but still an important tool in the translator armoury. For that reason, the upcoming theories and

approaches to translation studies should consider advertising translation as a subject matter especially when it comes to the micro-specific elements in advertising copies.

This research has confirmed the hypothesis cited above;

- ✓ the translator should maintain the persuasive function of the source text and maintain its meaning as well.
- ✓ Skopos theory would be the most appropriate strategy to translate advertisements.

Although this study dealt with both linguistic and semiotic devices of English-printed advertisements and their translation into Arabic. Social media advertising, as a product of globalisation and digitalization, is another topic which merits discussion. It's intentionally or unintentionally ignored in the recent studies in the field of advertising translation but still an important tool in the field of marketing and promotion of goods.



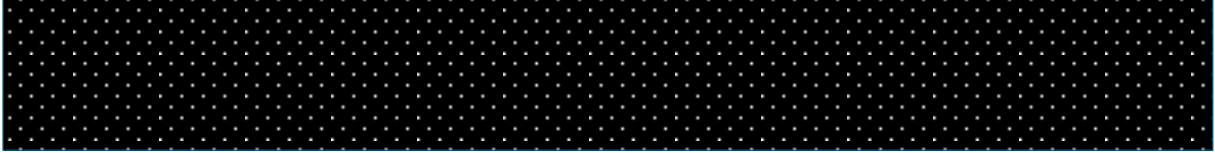
GLOSSARIES

ENGLISH-ARABIC GLOSSARY

A	Adaptation	تكيف
	Advertising campaign	حملة إعلانية
B	Brand Name	اسم العلامة
D	Digitalisation	الرقمنة
E	Equivalence	التكافؤ
F	Functional Translation	الترجمة الوظيفية
G	Globalisation	العولمة
I	Interpretative translation	الترجمة التأويلية
L	Literal Translation	الترجمة الحرفية
	Logo	الشعار
R	Re-writing	الترجمة الإبداعية
S	Semiotics	السيمائية
	skopos theory	النظرية الغائية
	Slot	ومضة
T	Transliteration	نقل حرفي
	Transmutation	استبدال
	Transplantation	نقل مباشر
	Transposition	الاببدال

مسرد عربي انجليزي

Transposition	الإبدال	ا
Transmutation	استبدال	
Brand Name	اسم العلامة	
Equivalence	تكافئ	ت
Adaptation	تكييف	
Re-writing	الترجمة الإبداعية	
Interpretative translation	الترجمة التأويلية	
Literal translation	الترجمة الحرفية	
Functional translation	الترجمة الوظيفية	
Advertising Campaign	حملة إعلانية	ح
Digitalisation	الرقمنة	د
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Globalization	العولمة	ع
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Abstract

This study deals with advertising translation within pharmaceuticals. It scrutinises five print advertisements and provides a translation for each advert from English into Arabic through GUIDÈRE Mathieu micro-strategies and Vermeer's skopos theory.

The present dissertation encompasses two chapters, chapter one defines briefly advertising text, explores its language and semiotics and counts its characteristics in the first part whereas the second part sheds light on the translation of advertisements, challenges and difficulties of advertising translation instead of its characteristics.

The second chapter represents the practical part of this study, it provides an analytical study of five English advertisements and provides a translation for each advert into Arabic language. It investigates further linguistic and semiotic components of each publicity.

Our study shows at what extent skopos theory is applicable in translating advertisements but it shows its weakness in translating Micro specific elements in advertisement copies.

Key words: Advertising Translation – Pharmaceuticals– Skopos theory.

ملخص

تتمحور هذه الدراسة حول الترجمة الاشهارية في المجال الصيدلاني وهي دراسة تحليلية لخمس إعلانات إشهارية باللّغة الإنجليزية وترجمتها الى العربية وفق النظرية الغائية لهانس فيرمير ومنهجيات الترجمة الاشهارية لماتيو غيدير.

تشمل هذه الدراسة على فصلين، الفصل الأول نظري وتطرقنا من خلاله الى تعريف النص الاشهاري واستكشاف خصوصياته اللسانية والسميائية وعدّ مميزاته في الجزء الأول. أمّا الجزء الثاني فيسأط الضوء على الترجمة الاشهارية والصعوبات التي تواجه المترجم المختص إضافة الى المميزات التي تجعل الترجمة الاشهارية مختلفة عن أي نوع آخر من الترجمة المتخصصة أمّا الفصل الثاني فيمثل الجانب التطبيقي ويتمحور حول تحليل خمس إعلانات باللّغة الانجليزية وترجمتها الى العربية إضافة الى تحليل المكونات السميائية واللّسانية لكل إعلان. و من بين النتائج التي توصلنا اليها ان النظرية الغائية هي احدى النظريات التي يمكن الاعتماد عليها في الترجمة الاشهارية حيث اكدت نجاعتها رغم انها لا تتلائم مع ترجمة بعض العناصر الجزئي التي تتطلب طرقا ومناهج أخرى

الكلمات المفتاحية: الترجمة الاشهارية - المجال الصيدلاني – النظرية الغائية