

# The Challenges of Translating Advertisements and Slogans

---

**Komljenović, Ana**

**Master's thesis / Diplomski rad**

**2017**

*Degree Grantor / Ustanova koja je dodijelila akademski / stručni stupanj:* **Josip Juraj Strossmayer University of Osijek, Faculty of Humanities and Social Sciences / Sveučilište Josipa Jurja Strossmayera u Osijeku, Filozofski fakultet**

*Permanent link / Trajna poveznica:* <https://urn.nsk.hr/urn:nbn:hr:142:818603>

*Rights / Prava:* [In copyright](#)/[Zaštićeno autorskim pravom.](#)

*Download date / Datum preuzimanja:* **2025-02-02**



*Repository / Repozitorij:*

[FFOS-repository - Repository of the Faculty of Humanities and Social Sciences Osijek](#)



Sveučilište J.J. Strossmayera u Osijeku

Filozofski fakultet Osijek

Dvopredmetni sveučilišni diplomski studij engleskog jezika i književnosti -  
prevoditeljski smjer i pedagogije

Ana Komljenović

**Izazovi prevođenja promidžbenih poruka i slogana**

Diplomski rad

Mentor: doc. dr. sc. Goran Schmidt

Osijek, 2017.

Sveučilište J.J. Strossmayera u Osijeku

Filozofski fakultet Osijek

Dvopredmetni sveučilišni diplomski studij engleskog jezika i književnosti -  
prevoditeljski smjer i pedagogije

Ana Komljenović

**Izazovi prevođenja promidžbenih poruka i slogana**

Diplomski rad

Znanstveno područje: humanističke znanosti

Znanstveno polje: filologija

Znanstvena grana: anglistika

Mentor: doc. dr. sc. Goran Schmidt

Osijek, 2017.

J.J. Strossmayer University of Osijek

Faculty of Humanities and Social Sciences

Double Major MA Study Programme in English Language and Literature –

English Translation and Interpreting Studies and in Pedagogy

Ana Komljenović

**The challenges of translating advertisements and slogans**

Master's Thesis

Supervisor: Doc. dr. sc. Goran Schmidt

Osijek, 2017

J.J. Strossmayer University of Osijek

Faculty of Humanities and Social Sciences

Double Major MA Study Programme in English Language and Literature –

English Translation and Interpreting Studies and in Pedagogy

Ana Komljenović

**The challenges of translating advertisements and slogans**

Master's Thesis

Scientific area: Humanities

Scientific field: Philology

Scientific branch: English Studies

Supervisor: Doc. Dr. Sc. Goran Schmidt

Osijek, 2017

## **Abstract**

The paper studies translations of advertisements based on the strategies used for translating advertisements and slogans. All the advertisements were translated or adapted from English into Croatian, and analysed according to a set of strategies, which are often used in the translation of advertisements. The set of strategies that is presented in the paper was made through a close examination of relevant literature in the field of advertising and translation. The main source of data for comparison was the Internet, and the translators remain unknown. The name of the translator was listed in only one of the analysed advertisements, so it is not possible to speculate about their competence or professionalism. Still, according to their translations, the similarity between the original and target text, and the objectives that are set for all advertisements, some conclusions were drawn about the quality of those translations. The advertisements were specifically chosen for different products and services that were translated in different ways, to explain the variety of translation strategies and the challenges that translators face while adapting those advertisements to the Croatian market.

**Key words:** advertisements, slogans, translation strategies

## Table of contents

|   |    |
|---|----|
| 1. Introduction .....   | 1  |
| 1.1. Aim .....  | 1  |
| 1.2. Methodology.....   | 1  |
| 2. Theoretical framework of advertisements and slogans .....  | 2  |
| 2.1. Defining advertising .....   | 2  |
| 2.2. The language of advertising .....  | 5  |
| 2.3. Advertising slogans .....  | 6  |
| 2.4. Culture and advertising.....   | 7  |
| 3. The strategies of translating advertisements and slogans.....  | 9  |
| 3.1. Translating advertisements and slogans .....   | 9  |
| 3.2. Cultural adaptation .....  | 10 |
| 3.3. Standardization .....  | 11 |
| 3.4. Paraphrase.....  | 11 |
| 3.5. Expansion and reduction .....  | 12 |
| 3.6. Modulation.....  | 12 |
| 3.7. Substitution.....  | 13 |
| 3.8. Loanword (borrowing) and calque .....  | 13 |
| 3.9. Literal translation.....   | 14 |
| 3.10. Omission.....   | 15 |
| 3.11. Other strategies and tips for translating advertisements.....   | 15 |
| 4. Analysis of translation strategies in advertisements and slogans translated into the Croatian language ..... | 17 |
| 4.1. Coca Cola Zero.....  | 17 |
| 4.2. Becks beer.....  | 19 |
| 4.3. Milka chocolate .....  | 19 |
| 4.4. Orbit.....   | 21 |
| 4.5. Old Spice .....  | 22 |
| 4.6. Schweppes .....  | 23 |
| 4.7. Grawe insurance company.....   | 24 |

|   |    |
|---|----|
| 4.8. Voltaren Gel .....   | 25 |
| 4.9. Philips: Perfect Care Elite Silence Steam Generator Iron .....   | 27 |
| 4.10. Oreo cookies .....  | 28 |
| 4.11. OMV .....   | 29 |
| 4.12. Felix Sensations .....  | 29 |
| 4.13. Dove.....   | 30 |
| 4.14. Slogan translations.....  | 32 |
| 4.15. General conclusions on the strategies and challenges of translating advertisements<br>and slogans ..... | 34 |
| 5. Conclusion.....  | 37 |
| 6. References .....   | 38 |



## **1. Introduction**

Advertisements have become a great part of our everyday life. We listen to them on the radio, watch them on TV and the Internet, and look at them while walking through the city. Nowadays, they are almost impossible to avoid and ignore, and many products and services are advertised internationally. Many foreign brands are sold in the Croatian market, and this paper deals with the translations of their slogans and advertisements from English into Croatian. Advertising includes creative use of words with a strategy of taking over the market, and translation often includes creativity, as well as translation strategies to achieve the goal that marketing experts have set. If the translator manages to both transfer the meaning and creativity of the advertisement, and meet the purpose of the advertisement (which is often to sell a product/service or attract customers), it is possible to say that he or she has done a good job.

### **1.1. Aim**

Firstly, the aim of this paper is to give a detailed overview of the language of advertising, the connection of advertising and language, and the strategies and challenges of translating advertisements and slogans. Secondly, the paper brings an analysis of translated advertisements and slogans according to a previously established set of translation strategies. Thirdly, we will draw conclusions on the advertising translation strategies and challenges that translators face when trying to translate or adapt the advertisement to the target language and market.

The paper lists 44 advertisement transcripts and slogans that were translated from English into the Croatian language. The advertisements were chosen according to the different products and services, to present the variety of the advertising and translation strategies. The analysis of the translations consists of the comparison of their similarity to the original texts, the strategies that were used in the process of translation and the success of achieving the purpose that was intended by the original advertisement or slogan.

## **2. Theoretical framework of translating advertisements and slogans**

### ***2.1. Defining advertising***

The forming of the word „advertisement“ dates back to Latin word „adventure“, with its meaning of “attraction”. In the middle ages of English, it varied into the word „advertise“, and the meaning also changed into “attracting somebody to notice something”, or “informing somebody so as to attract him” (Xu 2008:83).

In the Croatian language, the common word for advertisement is „reklama“, which comes from Latin word „reclamare“, which means to shout loud for a long time, as long as we do not meet our purpose (Miletić 2014). The meaning of advertising refers to not only one piece of advertisement, but a series of advertising activities, like leaflets, billboards, posters, adverts on TV, the internet or the radio, etc., paid by the advertiser to make public propaganda to promote its aim by sale, usage, vote or agreement (Xu 2008). Advertisements represent an important part of advertising, they consist of pictures, sets of words, short films which are intended to persuade people to buy a product or use a service, or they give information about different events or campaigns. Over the years, they have become an instrument to manipulate social values and attitudes, being less focused on the basic function of communicating information about goods and services (Dan 2015).

An advert is an operative text which invites readers to respond in a certain way and may require them to call on encyclopaedic knowledge, either of the text language or culture in general. These texts are aimed to influence readers by appealing to their sensitivities and hidden desires and encouraging them to do or buy something (Kuşçu, Unlu 2015). The main features of advertisements are short, concise form, and intelligibility. By consecutively repeating the advertisements and commercials, the companies create a need for certain products or services. That need is usually artificial, and not real; people are usually “brainwashed” to need more than they really do in favour of the economy. Therefore, corporations and companies can manipulate people with their commercials and advertisements (Miletić 2014).

Besides textual (written or spoken) content, adverts consist of pictures or different video screenings, which are also very important to leave an impression on the customer. Advertising has gained access to all fields of the social order: arts, culture, sport, fashion, politics and even religion, for the reason that “not any single discipline can exist in such a

competitive market without endorsing itself or being exploited by products/companies as a medium to endorse itself” (Chidiac, Saliba 2016:67).

There are different approaches to advertisement, like notions of soft sell and hard sell. A hard sell approach assumes that the consumer needs more information in order to purchase products or services, whereas soft sell approach is used where the impression is more important than the information (Louise 2014). While hard selling makes a direct appeal, soft selling relies more on mood than exhortation, and on the implication that life will be better with the product or service (Christelle 2012). In other words, with hard selling advertisers usually make imperative sentences to make a direct appeal to customers, and with soft selling they “set the mood” for buying a particular product or service, by appealing to customer’s needs, desires or motives. Many times the effect of soft sell is produced just by placing the brand or logo and a new product on the picture of a successful and beautiful woman or a handsome man (if we are trying to sell a perfume, for example). Therefore, there is no need to translate this kind of advertisements, but sometimes the pictures have to be adapted to the target market.



*Picture 1: An example of soft sell advertising: McDonald's Egg McMuffin<sup>1</sup>*

This picture represents an example of soft sell in two ways. The slogan of McDonalds “I’m lovin’ it” is purposely used in the wrong form of the word “love”. But in this case, it is more than incorrect grammatical form; by using “love”, which is a state verb, in progressive form, advertisers are suggesting that in McDonalds you enjoy in that moment, in that place, so much that they had to use such a strong word like “love” in progressive and dynamic way. It draws attention, it is catchy and it proved to be a very successful slogan. Moreover, this billboard in a covert way suggests that by tasting Egg McMuffin (the sandwich on the photo) you will

---

<sup>1</sup> <http://animation-design.ft-leow.net/?p=333>

enjoy its taste more than by eating any other food. Even though this is an example of soft sell, it is visible how influential it can be in many levels. In some cases, it can be more effective than hard sell, because it draws people to try the product or service by appealing to their emotions of pleasure, happiness, comfort, love, etc. Advertisers often choose this way of advertising because it is less direct and the customers do not find it arrogant or bossy as hard sell adverts.



Picture 2: Examples of hard sell advertising: Coca Cola<sup>2</sup> and Ford<sup>3</sup>

These advertisements are an example of hard sell; they directly invite the customer to buy that product, by using imperative sentences. In the Ford advertisement, they use a direct reason why people should buy their brand of car and emphasize rational benefit: to cut their costs. Hard sell might help indecisive customers or people who are prone to buy impulsively, without thinking it through. Hard sell strategy has more negative connotations in the sales world than soft sell, mostly because people can find it too pushy and intruding. In a world where market competition is greater than ever, if a company “goes over the edge” with hard sell, it can have negative effects on long term goals of a company because repeat customers and word of mouth have a great impact on sales (Rogers 2015).

<sup>2</sup> <http://www.marketingatjoka.com/tag/coke/>

<sup>3</sup> <http://auto.howstuffworks.com/1920-1929-ford-trucks1.htm>

## ***2.2. The language of advertising***

From its beginning till today, advertising has created its own language. According to Dan (2015:16), “there are 3 types of “linguistic unorthodoxy”: lexical (blend words, nonce words), semantic (personification, metaphor) and contextual (ambiguity)”. Therefore, the language used in advertising is considered different from the language used in everyday situations.

Adverts often repeat words or phrases to ensure the message will be remembered and they offer bonuses, promises of bargains, of getting something for (almost) nothing. Stereotypes are often used (e.g. use of young attractive people to promote a gym), or quotes or authority from famous people (like doctors or celebrities). Adverts call for action, express the urgency to act on the advice (e.g. buy now before stocks run out), and contain a mix of facts and persuasive comment. They focus on the positive and ignore the negative, and also use exaggerated language, full of adjectives and adverbs to paint an appealing picture (e.g. the biggest sale ever). They start sentences with the imperative, ask rhetorical questions (e.g. do you have tired, dull hair?), and use memorable images and slogans (e.g. smooth, sleek, shiny hair is yours with super care) (Kuşçu, Unlu 2015).

Moreover, advertising does not seek to steady the ground of meaning beneath our feet, but to make it sway. It resembles a dialogue, the advert addresses a consumer in colloquial language and exploits most private and intimate human subjects which make the whole interaction quite personal, intimate and emotive (Džanić 2013). Džanić (2013) also points out that most adverts and commercials focus not only on the text, but on the photographs and visual presentation of a product or service, which always have more power to attract customers than the plain text. A lot of effort should be put into creation of high quality advertisement, because it has to reach to its potential customers, it has to be well-known and better than its competition products, and it has to stay longer on the market (Miletić 2014).

In modern societies, following the development of the international connections and the system of global economy, the communication around the world gets more frequent than ever before. In order to catch hold of the markets, each country competes to promote its products by using advertisements, therefore the need for professional and skilled translators in that field is greater than ever.

### ***2.3. Advertising slogans***

Slogans present the motto of the company in a few words, and describe the aims and benefits that the products or services can bring to the customers. Advertising largely relies on slogans; each company adopts a catchy phrase to represent its line of products or a particular brand. It is very important to consider that slogans do not necessarily reflect the intent of an enterprise to attract new clients; one of their primary aims is “to reflect the concept, spirit or some unique quality of an enterprise” (Rumšiene 2014: 2).

Just like advertisements, slogans must be translated when a company chooses to advertise its products in an international market, entering a different social and cultural frame. In order for it to be effective, every slogan has to contain some characteristics, like using a simple and colloquial language, short sentences, usually imperative and interrogative, or sentences without a predicative. Like advertisements, slogans rely on the connotative meaning and ambiguity of words, use puns, well-known phrases, idioms or sayings. Slogans can often contain new-invented words, like blend words which quickly draw the attention of the audience (Dan 2015). All of the above present profound challenges for translators of advertisements, and a skilled translator must be familiar with previously mentioned characteristics of advertisements and slogans in order to “produce” or create a successful advert or slogan.

According to Dan, slogans can represent: an objective description of the product’s image or utility (e.g. Nokia - Connecting people, Ralph Laurent- Eyewear); an urge to use the product (for example: Coca Cola- Have a Coke and a smile, Pepsi - Have a Pepsi day!), a symbolic image of the product (Palmolive- The touch of nature, Bounty- A taste of paradise) (2015: 17). Metaphors not only describe the products but they also transmit attitudes, ideas or concepts that are attractive to the targeted group of people.

Slogans are usually made of short imperative sentences (e.g. Apple computers - Think different. American Express - Do more), or sentences without a predicate (e.g. Allianz - The power on your side, American Airlines - Something special in the air). Slogans are also made up of an enumeration of nouns, adjectives, adverbs or verbs (e.g. E-bay - Buy it. Sell it. Love it. Paulaner - Good. Better. Paulaner). Many slogans contain a comparative of superiority or the superlative (e.g. Sony - Like no other; Duracell batteries. No battery is stronger longer). There are slogans which rely on the public’s cultural knowledge using well-

known idioms, sayings and phrases (e.g. Make out, not war!; Help kids be kids!) (Dan 2015: 17-18).

These are just a couple of examples of features of slogans in advertising: the language is rich with millions of possibilities for ambiguity, humour, concepts, and many other creative ways to entertain the customer and invite him to notice the product/service. Companies choose to use idioms and proverbs in slogans mainly because most people use them in everyday situations, and because they can be easily recognizable by the public. There are also slogans which use the literal meaning of an idiom or a proverb, creating a humorous effect. Slogans can draw attention very quickly, especially when they are paraphrased. The creative use of idioms and proverbs can give them new meanings, making them memorable. These slogans are either directed to a specific social category or to the public in general. Through repetition, slogans enter everyday speech, creating a more familiar and friendly way of transmitting a message. The frequent use of paraphrased idioms and proverbs can help people associate the product with a specific slogan (Dan 2015:18-19).

#### ***2.4. Culture and advertising***

Advertising is made for consumers, and consumers are products of their culture, historical context and geographical region. Language is intertwined with consumers' culture, and therefore translators of advertisements must have a background knowledge on the cultures of both target and source language. According to many studies, a consumer responds positively to an advertisement once it is compatible with his own culture.

Advertisements carry cultural messages, ideas, concepts and beliefs of a country. The translator must first understand the meaning of the culture-bound elements of the source text and then transpose those elements in the target text, which is often a challenging task, having in mind that every culture is different and unique. Cultural untranslatability occurs when the elements in the source culture do not have the equivalent in the target culture. The cultural differences between two languages can be translated by an adaptation or a paraphrase. (Dan 2015).

Some authors claim that the sole purpose of advertising is selling and promoting a product or a service, while others point out that advertising also entertains the public and influences attitudes, beliefs and behaviours. For example, advertising promotes campaigns for education, health, environment or social and political campaigns. We can go even further and say that, in modern societies, advertising has taken up a new role of “transmitting new messages to the

target public: interpersonal and family relations, the sense of happiness and contentment, sex roles and stereotyping, the fading away of cultural traditions, influences on younger generations, the role of business in society, persuasion and personal autonomy and others” (Dan 2105:14).

Furthermore, advertising is a means of developing strong brands, which basically means that companies which plan to sell their products or services internationally also have to consider an international name and slogan. In most cases, a literal translation is not a good solution, precisely because of the inter-dependence of language and culture. For example, “Motorola is pronounced as 'me de lou la' in Cantonese, which means ‘nothing to take’”. Ford Nova in Spanish translates to 'doesn't go', and offers a funny paradox instead of a good pay off (Mooij 2013).

In order to offer a good translation or an adaptation of an advertisement or a slogan, a translator also has to be familiar with marketing and its differences among cultures. Even though people in different cultures have different knowledge about objects, events and people, they often share the same needs, motives and emotions behind purchasing a product or a service. Motives for buying a car will mostly vary between safety, design, status and being environmentally friendly. Those motives for buying can be recognized in the appeals used in advertising, and often must be adapted. If the advertising message does not fit the consumers’ motives and desires, they will ignore it. Advertising language in Europe and United States is predominantly persuasive, biased toward rational claims and direct address of the public. Meanwhile, in Asian countries, the role of advertising is to build a relationship between the company and consumers (Mooij 2013:3). Therefore, direct approach to costumers would turn them off, instead of persuading them.

As the culture changes throughout history, so does advertising, and it assumes different forms throughout time. At first, there were only adverts in the papers, billboards and on the radio. As the time goes by, now there are different adverts on TV and internet, and since there are more places where companies can put their advertisements, there is more work for translators. The task gets even more challenging with the short video clips which usually have to be correlated with the text that the translator gets. There are often cases where he can literally translate the text, but sometimes he has to work with a team of marketing experts in order to create a whole new advertisement that would be successful in a different culture.



### **3. The strategies of translating advertisements and slogans**

#### ***3.1. Translating advertisements and slogans***

“The translator should be an innovative writer and must have the ability to switch between different styles in order to echo the tone and style of the original work. It’s imperative for the translators to start a serious and large-scale process of adaptation which necessitates an exceptionally high energy, good-will and objective thinking in order to produce an advertisement reflecting the spirit of the original one” (Chidiac, Saliba 2016:74).

There seem to be only a few guidelines for translators of advertising. Relevant articles only offer general terms and it is up to a translator to decide which technique he or she will use. Even though Smith (Louise 2002) suggests that this might indicate the industry’s failure to appreciate the difficulties of translating advertising material effectively, the reason behind it may be that it is impossible to give strict rules for translating advertising texts. Translation can vary from literal (which is rare, but possible; e.g. Maybelline’s slogan – “Maybe she’s born with it, and maybe it’s Maybelline.” – “Možda je rođena s tim, a možda je to Maybelline.”) to adaptation and free translation, which means changing the whole text and adapting it to the target culture. A successful translation of an advertisement does not necessarily mean departing from the source text completely, although this does need to be an option.

Arens and Bovee (Louise 2002:32) offer four basic rules to follow when translating advertisements:

- “The translator must be an effective copywriter. It is not enough to merely rewrite the ads in a foreign language.
- The translator must understand the product, its features, and its market.
- Translators should translate into their native tongue and live in the country where the advert is to appear.
- The advertiser should give the translator easily translatable English language, without double meanings or idiomatic expressions.“

Even though there is a good reasoning behind these rules, they are aimed at translation commissioners, not translation professionals, and they are not always adhered to. As a matter of fact, the lack of following those rules has led translation professionals to write about the process and strategies of their translations of advertisements, which are useful to

other translators in that particular field. Therefore, it is possible to collect general tips and advices on translation of advertisements and slogans, and one may decide which one to follow according to the purpose of translation.

A translator must ensure that the translated text functions in the way it is supposed to function in the source text. This correlates with Vermeer's Skopos theory, which suggests that "translation should be done in accordance with the purpose for which the target text is intended and any strategy can be applied as long as the skopos (Greek 'aim', or 'purpose') is fulfilled (Kuşçu, Unlu 2015: 48).

When approaching an advertisement in order to translate it, Nord (Dan 2015:20) points out that a translator "must inquire about the translation context elements and their influence in the transfer methods that have to be applied". In other words, translator's first task would be to perform an elaborated analysis of the linguistic and structural elements of the source text, which have to be adequately transferred in the target text. Furthermore, a translator can use a whole variety of strategies when it comes to translating adverts, depending on its purpose. Some of those strategies are cultural adaptation, standardization, paraphrase, expansion, reduction, modulation, substitution, loanword, calque, literal translation, and omission (Kuşçu, Unlu 2015).

### ***3.2. Cultural adaptation***

In order to persuade customers to purchase a product or a service, the advertisers often try to adapt to the target culture's demographic characteristics such as sex and age, psychographic characteristics such as values, attitudes, and lifestyles, and so on. Of all the mentioned characteristics, adaptation of values is considered the most important. Hornikx and O'Keefe (2009: 40) define values as "people's guiding principles in life, affecting their attitudes, intentions, and behaviour". To the extent that the advertiser's arguments speak to the potential customer's values, surely to that same extent the advertisement is likely to be successful, which was confirmed by Hornikx and O'Keefe's research. In that context, adaptation allows companies to tailor their ads to the needs and tastes of each local culture. If advertisements offend their customers who are strongly influenced by their religion, there would be no chance of promotion or making profit. For instance, China's cultural elements dictate that comparative advertisements are not allowed, while in America and Croatia, they are often used to persuade customers to choose one product over another. However, in America there are certain guidelines on how to use a comparison of products in advertisements: "the intent

should be to inform, not to discredit or unfairly attack; the competition should be identified, fair and proper; and comparison should be made between similar properties and ingredients” (Cui 2009: 14). Moreover, a skilful translator must be familiar with the way people think in the cultures he translates into and from. For example, an advertising containing seduction or some sexual connotations would not make any problem in western societies, however, such advertisements cannot be shown in Arabic societies (Chidiac, Saliba 2016).

### ***3.3. Standardization***

Standardization approach to marketing states that there is a union of cultures with similar environmental and customer demand around the world. The greatest benefit of standardization is that creating one strategy for the global market and standardizing the market mix elements can achieve consistency with customers as well as lower costs. Some authors (Alwazir 2013) claim that successful companies have moved away from customizing their products and advertising to offer globally standardized products and adverts that are advanced, functional, reliable, and low priced. This theory is quite the opposite of the adaptation recommendation, but it certainly has its benefits. On the one hand, companies can choose between adapting their products, services, and advertising to certain cultures, and on the other hand, they can standardize their products, services and adverts by concentrating on what everyone wants. Standardized advertisements and slogans are usually kept in the source language. Slogans like Nike’s “Just do it”, and Volkswagen’s “Das Auto” are kept in their source form, and standardized commercials for different products usually have very little or no text at all, just the music and the visual presentation of the products or services.

### ***3.4. Paraphrase***

According to the Cambridge Online Dictionary, to paraphrase means “to repeat something written or spoken using different words, often in a humorous form or in a simpler and shorter form that makes the original meaning clearer”<sup>4</sup>. In the context of advertising, advertisers often use some idiom, saying, proverb, or popular idea and paraphrase it to introduce their product/service. This strategy is also explained in Section 2.3. For example, McDonalds has introduced its new Choco Cookie Cafe Latte in the line of products, and the Croatian advert

---

<sup>4</sup> <http://dictionary.cambridge.org/dictionary/english/paraphrase>

for it is: “Slatko dok kažeš keks!”. The idea behind this slogan is that you will satisfy your desire for sugar in a brief moment, since you will not have to wait for a long time; the coffee is prepared very quickly, and it has the taste of chocolate cookies, that’s why the paraphrase of Croatian saying “dok kažeš keks” fits perfectly into this slogan. Moreover, it also invites you to try McDonalds choco cookies with it. Paraphrasing in translation requires a certain level of creativity since it includes taking old ideas and forming a new one from them. The people should connect the slogan or the idea in the advertisement with the old saying or an idiom, but also understand why it was used in this new context for selling the product/service.

### ***3.5. Expansion and reduction***

These two procedures are usually used in poor written texts and lead to a change in lexical and stylistic aspects. Expansion refers to the case where the translator exceeds the number of words of the source language text in translation.

Expansion procedure also occurs when the translator tries to shift from the implicit to the explicit, and offer an explanation or more words than in the original.

In the reduction procedure, the translator will reduce the number of elements that form the original text. This procedure should respect the principle of relevance. That is, the translator ought to make sure that no crucial information is omitted in the translation (Zakhir 2008). There are many examples of reduction in Section 4, and they are often combined with omission. Expansion and adaptation are visible in many Croatian adverts, whereas English slogans and lines are mostly short and swift. Many Croatian slogans tend to describe something more than provide a catchy two- or three-word slogan. For example, the Orbit slogan: “Time to shine” was adapted to Croatian as “Za zdrave zube i lijep osmijeh”. It is an adaptation, and also an expansion of a slogan. Moreover, there is a new slogan for American Express in the Croatian PBZ Bank that says: “Dobrodošli u svijet koji je jednostavan, fleksibilan i siguran”. English slogans for American Express are mostly shorter than Croatian: “Do more”, “Don’t leave home without it”, “My life. My card”, etc.

### ***3.6. Modulation***

Modulation consists of using a phrase that is different in the source and target languages to convey the same idea. It is a translation method consisting in throwing a different light on, or

looking from a different angle at, the lines to be translated, so as to appear more natural in the target language. For example, “*Te lo dejo* means literally *I leave it to you* but translates better as *You can have it*. It changes the semantics and shifts the point of view of the source language. Also, a slogan for Michelin says “A better way forward”, which would translate into Croatian as “bolji način za krenuti naprijed”. However, the Croatian slogan is “Bolji način kretanja”, which sounds more natural in the target language, and also conveys the same ideas that were conveyed in the original. Through modulation, the translator generates a change in the point of view of the message without altering the meaning and without generating a sense of awkwardness in the reader of the target text. This type of change of point of view in a message is what makes a reader say: "Yes, this is exactly how we say it in our language" (Bosco 2015).

### **3.7. Substitution**

Owji (2013) explains that the strategy of substitution involves replacing a culture-specific item or expression with a target language item considering its impact on the target reader. This strategy makes the translated text more natural, more understandable and more familiar to the target reader. The translator's decision to use this strategy will depend on the degree to which the translator is given license by those who commission the translation and the purpose of the translation. For example, in Coca Cola Zero's commercial Tongues and Eye, the expression “go stand in front of a hairdryer” was substituted with “odi zuri u sunce”, which was accepted very well in the Croatian market.

According to Guerra (2012), linguistic-paralinguistic substitution is the translation procedure in which linguistic elements are replaced by paralinguistic elements (intonation, gestures, etc.) or vice versa, as in translating the Arab gesture of putting your hand on your heart as ‘Thank you’. Some English commercials contain just a song and a video that shows the product/service it is trying to sell, whereas in a few of the same Croatian commercials the advertisers tend to add text and explain the product.

### **3.8. Loanword (borrowing) and calque**

Borrowing means taking a word or expression straight from another language, without translation. For example, in the translation of advertisements into the Croatian language, a translator will often use an English or a German word, if there is no equivalent in the Croatian

language. They are often assimilated in the Croatian language, even though linguists try to invent native words for that meaning. Borrowings can enrich a language and even the English language is seventy-five percent made of words with foreign origin (Guerra 2012).

Calque could be described as a type of “literal translation (either lexical or structural) of a foreign word or phrase” (Guerra 2012: 8). It could be considered as a type of loanword, since the translator borrows the expression from the source language and then transfers it to a literal translation. The main difference between a loanword and a calque is that the former imitates the morphology, signification and phonetics of the foreign word or phrase, while the latter only imitates the meaning and morphology, but not its pronunciation (Guerra 2012). Moreover, borrowing a foreign word implies passivity, while calque requires a certain amount of creativity. In Croatia, there is a formal tendency to avoid borrowing and to use or invent Croatian words instead. Still, many advertisements tend to choose foreign words to advertise products/services, since they are more familiar and accepted among people than the “invented” Croatian words. The Croatian language is rich with many borrowings and calques from English, German, Italian, Turkish, and other languages it was in contact with throughout its history, and their use is visible in advertising, as well as in everyday situations.

### ***3.9. Literal translation***

According to Newmark (Obeidat 2015:73), literal translation is “the first step in translation, and a good translator abandons a literal version only when it is plainly inexact or, in the case of a vocative or informative text, badly written”. When a translator uses this strategy, he or she must pay attention to the whole context of the text, and not just translate word for word. This strategy is employed when a brand name is so strong that the product needs little verbal support (in TV commercials), so that the translator can retain both the graphics and the text of the advertisement. It is often used for advertising of perfume, alcohol, cigarettes, soft drinks and cars. The target market is primarily that of businessmen and young people (Smith 2002). Many advertisements that are made in different cultures can simply be literally translated in our language, while maintaining the graphics and the audio. For example, advertisements for Milka chocolate, Christmas Coca Cola, foreign beers like Beck’s, Heineken and Stella Artois.

### ***3.10. Omission***

Omission is " the exclusion of some information that was present in the source text in a bid to make the translation understandable" (Obeidat 2015: 74). It is often seen as a simplification strategy that aims to make the translated text more target-friendly. However, translators use this strategy only as a last resort, when there are more advantages from producing a smooth and readable translation than rendering the original meaning in the given context. Omission is justified if certain words in the source language produce an awkward or inappropriate message in the target language. It can often be combined with cultural adaptation. For example, Swarovski had a slogan "Man up, Girl!" for its line of jewellery for women, which was characterized by masculine elegance. This advert had to be adapted for Arab market, since Arab women do not want to relate to any masculine traits. Therefore, this slogan was omitted and instead, translators replaced it with more appropriate slogan "Get Ready" (Saliba, Chidiac 2016). Still, if he does not want to appear negligent or inattentive, a translator must not use omission with crucial words or phrases which drastically alter the meaning of the original text. For example, direct headlines for advertisements are often used to draw the attention on the Internet or in the newspapers and magazines. In the research conducted on the translation of e-Brochures of baby care products, Obediat (2015) found that there were omissions in translation of direct headlines, which is an essential persuasive element to capture customer's attention. Furthermore, Obediat concluded that the strategy of omission was misused because of unqualified translators and an inadequate appreciation of the mind of the target product customer. Translators also missed to point out the paediatrician's advice 7 out of 30 times and it greatly affected the promotional purpose of these brochures on parents – the target customers.

### ***3.11. Other strategies and tips for translating advertisements and slogans***

Advertising texts are often rich in cultural elements such as shared beliefs, norms, roles and values. So, the translation of advertisement is usually more an adaptation than a mere transfer of words from one language into another. Also, a skilled translator sometimes must create something new in order to get a similar response to an advertisement in another culture. Therefore, a translator of advertisements must have knowledge of both source and target culture and language, must be creative and ready to make something completely new, if needed. In that case, he should also be familiar with general features of all advertisements.

Another interesting aspect of translation in advertisements is humour, which usually leads to a more favourable attitude toward the advert. Puns and humorous texts in advertisements are often specific and must be adapted to different countries/cultures in order to be successfully translated, i.e. to meet its purpose. An advertisement may consist of a visual and a textual part, and usually the humour arises from all of them, so a translator must take into account all of these aspects and adapt them to the target culture. Valimohammadi (2013: 296) concludes that English slogans are usually not translated pun to pun and that most puns are deleted through the process of translation into a target language. For example, the slogan of the IBM Company: „I think, therefore IBM“, which refers to a well-known sentence: „I think, therefore I am“ would be a real challenge to translate, if we aim to transfer both the pun and the meaning. Moreover, there are cases when slogans which were not intended to have a pun in their original sense, take over the form of a pun in their translation to the target language. These are also called „parody puns“.

Smith (2002: 34) argues that “back-translation is not an effective quality control method” and suggests that it is more fruitful to employ a trained native proof-reader with access to the visual materials accompanying the text. The ideal proof-reader lives in the target culture and, as well as highlighting any misunderstandings or ambiguities of meaning, will be in a position to give an indication of the text's cultural suitability.



#### 4. Analysis of translation strategies in advertisements and slogans translated into the Croatian language

Different examples of advertisements were chosen for analysis of the translation strategies, and the comparison of translation quality. All examples are translated from English into the Croatian language. It is evident that not all brands are from English speaking countries, so all of them are not originally written in English. Still, a close resemblance between the English and Croatian versions of advertisements allows to make comparisons and draw conclusions on the translation process and quality. The different types of advertisements for products and services were analysed to portray the particular features and occasional differences in translation and adaptation for the Croatian market. The most important guideline for detecting quality of translation was maintaining the final purpose of the advertisement through translation or adaptation of the text to the target culture. Also, keeping all the important pieces of information about a new product was considered a relevant factor for the analysis of the quality and translation success.

##### 4.1. Coca Cola Zero

Coca Cola Zero was launched on the Croatian market in 2007, and the targeted customers were men and women who want to enjoy the Coca Cola flavour without added sugars or calories. It is specifically targeted to men, who were shown to associate diet drinks with women. It is described as having a different taste than Diet Coke; Coca Cola Zero is claimed to have taste indistinguishable from the original Coca Cola flavour.

|           | English  | Croatian   |
|-----------|--|--|
| Eye:      | Why are you guys drinking Coke Zero?   | Dečki, zašto pijete Coca Colu Zero?  |
| Tongues:  | We're not! We're drinking Coke, mate.  | Krivo, pijemo Coca Colu, frajeru.  |
| Eye:      | Well, it says Coke Zero on the bottle.   | Pa na boci piše Coca Cola Zero.  |
| Tongues:  | Well, they must have put Coke in the wrong bottle.   | Pa sigurno su se zabunili i stavili Coca Colu u običnu bocu.   |
| Eye:      | Whatever.  | Kakogod.   |
| Tongue 1: | Alright, eyeball, I tell you what. Why don't you try it, sunshine? Oh, I forgot, you can't! 'Cause you don't have a mouth, haha! Well, while | Ok, okašće, znaš šta? Zašto sam ne probaš, Sunčice? Oh, zaboravio sam, ne možeš! Jer nemaš usta, ha! Dakle, dok mi pijemo Coca Colu, odi |

|           |   |   |
|-----------|---|---|
| Tongue 2: | we're busy drinking Coke,<br>why don't you go stand in<br>front of a hairdryer or<br>something! | zuri u sunce ili ne znam, tako<br>nešto!                                      |
| end line: | Yeah, hairdryer or<br>something!<br>Real Coke taste – zero<br>calories                          | Da, zuri u sunce, ili tako<br>nešto!<br>Pravi Coca Cola okus – nula<br>šećera |

*Table 1: Coca Cola advertisement transcript: Tongues and Eye (Youtube)*

In the advertisements with the tongues and an eye, the point is to persuade the customers that there is literally no difference in taste of regular Coca Cola and Coca Cola Zero.

On the first hearing of the commercials, the most noticeable is the formal tone of an eye and more colloquial language and British accent of the tongues. It was similarly synchronized in the Croatian language, but the condescending tone of the eye which approached tongues like he knows everything was lost; in the Croatian version it seems like the eye is just curious. According to the skopos theory, the final goal of the commercial was maintained when translated into Croatian; persuading the potential customers that Coca Cola Zero tastes just like regular Coca Cola. In the Croatian translation, the translators kept the product's label more formal, calling it "Coca Cola Zero", instead of "Cola Zero", which would be more appropriate for colloquial language. However, the translation of "stand in front of a hairdryer" was translated to "zuri u sunce", which is easier to understand and more appropriate than literal translation. In this case, translators invented the whole new concept which was well accepted in the Croatian market. The Croatian translators managed to keep the humorous tone by translating "eyeball" as "okašce", and "sunshine" as "sunčice". Even though those expressions are not common in the Croatian language, in this case they fit into the whole story quite well and there was no need to invent new terms or use more formal words.

|         | English   | Croatian  |
|---------|---|---|
| Eye:    | I am so beautiful, yes, I am!                             | Kako sam divan, baš jesam!                            |
| Tongue: | It's slipping! It's slipping!                             | Pazi, klizi! Klizi!                                   |
| Eye:    | Stupid tongues... Hey, what<br>are you guys drinking?     | Glupi jezici... Hej dečki, što<br>vi to pijete?       |
| Tongue: | Oh, we're drinking Coke,<br>mate, aren't we?              | Pa pijemo Coca Colu, frajeru,<br>jel tako?            |
| Eye:    | Haha, no, you're not. It says<br>Coke zero on the bottle. | Hehe, ne ne pijete, na bočici<br>piše Coca Cola zero. |
| Tongue: | You know, we don't like you<br>eyeball, you know why?     | Pa, nisi nam baš drag, okane.<br>A znaš zašto?        |
| Eye:    | Why?  | Zašto?  |

|           |                                  |                                     |
|-----------|----------------------------------|-------------------------------------|
| Tongue:   | Because you are a big, fat liar! | Jer si veliki debeli lažov!         |
| Eye:      | Oh! I am not fat!                | Ha? E, pa debeo nisam!              |
| end line: | Real Coke taste – zero sugar     | Pravi Coca Cola okus – nula šećera. |

*Table 2: Coca Cola advertisement transcript: Liar (Youtube)*

The second advertisement named “Liar” was translated literally and again the crucial point was successfully transferred to the Croatian language. The strategies of translation used in these advertisements are: literal translation, expansion, substitution and borrowing.

#### **4.2. Becks beer**

Becks is a German brand of beer famous for its advertisements that emphasize the fact that it is a beer made of only 4 natural ingredients: barley-malt, hops, yeast and brewing water. Becks ran its advertising campaign with the theme of “Different by choice” in 2008, “concentrating on objects, places and individuals who have achieved success by setting their own rules” and rebelling against the conventional rules (Dahlen, Lange, Smith 442:2010).

| English                                | Croatian                                      |
|--|---|
| The painters who said no to brushes    | Slikari koji su rekli “ne” četkicama          |
| The city that said no to sleep         | Grad koji je rekao “ne” spavanju              |
| The skirt that said no to knee high    | Suknja koja je rekla “ne” skrivenim koljenima |
| The punks who said no to pop culture   | Pankeri koji su rekli “ne” pop kulturi        |
| The carnival that said no to clothes   | Karneval koji je rekao “ne” umjerenosti       |
| The beer that said no to compromise    | Pivo koje je reklo “ne” kompromisima          |
| No to anything but natural ingredients | “Ne” svemu osim prirodnim sastojcima          |
| Different by choice                    | Namjerno drugačiji                            |

*Table 2: Becks Beer advertisement: Different by choice (Youtube)*

The strategy that was mostly used in this translation is literal translation, since there was no cultural breach that required the advertisement to be adapted. Still, the translator has the choice to translate the text according to his own preferences, so the slogan could have been translated in a different way, for example “Mi biramo biti drugačiji”, but “Namjerno drugačiji” is shorter, catchy and has the same meaning as the original. Moreover, the phrase “Carnival that said no to clothes” could have been translated as “Festival koji je rekao ne odjeći”, but the translator chose a different option, he modulated that phrase, and still the

sense of the original remained the same. With slight changes, the translator managed to make the translation sound natural in the Croatian language.

### 4.3. *Milka chocolate*

Milka is a brand of chocolate that originally comes from Switzerland, so its advertisements are done in German language. Still, there are English advertisements for Milka that strongly resemble the Croatian advertisements, like in the example in Table 4.

| English   | Croatian   |
|---|--|
| It's a tale so magical, the only way to start it is "Once upon a time..." So, once upon a time a lilac cow was born. Everyone knew she was special in some way, but how? Not maths... Not athletics... Not games.... Then, when everyone least expected it, she revealed her amazing gift. The lilac cow was really good at nudging. Wow, could that cow nudge! And everytime she nudged, she dared us to be just a little bit more tender. Milka. Dare to be tender. | Ova priča je tako čarobna, da može započeti samo riječima: "Jednom davno". Dakle, jednom davno rodila se ljubičasta kravica. Svima je bilo jasno da je kravica posebna. Ali u čemu? Matematika joj nije išla od ruke. Sport joj nije ležao. A nije bila dobra ni u igrama. A onda, kada su svi to najmanje očekivali, pokazala je svoj čudesan dar. Ljubičasta kravica bila je nevjerojatno dobra u gurkanju. O, kako je samo gurkala ta kravica! I svakim svojim gurkanjem poticala nas je da budemo nježniji jedni prema drugima. Milka. Usudi se pokazati nježnost. |

*Table 4: Milka Advertisement: Nudge*

In this commercial we can see a strategy of expansion, which is connected with the previously mentioned need to explain a product/service in more detail in the Croatian language. While in the English version the text is shortened "Not maths... Not athletics... Not games...", in the Croatian text it is explained differently "Matematika joj nije išla od ruke. Sport joj nije ležao. A nije bila dobra ni u igrama." (see Table 4). This expansion is a form of paraphrase, in which the translator used different words to make the original meaning clearer, and it goes in line with the visual video part of the advertisement. If the translator used shorter form: "Ne u matematici...ni u sportu...a ni u igrama", to answer the question "Ali u čemu?", the listener would probably be confused since it is not a typical way of responding to such a question in the Croatian language. By explaining and expanding the text, the translator managed to make the text sound more like a "try-to-guess" question. In the line "she dared us to be just a little bit more tender", the focus is to give more tenderness than we usually do. In Croatian text "poticala nas je da budemo nježniji jedni prema drugima" the focus is on giving more

tenderness and showing it to each other, because it simply would not sound natural in the Croatian language if we would omit “jedni prema drugima”. This is another example of expansion, which is conditioned by the naturalness of the Croatian language. In some cases, the translator into Croatian must expand and paraphrase the text in order to avoid the sense of awkwardness. The translation of “nudge” as “gurkanje” sounds a bit clumsy, but it is hard to find an equivalent that would sound more natural in the Croatian language. Other options would be “pogurivanje”, “bockanje”, and “poticanje”.

The translation strategies used in this advertisement are expansion, modulation and literal translation.

#### 4.4. Orbit

Orbit is a brand of sugar-free chewing gum enjoyed by millions of people around the world. The slogan of Orbit in English is “Just Brushed Clean Feeling” or “A Good Clean Feeling”, while in Croatian it is “Za zdrave zube i lijep osmijeh” and sometimes followed by “Jedi, pij, žvači Orbit”.

| English   | Croatian subtitles  |
|---|---|
| Look, lunch is over so...this is over. Whoa, whoa, is this a break up? Shhhhh, don't make this any harder. Well, I'm not leaving! | Gledaj, ručak je gotov i...ovo među nama je gotovo. Čekaj, čekaj, je li ovo raskid? Je li ovo raskid? Psssst, nemoj da ovo bude još teže. E pa, ja ne odlazim!<br>transcript:<br>Raskinite s ostacima hrane! Za čiste i zdrave zube – jedi, pij, žvači Orbit. |

Table 5: Orbit: Is this a break-up? (NajReklame)

An example of advertisement named “Is this a break up?” is usually longer in original English version, but for the purpose of translation comparison only the shorter version was listed in the Table 5. Also, this translation was not synchronized like in most of other commercials, but written in subtitles. The reason behind it may be that the famous Spanish actor Antonio Banderas appears and talks in the advertisement. It would appear awkward to Croatians to hear a foreign celebrity speaking Croatian in the advertisement, so these kinds of commercials are usually not synchronized. In this example, the translation is mostly literal. It is visible in the word “Look”, which was translated to “Gledaj”, even though “Slušaj”, or simply “Gle” may be more appropriate in the colloquial Croatian language. Moreover, the translation of

“break-up” as “raskid” does not affect the understanding of the point, but it is more common to say “prekid” in colloquial Croatian. The translation of “Whoa, whoa” was adapted to Croatian more formally as “Čekaj, čekaj”, which could have been translated as “hej, hej”, or “ček, ček”, but in my opinion it was translated very well because it sounds better and it kept the original meaning. The translation strategies used in this advertisement are expansion, literal translation and modulation.

| English                | Croatian   |
|------------------------|--|
| Song playing – no text | Jeste li primjetili da vas ono što pojedete prati kamo god krenuli? Poslije jela, opasnost od karijesa raste. Gume za žvakanje Orbit. Podižu razinu pH vrijednosti u Vašim ustima i tako smanjuju rizik od karijesa. Orbit – Za zdrave zube i lijep osmijeh. |

Table 6: Orbit: Whiten up your day! (Youtube and NajReklame)

This example shows the discrepancy between the English and the Croatian version. In the English version, there is no text, only the song in the background of the video, while in the Croatian version the video and the song is accompanied by the text. In this case, there is no real translation, but the whole new text that was originally written in Croatian. Again, the need to explain and offer a product/service by using text/words is visible in the Croatian culture. In some commercials, it is visible through expansion, while in some the marketing experts come up with a whole new story to advertise a product. Since there is no translation done here, we can say that translators and copywriters sometimes have to face the challenge of being creative and inventing a new story that fits the video, if the advertisers require that kind of extended version of the advert. Moreover, it is possible to find the same advertisements in different languages, which were translated differently, and in that way the translator can get more ideas on how to adapt this particular advertisement to a certain market.

#### ***4.5. Old Spice***

Old Spice is an American brand of hygiene products for men, including deodorants, body washes, shampoos, and soaps. Old Spice launched two successful advertising campaigns in 2010: “The Man Your Man Could Smell Like” and “Odor Blocker”. One of them, starring Terry Crews, with his shouting voice and muscular figure invites men to use Old Spice body that blocks body odour for 16 hours. Unlike in the Old Spice example, this advertisement is

not written in subtitles, even though a famous American actor appears in it. Since he is shouting, it was more important to leave an impression of urgency by synchronising it into the Croatian language. The advertisement includes humour typical for other advertisements in the same campaign, emphasizing the power and strength of men.

| English  | Hrvatski   | Own translation  |
|--|--|--|
| - Old Spice Odor Blocker body wash is so powerful it can block BO for 16 hours. Its blocking powers are as powerful as me!<br>- Yeah, it is.<br>- Who said that? Is that my left bicep? No, it was my abdominals.<br>P p P p P POWER.<br>(singing) | - Jesi li se ikad zapitao kako pojačati svoju muškost za vrijeme tuširanja? Pokušaj to napraviti ovako!<br>- Ili isprobaj Old Spice.<br>- Tako je. Kad se tuširaš prestani naprezati ruke. Ili puupak.<br>S s S s S SNAGA. | - Novi Old Spice gel za tuširanje nokautira sve neugodne mirise čak do 16 sati! Skoro je moćniji od mene!<br>- Možda čak i je.<br>- Tko je to rekao? Moj lijevi biceps? Ma ne, to su moje plooočice!<br>S s S s S SNAGA. |

*Table 7: Old Spice Odor Blocker advertisement (Youtube)*

The crucial message of this English advertisement is the power of blocking odours that are similar to the strength of the man in the video, while the Croatian translation promotes a message that the new Old Spice body wash gives you more masculinity and strength. The fact that the new Old Spice blocks body odours for 16 hours is not even mentioned, the translator omitted this piece of information. The translator also changed the whole text of the original, and it is not possible to make a comparison of these advertisements. There was no cultural reason behind changing the text, and it would probably make more sense if it was translated literally with some minor changes, like it is suggested in Table 7. Translators are usually advised to avoid literal translation when translating humor and puns, and they have to be extra creative in these types of translations, but in this case it would be appropriate to slightly adapt the text to the spirit of Croatian colloquial language and translate it almost literally. The Croatian version is also less compatible with the video than the original, because of the translator's decision to invent a new text instead of holding on to the original. In this case, the literal translation would be a better choice because it keeps the original sense of humour that is common to other advertisements in the same campaign, and because the literal translation would contain all the new information on this product. The strategy used in this "translation" is omission. We cannot talk about other strategies since the texts are different from each other and it cannot be considered a translation, but a new text.

#### 4.6. Schweppes

Schweppes is a brand of beverage that got its name after J. Scheppe, who invented carbonated soda water in Switzerland. In 2015, Schweppes launched a new creative advertising campaign under the name of “Separating men from boys, and women from girls”. The campaign aims to seize the opportunity to win the attention of adults who enjoy drinking soft drinks.

| Engleski  | Hrvatski   |
|---|--|
| Boys are proud of their trophies<br>Men are proud of their life<br>Separating men from boys since 1783. | Dječacima su važni trofeji<br>Muškarci znaju što je u životu važno<br>Za muškarce, ne za dječake. Od 1783. |
| Girls get attention<br>Women get love<br>Separating women from girls since 1783.                        | Djevojke privlače pažnju<br>Žene su voljene<br>Za žene, ne za djevojčice. Od 1783.                         |
| Girls are afraid of the dark<br>Women enjoy it<br>Separating women from girls since 1783.               | Djevojke se boje mraka<br>Žene u mraku uživaju.<br>Za žene, ne za djevojčice. Od 1783.                     |
| Girls draw hearts<br>Women steal them<br>Separating women from girls since 1783.                        | Djevojke crtaju srca<br>Žene srca osvajaju<br>Za žene, ne za djevojčice. Od 1783.                          |

Table 8: Schweppes: Separating men from boys, and women from girls campaign (Youtube)

These short examples of different advertisements are very well adapted to the spirit of the Croatian language. The meaning of the original idea behind the advertisements remained the same, and it sounds natural. It is also compatible with the video; the translator managed to keep the length of the text similar to the original. There are elements of literal translation in this example, but the translator mostly paraphrased and modulated the target text and in that way he brought the original idea of the commercial to the customers. The slogan of a new campaign is also modulated and chopped in two short statements, unlike the one in the original.



#### 4.7. Grawe insurance company

Grawe is an insurance company founded in Austria. It has its subsidiaries all over the Europe, and it was the first international insurance company in Croatia.

| English  | Croatian  |
|--|---|
| Oh, hello! Congratulations! What has just happened to you is – life. This very lucky little guy ensured that it is going to be you. And all that on one planet that insured that among 300 billions of them just in our galaxy, and those before you, ensured by surviving all the diseases; well, all the adversities. But they insured themselves a partner. And so, it happened to you. Life. Can we just ask you something while you're here? What could you do? What could you teach somebody? Who do you love? Are you doing anything to for it? Do you live for real? When are you planning to start? In fact, you don't have to answer. We're here for all the plans you have. Grawe – insurance on your side. | O, dobar dan! Čestitamo! Dogodio vam se život. Niti ne znate koliko se stvari moralo poklopiti da vam se to osigura. Baš ovaj mali sretnik osigurao je da ćete to biti vi. I to na jednom planetu koji je to osigurao između 300 milijardi samo u našoj galaksiji. A oni prije vas, osigurali su to na način da su preživjeli sve bolesti, ma, sve nedaće. Ali osigurali su si partnera. I eto, dogodio se baš vama. Život. Zapravo, da vas nešto pitamo, kad ste već tu. Što biste mogli napraviti? Što biste mogli nekoga naučiti? Koga volite? A što činite po tom pitanju? Živate li zaista? Kada planirate početi? U stvari, ne trebate nam odgovarati. Uz vas smo, u što god krenuli. Grawe – osiguranje na Vašoj strani. |

Table 9: Grawe Insurance Company: Questions (Youtube)

Even though it is rare to find the name of a translator of an advertisement, we managed to find it for this example. The only “problem” is that it was listed under the copywriter, while it is obvious that this text is a translation. According to Business Dictionary, copywriter is a professional who composes headings, sub-headings, and body copy of advertisements, brochures, catalogues, direct mail offers, product literature, etc. Some copywriters work independently while others are employed by the advertising agencies<sup>5</sup>. Therefore, the difference between the copywriter and a translator is that a copywriter is a person who writes the text used in advertisement, while the translator translates the text in the advertisement from one language to another.

This advertisement is specific for the repetition of the word “ensure”, or in Croatian “osigurati”, throughout the whole text. In the beginning, the translator used a strategy of expansion through the sentence “Niti ne znate koliko se stvari moralo poklopiti da vam se to osigura.” which does not exist in the original text. Moreover, the Croatian text is mostly

<sup>5</sup> <http://www.businessdictionary.com/definition/copywriter.html>

literal translation, as well as the slogan in the end. These types of advertisements are usually general, simple, appealing to people’s emotions and can be used in many different countries and cultures. There is no challenge for the translator here, just plain transfer of meaning through languages.

#### 4.8. Voltaren Gel

Voltaren Gel is used to treat joint pain caused by osteoarthritis pain. This example was chosen to show the differences and similarities of advertising medical products in English and Croatian language and culture.

| English  | Croatian  |
|--|---|
| <p>Osteoarthritis pain?<br/>           Try new Voltaren Osteogel 12 hourly! It concentrates relief right at the source of pain. Unlike tablets, that first go into the stomach, Voltaren Osteogel 12 hourly with double strength is applied directly to the joint to give you up to 12 hours of pain relief, fight pain and inflammation all day long, and do more with your day!<br/>           New Voltaren Osteogel 12 hourly – the ONLY gel for 12 hours of pain relief.</p> | <p>Muče li vas bolovi u zglobovima?<br/>           Voltaren Emulgel s dvostrukom jačinom! Gel koji omogućuje ublažavanje bolova u zglobovima do 12 sati! Vi uživajte u danu, a vašu bol u zglobovima ublažit će Voltaren Emulgel.<br/>           Voltaren Emulgel – učinak koji traje do 12 sati.<br/>           Prije upotrebe pažljivo pročitati uputu o lijeku, a o rizicima ili nuspojavama upitajte svog liječnika ili ljekarnika.</p> |

Table 10: Voltaren Osteogel 12 hourly (Youtube)

In the beginning of this translation, there is an expansion; the Croatian version asks a direct question to the viewer, while the English original is subtler. Then, we can see a hard sell approach in the original, which says “Try new Voltaren Osteogel 12 hourly!”, while the Croatian version just names the product. Perhaps it would be better to be more direct and translate it as in the original text: “Isprobajte novi Voltaren Emulgel i osjetite dvostruko olakšanje od bolova u zglobovima koje traje čak do 12 sati!” (Own translation).

Moreover, the English and the Croatian version differ in the part where the video shows that tablets go first into the stomach, and Voltaren Osteogel is applied directly to the painful joint. This is omitted from the Croatian version, and the reason behind it may be in the last part that is added to all pharmaceutical commercials in Croatia. Since the commercials are charged by their length, it makes more sense to shorten the commercial to save money. This warning to ask your doctor or pharmacist, and read the instructions before using the medicine is

obligatory in Croatia in order to avoid negative side-effects and in that way pharmaceutical companies protect themselves from being sued.

The English version emphasizes that Voltaren Osteogel is the only gel that relieves pain for 12 hours, it was omitted from the Croatian version. The strategies used in this translation are omission, expansion and adaptation.

#### **4.9. Philips: Perfect Care Elite Silence Steam Generator Iron**

This advertisement was chosen to present the translation for advertising of technology. Philips has a slogan “Innovation and you”, which remains untranslated in Croatian advertisements.

| English  | Croatian  |
|--|---|
| A revolutionary new way of ironing                 | Revolucionaran nov način glačanja                             |
| Innovative technologies                            | Inovativne tehnologije  |
| OptimalTEMP  | Tehnologija OptimalTEMP                                       |
| Large detachable water tank                        | Velik odvojiv spremnik za vodu                                |
| Quiet and Ultra light iron                         | Tiho i iznimno lagano glačalo                                 |
| Philips presents                                   | Philips vam predstavlja                                       |
| Philips PefectCare Elite Silence                   | Philips PefectCare Elite Silence                              |
| Ultimate performance with Silence steam technology | Najbolji rezultati uz tehnologiju Silence steam               |
| Linen Cotton Wool Denim                            | Lan Pamuk Vuna Traper   |
| Ultimate gliding performance                       | Savršeno glatko klizanje                                      |
| Powerful steam in a lightweight iron               | Snažna para u laganom glačalu                                 |
| Perfect steam conditions for ultra fast ironing    | Savršena para za izuzetno brzo glačanje                       |
| Safe to leave the iron directly on the board       | Glačalo se sigurno može ostaviti izravno na dasci za glačanje |
| Sound absorbing platform                           | Platforma koja upija zvuk                                     |
| Smart control processor                            | Procesor za pametnu kontrolu                                  |
| Ultra high steam output                            | Izuzetno snažan mlaz pare                                     |
| Steam chambers break droplets into vapor mist      | Komore za paru kapljice vode pretvaraju u izmaglicu           |
| Revolutionary High Capacity Cyclone                | Revolucionarna iznimno snažna ciklonska komora                |
| No water dripping                                  | Bez kapanja vode  |
| Exclusive 3 Silencing Steam Filters                | Tri ekskluzivna tiha filtera za paru                          |
| Optimal temperature and ultimate steam power       | Optimalna temperature i iznimno snažna para                   |
| Iron from jeans to silk, no adjustments needed     | Glačajte sve od trapera do svile, prilagodba nije potrebna    |
| Thanks to OptimalTEMP                              | Zahvaljujući tehnologiji OptimalTEMP                          |
| Ultra-light Iron                                   | Izuzetno lagano glačalo                                       |
| Easy vertical steaming for all delicates           | Okomiti mlaz pare za glačanje osjetljivih tkanina             |
| Philips PefectCare Elite Silence                   | Philips PefectCare Elite Silence                              |
| Ultimate performance with Silence steam            | Najbolji rezultati uz tehnologiju Silence                     |

|  |   |
|--|---|
| technology<br>Innovation for you Philips | steam<br>Savjet za održavanje za dulju trajnost<br>Indikator automatski javlja kada je potrebno<br>očistiti kamenac (svaka 2 do 3 mjeseca)<br>Jednostavno skidanje poklopca za otklanjanje<br>nečistoća<br>Innovation 4 you Philips |
|--|---|

Table 11: Philips: Perfect Care Elite Silence Steam Generator Iron (Youtube)

The name of the product: Philips PefectCare Elite Silence is not translated. This is specific for the names of technology devices, appliances and cars: they are usually standardized in the English language. The comparison of these two text shows that this is a literal translation. There are some borrowings, mostly the words connected to the particular new technology that is advertised, like OptimalTEMP, Silence steam, etc. It is translated as “tehnologija Silence steam”, “tehnologija OptimalTEMP”, because it is connected to this particular product and the Croatian equivalent does not exist. Also, its meaning was explained in detail in other parts of the text: “Iron from jeans to silk, no adjustments needed”, and ”Exclusive 3 silencing steam filters”. There are many repetitions in this advertisement, and it is important to stay consistent in the translation in those cases. There is an expansion in the Croatian version in the end of the advertisement, while the English version is shorter; the longer version was not found on the Internet. When translating terminology connected to technology it may be helpful to compare it to other similar product translations and be guided by the strategies that previous translators used. If it is not a humorous or creative advertisement, but just informative, it is, in my opinion, better to stick to simple solutions: literal translation and borrowings.

#### 4.10. Oreo cookies

Oreo is an American brand of chocolate sandwich cookies which became well known all over the world. This brand is interesting because it stands out in a line of other very similar products, and it owns its popularity mostly to advertising. Oreo advertising experts have launched many successful campaigns, and one of them is “Twist, lick, dunk”, which targets young children and their parents (Sacks 2015).

| English   | Croatian   |
|---|--|
| Now, daddy, I’m here to explain to you how to eat an Oreo. Don’t laugh, it’s very hard. First, you twist it. You lick it, mmmm... You | - Dođi tata, pokazat ću ti kako se jede Oreo. Pazi, jako je teško. Prvo ga zavrtiš...<br>- Da vidim! |

|  |   |
|--|---|
| <p>don't have to mmm, but I just can't help myself. Then you put them back together, because they're married. Then you put it in the milk, and you eat it.</p> <p>- Can I try?</p> <p>- No.</p> <p>- Why?</p> <p>- I don't think you're ready yet.</p> <p>Only Oreo.</p> | <p>- Op, op, op, op, op... Onda ga poližeš, mmmm. Ne moraš reći mmm, ali ja baš moram. Onda si daju pusu, umočiš u mlijeko i onda ga pojedeš.</p> <p>- Mogu ja?</p> <p>- Ne.</p> <p>- A zašto?</p> <p>- Mislim da još nisi spreman.</p> <p>Oreo. Od sada po trajno sniženoj cijeni.</p> |
|--|---|

Table 12: Oreo Cookies (Youtube)

These examples are different for the actors in the video, but the idea, setting and the text is almost the same. It was possible to find only British English version, and it probably differs from the American version, which is not accessible on the Internet. The translation is literal with some modulations and paraphrases in order to sound more natural in the Croatian language. Oreo's slogan was "Milk's favourite cookie", which was literally translated to Croatian as "Mlijeku omiljen keks".

#### 4.11.OMV

OMV is an international gas company, and Table 13 lists a short and humorous example of an advertisement for a carwash at OMV stations.

| English   | Croatian  |
|---|---|
| <p>- Are we there yet?</p> <p>- Huh?</p> <p>- Are we there yet? Oh, finally! A carwash! What do you say, let's take a shower!</p> <p>- I smell fine. No way I'm going in there.</p> <p>- Oh, you don't know what you're missing.</p> <p>Wash the donkey, wash the donkey.</p> | <p>- Jesmo stigli?</p> <p>- Ah, konačno. Ha?!</p> <p>- Autopraonica! Ma što kažeš? Ajmo se otuširat'!</p> <p>- Ja dobro mirišem, nema šanse da uđem unutra.</p> <p>- Ne znaš što propuštaš. Operi me, operi me.</p> |

Table 13: OMV: Shrek (Youtube)

The strategy used here is literal translation. The animated film Shrek was also synchronized, and the language that the characters use is colloquial and informal, just the way it was used in the translation of this advertisement. In the end, the translator modulated the line "wash the donkey" into "operi me". Again, the translation process seems very simple because there is a lot of literal translation, and it only had to be adapted to sound informal in the Croatian version.

#### 4.12. Felix Sensations

Felix is a brand of cat food produced by the Purina company. Purina's slogan is "Your Pet, Our Passion", which is omitted from the Croatian version of advertisement.

| English   | Croatian   |
|---|--|
| Hello? Strange...Felix?<br>- Clever Felix! He'll do anything for his new Sensation Sauce surprise. Flavorful sauces meet meaty pieces. Deliciously surprising. Clever cats get Felix.<br>Purina. Your Pet, Our Passion. | Hm, baš čudno. Felix?<br>- Pametna maca Felix. Nema toga što ne bi napravio za fantastic vrećicu punu sočnih mesnih komadića koje obožava. Felix. Tko je pametna maca? |

Table 14: Felix Sensation (Youtube)

The strategies used in this example are paraphrase, omission, and borrowing. Unlike the Old Spice example, here the translator invented a new text that is similar to the original, and makes sense in the target language. Even though the idea behind "Clever cats get Felix" and "Tko je pametna maca?" is maybe not the same, that does not matter. It sounds natural, since it is a typical way of sweet-talking to pets or babies in Croatia, which was also taken from the English language by the constant explosion to the foreign media. The example for borrowing is "fantastic vrećica", which is not mentioned in the original text. The translator may have simply written "Nema toga što ne bi napravio za novu vrećicu..." The name of the product "Sensation Sauce" is omitted, as well as the information that meaty pieces are packed in flavorful sauces.

#### 4.13. Dove

Dove is a famous international brand for hair products, skin care and deodorants for both men and women. This is an example of an advertisement for men that shows different stages of growing up and incorporates the idea that you will use Dove when you are comfortable in your skin, to make your skin comfortable into the story.

| English  | Croatian                      |
|--|-------------------------------|
| Get born, get slapped then cry out loud<br>Learn to walk and talk, make your parents | Čim se rodiš<br>Kreni u školu |

|  |   |
|--|---|
| <p>proud<br/>Be good at sport, play hard, run fast<br/>Careful climbing the rope in gym class</p> <p>Lift weights, be strong, know how to fight<br/>Be safe and stay up all night<br/>Be tough, be cool, be full of pride<br/>Don't show your sensitive side</p> <p>Go out with your friends but be a gentleman too<br/>Then find the perfect girl who'll say, "I do"<br/>Go check out a noise and never be scared<br/>Don't waste your life on the couch in your underwear</p> <p>Rake the leaves, trim the hedge and mow the yard<br/>"Honey can you open this jar?"<br/>Have a kid it's time for a family<br/>Before you know it you'll have three</p> <p>Don't use a map, always know where you are<br/>Change a flat tire while they wait in the car</p> <p>You've reached a stage where you feel at ease<br/>You've come this far and it wasn't a breeze<br/>You can take on anything, of course you can<br/>Because you're a man</p> <p>- Now that you're comfortable with who you are, isn't it time for comfortable skin?<br/>At last, there's Dove for men, introducing Dove men plus care, new range of body and face wash. Be comfortable in your own skin</p> | <p>Dobar sportaš<br/>Ne gubi kontrolu</p> <p>Budi jak, diži uteg<br/>Kad je teško</p> <p>Noćna ptica, al' fin si dečko<br/>Nađi zgodnu damu da ti kaže „Uzimam“</p> <p>S njom imaj tri sina<br/>Svi kao i ti sam</p> <p>Pokosi travu, radi nešto novo<br/>„Dušo, jel možeš otvoriti ovo?“</p> <p>Postao si car jer si znao kako<br/>Daleko dogur'o, to nije samo tako!</p> <p>Snimit' će o tebi dokumentarac<br/>Jer ti si muškarac</p> <p>- Sad kad ste odrasli, vrijeme je da se osjećate ugodno.<br/>Napokon je ovdje Dove men plus care – za kožu kojoj je ugodno kao i vama.</p> |
|--|---|

Table 15: Dove for men: Superbowl commercial (Youtube and NajReklame)

In my opinion, the Croatian translation is interesting, and it fits the video very well. The translator had to omit many lines to achieve that compatibility with the video. The text looks like a song and the translator managed to preserve rhyme and rhythm. This example also shows the creativity of a translator; their job is often to invent and create something new, catchy, that sounds well and natural in the target language, but also meets the same purpose as the original. There are many strategies in this translation: omission, cultural adaptation, reduction, substitution, and literal translation. The translator omitted a big part of the text probably because of the length of the video. The general meaning of the original song was

transferred successfully into the Croatian language; it says that after some life experiences men start to feel comfortable in their own skin and be more confident. In the English version, the narrator talks very fast, and the Croatian advertisers required the text to be shorter. To keep the rhyme, the translator substituted some parts with the new text: “S njom imaj tri sina / Svi kao i ti sam”, and “Snimit će o tebi dokumentarac / Jer ti si muškarac”. In the end, translator omits the part about “being comfortable in one’s skin”, and reduces that part, as well as the information that the ad offers a new range of body and face wash. The suggestion for the different ending would be: “Sada kad se osjećate ugodno u svojoj koži, nije li vrijeme da i vašoj koži bude ugodno?” (Own translation).

Before it introduced a line of products for men, Dove was mostly famous for hygiene care for women. There is one of typical advertisements for Dove body wash, which emphasizes its hydrating and nourishing care.

| English   | Croatian  |
|---|---|
| <p>Dove invited women to a makeover...with a difference.<br/>           - Hi now!<br/>           - Hi!<br/>           - Would you like to have a free makeover?<br/>           - Yeah, why not?<br/>           - There you go.<br/>           - It’s a shower!<br/>           But it’s a shower with a new Dove body wash, with its new breakthrough formula. All it takes is just one shower for softer, smoother skin.<br/>           - Really silky smooth. It’s awesome, I love it.<br/>           New Dove body wash. Softer, smoother skin after just one shower.</p> | <p>Dove je pozvao žene na makeover. No uz jednu sitnicu.<br/>           - Tuširanje?<br/>           - Da, s novom Dove gel kremom za tuširanje. Nova Dove revolucionarna formula s našom najučinkovitijom njegovom kože. Za mekšu i glađu kožu. Osjetite razliku nakon samo jednog tuširanja.<br/>           Nova Dove gel krema za tuširanje. Mekša, glađa koža nakon samo jednog tuširanja.</p> |

*Table 16: Dove body wash for women: Softer, smoother skin (Youtube)*

The Croatian version is slightly shorter than the original, so the omitted part will not be analysed. Firstly, there is a borrowing “makeover” that is successfully integrated in the Croatian language and fits into this text. There is a lot of repetition in the Croatian version, and it is one of the advertising strategies that is commonly used. Translators and advertisers reduced the text in this advertisement, and omitted the part with the comments of women who “tested” the quality of the product. Women like to hear advice and recommendations from other women when it comes to skin care, and those parts should have been kept in the Croatian version too. The reasons behind shortening of the advertisements are usually economic. In the end, the translator used the strategy of literal translation.



#### 4.14. Slogan translations

The origin of the word “slogan” dates back to 16<sup>th</sup> century, and translated from Scottish Gaelic means “army shout” (Dan 2015). It is a symbol for market competition; every company fights for the supremacy and power to win over as many customers as possible, and become a well-known brand. Table 17 lists different translation of slogans, and most of them are translated literally. Even though copywriters and marketing experts need to put a lot of effort to come up with a catchy, short and memorable slogan, translators often choose to just “copy” it once it reaches a foreign market.

| Brand                             | English   | Croatian   |
|-----------------------------------|---|--|
| Nikon                             | At the heart of the image   | U srcu slike   |
| L’Oreal                           | Because I’m worth it  | Jer ja to zaslužujem   |
| Michelin                          | A better way forward  | Bolji način kretanja   |
| Renault                           | Make your time great  | Ususret uspjehu  |
| American Express                  | Do more / Service that’s<br>second to none<br>Don’t leave home without it!<br>/ My life. My card. | Dobrodošli u svijet koji je<br>jednostavan, fleksibilan i siguran<br>/ My life. My Card. |
| McCafe Choco Cookie Café<br>Latte | Lose yourself to a Latte  | Slatko dok kažeš keks!   |
| Nissan                            | A revolution is coming / Plug<br>in to the revolution   | 10 godina crossover revolucije   |
| Old Spice                         | Smell like a man, man.  | Muški miris koji ti daje snagu!  |
| Orbit                             | Time to shine   | Za zdrave zube i lijep osmijeh   |
| Coca Cola                         | Open happiness  | Pokret za radost   |
| Mastercard                        | There are some things money<br>can’t buy. For everything<br>else, there’s MasterCard.             | Neke se stvari ne mogu kupiti<br>novcem. Za sve ostalo tu je<br>Mastercard.              |
| Fiat 500                          | True legends don’t grow old:<br>they change   | Istinske legende ne stare  |

|                         |  |   |
|-------------------------|--|---|
| Maybelline              | Maybe she's born with it.<br>Maybe it's Maybelline | Možda je rođena s tim. A možda je to Maybelline |
| Schweppes               | For the experienced                                | Za iskusne                                      |
| Grawe Insurance Company | Insurance on your side                             | Osiguranje na Vašoj strani                      |
| Visa                    | Everywhere you want to be                          | Everywhere you want to be                       |
| Nike                    | Just do it   | Just do it                                      |
| Phillips                | Innovation and you                                 | Innovation and you                              |
| Oreo                    | Milk's Favourite Cookie /<br>Only Oreo             | Mlijeku omiljen keks                            |
| Snickers                | You're not you when you're hungry                  | Kad si gladan, nisi svoj                        |
| Nokia                   | Connecting people                                  | Connecting people                               |
| Toffifee                | ...there's so much fun in Toffifee!                | Puno zabave kriju Toffifee                      |
| Škoda                   | Simply clever                                      | Simply clever                                   |
| Wolkswagen              | Das Auto.  | Das Auto.                                       |
| Calgon                  | Washing machines live longer with Calgon!          | Perilica dulje živi uz Calgon!                  |
| Kit Kat                 | Have a break, have a Kit Kat                       | Napravi pauzu, uzmi Kit Kat                     |
| Schauma                 | It's not me, it's my Schauma                       | To nisam ja, to je moja Schauma                 |

*Table 17: List of slogans translated from English to Croatian*

As presented in the table, some brand slogans are so standardized and well known that the translation is not needed. The motive behind this strategy is that all consumers are familiar with the brand, and it is not necessary to adapt it to different cultures or languages. Customers can simply enter the shop or browse the product/service online and they will notice the slogan, which is always written in the same language – usually in English or German. Small countries like Croatia cannot afford the luxury to leave their international brands untranslated, because the language is not so well known.

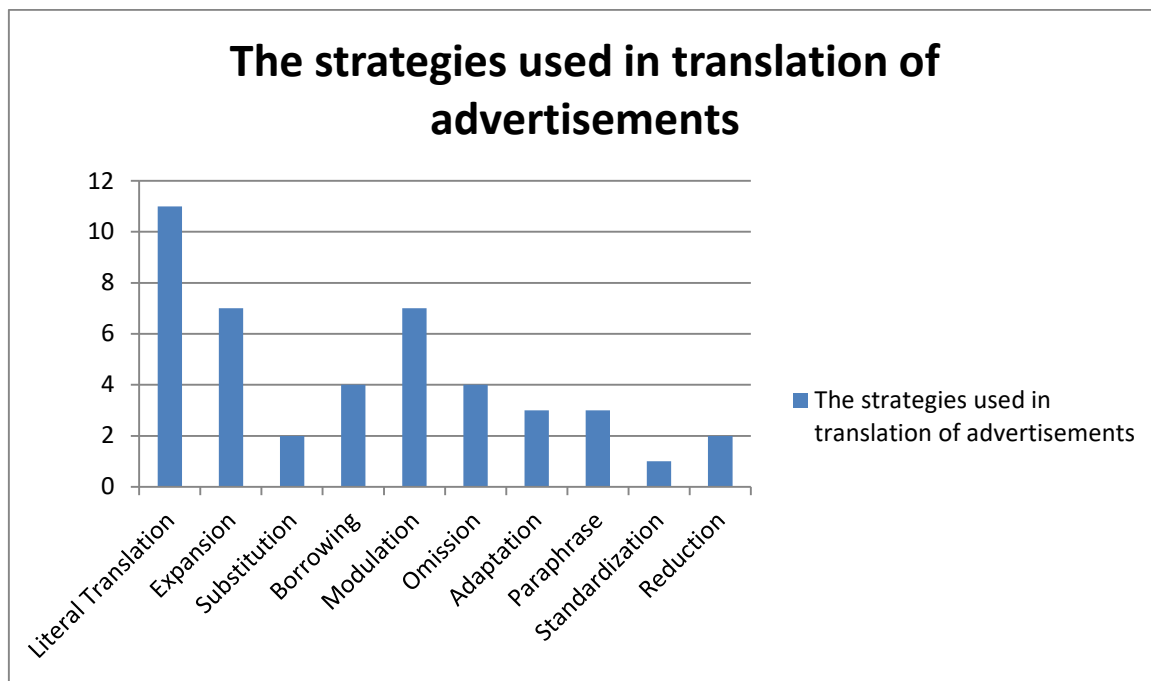
Most of the slogans were translated by using the strategy of literal translation. It is the easiest way, to simply transfer the meaning of a slogan into another language. This tells us that English/American and Croatian markets and cultures are similar. Croatia, as well as countries around her, tend to adopt a lot of western culture over the years, so it makes sense that there is no need to adapt some advertising mottos to this particular market. Also, the

nature of the slogan is that it is simple, general and memorable, and it usually can fit into any culture. Therefore, many of them are literally translated across many languages.

Other strategies that were used in slogan translations are modulation and adaptation. Some companies are well organized and invest in marketing in every country where they launch their products or services. Some of them are McDonalds, Becks, Coca Cola, Red Bull, Meggle, and other companies which have strong franchises all over Europe, or even the world. They can afford to create or adapt advertisements to every country's market. An example of adaptation and modulation is McDonalds' new product Choco Cookie Café Late: "Lose yourself to a late", which was translated to Croatian as "Slatko dok kažeš keks!" Sometimes advertisers and copywriters tend to invent a new creative slogan that is connected to an original slogan with meaning, length or structure, and in that way merge the domestic with the foreign. Many times that connection it is not visible, so it is not easy to tell how the advertisers decide to translate or create a new slogan.

#### ***4.15. General conclusions on the strategies and challenges of translating advertisements and slogans***

Previous paragraphs presented different types of advertisements and their translations. The first thing that comes to mind after a thorough review of different advertisements is that there are many different kinds of products, as well as advertisements. Surprisingly, many of them could have been translated literally and sound just fine in the Croatian language. One of the reasons for that is that, in order to compare the translations, it was necessary to choose the ones that look like translations. In that way, the selection of the analysed advertisements was narrowed to mostly those that are similar in both languages. Another reason is that some of them are written in subtitles, and have to follow the meaning of the spoken words. Also, as already mentioned, some advertisements are simple and general, and there is no need to adapt them to Croatian culture, only to the naturalness of the language. In order to sound natural, many translations were only slightly modulated or paraphrased.

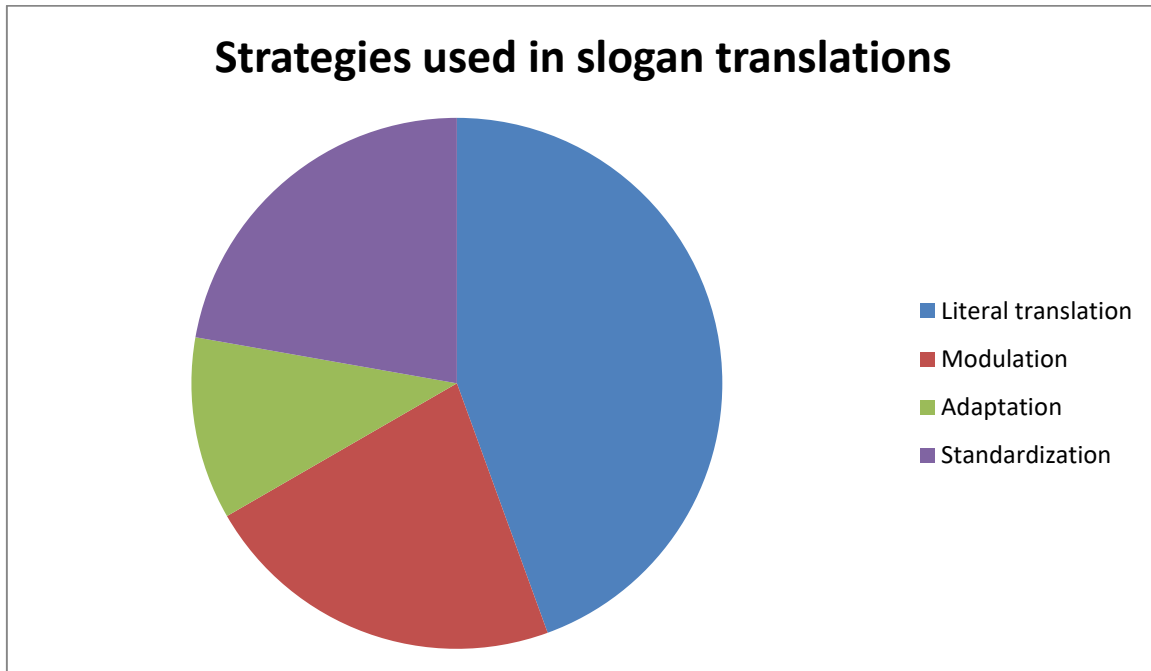


*Chart 1: The strategies used in translation of advertisements*

There are different types of advertisements, which has to be taken into consideration while analysing their translations. Informative and technical advertisements, with little creativity and wordplay are usually translated literally. Creative advertisements usually give headaches to translators and they present a challenge that a translator has to accept. Some of them are written in songs and rhyme, and some of them are simple in original text, but if the company marketing requires to come up with something more creative, the translator has to do the job of a copywriter. In that case, it is necessary to make the text compatible with the video, and the example with the Old Spice shows that sometimes it is better to translate advertisements literally to avoid clash of the text, meaning and the video. The Croatian language is rich with many possibilities and puns, and skilful translators know how to use it if the adaptation or paraphrase is required. In order to keep the rhyme or rhythm in the advertisement, translators should sometimes sacrifice some lines and focus on the general topic of the stanza to avoid unnecessary piling of the text. The best example for keeping the rhyme and rhythm is Dove advertisement for body wash for men.

The review of relevant literature informs us that reduction and expansion are often found in poorly written translations, and once again this is proven through the analysis of advertisement translations. Some translators omitted important information from advertisements, while others added text to the video where there was just music in the original. As mentioned, expansion is not a bad choice if it adds to the naturalness of the

language, as it was explained in some examples. However, omission was mostly connected with poor quality and important information deficit. Therefore, it should be avoided when it comes to omitting information connected to the quality and features of the advertised product.



*Chart 2: Strategies used in slogan translations*

Chart 2 presents translation strategies that are used for the translation of slogans. Again, there are many cases of literal translation, and the most probable reason for it lies in the definition of slogans. They are short and general, catchy and memorable, and those lines can simply be shifted from language to language. The other strategies and their use when it comes to slogan translation were thoroughly explained in the previous paragraph.

Slogans may seem easy to translate, but there is a greater responsibility behind translating a slogan than translating an advertisement. One slogan is often repeated after all advertisements in the same campaign or for the same product. Also, slogans are often general and have to deal with the motto or the policy of the company, while advertisements are usually specific and limited to only one product, product line, or service.

## 5. Conclusion

The analysis of translations of advertisements and slogans in this M.A. thesis is based on the translation from English into the Croatian language. The main source of data for the comparison was the Internet, specifically pages featuring advertisement videos (Youtube and NajReklame). The slogans were collected by browsing the Internet and the webpages of different companies, or by comparing the advertisements. We tried to find as many different types of advertisement as possible, so there are advertisements for hygiene products, food and drinks, an insurance company, home appliances, a medical gel, etc. Further analysis should be done for the translation of other categories like cars, technology, services, etc.

The greatest number of analysed advertisements were under the topic of food or drinks. Those are simple yet creative advertisements in the English language, and they were mostly slightly adapted to the Croatian target market. The strategy of literal translation is usually not the best option for translation in general, but in the case of advertisement translation it has proved to be a good option. If the advertisement is well done in the original video, and can fit into the target market with some minor changes, the marketing experts would rather save money for something else and hire a person who would only make the advertisement sound good in the Croatian language. Moreover, European countries tend to adopt a lot of western culture through the media, and it includes advertising as well. We do not choose to make our own advertisements for foreign products if it is apparent that people like to watch foreign videos and adopt their ideas very quickly.

The analysis of hygiene product advertisements has shown that translators can sometimes do more harm than good if they do not take advertising text seriously. The example with the Old Spice may have been well accepted in the American market, but when adapted to the Croatian market, it got lots of laughs and comments. Advertisements should be remembered for something good and witty, and not for a bad translation or poor jokes. Also, the omission of important information or special new features of the products should never be omitted. The translation of the Dove for men advertisement reminded us that the effort to keep the original idea behind the advertisement text pays off. The Croatian language is rich with many possibilities to use puns, paraphrase, and in that way connect the customers' feelings and memories with the advertised product or service.

When it comes to technical translations, for example for home appliances, it is clever to be consistent with terminology and new features of the products. For medical advertisements, the translator should be familiar with the fact that all of them have extended

text in the end with the warning to be informed by the doctor or pharmacist of the side effects. A translator of advertising texts must also be familiar with the general features of advertisements that were listed in the theoretical overview, and get the instructions of the marketing on how to translate or adapt the advertisement.

The translator's name is almost never mentioned in the Croatian webpages with advertisements. In the only example where the name of a translator was mentioned, it was written under the copywriter. Further analysis should be done on the way Croatian companies hire translators of advertisements and the fees they receive for their job. The translator's task is usually connected with the translations of books, webpages, subtitles, documents, etc., and it is difficult to find something about the translation of advertisements. The reason for it may be that the whole crew behind the making of an advertisement is usually never listed anywhere. Advertisements are often considered as something boring or annoying, in between the media that we really want to watch or search for, so they have to be short and concise, memorable and direct, with no room for extra information. Still, the webpages that are made for searching the advertisements should at least name the people who stand behind them, as it is usually done for music videos and movie trailers.

## References

Alwazir, W. Global Marketing Strategy: Standardization vs. Globalization. *Successful Global Marketing*. 11<sup>th</sup> December 2013 Web.

<http://successfulglobalmarketing.weebly.com/untitled/global-marketing-strategy-standardization-vs-adaptation>

Accessed 15 May 2017

*Business Dictionary*. <http://www.businessdictionary.com/definition/copywriter.html> Accessed 10 June

Bosco, G. Translation Techniques. *Interpro. Translation Solutions*. 2015 Web. 11<sup>th</sup> June 2017

<http://www.interproinc.com/blog/translation-techniques>

Accessed 11 May 2017

Cambridge online dictionary. Web. [dictionary.cambridge.org](http://dictionary.cambridge.org). Accessed 5 May 2017.

Cui, J. (2009). The Goal of Advertisement Translation: With Reference to C-E/E-C Advertisements. *Journal of Language & Translation* 10-2: 7-33

Chidiac, R. S., Saliba, M. T. (2016). Influential Translations of Advertisements from English to Arabic for Arab Women Consumers. *The European Proceedings of Social and Behavioural Sciences*: 2357-1330

Christelle, K. F. (2012). The translation of advertisements: the issues of semiotics, symbolism and persuasion. Master thesis.

Dan, L. (2015). Techniques for the Translation of Advertising Slogans. *Discourse as a form of multiculturalism in literature and communication*, Arhipelag XII Press, Tirgu Mures

Dahlen, M., Lange, F., Smith, T., (2010). *Marketing Communications: A brand narrative approach*. Web.

[https://books.google.hr/books/about/Marketing\\_Communications.html?id=rLt48XwnW1cC&redir\\_esc=y](https://books.google.hr/books/about/Marketing_Communications.html?id=rLt48XwnW1cC&redir_esc=y)

Accessed 1 May 2017



Džanić, M. (2014). The semiotics of contemporary advertising messages: Decoding visuals. *Jezikoslovlje*, 14.2-3: 475-485

Guerra, A. F. (2012). Translating culture: Problems, strategies and practical realities. *Art and Subversion* No 1, Year 3, 12/2012

Hornikx J., O'Keefe, D.J. (2009). Adapting Consumer Advertising Appeals to Cultural Values. A meta-Analytic Review of Effects on Persuasiveness and Ad Liking. *Communication Yearbook*, 33: 39-71

Kuscu, S., Unlu, S. (2015). Teaching Translation: A suggested lesson plan on translation of advertising through the use of authentic materials. *Procedia - Social and Behavioral Sciences* 199: 407–414

Miletić, M. (2014). Odstupanja od hrvatske jezične norme u reklamnim letcima. *Stručni rad*

Mooij, M. (2013). *Global Marketing and Advertising. Understanding Cultural Paradoxes*, SAGE Publications, Inc 2013-09-11

Obeidat, E. S. M. (2015). Translation Strategies in the English-Arabic e-Brochures of Baby Care Products. *Jordan Journal of Modern Languages and Literature* Vol. 7 (2). 59-82

Owji, Z. (2013). Translation Strategies: A Review and Comparison of Theories. *Translation Journal*, Vol 17. no 1. Web

<http://translationjournal.net/journal/63theory.htm>

Accessed 25 April 2017

Rogers, M. The difference between soft selling and hard selling. *Affiliate Marketer Training*. 25<sup>th</sup> May 2015 Web.

<http://www.affiliatemarketertraining.com/difference-soft-selling-hard-selling>

Accessed 11 April 2017

Rumšiene, G. (2014). Semantic and Pragmatic Aspects of Slogan Translation. *Methodological study book for higher school students*

Sacks, D. The Story of Oreo: How an Old Cookie Became a Modern Marketing Personality. *Fast Company*. 23<sup>rd</sup> October 2014 Web.

<https://www.fastcompany.com/3037068/the-story-of-oreo-how-an-old-cookie-became-a-modern-marketing-personality>

Accessed 10 June 2017

Smith, K. L. (2002). The Translation of Advertising Texts. A study of English-Language printed advertisements and their Translations in Russian. Vol 1, Thesis submitted for the degree of Doctor of Philosophy.

Torresi, I. (2010). Translating Promotional and Advertising Texts. *The Journal of Specialized Translation*.

Xu, X. (2008). The Rhetoric and Translation of English Advertisement. *International Journal of Business and Management*, Vol. 3, No.11

Valimohammadi, H. (2013). Strategies Used in Translation of Advertisement Slogans from English to Persian. *International Research Journal of Applied and Basic Sciences*. Vol. 6 (3): 294-300

Zakhir, M. Translation procedures. *Translation Directory*. October 2008. Web.

<http://www.translationdirectory.com/articles/article1704.php>

Accessed 12 April 2017

Resources for advertisement examples:

Coca Cola Zero transcript: Tongues and Eye:

<https://www.youtube.com/watch?v=W3GcniLaH4>  
<https://www.youtube.com/watch?v=3B4eZMwXiow>

Coca Cola Zero transcript: Liar:

[https://www.youtube.com/watch?v=iUlcjP-I\\_Mo](https://www.youtube.com/watch?v=iUlcjP-I_Mo)  
<https://www.youtube.com/watch?v=DuepWGFOq5Y>

Beck's beer:

<https://www.youtube.com/watch?v=mmcQEx341Q0>

Milka: Nudge:

[https://www.youtube.com/watch?v=6hvS21w\\_Q0w](https://www.youtube.com/watch?v=6hvS21w_Q0w)  
[https://www.youtube.com/watch?v=VoaH\\_jVXRY0](https://www.youtube.com/watch?v=VoaH_jVXRY0)

Orbit:

Orbit: *Is this a break up?*

[http://www.najreklame.com/najbolje-reklame-i-tv-reklama/orbit/kako-antonio-banderas-prekida-video\\_c95cbe221.html](http://www.najreklame.com/najbolje-reklame-i-tv-reklama/orbit/kako-antonio-banderas-prekida-video_c95cbe221.html)

Orbit: *Whiten up your day*

<https://www.youtube.com/watch?v=utadryTCINw>  
[http://www.najreklame.com/najbolje-reklame-i-tv-reklama/orbit/oslobodite-se-neugodne-pratnje-video\\_a517c55c7.html](http://www.najreklame.com/najbolje-reklame-i-tv-reklama/orbit/oslobodite-se-neugodne-pratnje-video_a517c55c7.html)

Old spice:

[https://www.youtube.com/watch?v=Wt7sCW9\\_DOc](https://www.youtube.com/watch?v=Wt7sCW9_DOc)  
<https://www.youtube.com/watch?v=aEM3ta3tZ2E>

Schweppes:

[https://www.youtube.com/watch?v=\\_qiMNYyqIdg](https://www.youtube.com/watch?v=_qiMNYyqIdg)

Grawe Insurance Company – “Questions”

<https://www.youtube.com/watch?v=9fyGvDdeHKk>  
<https://www.youtube.com/watch?v=DFUmiHeePn0>

Votaren Gel

[https://www.youtube.com/watch?v=dg9\\_MQHxpmw](https://www.youtube.com/watch?v=dg9_MQHxpmw)  
<https://www.youtube.com/watch?v=ZyevTqICBx8>

Philips: Perfect Care Elite Silence Steam Generator Iron

<https://www.youtube.com/watch?v=WckmOR30Hu4>  
<https://www.youtube.com/watch?v=7NM2M1ngYfo>

Oreo cookie:

<https://www.youtube.com/watch?v=m0rKn7X7UWk>  
<https://www.youtube.com/watch?v=UQr-AjAxWp0>

OMV –Shrek

<https://www.youtube.com/watch?v=sU7w-arsU7g>  
<https://www.youtube.com/watch?v=KY578h5mctg>

Felix Sensation

[https://www.youtube.com/watch?v=IIRD\\_JQsOCM](https://www.youtube.com/watch?v=IIRD_JQsOCM)

<https://www.youtube.com/watch?v=p4yELrcJg1g>

Dove

Dove for men – Superbowl commercial

<https://www.youtube.com/watch?v=t-Lc9Mhi9l0>

[http://www.najreklame.com/najbolje-reklame-i-tv-reklama/dove-za-muskarce/putovanje-do-udobnosti-video\\_cfea856e1.html](http://www.najreklame.com/najbolje-reklame-i-tv-reklama/dove-za-muskarce/putovanje-do-udobnosti-video_cfea856e1.html)

Dove body wash for women

<https://www.youtube.com/watch?v=qJ18Cy2mhGw>

<https://www.youtube.com/watch?v=iscnNx3UHIk>

## **Sažetak**

U diplomskom radu proučavaju se prijevodi promidžbenih poruka i slogana na temelju strategija koje se koriste za prevođenje promidžbenih poruka. Sve promidžbene poruke su prevedene ili adaptirane s engleskog jezika na hrvatski jezik te analizirane prema strategijama koje se najčešće koriste za prevođenje promidžbenih poruka. Nakon detaljnog pregleda relevantne literature u području oglašavanja i prevođenja, usustavljene su strategije prema kojima se analiziraju prijevodi. Glavni izvor podataka za uspoređivanje prijevoda je Internet, a imena prevoditelja nisu navedena. Ime prevoditelja navodi se samo u jednoj od analiziranih promidžbenih poruka, stoga nije moguće odrediti profesionalnost i kompetenciju prevoditelja. Unatoč tome, temelju njihovih prijevoda, sličnosti između originalnog i prevedenog teksta i na temelju ciljeva koji su postavljeni za sve promidžbene poruke, moguće je doći do određenih zaključaka o kvaliteti tih prijevoda. Odabrane su promidžbene poruke za različite proizvode i usluge koje su prevedene na različite načine kako bi se prikazala raznolikost strategija prevođenja i izazova s kojima se prevoditelji susreću prilikom prilagođavanja promidžbenih poruka hrvatskom tržištu.

**Ključne riječi:** promidžbene poruke, slogani, strategije prevođenja