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АДЕКВАТНОСТЬ И ЭКВИВАЛЕНТНОСТЬ ПЕРЕВОДА РЕКЛАМНЫХ СЛОГАНОВ КОСМЕТИЧЕСКИХ КОМПАНИЙ И БРЕНДОВ

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Аннотация

Введение. Рекламные слоганы играют ключевую роль в маркетинговых стратегиях косметических компаний и брендов. Они не только привлекают внимание потребителей, но и формируют ассоциации с продуктами. Перевод этих слоганов на другие языки требует особого внимания, так как необходимо сохранить как смысл, так и эмоциональную привлекательность оригинала.

Цель исследования – проанализировать переводы англоязычных рекламных слоганов косметических компаний и брендов с точки зрения адекватности и эквивалентности.

Материал и методы. Материалом статьи послужили пять англоязычных слоганов косметических компаний и брендов. При исследовании были использованы анализ и синтез, индукция и дедукция, сравнение, метод сплошной выборки, элементы количественного анализа, описательный метод, метод контекстуального анализа, интерпретационный метод.

Результаты. Анализ переводов слоганов с английского языка на русский показал, что только один слоган был переведен адекватно и эквивалентно, и еще один слоган был переведен адекватно, но неэквивалентно. Все остальные переводы слоганов были менее адекватными и менее эквивалентными.

Выводы. Сохранение оригинального смысла и эмоциональной нагрузки при переводе рекламных слоганов очень важно для восприятия продуктов компаний и брендов конечным потребителем. Неполное отражение основных понятий может привести к искажению имиджа бренда и потенциальному снижению его привлекательности на рынке.

Ключевые слова: перевод, адекватность, эквивалентность, английский язык, рекламный слоган, прием перевода, косметические средства.

ADEQUACY AND EQUIVALENCE OF TRANSLATION OF ADVERTISING SLOGANS OF COSMETIC COMPANIES AND BRANDS

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Abstract

Introduction. Advertising slogans play a key role in the marketing strategies of cosmetic companies and brands. They do not only attract consumers' attention, but also form associations with products. Translating these slogans into other languages requires special attention, as it is necessary to preserve both the meaning and emotional appeal of the original.

The aim of the study is to analyse the translations of English – language advertising slogans of cosmetic companies and brands in terms of adequacy and equivalence.

Material and methods. The material of the article was 5 English – language slogans of cosmetic companies and brands. We used analysis and synthesis, induction and deduction, comparison, a solid sampling method, elements of quantitative analysis; a descriptive method, a method of contextual analysis, an interpretive method in the study.

Results. The analysis of translations of slogans from English into Russian showed that only 1 slogan was translated adequately and equivalently, and another slogan was translated adequately but non – equivalently. All other slogan translations were less adequate and less equivalent.

Conclusions. Preserving the original meaning and emotional load when translating advertising slogans is very important for the target consumer's perception of companies' products and brands. Incomplete reflection of key concepts can lead to a distorted brand image and a potential decrease in the brand's attractiveness in the market.

Keywords: translation, adequacy, equivalence, English, advertising slogan, translation technique, cosmetics.

INTRODUCTION

In the modern world, advertising plays a key role in shaping consumer behaviour and perception of goods and services. It does not only convey information about the product, but also actively influences the consciousness and emotional state of consumers. Advertising is understood as «information disseminated in any way, in any form and using any means, addressed to an indefinite number of people and aimed at attracting attention to the object of advertising, formation or maintenance of interest in it and its promotion in the market» [1]. The relevance of the topic of

adequate and equivalent translation of advertising slogans of cosmetics is associated with the appearance of an increasing number of foreign cosmetic companies in the Russian market. Successful translation of slogans helps brands to integrate successfully into new markets. The complexity of translating advertising slogans lies in the differences in culture, specialised vocabulary, the need to retain emotional colouring and to comply with the legal requirements of different countries. Errors in translation can cause misunderstanding and sometimes negative perception of a cosmetic product among customers, which negatively affects the brand image. Adequate translation «provides the necessary completeness of interlingual communication in specific conditions, while equivalence is characterised as the semantic commonality of language and speech units equated to each other» [2].

The aim of the study is to analyse the translations of English – language advertising slogans of cosmetic companies and brands in terms of adequacy and equivalence.

MATERIAL AND METHODS

The research material was 5 advertising slogans of cosmetic companies and brands: Maybelline New York, MAC cosmetics, Dove, Estee Lauder. The study used analysis and synthesis, induction and deduction, comparison, solid sampling method, elements of quantitative analysis; descriptive method, method of contextual analysis, interpretive method.

RESULTS

5 slogans of cosmetic companies and brands were retrieved using the continuous sampling method: 1) *Maybe it's Maybelline» (Maybelline New York)*; 2) *«Explosive volume in a rocket time» (Maybelline New York)*; 3) *«Colors of freedom» – «Добавь цвета!» (MAC cosmetics)*; 4) *«Real Beauty» – «Настоящая красота» (Dove)*; 5) *«I live for the moments like this» – «Живу моментом!» (Estee Lauder)*.

The analysis of translations of these slogans from English into Russian showed that only 1 slogan was translated adequately and equivalently, and another slogan was translated adequately but not equivalently. All other translations of slogans were less adequate and equivalent.

DISCUSSION

There are many works in the scientific community devoted to the methods of translation of advertising slogans [3], peculiarities of advertising slogans [4], as well as the problems of translation of advertising slogans [5]. Many works are related to the adequate translation of advertising texts [6], [7]. The distinctive feature of this study is the choice of slogans of a certain sphere, namely cosmetic. In addition, the article considers translation not only in terms of adequacy, but also equivalence. Let us take a closer look at the found slogans.

1. *«Maybe she's born with it. Maybe it's Maybelline» – «Все в восторге от тебя, а ты – от Maybelline» (Maybelline)*.

The original slogan *«Maybe she's born with it. Maybe it's Maybelline»* suggests that beauty can be both innate and achieved with Maybelline products.

The translation of the slogan *«Все в восторге от тебя, а ты – от Maybelline»* appeals to a woman's confidence and her positive perception of the product.

The translation cannot be considered adequate, as the original slogan emphasises the idea that beauty can be both innate and achieved through Maybelline products. The original evokes the association that cosmetics can hide flaws or enhance innate virtues. Whereas the translation emphasises the admiration of others, which may not fully convey the essence of the original message.

In terms of equivalence, the translation retains the brand name and emphasises the positive perception of the products, but loses the main contrast between natural beauty and beauty achieved through the use of cosmetics. Also, the translation focuses on the perception of the 'rapture' of beauty, whereas the original is more neutral about the source of this beauty.

2. *«Explosive volume in a rocket time» – «Головокружительный объем. Мгновенно» (Maybelline)*.

The original slogan, *«Explosive volume in a rocket time»*, suggests that the mascara provides volume that can be achieved very quickly, using the metaphor of a rocket to emphasise speed and impact.

The translation of the tagline *«Головокружительный объем. Мгновенно»* emphasises the impressive result and fast action, but changes the original image with a rocket. The word «dizzying» conveys the intensity of the effect, while «instantaneously» emphasises the speed at which the result is achieved.

The translation is adequate as it conveys the original's main message of a quick and impressive effect. However, it loses the original rocket metaphor, which reduces the expressiveness.

In terms of equivalence, the translation is not fully equivalent because it changes the image used in the original. Instead of the association with a rocket, the translation creates a simpler and more direct image, which reduces the degree of creativity and dynamism of the slogan.

The translation *«Головокружительный объем. Мгновенно»* is successful, but less expressive and imaginative compared to the original. It remains focused on drawing attention to the effect of the product, which is in line with marketing models, but does not fully retain the original style and tone.

3. *«Colors of freedom» – «Добавь цвета!» (MAC cosmetics).*

The original slogan *«Colors of freedom»* is based on the idea that using MAC products allows everyone to freely express their individuality and uniqueness through the bright and varied colours of cosmetics. The slogan emphasises the concept of freedom of choice and creativity in the use of make – up.

The translation of the slogan *«Добавь цвета!»* focuses on the active action of women, encouraging them to use MAC products to create a vibrant image. It creates a positive perception and inspires to experiment with colours.

However, the translation cannot be considered fully adequate, as the original slogan contains a deeper concept of freedom and self – expression, whereas the translation clearly focuses on the practical aspect of adding colour. The original evokes an association with the broader concept of freedom and creativity in the context of individual style, whereas the translation emphasises more on action without conveying the full essence of the message.

In terms of equivalence, the translation retains the positive mood and call to action, but loses the important context of ‘freedom’ that makes the original more meaningful. The original is focused on inner freedom and self – expression, whereas the translation is more focused on external activity.

In conclusion, it can be argued that the translation of the slogan ‘*«Colors of freedom»* as *«Добавь цвета!»* cannot be considered fully adequate and equivalent.

4. *«Real Beauty» – «Настоящая красота» (Dove).*

The original slogan *«Real Beauty»* conveys the concept of true and authentic beauty, emphasising the naturalness and diversity of beauty, which is at the heart of the Dove brand philosophy. It encourages self – acceptance and the recognition that beauty comes in many forms, reflecting inner harmony and confidence.

The translation of the tagline *«Настоящая красота»* retains the key meaning of the original, emphasising the idea of authenticity and naturalness. It conveys the main message well, which makes it more adequate compared to other examples. However, despite this, the translation does not convey the full context that is encapsulated in the original. The word ‘real’ may not fully convey the full depth of the concept that real beauty includes not only appearance but also inner qualities, confidence and self – acceptance.

In terms of equivalence, the translation *«Настоящая красота»* retains the overall positive mood and the idea of conveying to consumers that beauty is not only about physical characteristics but also about inner state. Nevertheless, the original has a certain emotional intensity and deep meaning, whereas the translation may seem more straightforward and less meaningful.

In conclusion, it can be argued that the translation of the slogan *«Real Beauty»* as *«Настоящая красота»* is adequate and generally equivalent, as it preserves the main message of the original.

5. *«I live for the moments like this» – «Живи моментом!» (Estee Lauder).*

The original slogan *«I live for the moments like this»* is based on the idea that life is full of special moments that should be cherished and captured. It emphasises the importance of enjoying

every moment, when the beauty, joy and uniqueness of life is especially evident. This message creates an emotional connection with the consumer, emphasising the value of the Estee Lauder product as a means of creating and capturing such moments.

The translation of the tagline «*Живи моментом!*» emphasises active action and encourages one to focus on the present moment. It creates a positive perception and inspires active enjoyment of life. However, the translation cannot be considered fully adequate as it omits the nuances and deep meaning of the original. The original slogan emphasises not just the process of living in the moment, but specifically the value of certain moments that make life meaningful.

In terms of equivalence, the translation retains the emotional message and perpetuates the idea of the importance of the present, but loses the emphasis on the significance of specific moments that can create an association with Estee Lauder products. The original focuses on inner feelings and memories, whereas the translation focuses on the action of living in each moment, which may not fully convey the essence of the brand's message.

In conclusion, it can be argued that the translation of the slogan «*I live for the moments like this*» cannot be considered fully adequate and equivalent, as it simplifies the original message and loses the important context that makes it richer and more meaningful.

CONCLUSIONS

Preserving the original meaning and emotional load when translating advertising slogans is very important for the perception of companies' products and brands by the end consumer. Incomplete reflection of key concepts can lead to a distorted brand image and potentially reduce its attractiveness in the market. The article emphasises the need for a careful approach to the translation of advertising materials in order to achieve the desired effect on the target audience.

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ВЛИЯНИЕ ТЕХНИК РЕЛАКСАЦИИ НА ЭМОЦИОНАЛЬНУЮ УСТОЙЧИВОСТЬ ЛИЧНОСТИ

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