

The Literal Translation of English Advertising Slogans into Arabic and the Loss of the Originally Intended Effects

Mona Frikha Elleuch
Principal Instructor of English at Faculty of Letters and Humanities of Sfax, Tunisia.
GRAD Discourse Analysis Research Unit
mnfrikha@yahoo.com

Abstract: In the context of standardized advertising, importers are usually required to maintain the same meaning of the source advertising slogan to preserve the originally intended effects. Translators may either transfer the original advertising slogan into the target advertisement or literally translate it into the target language. The problem with literal translation is that the original advertising slogan has originally been intended for target customers who speak a different language and belong to a different culture. The paper attempts to explain how the literal translation of English advertising slogans into Arabic can lead to a loss of the originally intended effects.

Key words: standardization, advertising slogan, literal translation, intended effect, graphic effect, aural effect, pragmatic effect, translation strategies

1. What is an Advertising Slogan?

According to Ding Xiaosong (2004), an advertising slogan is a type of “verbal logo” which appears beneath or next to the company’s symbol or brand name. For Bonhomme and Adam (1997: 59), an advertising slogan is an optional element which is situated at the end of an advertisement. As Xiaosong (2004) rightly states, advertisers use advertising slogans to highlight the benefit that target customers can draw from the product and express the company’s speciality, promise and marketing situation. Xiaosong (2004) adds that advertising slogans serve to strengthen the company’s image and identity.

For Geoffrey Leech (1966: 71), effective advertising slogans are short, simple and well-known. Timothy R.V. Foster (2001: 3) states that successful advertising slogans are memorable, original, intentional, competitive and credible. This may imply that even a translated advertising slogan needs to maintain such characteristics in order to be functional and effective in the TC.

2. Function of Advertising Slogans

According to Krizek and Crha (2008: 127, as cited in Machynkova, 2009: 11), the main role of advertising slogans is to remind target customers of the product and encourage them to purchase it. Translators who intend to translate a SL advertising slogan into a particular TL may be required to study the intended function of the target advertising slogan in the TC before embarking on the task of translation. In order to fulfil the originally intended function of the source advertising slogan and ensure an effective target advertising slogan in the TC, translators may be required to collaborate with advertisers to choose a suitable translation strategy.

3. Reasons behind the Faithful Translation of Advertising Slogans

For the sake of clarity, faithful translation means either the transference of the original advertising slogan into the target advertisement or a literal translation of the source slogan into the TL. The holders of international companies may require importers to maintain the

same meaning of the original advertising slogan to ensure the cost-effectiveness of the international advertising campaign. Importers may also aim to ensure cost-effectiveness by hiring non-specialist translators to translate the original advertising material including the advertising slogan. Non-specialist translators who may not be familiar with marketing translation may merely conduct a literal translation of the original advertising slogan and unintentionally cause a loss of the originally intended aural and pragmatic effects.

The owners of international companies may deliberately require importers to maintain the same meaning of the original advertising slogan to intentionally standardize the advertising message across the globe. The standardisation of advertising messages consists in the use of a single advertising campaign at an international level. The phenomenon of globalisation may justify the standardisation of contemporary advertising messages.

Karen Smith (2006: 174), who studied the translation of English advertising headlines into Russian, states that the owners of transnational companies put a great amount of pressure on translators by preventing them from changing the original meaning of the advertising headline. Smith (2006: 174) highlights that the holders of international companies usually require translators to conduct back translation to verify the preservation of the original meaning. Consequently, translators become unable to deviate from the exact meaning of the original advertising material and create linguistically and culturally acceptable advertising messages.

4. The Influence of Literal Translation on the Intended Effects of Advertising Slogans

4.1 Loss of the Intended Graphic Effect

According to Jana Lapsanska (2006), advertisers use an erratic spelling of words to attract receivers' attention as is illustrated in examples 4.1.

Example 4.1 An advertising slogan promoting 'Heinz' beans

"Beanz Meanz Heinz" (<http://www.bca.uk.com/blog/?p=1300>)

When translators literally translate the English slogan "*Beanz Meanz Heinz*" into Arabic, they may lead to the disappearance of the erratic spelling and therefore to a loss of the originally intended graphic (and even aural) effects in the literally translated version. Alternatively, advertisers may merely transfer the English advertising slogan into the Arabic advertisement to maintain the originally intended effects.

4.2 Loss of the Originally Intended Aural Effect

4.2.1 Loss of the Aural Effect of Low-frequent Letters.

Lapsanska (2006: 29) rightly states that low-frequent letters create special sounds when the advertising slogan is pronounced by the target receiver. For example, advertising slogans which involve letter 'x' and palato-alveolar consonants such as /d/, /tʃ/ and /ʃ/ can be easily remembered. When translators literally translate English advertising slogans containing such sounds, they may cause a loss of the originally intended aural effects in the Arabic advertising slogan as is illustrated in example 4.2.

Example 4.2 An advertising slogan including letter 'x' and promoting a 'Schwarzkopf' hair dye

"XTROVERT. XPLOSIVE. LOVE THE COLOUR. COLOR **XXL**." ('More' Magazine)

4.2.2 Loss of the Aural Effect of Rhyme.

According to Xiaosong (2004), some advertisers create advertising slogans which rhyme with the brand name. For Xiaosong (2004), an advertising slogan is more effective if it mirrors the personality of the brand. Such a type of rhyming emphasizes the brand name as is rightly

clarified by Xiaosong (2004). It can be inferred that an advertising slogan which rhymes with the brand name may be easily memorized and frequently repeated by target customers. From another perspective, Xiaosong (2004) states that the inclusion of a brand name which rhymes with the words of a particular advertising slogan differentiates such a slogan from other slogans promoting other brands. As Xiaosong (2004) clarifies, the advantage of such a strategy is that other companies may not be able to imitate a slogan which rhymes with a particular brand name because the rhyme used represents the identity of the slogan and relates to a special brand name. When translators literally translate an English advertising slogan including a brand name which rhymes with the slogan words, they may lead to a loss of the originally intended aural effect in the target Arabic version as is illustrated in example 4.3.

Example 4.3 An advertising slogan promoting ‘Scotch’ whiskey

“Don't be vague. Ask for Haig.” (<http://www.adslogans.co.uk/site/pages/gallery/dont-be-vague.-ask-for-haig.8397.php>)

A possible version of a literally translated Arabic advertising slogan:

" لا تكن غامضاً. اطلب هايج " (*la takun ghamidan. Otlob Haig*)

According to Xiaosong (2004), the use of a brand name which does not rhyme with a particular advertising slogan may not be effective because the brand name is not emphasized as is illustrated in example 4.4. A literal translation of an English advertising slogan including a brand name which does not rhyme with the slogan may also lead to a loss of the originally intended aural effect into the target Arabic version as is illustrated in example 4.4.

Example 4.4 An advertising slogan promoting a Belgian tourist site called ‘Flanders’

The English version: “Savour the flavour of Belgium.” (<http://www.adslogans.co.uk/ans/creslo02.html>)

A possible version of a literally translated Arabic advertising slogan:

" تذوق نكهة بلجيكا " (*tathawak nokhat Belgica*)

Xiaosong (2004) rightly states that the inclusion of a brand name which does not rhyme with the slogan words can be risky because other companies may substitute the original brand name with another one as is illustrated in example 4.5. The change of the word ‘Belgium’ may go unnoticed especially if the new brand name rhymes well with the advertising slogan.

Example 4.5 A possible illegal substitution of the word ‘Belgium’ with another brand name
“Savour the flavour of Quaker.”

4.2.3 Loss of the Aural Effect of Alliteration.

According to Xiaosong (2004), alliteration is a phonological technique which advertisers commonly use to attract receivers’ attention. As Xiaosong (2004) rightly clarifies, the use of alliteration leads to the creation of a beating rhythm which facilitates the memorization of advertising slogans. From another perspective, Xiaosong (2004) highlights that the use of alliteration can bring about a forceful effect of meaning. The literal translation of an English advertising slogan including alliteration may lead to a loss of the originally intended alliterative effect in the target Arabic version as is illustrated in example 4.6.

Example 4.6 An advertising slogan promoting ‘Fila’ sport garments

The original advertising slogan: “Fila: Functional... Fashionable... Formidable” (<http://www.adslogans.co.uk/ans/creslo01.html>)

A possible version of a literally translated Arabic advertising slogan:

" فايلا: عملية... أنيقة... رائعة " (*Fila: Aamaliya... Anikah... Ra'iaah*)

4.2.4 Loss of the Aural Effect of Assonance.

According to M. P. Lakshmanan (2011), assonance is a technique whereby advertisers use the same vowel in consecutive stressed syllables to produce a certain degree of vowel harmonization as is illustrated in example 4.7. A literal translation of an English advertising slogan including assonance into Arabic may lead to a loss of the originally intended sound effect in the target version of the slogan.

Example 4.7 An Advertising slogan promoting a French cleaning product named ‘Cajoline’
“Skincare you wear” (<http://www.ina.fr/pub/produits-d-entretien/video/PUB2107107075/caoline-skincare-you-wear.fr.html>)

4.2.5 Loss of the Aural Effect of Homonymy.

According to David Rothwell (2007), the term ‘*homonym*’ is used to refer to words which have the same spelling or the same pronunciation but have different meanings. Rothwell (2007: 9) states that two words which are closely similar at the level of pronunciation are also homonyms although they differ in terms of spelling such as ‘which’ and ‘witch’. Example 4.9 illustrates an English advertising slogan including the homonym ‘can’ which may imply a coke tin of another brand name or a modal expressing ability. Advertisers may intentionally have used the homonym ‘can’ to create a certain degree of ambiguity. The originally intended aural and pragmatic effects created by the homonym ‘can’ may disappear if the English advertising slogan is literally translated into Arabic.

Example 4.8 An advertising slogan promoting ‘Coca Cola’ coke
“Coke refreshes you like no other can.” (<http://blog.flocabulary.com/pun-pun-pun-till-daddy-takes-the-wordplay-away>)

4.2.6 Loss of the Aural Effect of Homophony.

Rothwell (2007: 8) rightly defines a homophone as a word that sounds the same as another word. However, as Rothwell (2007: 8) explains, the two words have different spellings and different meanings. For example, the words ‘board’ and ‘bored’ have the same pronunciation but have different meanings and spellings. As Lakshmanan (2011) explains, homophony is used to create puns or word plays in the language of advertising as is illustrated in the following advertising headline (example 4.9).

Example 4.9 An advertising headline promoting an alcoholic drink called ‘Sainsbury’s’

“Sainsbury’s have discovered that the finest whisky is kept under **loch** and **quay**.” Greg Myers (1997: 43)

As Myers (1997: 43) states, the word play in example 4.9 may lead readers to understand the advertising headline in two different ways. On the one hand, the phrase “loch and quay” may evoke the respective Scottish meaning. On the other hand, the phrase “loch and quay” may evoke the collocation ‘lock and key’. A literal translation of an English advertising slogan or headline including a homophone into Arabic may lead to the disappearance of the aural effect of the word play in the target version.

4.2.6 Loss of the Aural Effect of Rhythm.

According to Lakshmanan (2011), advertisers use rhythm to catch receivers’ attention. In this respect, Lakshmanan (2011) explains that rhythm and repetition are very useful in advertising because they have a powerful influence on people’s minds and attract attention. According to Langer (1972: 324, as cited in Cook 1992: 120), rhythm evokes the rhythmical sound of the mother’s heartbeat in the womb. This may be the reason for which rhythm draws listeners’ attention. As Lapsanska (2006: 27) clarifies, advertisers use rhythmical

organization in the language of advertising to result in well-ordered and catchy advertising messages as is illustrated in example 4.10.

Example 4.10 An advertising slogan promoting a 'Dietrim' lotion and including a rhythmical arrangement of sounds

"'Flatter your 'Figure with 'Dietrim.'" (Lapsanska, 2006: 28)

A literal translation of an English advertising slogan including a certain type of rhythm may lead to the disappearance of the rhythmical organization in the Arabic version of the slogan. For this reason, advertisers and translators may be required to look for other ways to produce a particular rhythmical organisation in the target Arabic advertising slogan.

4.3 Loss of the Intended Pragmatic Effect of Idioms and Proverbs

Lapsanska (2006: 36) defines an idiom as a fixed expression whose implied meaning cannot be understood by means of a literal interpretation as is illustrated in example 4.11. As Lapsanska (2006: 36) explains, idioms convey a figurative meaning which is predictable and shared by the members of a particular culture.

Example 4.11 An advertising slogan promoting a wood-dye and including a British idiomatic expression

"Does exactly what it says on the tin"

(http://www.edie.net/blog/view_entry.asp?id=5462391&title=From+waste+to+resource)

Lapsanska (2006: 36) clarifies that a proverb is a type of idiom. The Oxford Advanced Learner's Dictionary defines a proverb as follows:

"A well-known phrase or sentence that gives advice or says something that is generally true." (Oxford Advanced Learner's Dictionary)

As Lapsanska (2006: 36) highlights, advertisers make use of idioms and proverbs because they are aware of their popularity among the members a particular culture. A literal translation of an English advertising slogan including an English idiomatic expression or a proverb into Arabic may lead to a loss of the originally intended pragmatic effect because idioms and proverbs which are shared and understood in a particular culture may not be necessarily understood by people who belong to another culture. For this reason, translators who translate English advertising slogans into Arabic may be required to use the idiomatic expressions or proverbs that are shared by the members of the target Arab community.

5. Strategies of Translating Advertising Slogans (Guidère, 2000)

Mathieu Guidère (2000: 119) suggests three main strategies of translating advertising slogans. Guidère's (2000: 119) strategies are categorized according to the degree of alteration of the original slogan and include transposition, adaptation and rewriting.

5.1 Transposition

5.1.1 Transference.

According to Guidère (2000: 119), transference is a source-text oriented translation strategy which consists in transmitting the original advertising slogan into the TL advertisement without making any linguistic adjustments. Guidère (2000: 119) explains that the use of English advertising slogans in TL advertisements is a monopoly that is implemented by hegemonic international corporations. Smith (2006: 159) rightly states that advertising translators use the strategy of transference to reflect the foreignness and the high-quality of the product that is advertised. From another perspective, De Mooij (2004: 185) rightly states

that the disadvantage about the use of English advertising slogans in TL advertisements is that the TC customers who do not have a sufficient knowledge of English may misinterpret the intended meaning of the English advertising slogan. Consequently, the TC customers may avoid the purchase of the product that is advertised.

As De Mooij (2004: 188) rightly states, advertisers who create English advertising slogans use different sound effects to facilitate the recall of the slogan and the brand name. If an English advertising slogan is merely transferred into the TL, the sound effects may be maintained. Nevertheless, if translators literally translate an English advertising slogan including special sounds into Arabic, the originally intended aural effects may disappear in the target advertising slogan. The loss of the originally intended aural effects may require translators to look for other translation strategies or advertising techniques to ensure an effective target advertising campaign.

Example 5.1: An original English Advertising Slogan Promoting 'Apple' Computers

"Think Different." (<http://www.adslogans.co.uk/site/pages/home/hall-of-fame.php>)

Transferred original advertising slogans may be more effective than literally translated ones especially when the TC customers have a rather good command of the SL. Transferred advertising slogans may be more effective than literally translated ones because literal translation can sometimes cause a loss of the originally intended effects.

5.1.2 Literal Translation.

According to Guidère (2000: 121), translators use literal translation when they feel that a TL advertising slogan is more expressive than the original advertising slogan. Guidère (2000: 122) states that the owners of international companies require translators to literally translate the original advertising slogan on the premise that people across the world have the same needs and react in the same way to the same advertising stimulus. As is rightly clarified by Guidère (2000: 122), the owners of international companies who favour the use of faithful translation to translate original advertising slogans believe that any deviance from the original message of the source advertising slogan is incorrect and may damage the company's image.

As Guidère (2000: 133) rightly puts it, the literal translation of advertising slogans can lead to a decrease or loss of the originally intended effects of source advertising slogans. The literal translation of original advertising slogans can also lead to a loss of relevance to the TC receivers. Literal translation and the faithful abidance by the source advertising slogan in terms of content and form may prevent translators from being inventive. The following example illustrates the inadequacy of literal translation in the translation of English advertising slogans into Arabic. The originally intended meaning of the original English advertising slogan was not conveyed into the target version. This example will be further analysed by means of a speech act analysis in the analysis section.

Example 5.2: A Literally translated English advertising slogan promoting 'Ebel' watches

- **The English version:** "The architects of time" (2007, *Indianapolis Monthly*, 55)
- **The Arabic version:** "مهندسو الزمن" (*muhandisou azzaman*) (2006 October, 13th, *Sayidati*, 1335, 61)
- **Back Translation of the Arabic version:** "The Engineers of Time"

5.2 Adaptation

Guidère (2000: 123) distinguishes between two types of adaptation that is formal adaptation and ideational adaptation. As is rightly explained by Guidère (2000: 123), translators who

use the strategy of adaptation may adapt either the form of expression or the content of the original advertising slogan to the target language and culture (TLC).

5.2.1 Formal Adaptation.

Guidère (2000: 123) defines formal adaptation as a change in terms of the surface structure of the original advertising slogan during its transfer from the SL to the TL. As Guidère (2000: 123) states, translators adapt the form of source advertising slogans to result into linguistically acceptable target advertising slogans. As Guidère rightly clarifies, (2000: 123) translators who implement formal adaptation may transform an adjective into an adverb or a noun into a verb, etc. Guidère (2000: 125) rightly concludes that formal adaptation is paralleled with a slight alteration of content because form and meaning are interconnected. In example 5.3, the translator transformed two adjectives into two verbs.

Example 5.3: Formal Adaptation of a French Advertising Slogan Promoting 'Chanel Allure' perfume

- **The Original French version: "Indéfinissable ... et totalement irrésistible"**
(<http://www.mes-parfums.com/en/publicite-parfum-Allure-994.html>)
- **A Formally Adapted English version: "Difficult to define... Impossible to resist"**
(http://www.ciao.co.uk/Chanel_Allure_Eau_De_Parfum__Review_5580940)

5.2.2 Ideational Adaptation.

Guidère (2000: 126) defines ideational adaptation as the modification of some details of the original advertising slogan. Translators who adopt such a strategy substitute the source text (ST) words with TL words which have the nearest meaning. However, the TL words are not the equivalents of the ST words. The following example illustrates an ideational adaptation of an original French advertising slogan.

Example 5.4 Advertising slogans promoting a 'Paco Rabanne' perfume

- The original French version: "Osez la lumière"
- The adapted English version: "Step into the light"
- The adapted Arabic version: "الخروج الى النور" (*al khoruj ila 'noor*: getting out into the light) **Guidère (2000: 126)**

Advertising slogans which result from formal or ideational adaptation may be more linguistically and culturally appropriate to the TC customers than literally translated advertising slogans.

5.3 Rewriting

Guidère (2000: 128) defines the strategy of rewriting as the creation of a totally new message in the TL. In other words translators who rewrite a source advertising slogan create a new TL advertising slogan which they judge as linguistically and culturally appropriate to the TC customers. The following example (example 5.5) illustrates the strategy of rewriting an original English advertising slogan into French and Arabic.

Example 5.5 Different advertising slogans promoting 'Bourgeois' Manicure

- **The English version: "Watch out! Take one ... and you could fall for them all."**
- **The French version: "Oups, c'est vraiment cette couleur que vous voulez ?"**
- **The Arabic version: "إنها حقاً الألوان التي ترغبينها" (*innaha hakkan al alwen allati targhabinaha*: they are really the colours you like. (Guidère, 2000: 130)**

According to Guidère (2000: 131), the strategy of rewriting represents the best solution to the traditional problems of translation. Rewriting an original advertising slogan in a

particular TL may be an effective translation strategy because rewritten advertising slogans may be more linguistically and culturally suitable to the TC customers than literally translated advertising slogans. Rewriting may be an effective method of translating advertising slogans because it is chiefly a target-text oriented translation strategy.

In order to achieve the originally intended function of the original advertising slogan, translators may be required to carefully choose a translation strategy which could result into an effective advertising slogan in the TLC. A scrutiny of the TC customers' preferences relating to the most relevant and persuasive advertising slogans may inform advertisers and translators of effective translation strategies. The holders of international companies may require advertisers to administer a multiple choice questionnaire to the TC customers to scrutinise their preferences relating to the most relevant and influential target advertising slogans. The quantitative results of the questionnaire may inform advertisers of the most effective strategies of translating advertising slogans from the SL into the TL.

6. Method

A corpus of corresponding print advertisements was compiled in order to study the effect of literal translation on the originally intended effects of source advertising slogans. The corpus consists of six parallel pairs of print advertisements promoting famous international products including a camera mobile phone, a watch, fast food and perfumes. Five parallel pairs consist of English and Arabic corresponding print advertisements. One parallel pair consists of French and English corresponding print advertisements.

The corpus of corresponding pairs of advertising slogans will be qualitatively studied using a speech act analysis. Speech act analysis is intended to study the relationship between the source and target advertising slogans of each parallel pair. The intended meanings of the advertising slogans of every corresponding pair will be studied to detect any possible loss of the originally intended effects in each target advertising slogan. In other words, the pragmatic study of the intended meaning is meant to observe if the target advertising slogan expresses the same intended meaning as the original version. The six parallel pairs of advertising slogans were selected on the basis of purposive sampling. In other words, the target advertising slogan of each parallel pair purposely results from literal translation. Appendix 1 (see Appendix 1 p. 26) illustrates the parallel pairs of advertising slogans which will be studied in the current paper.

7. Analysis



The first parallel pair of French and English advertising slogans promotes a *'Hugo Boss'* perfume (see appendix 2 p. 27), the French advertiser used a French slogan namely *"distingue les hommes des jeunes garçons"*. The translator translated the French slogan into English as follows: *"Separates the men from the boys"*. Both advertising slogans are representative speech acts whereby the advertiser informs target customers of the existence of a male fragrance on the market.



Concerning the French version of the slogan, the French advertiser may imply that the smell of the *'Hugo Boss'* perfume distinguishes between elderly men and young boys. The translator literally translated the French advertising slogan and caused a particular loss of the originally intended pragmatic meaning. The translator literally translated the French verb *"distinguer"* into the English verb *"separate"*. The verbs *"distinguer"* and *"separate"* do

not have the same connotation. While the verb 'distinguish' connotes discrimination between two or more things, the verb "separate" implies isolation and segregation. The translated English advertising slogan may negatively imply that the 'Hugo Boss' perfume segregates between elderly men and young boys.

If the French advertising slogan is interpreted within the context of a family, it may imply that the smell of the advertised 'Hugo Boss' perfume distinguishes between a father and a son. If the translated English advertising slogan is interpreted within the context of a family, it may negatively imply that the smell of the advertised 'Hugo Boss' perfume segregates between the father and his son. It can be inferred that the translator who literally translated the French advertising slogan into English has led to a loss of the originally

intended pragmatic meaning. The loss of the originally intended pragmatic effect and the negative connotation of the verb 'separate' may lead to a decrease in the number of purchases of the 'Hugo Boss' perfume that is advertised.

The second parallel pair of English and Arabic advertising slogans promotes a 'Sony Ericsson' camera mobile phone (see appendix 3 p.28). The advertiser used an English advertising slogan namely "I  catching smiles". The translator translated the English advertising slogan into Arabic word for word as follows: "أنا  التقاط البسمات" (*ana eltikat el basamet*). Both advertising slogans are representative speech acts whereby the advertiser informs target customers of the existence of a new camera mobile phone on the market.

Regarding the English version of the slogan, it can be interpreted in different ways. First, the advertiser used an unpredictable spelling of the English word 'eye' i.e. the first person pronoun 'I'. The advertiser used the homonyms 'I' and 'eye' to play on words and create a certain ambiguity. The advertiser may have used the word group "I  catching" to stand for the English solid compound adjective "eye-catching" and describe an attractive smile. The advertiser may imply that the target customer can use the camera mobile phone to photograph eye-catching smiles. Second, the advertiser may also imply that the resulting photos look so natural and depict eye-catching smiles. Third, the advertiser may have used the slogan "I  catching smiles" to imply that the camera mobile phone includes a magic eye which automatically detects and catches smiles. Fourth, the advertising slogan including the logo of the 'Sony Ericsson' company may stand for the sentence "I am catching smiles". The advertiser may imply what a future user can say after buying and using the camera mobile phone.

The translator translated the original advertising slogan word for word without paying attention to the originally intended graphic and aural effects of the pronoun 'I'. In other words, the translator may not have paid attention to the covertly implied English solid compound adjective 'eye-catching'. The translators merely translated the slogan word for word without interpreting the different implied meanings of the original slogan. The literal translation of the original English advertising slogan has led to a loss of the originally intended graphic, aural and pragmatic effects. From another perspective, the resulting Arabic advertising slogan "أنا التقاط البسمات" is ungrammatical and does not make sense in Arabic. Regarding the advertising slogans promoting the 'Sony Ericsson' camera mobile phone, it can be inferred that the strategy of literal translation may not be adequate. Translators may be required to look for other translation strategies which could substitute for the loss of the originally intended effects.

The third parallel pair of English and Arabic advertising slogans promotes an *'Ebel'* watch (see appendix 4 p. 29). The advertiser created an English advertising slogan namely *"The Architects of Time"*. The translator literally translated the English advertising slogan into Arabic as follows: "مهندسو الزمن" (*muhandisou azzaman*). Both advertising slogans are representative speech acts which praise the manufacturers of *'Ebel'* watches.

The advertiser may have used the term "architects" in the English version of the slogan to imply that the manufacturers of *'Ebel'* watches artfully manufacture timepieces. However, the literally translated slogan "مهندسو الزمن" may imply the engineers of this epoch. The translator who literally translated the English advertising slogan into Arabic has led to a loss of the originally intended pragmatic effect because the concepts of art and talent were not conveyed into the Arabic version of the slogan. As a further clarification, the Arabic word "مهندس" (*muhandis*) can be used to refer to different types of engineers specialising in different fields of interest. The exact Arabic equivalent of the English word "architect" is "مهندس معماري" (*muhandis me'meri*). However, the translator has omitted the word "معماري" to ensure stylistic appropriateness. Concerning the Arabic advertising slogan which promotes *'Ebel'* watches, the strategy of literal translation may be ineffective because it has led to a loss of the originally intended pragmatic effect. Translators may be required to collaborate with advertisers to look for another translation strategy which could result into a more effective target advertising slogan.

The fourth parallel pair of English and Arabic advertising slogans promotes *'Mac Donald's'* fast food (see appendix 5 p. 30). The original English advertising slogan which promotes the American brand is *"I'm lovin' it"*. The translator literally translated the English advertising slogan into Saudi colloquial Arabic as follows: "أنا أحبه" (*Ana Ahebbah*). Both English and Saudi colloquial Arabic advertising slogans are expressive speech acts whereby each speaker expresses his or her feeling towards the American fast food brand. At the same time, both advertising slogans are representative speech acts because in each slogan the speaker asserts a love for *'Mac Donald's'* fast food brand.

The advertiser who created the original English advertising slogan shortened the "ing" form of the verb "love". In other words, the advertising slogan *"I'm lovin' it"* stands for *"I'm loving it"*. The advertiser may have used the verb "love" in the present progressive to imply the high degree of involvement and engagement of the speaker who is expressing his or her great love for the fast food brand at the time of eating. The speaker may be the target consumer who has bought a *'Mac Donald's'* sandwich and is eating it at the time of uttering the advertising slogan. The advertiser may not have used a full stop at the end of the advertising slogan to imply that the target consumer's love for the fast food will never end and that the customer will always consume *Mac Donald's* sandwiches.

The translator literally translated the English advertising slogan promoting *'Mac Donald's'* fast food as follows: "أنا أحبه". Through the colloquial Saudi Arabic version of the slogan, the consumer still expresses his or her like of the fast food brand. However, the speaker who utters the colloquial Arabic version of the slogan seems less engaged and involved at the time of speaking. The translator who literally translated the slogan may not

have paid attention to the high degree of involvement of the speaker who utters the original English slogan "I'm lovin' it". For this reason, the translator merely used the simple present instead of looking for a way to show the speaker's high degree of involvement and continuous interest in the product that is advertised in the Arabic version of the slogan. The resulting Arabic advertising slogan may simply imply the speaker's general attitude about the American fast food brand. It can be inferred that the use of literal translation has led to a loss of the originally intended pragmatic effect of the original advertising slogan. Translators may be required to collaborate with advertisers to look for another translation strategy which could substitute for the loss of the originally intended effect and express the Arab customer's high degree of involvement and interest in 'Mac Donald's' fast food.

The fifth parallel pair of English and Arabic advertising slogans promotes a perfume called 'Aramis Life' (see appendix 6 p. 31). The original English advertising slogan which

promotes the perfume is "Life. It's a great game." Apart from transferring the original English advertising slogan into the Arabic version of the advertisement, the Arab translator literally translated the English advertising slogan into standard Arabic as follows:

"الحياة. انها لعبة كبيرة رائعة." (*al hayat. innaha lo'ba kabira raa'ia*)

Both English and Arabic advertising slogans are representative speech acts whereby the addresser informs the addressee that life is a great game. Regarding the original English version of the slogan, the advertiser may imply that life is a great game. The name of the perfume is 'Life'. The advertiser may imply that 'Aramis life' perfume is great like no other perfume. The advertiser may equally imply that the perfume that is advertised is like a great masterpiece. Translators literally translated the adjective "great" using two Arabic adjectives namely 'كبيرة' (*kabirah*) and 'رائعة' (*raa'iah*). The translators do not seem to be sure about the exact meaning of the adjective 'great' of the English advertising slogan. The translators could have guessed the implied meaning of the adjective "great" if they interpreted the implied meanings of the English slogan in context. Translators' use of the adjective "كبيرة" (*kabirah*) may imply that life is a big game. However, the use of the adjective "رائعة" (*raa'iah*) may imply that life is a wonderful game. The literal translation of the brand name "Life" into Arabic (*hayat*) has resulted into a number of implied meanings which are completely different from those conveyed by the original version of the slogan. It can be inferred from this example that the strategy of literal translation has led to a loss of the originally intended pragmatic effects.

The sixth parallel pair of English and Arabic advertising slogans promotes a 'Patek Philippe' watch (see appendix 7 p. 32). The original English advertising slogan which promotes the watch is "Who will you be in the next 24 hours?" The Arab translator literally translated the English advertising slogan into standard Arabic as follows:

"من ستكونين خلال الـ ٢٤ ساعة المقبلة؟" (*man satakounina khilala al arb'a w echrin sa'a al mokbila?*). Although the translator translated the original English advertising slogan word for word, the Arabic version of the slogan does make sense in Arabic. In this example, literal translation may not have led to any loss of the originally intended effects.

8. Conclusion

In the first five parallel pairs of advertising slogans, literal translation has led to a loss of the originally intended pragmatic effects. However, this may not mean that literal

translation is an ineffective strategy of translating advertising slogans. In order to ensure successful international advertising campaigns, translators may collaborate with advertisers to choose appropriate translation strategies in order to convey the originally intended meanings of source advertising slogans to the TC customers.

References

1. Journal Articles

- De Mooij, M. (2004) 'Translating advertising: painting the tip of an iceberg', *The Translator*, 10 (2), pp. 179-198.
- Smith, K. (2006) 'Rhetorical figures and the translation of advertising headlines', *Language and Literature*, 15(2), 159–182.

2. Online Articles

- Foster, T.R.V. (2001) 'The Art & Science of the Advertising Slogan'. Retrieved July 21, 2011, from the website of ADSlogans Unlimited: www.adslogans.co.uk
- Lakshmanan. M.P. (2011) 'The Language of Advertising', Retrieved August 16, 2012 from <http://www.scribd.com/doc/48725365/LANGUAGE-OF-ADVERTISING>
- Lapsanska, J. (2006) 'The Language of Advertising with the Concentration on the Linguistic Means and the Analysis of Advertising Slogans'. A published graduation thesis. University of Bratislava. Retrieved June 6, 2011, from <http://diplomovka.sme.sk/zdroj/3091.pdf>
- Machynkova, B. (2009) 'Translation in Advertising. Transfer vs. Adaptation'. A published bachelor paper. Tomas Bata University in Zlin. Retrieved August 8, 2012, from http://dspace.k.utb.cz/bitstream/handle/10563/9400/machynkov%C3%A1_2009_bp.pdf?sequence=1
- Xiaosong, D. (2004) 'Stylistic Features of the Advertising Slogan', Retrieved May 18, 2012 from <http://www.translationdirectory.com/article49.htm>

2. Books

- Adams, J. M. & Bonhomme, M. (1997) *L'argumentation publicitaire*. Paris: Nathan.
- Cook, G. (2001) *The Discourse of Advertising*. London: Routledge.
- Guidère, M. (2000) *Publicité et traduction*. Paris: L'Harmattan.
- Langer, S. (1972) *Mind: An Essay on Human Feeling*. Vol.1. Baltimore, Maryland and London: John Hopkins University Press.
- Leech, G. N. (1966) *English in Advertising: A Linguistic Study of Advertising in Great Britain*. Harlow: Longman.
- Myers, G. (1997) *Words in Ads*. London: Hodder Arnold.
- Rothwell, D. (2007) *The Dictionary of Homonyms*. Wordsworth Editions.

List of Websites

- <http://blog.flocabulary.com/pun-pun-pun-till-daddy-takes-the-wordplay-away>
- <http://www.adslogans.co.uk/ans/creslo01.html>
- <http://www.adslogans.co.uk/site/pages/gallery/dont-be-vague.-ask-for-haig.8397.php>
- <http://www.adslogans.co.uk/site/pages/gallery/i-think-therefore-ibm.8404.php>
- <http://www.adslogans.co.uk/site/pages/home/hall-of-fame.php>
- <http://www.bca.uk.com/blog/?p=1300>
- http://www.ciao.co.uk/Chanel_Allure_Eau_De_Parfum__Review_5580940
- <http://www.cointreau.com/be-cointreauversial-35.html#header>
- http://www.edie.net/blog/view_entry.asp?id=5462391&title=From+waste+to+resource
- <http://www.ina.fr/pub/produits-d-entretien/video/PUB2107107075/cajoline-skincare-you-wear.fr.html>
- <http://www.mes-parfums.com/en/publicite-parfum-Allure-994.html>
- <http://roconstantino.blogspot.com/2006/01/advertisement-analysis.html>







List of Dictionaries

- The Oxford Advanced Learner's Dictionary

Appendix 1

Table1. The corpus of parallel advertising slogans

The product category	The Brand Name	The Company's Logo	The original advertising slogan	The translated advertising slogan
Perfume	Hugo Boss		Distingue les homes des jeunes garçons	Separates the men from the boys

Camera Mobile Phone	Sony Ericsson		I  catching smiles	أنا  التقاط البسمات
Watch	Ebel		The Architects of Time	مهندسو الزمن
Fast Food	Mac Donald's		I'm lovin' it	أنا أحبه
Perfume	Aramis Life	aramis	Life. It's a great game.	Life. It's a great game. الحياة. انها لعبة كبيرة رائعة.
Watches	Patek Philippe		Who will you be in the next 24 hours?	"من ستكونين خلال الـ ٢٤ ساعة المقبلة؟"

Appendix 2

A Parallel Pair of English and Arabic Print Advertisements Promoting a 'Sony Ericsson' Mobile Phone

Advertisement N ° 1: Source:

<http://perso.numericable.fr/mmichelemi97/michelpubs/ListeB/BossCollection.htm>



Advertisement N ° 2: Source:

<http://perso.numericable.fr/mmichelemi97/michelpubs/ListeB/BossCollection.h>



Appendix 3

Pair N° 2: A Parallel Pair of English and Arabic Print Advertisements Promoting a 'Sony Ericsson' Mobile Phone

Advertisement N ° 3: 2009 June 6th. *Sayidati*, 1474, 55.



Source of Advertisement N° 4: Retrieved in December 2012 from

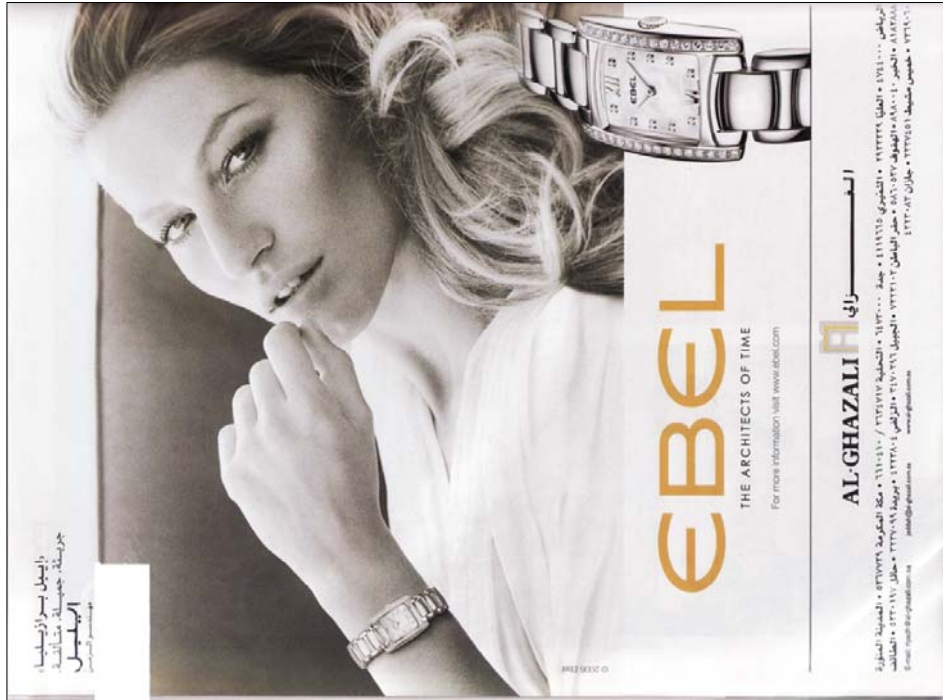
<http://semcblog.com/2009/02/24/c510-print-ads>



Appendix 4

Pair N° 3: A Parallel Pair of English and Arabic Print Advertisements Promoting an 'Ebel' Watch

Source of Advertisement N ° 5: 2006 October 13th. *Sayidati*, 1335, 61.



Arabic advertisement for Ebel watches. The image shows a woman with blonde hair wearing a watch. The text includes:

جريدة السيدات
العدد 1335
13 أكتوبر 2006

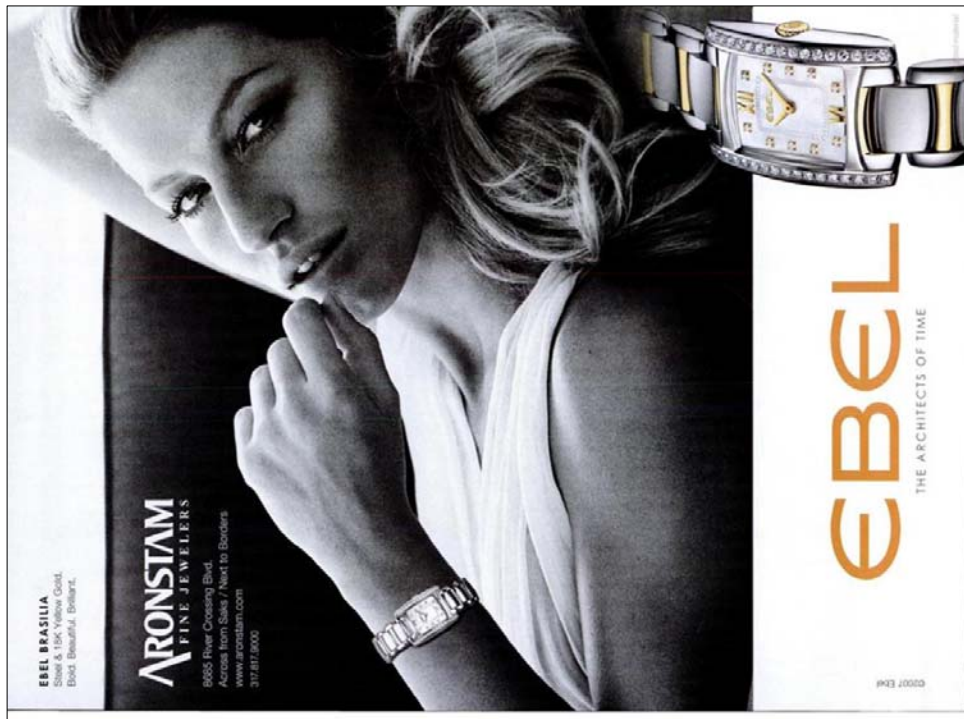
EBEL
THE ARCHITECTS OF TIME
For more information visit www.ebel.com

AL-GHAZALI
زاي

EBEL
THE ARCHITECTS OF TIME
For more information visit www.ebel.com

EBEL
THE ARCHITECTS OF TIME
For more information visit www.ebel.com

Source of Advertisement N ° 6: 2007, November 4th. *Indianapolis Monthly*, 55.



English advertisement for Ebel watches. The image shows a woman with blonde hair wearing a watch. The text includes:

EBEL BRASLIA
Steel & 18K Yellow Gold.
Ebel. Beautiful. Brilliant.

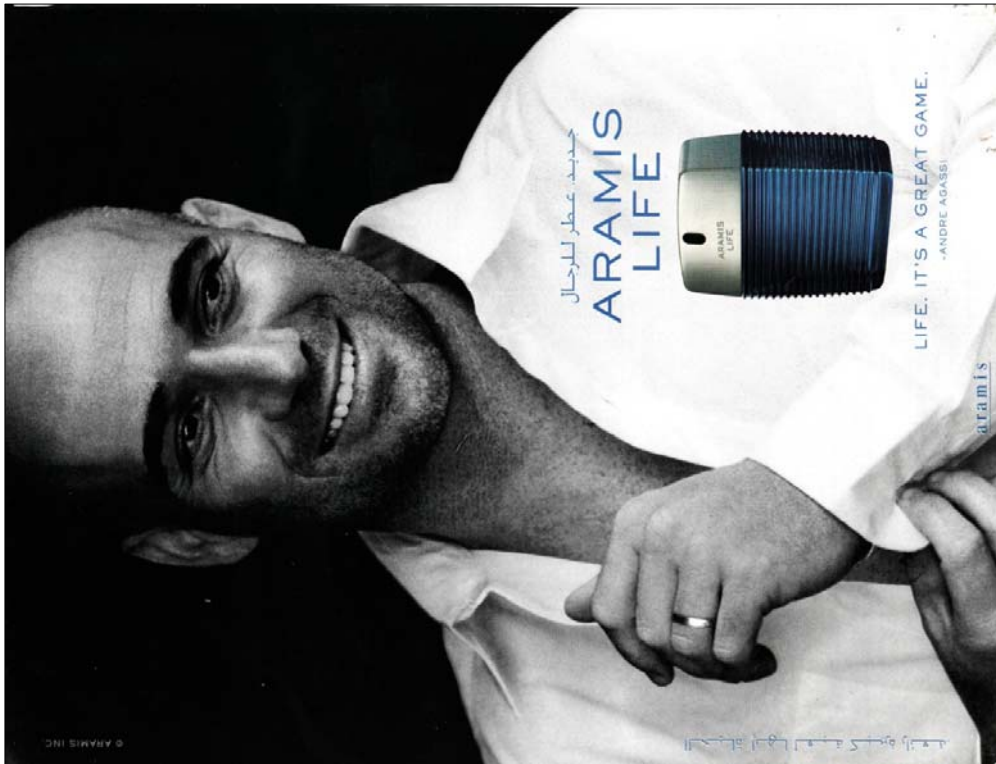
ARONSTAM
FINE JEWELERS
6965 River Crossing Blvd.
Across from Sears / Next to Borders
www.aronstam.com
317.817.8000

EBEL
THE ARCHITECTS OF TIME

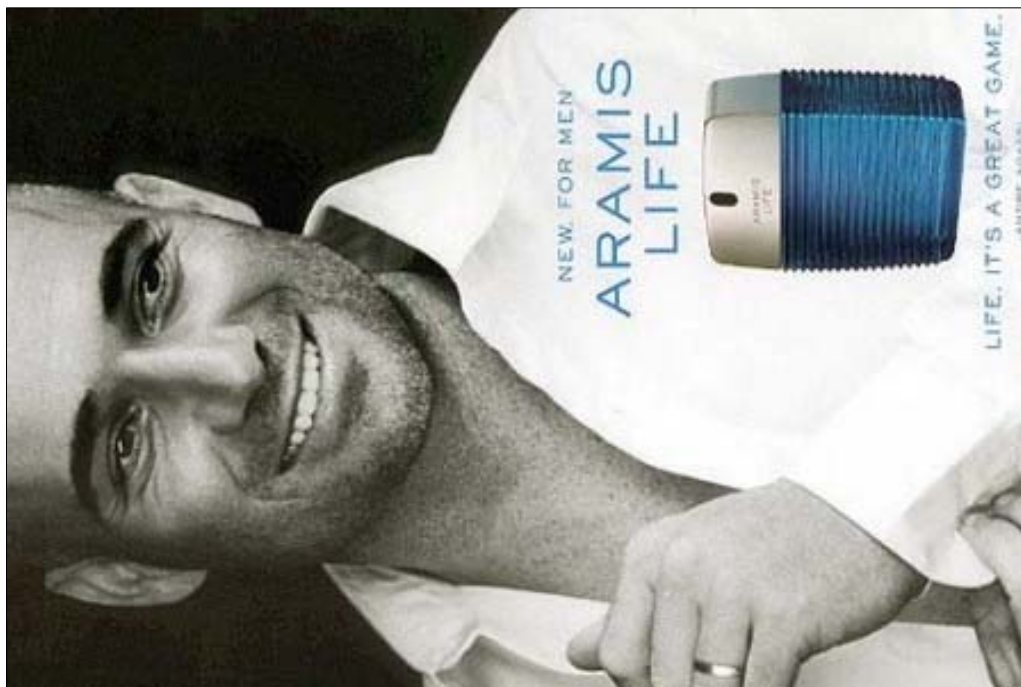
Appendix 6

Pair N° 5: A Parallel Pair of English and Arabic Print Advertisements Promoting an 'Aramis Life' Perfum

Source of Advertisement N°9: 2004 January, 17th. *Zahrat Al Khaleej*, 1295, 9.



Source of Advertisement N °10: Retrieved in December 2012 from
http://perfumeblvd.com/Aramis_Life_Cologne_by_Aramis_3.4oz_Eau_De_Toilette_spray_for_Men



Appendix 7

Pair N° 6: A Parallel Pair of English and Arabic Print Advertisements Promoting a 'Patek Philippe' Watch

Source of Advertisement N ° 11: 2003, April 11th , *Sayidati*, 1291, 6.



Source of Advertisement N ° 12: 2001, April 14th .*The Economist*, p. 112.

