



CHALLENGES OF TRANSLATING ADVERTISING TEXTS: PRAGMALINGUISTIC ASPECTS

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Abstract. This study examines the translation of advertising texts from a pragmalinguistic perspective, emphasizing the complex interplay between language, culture, and communication. Translating advertisements presents unique challenges due to their reliance on cultural references, idiomatic expressions, persuasive rhetoric, and wordplay. The paper explores how translators must adapt linguistic and stylistic elements to maintain the intended pragmatic effect in the target language while considering cultural norms, audience expectations, and legal regulations. Drawing on the works of Breus, Komissarov, and other scholars, the study highlights the importance of pragmatic transcreation—the process of recreating messages to elicit equivalent emotional and cognitive responses in the target audience. Through the analysis of contextual interpretation, idiomatic variation, and structural contrasts between English, Russian, and Uzbek, the paper demonstrates how pragmatic, semantic, and stylistic components function interdependently in translation. The findings underscore that successful translation of advertising texts requires not only linguistic competence but also pragmatic awareness, cultural sensitivity, and adherence to ethical and legal constraints to preserve communicative effectiveness and persuasive intent.

Keywords: advertising translation; pragmalinguistics; pragmatic transcreation; intercultural communication; contextual interpretation; persuasion; idiomatic expression; relevance theory; Uzbek language; cross-cultural pragmatics

INTRODUCTION

Translating advertising texts can be a challenging task due to several reasons. Firstly, advertising texts often rely heavily on cultural references, idioms, and wordplay that may not have direct equivalents in the target language. This can make it difficult to convey the same message and impact in the translated text.

Secondly, advertising texts often use persuasive language and rhetorical devices that may not be effective or appropriate in the target language or culture. Translators must be able to adapt the language and style of the text to suit the target audience while still



maintaining the intended message and impact.

Thirdly, advertising texts often have strict character limits or formatting requirements that can affect the translation process. Translators must be able to convey the same message and impact within these constraints while still maintaining the tone and style of the original text.

MATERIALS AND METHODS

Legal and ethical considerations may also play a role in translating advertising texts. Some countries may have regulations or restrictions on certain types of advertising or claims that can be made about products or services. Translators must be aware of these regulations and ensure that the translated text complies with them.

A study on social and political lexis translation, conducted by Breus, E.V. and Komissarov, V.N., explores the use of expressive means in the information presented. The English newspaper style employs a neutral description of information, with fewer instances of words with positive or negative connotations as compared to the Uzbek language. Translators from Russian to English must be aware of the peculiarities of the Uzbek language, which often includes connotative or expressive words, with the possible loss of connotative meaning in the target language. The phenomenon called "the effect of an emotional ornateness of the language" illustrates this point. The analysis of semantics, syntax, and pragmatics elucidates the importance of transferring the pragmatics of the source text to the target text. Pragmatic transcreation may involve changes to the target text to achieve equivalence in the reaction of addressees to the source and target texts.

The information decoding process assumes paramount importance in translation as it hinges upon the understanding of the information conveyed in press accounts. "When translating, the translator aims to execute this function while attempting to transfer the substance of the information described in the advertising texts. The primary obligation of the translator is to decode the content of the source text and accordingly evoke a commensurate response from the target text audience. These stages are crucial in analyzing the language-specific aspects of social and political texts and their translation into other languages. Furthermore, the researcher examines four primary categories of pragmatic transcreation that are pivotal in the translation process. It is observed that the first type of pragmatic transcreation serves to promote adequate comprehension of the information by the target text audience, while the second type endeavors to convey the emotional impact of the source texts commonly featured in political materials or themes." [1]

RESULTS AND DISCUSSION



Decoding messages in pragmatics can present several challenges for both communicators and translators. Some of the common challenges include:

1. *Contextual interpretation*: The way a message is interpreted can depend heavily on the context in which it is delivered. Pragmatic context, which includes factors such as the speaker's tone, body language, and surrounding social and cultural cues, can have a significant impact on how a message is perceived and decoded.
2. *Multiple meanings*: Pragmatic messages often contain multiple layers of meaning, which can make them difficult to accurately interpret. These multiple meanings can be intentional or unintentional and may be influenced by cultural and linguistic differences.
3. *Idiomatic expressions*: Pragmatic messages can often include idiomatic expressions or figures of speech, which can be hard to interpret for a person who is not familiar with the language and culture. Even within a shared language and culture, idioms can have different meanings and interpretations depending on the context.
4. *Irony and sarcasm*: Irony and sarcasm can be used to convey a message that is the opposite of what is actually said. Decoding these types of messages requires an understanding of the social and cultural context in which they are being used.
5. *Vagueness*: Pragmatic messages can be deliberately vague, leaving it open to the interpretation of the receiver. This can make it difficult to accurately decode the intended message.

Overall, the challenges of decoding pragmatic messages highlight the importance of considering context, tone, and cultural factors when communicating or translating messages.

In addition to this, the translator must possess a comprehensive vocabulary, avoiding the use of tautology, and possess an awareness of the stylistic and linguistic features of texts while transferring pragmatic features of the source text effectively. The significance of punctuation differences between Russian and English cannot be overemphasized, as can be the challenges associated with translating advertising texts given their reliance on specialized terms and, at times, a need for specific prepositions to convey the intended meaning.

The presented model demonstrates the interdependent nature of pragmatic, semantic and stylistic elements of effective translation. This underlines the need for a pragmatically appropriate translation that appropriately reflects such aspects while catering to the target audience's needs:

- i. "To be aware of structures of both languages. The Uzbek language has a flexible word order in the sentence: SPO, OPS, SOP, OSP, POS, and PSO. The English



language has a fixed word order, but there is an exception when translator uses ellipsis. The author of the target text should analyse the sentence structure of the source text, find the subject, predicate, object for the purpose of following the structures of the English language;

- ii. To be aware of collocations, idioms, phraseological units, clichés and phrasal verbs;
- iii. To be aware of translation transformations which are used during the translation process for the purpose of an adequate information transference;
- iv. To have extensive vocabulary and use synonyms to avoid tautology;
- v. To be aware of linguistic and stylistic peculiar features of texts;
- vi. To transfer pragmatic features of the source text during the translation process;
- vii. To be aware of the differences in punctuation of the Russian and English languages;
- viii. To be aware of commonly used terms, abbreviations, toponyms, anthroponyms and realia that are necessary to translate information for the readers of the source text;
- ix. To be aware of the norm and usage of the source and target languages.
- x. Examining specific features advertising texts, the researcher defines some translation challenges of this type of texts:
 - a. Translator can have difficulty in finding an equivalent because advertising texts include special terms;
 - b. It can be rather difficult for a translator to choose a correct preposition. In the case when translator uses a wrong preposition, he/she can distort the information described in the source text.”[2]

“The model presented demonstrates the interdependence of the following elements. Of particular importance are the pragmatic challenges inherent in translation, which are closely linked to the genre and unique characteristics of the source text, as well as the intended audience of the target text. Therefore, a pragmatically appropriate translation is a reflection of pragmatic, semantic, and stylistic aspects.”[3]

During the translation of advertising texts into the target language, the translator plays a crucial role and is responsible for accurately interpreting the source text while taking into consideration its pragmatic aspects.

Translating advertising texts is a challenging task, particularly in regard to their pragmatic aspect. Here are some of the challenges that arise when translating the pragmatic features of advertising texts:

1. *Cultural differences*: The pragmatic features used in advertisements can vary significantly from one culture to another. Therefore, it is crucial to understand and



translate the cultural nuances of the source language to avoid misinterpretations and misunderstandings.

2. *Linguistic devices*: Advertisements frequently use linguistic devices, such as puns, metaphors, irony, and allusions, to convey their message. These devices can be difficult to translate as they may not have an equivalent in the target language or may not be understood in the same way.

3. *Target audience*: Different audiences require different approaches in advertising texts. Therefore, it is essential to adapt the message for the intended target audience, which may involve changing the pragmatic features of the text to match the cultural and linguistic expectations of the audience.

4. *Tone and style*: Advertisements have a distinctive tone and style that reflects the product or service being advertised. Translating the tone and style requires an understanding of the intended message and the intended audience in addition to the cultural and linguistic nuances of the source and target languages.

5. *Legal restrictions*: Advertising laws and regulations vary from one country to another, and therefore, the translation of advertising texts must take into account the legal restrictions in the target market to ensure compliance.

CONCLUSION

In summary, translating the pragmatic features of advertising texts requires a thorough understanding of the source and target languages, cultures, audiences, and the legal requirements of the target market. Failure to consider these factors may result in an unintended message and reduce the effectiveness of the advertising campaign.

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