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In the last 50 years the media influence has grown quickly with the advance of technology: first there was the telegraph, then the radio, the newspaper, magazines, television and now is the Internet. We live in a society that depends on information and communication to keep moving in the right direction and do our daily activities.

Modern global economy makes it's necessary to understand the language of our world. Every developed company cannot "speak" with you directly and that's why for connection with its consumers company uses so-called "marketing language": it gets everyone talking about the company, its product or service.

The world comprises various nations, each having its own particular culture and even many subcultures, which may construct a lot of barriers to the effective communication of advertisements.

Often, themes or appeals used in the native market may not be appropriate for specific foreign audiences. For instance, women play an important role in western advertising, such as Cindy Crawford for Omega and Lauren Hutton for Revlon; in Saudi Arab, however, women could not be used in commercials. Pepsodent suffered total failure in promoting its toothpaste in a remote area in Southeast Asia via a message that stressed how the toothpaste helped whiten teeth, because this was an area where many local people deliberately chewed betel nut to achieve darkly stained teeth, because it is a sign of prestige [2].

Such examples illustrate, that the international advertising executive must learn how consumer behavior in different societies is motivated and what special demands it places on the development of advertising programs in different cultural environments.

It should be always kept in mind that there is no such thing as culture-free communication. Advertising is a cultural product – it means nothing outside culture. Culture surrounds advertising, informs it, and gives it meaning.

Although the role of advertising is virtually the same throughout the world, the expression of its message varies in different cultural settings. The major difference is between High-context Cultures, in which the meaning of a message can be understood only within a specific context (Japan, China, Arab), and Low-context Cultures, in which the message can be understood as an independent entity (the UK, the USA, Germany) [5].

Culture's influence on the specific language spoken by a group can be demonstrated by examining the vocabulary of its employees. Consider the classic example of the word snow. The Eskimo language has many words to depict snow. The use of these words varies with different depths, forms and shades of colours of this natural phenomenon, which the only word – snow may be enough for people in lots of other countries. The reason is that snow plays such a key role in the daily life. On the other hand, the average speaker of the industrialized countries knows hundreds of words relating to science and technology, such as mobile-phone, software, microwave and the Internet, while the Eskimo will be at a loss how to express all these things [1]. It can be concluded that vocabularies of all languages are adapted to the elements considered essential in that particular culture.

One major problem concerning international advertising is the right translation of advertisement. Good translation can bring enormous benefits to the particular companies. Procter & Gamble sells its shampoo in Asia. It translates its English brand name Pert-Plus as "soft and elegant" in Chinese. This name has helped it to establish in the Chinese shampoo market. Other successful translations are: Coca-Cola — can be delicious and joyous, Seven-up — seven-happiness, Benz — speeding, etc [1].

On the other hand, mistakes in the translation of brand names, packaging copy and advertising messages can cost businesses millions of dollars, not to mention destroy their credibility and reputation. It should be noted that advertising, more than any other type of communications, depends on idioms, slang, nuances of languages, and sensitivity to local culture.

Classic examples of mistranslations and faulty word choices abound in the international advertising history. One story is the successful “Got Milk” campaign from The Dairy Association used in Mexico brought a lot of attention, since it translated as “Are You Lactating?”. Pepsi in China translated its slogan, “Pepsi Brings You Back to Life”. The slogan in Chinese literally means, “Pepsi Brings Your Ancestors Back from the Grave” [3].

These examples should make advertisers aware that the most effective translation for advertising purposes is not likely to be the most literal one. The task of the advertising translator is to translate thoughts and ideas rather than words.

The translator should remember that language is alive and changing and, of course, has to remember that some languages distinguish between the familiar and the formal. Ideally, the translator should be a native speaker of the language into which the copy is being translated.

One useful technique in revealing translation errors is back–translation [4, p.68]. One individual does the initial translation of the message and the second then translates it back into the original language. However, while back–translation is a helpful tool, it’s no guarantee against translation blunders.

So, when advertising abroad, the cultural values underpinning the society must be analyzed carefully. Is there a religion that is practiced by the majority of the people? Is the society collectivist or individualist? Is it family orientated? That to say, cultural needs cultural marketing.

To cut the long story short, the Italian proverb says: “Tradutori, traditori” (“Translators are traitors”). There is perhaps no greater insult to a national market than to misuse its language.

## Literature references

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