Chapter One

Introduction
1. Introduction

1.1 Background to the Study

Approaching global economy, many organizations redesigned their market to be free from national boundaries. Consequently, organizations have increasingly been promoting their operations overseas so as to take advantage of growth and profit opportunities (Pickton & Broderick, 2005). When an organization internationalizes, its marketing communications are the most visible and the most culture-bound of the organization’s functions as the quality of market communication and persuasive power of advertising can create different levels of awareness, knowledge and familiarity with products in general, and specific brands. Advertising is the most culture-bound element of the marketing mix since advertising is largely based on language and images, that in are tremendously influenced by culture. Moreover language, be it through words or images, is the strongest link between advertisers and their potential audiences in marketing communications (Pickton & Broderick, 2005, p. 169). On the other hand, culture affects every aspect of marketing: the products people buy the attributes they value and the principles they accept. It can be claimed that cultural values are at the root of consumer behavior, so understanding culture’s influence is necessary for organizations that have the ambition of success in the global market place (De Mooij, 2010).

1.2 Definition of key terms

1.2.1 Advertising: Marketing communications or generally speaking advertising is an essential factor in the process of creating a trust among the customers for an organization. It can be seen as the exchange of processes to create an overtime contextual effect on the relationship between the organizations and their customers (Frankelius, 1997). Actually, mass media advertising has played a major role in business to consumer marketing, and enabled companies to meet communication and other marketing objectives. Marketing communication can be used in several different ways and it is important to find the way that will gain the best result. The purpose with marketing communications is to make the organization and its products well known for its customers along with keeping the customers conscious about the organization (Iyer, Sobermann & Villas-Boas, 2005).
The pervasiveness of advertising that is to a great extent concerned with cultural considerations and issues in both Persian and British cannot be ignored and clearly evident in any corner of our real and virtual world; the street, shop, television, our mail, the Internet, newspaper or anywhere else, advertising is always with us (Cook, 2001, p. 1). Present-day advertising uses a variety of media, including television, print, Internet, direct mail, radio; it appeals to all the senses and is packed with word play, cultural references, allusions, storytelling, music, striking visual images, catchy jingles, famous celebrities and even scented strips. Its overwhelming ubiquity and the volume of linguistic and visual data it contains make advertising a fascinating area of study which has already resulted in a great number of research projects, books, television documentaries and articles but very few if any works has focused on discourse of advertisement from cultural linguistic point of view, the effect of translation on type and frequency of linguistic means used, also concentrated on the cultural linguistic impact of source language (colonizer) on target language (colonized) while translation from English into Persian on advertisements in magazines. To this body, I offer my own contribution to fill in the existing gap and solve the problem. Advertising is not new; it has been traced as early as 3000 BC where the first adverts were discovered for an ointment dealer, a scribe and a shoemaker on Babylonian clay tablets. In Britain, the advertising industry began to grow from the mid-seventeenth century when adverts informing merchants about the prices of goods started to appear. Advertising progressed through the eighteenth century, when newspapers became more popular, to the nineteenth century industrial revolution, which ensured a supply of mass-produced goods to sell, and saw the birth of the mechanical printing press, allowing the design and production of elaborate, bold and confident adverts. In the early twentieth century, adverts began to use psychology to sell products and the propaganda posters of the First World War, which exploited people's fears, anxieties and guilt, heavily influenced advertising. The post-Second World War period saw an expansion of media, making advertising an inescapable part of daily life, and from the 1950s and 1960s the advertising genre began to take on its current recognizable form. Today's advertisers use sophisticated methods of research to gauge consumers' wants; tempting, teasing and trying to persuade them to purchase what are often identical products, using advertising as a means of differentiation. The progress of advertising has been progressive with the
The roots of Iranian advertising are remarkably similar to Britain's. The first print adverts appeared in the seventeenth century and by the early eighteenth century, adverts could be found in newspapers. However, the evolution was halted in 1979 when the Islamic revolution happened and Islamic fundamentalist seized power and introduced their anti-imperialist doctrine. Although advertising continued to feature in Iranian society, it was of marginal importance, strictly controlled and crude in comparison to British adverts of the same period. Persian advertising effectively remained stagnant for about ten years when the imposed war against Iran finished and construction era began, whilst advertising in the capitalist world evolved, experimented with new forms and became a multibillion dollar industry.

1.2.2 Translation: Translation is the art of rendering a work of one language into another that is old as language and its crucial role in any corners of human endeavor cannot be denied or even ignored by anybody at any time. Since the ancient times when Iran opened its borders to foreign investors, large companies were not tardy in bringing their products and services to a country which represented huge potential for expanding profits. When businesses promoted and developed their operations overseas they often take their existing advertising material with them. In order to make this advertising appropriate to the target culture, they carry out some form of translation. The definition of translation has to be broad, involving a whole range of strategies from complete transference of the source text into the target culture to the creation of a new advert for the target culture, based on the interpretation of the advertiser's creative brief. Although there is debate about the suitability of advertising texts for translation, due to their high cultural and social content, the harsh reality is that due to financial and brand image concerns, adverts are frequently created on a European or international scale in English, and subsequently translated into the languages of the markets where the advert is to be supplied. Translating advertisements is no easy task for they are a microcosm of almost all the prosodic, pragmatic, syntactic, textual, semiotic and even ludic difficulties to be encountered in translating (Smith and Klein-Braley 1997, p. 175). Virtually, all the devices within advertising which gives adverts their persuasive power is notoriously difficult to translate, often stretching translators to their limit. The translators' task is made all the more difficult by a number of factors which lie outside their control.
1.2.3 Power: Power is central to all acts of translation. Power manifests itself in the relationships between the agents of translation, which in advertising include not only translators, but companies, advertising agencies, designers, governments and text receivers. The delicate balance of power between these agents is prone to change, and these changes have drastic impacts on the strategies employed for rendering an advert into Persian.

1.3 History of Advertisement Translation

Advertisement translation was mentioned in frequently in translation studies prior to Hurbin's (1972, p. 25) notes that studies into the translation of the advertising slogans are still relatively rare or sketchy. His notion revealed in a period when linguistic study of translation was primarily focused on equivalence, which is `submitted to lexical, grammatical, and stylistic analysis; it is established on the basis of text type and social function (Venuti, 2000, p. 121). In the 1960s and 1970s there were major publications focusing on equivalence from Nida (1964), Nida and Taber (1974, p. 200) who believed that there are two kinds of equivalence: formal (later formal correspondence) and dynamic. Formal equivalence is the closest equivalent of the source language; it results in the distortion of the target language's grammatical and stylistic patterns. The message is often misunderstood or difficult to decipher by the reader. Dynamic equivalence occurs when translators produce a target text so that it has the same impact on the target readership as the original had on the source, the form of the original may change, but the message is maintained. Moreover, Catford (1965, p. 27) distinguishes between textual equivalence and formal correspondence. Formal correspondence is when a target language category occupies, as nearly as possible, the same place in the target language as the source language did in the source, while textual equivalence is where the target language form us seen as equivalent of the source language form. When these concepts diverge, a translation shift occurs. The influence of both Nida and Catford can be seen in Hurbin's work who seems to have Nida's `dynamic equivalence’ in mind when he (1974, p. 30) writes translation is a stylistic exercise and the task of the translator consists essentially of replacing, in accordance with the often capricious laws of scholarly combinatorial rules, the essential elements of the initial message into a mosaic, no
doubt laid out differently, but of which the whole must have the same elegance and the same evocative power.

There are a number of fitting translations for any original text; it is the translator's task to choose the most appropriate of these possibilities. This is made easier if multilingual glossaries of advertising language are compiled so that when translating, the most apt equivalents are found. Creating glossaries based on specific product categories (for example fragrance, tobacco or cars) will benefit the translator engaged in the translation of advertising material. Although there are merits to this method, for patterns do exist in advertising for certain products, the use of standard glossaries does not take into account the creativity central to advertising, and is at odds with those authors, such as Cook (2001, p. 17), who highlighted the poetic creativity in adverts and thus their relationship with literature. Hurbin, however, suggests that much of advertising's originality comes from the use of rhetorical figures and that the creative process will be simplified and enriched if translators are made aware of the systems they use intuitively. He also emphasized the value of investigating advertising translation, by its insights into translation practices in general, and into the way advertising material is expressed in different languages. It was some twenty years before the next research devoted to advertisement translation appeared.

During the intervening years there had been a shift in the focus of translation studies. Equivalence was no longer the major concern of translation scholars, as functionalism had taken centre stage. In 1971, for example, Reiss developed a theory of translation criticism, which although based on equivalence, placed more emphasis on the functional relationship between source and target texts (Nord 1997: 9). Later Reiss integrated her idea of correlating text-type and translation method into Vermeer's general theory of translation. This general theory is based on the notion that the target text is written to fulfill a specific purpose, or skopos, in the target market. The aim is not to achieve formal equivalence between the source and target texts, but to ensure that the text functions in the way laid down in the translation brief. Another scholar worked with a similar viewpoint was Holz-Mänttäri who suggested that translation was a complex action designed to achieve a particular purpose’ (Holz-Mänttäri and Vermeer, 1997, p. 13). From a background of functionalism, with the focal point on the target text, one would have expected the second article to have
stemmed from ideas in this area, however it did not. Tatilon (1990, p. 243) emphasizes heavily on Nida's notion of functional equivalence. Tatilon identifies four essential functions of advertising texts: two refer to the content:

- Identifying function: relating to the name and slogan, and
- Laudatory function: describing the qualities of the product.

Furthermore, there are two more as the means of expression:

- Ludic function: the word games in the advert, and
- Mnemonic function: the readability and significance of the advert.

Tatilon suggests that to maintain these functions after translation, he recommended the translators to translate not by the letter but by the spirit, and not by words but by functions. Tatilon suggests that the functional model should value the target text whilst ensuring its ‘faithfulness’ to the source text. Here he differs from Vermeer, Reiss and Holz-Mänttäri, who dismiss the need to be faithful to the source text. Tatilon's work is, however, reminiscent of the work Nord (1991) was doing at a similar time; its core rests on the analysis of the source text which will ensure comprehension and correct interpretation of the text (1991, p. 1) and will, in turn, lead to translators being better informed to make translation decisions. It also complies with Nord's loyalty principle, which requires translators to remain loyal to the source-text sender, the target-text addressees and the translation initiator (Nord, 1997, p. 126). Although Tatilon's work was based on translation theories, he omits to give evidence of the research carried out leading to his conclusions. From 1995 the number of studies carried out into the translation of advertising material increased, concurrent with the emergence of global markets. De Mooij (1994, p. 20) postulated that the integration of the world economy has increased from less than 10 percent at the beginning of the twentieth century to over 50 percent in the 1990s. There were many driving forces behind this integration, for example the end of the cold war, faster transport and communication systems (for example, cheaper air travel, the Internet, mobile phones), trends towards standardization and convergence of consumer needs and preferences, and saturated home markets. A more integrated world market encourages companies to carry out their business activities overseas. They then address their worldwide customer base through mass-media advertising,
much of which is translated into the languages of the target markets. This increase in translated advertising material prompted an ever growing number of translation scholars to focus their research on the translation of advertising material. The author has researched a wide spectrum of languages, using a variety of different analytical tools and methodologies, leading to very different, even conflicting results. This chapter focuses on the common themes running through the totality of research and offers an evaluative and critical analysis of the studies. In line with the above mentioned literature, this thesis studies the effect of translation on discourse of adverts from linguistic and cultural perspective with special reference to English and Persian magazines.

1.4 Purpose of the study

The aim of this contrastive research analysis is to analyze English advertising slogans and their parallel translated corpus to investigate the cultural issues of transculturation and evolutions of translation strategies overtime and to determine types and frequency of linguistic device and means as used in the parallel English and Persian corpora and scrutinizing the role of translation in this process to better justify the role of translation in advertisements, even in relation to product specialization. This study examines a sample of 150 English advertisements and their translated Persian slogans (total= 300). The study identifies and categorizes the linguistic means in advertisements using a generalized version based on Leech (1972) classification. Specifically, this study focuses on fluctuation of strategies used in translation of advert throughout the time and employing postcolonial approach to better explain the effect of culture on selection of translation strategies. Also this study will be conducted to gather customers’ opinions about effectiveness of the advertising language, word choice and their suitability for the product specialization regarding the linguistic means used.

1.5 Significance of the study

The significance of this study arises from the scarcity of research on this topic. This study is considered a pioneering step in this field because through research, to the best of the researcher's knowledge, it is noted that just few papers tackle the topic of cultural and linguistic analysis of advertising slogan by concentration on
English/Persian print magazines. However, there is very few academic published works available that has directly dealt with comparative discourse analysis of linguistic and cultural problems of translation advertisements slogans and investigation of types and frequency of linguistic means both in English and corresponding translated Persian and to determine the similarities and differences between types and frequency of linguistic means both in English and corresponding translated Persian and consumers spectrum of preferred language for advertisements. Therefore this study has focused on contrastive discourse analyses of English and corresponding translated Persian translated advertisements slogans by concentration on cultural issues and linguistic means and figure of speech. This study can be claimed to be unique in its kind in the field.

1.6 Objectives of the study

1- To explore the impact of cultural considerations on the translation of English advertisements into Persian and visibility of linguistic ‘other’.

2- To collect and elicit consumers’ cultural preferences towards language of advertisements.

3- To highlight the external factors involved in the translation process and their apparent power in influencing the strategies adopted by the translators.

4- To set a theoretical foundation for linguistic analysis of advertisements.

5- To analyze discourse of print English advertisements and their translated Persian by focusing on the impact of translation on the rate of linguistic devices and figures of speech used even related to product specialization.

6- To conduct a comparison between the language used in English adverts, Persian adverts and the language preferred by consumers.

1.7 Scope of the Study

This study is based on the analysis of a parallel corpus of one hundred and fifty English adverts and their translated Persian pairs. This corpus is large enough to give indications of recurrent trends and provides a wealth of authentic data for analysis, whilst being small enough for one person to handle with accuracy. The adverts are randomly selected from the English and Persian print magazines and are depicted for
this study based on their availability. The adverts are for goods and services and selected from printed magazines. For comparison, a corpus of one hundred and fifty original English adverts were depicted and corresponding Persian ones have been searched or translated by the researcher (totally three hundred). They were analyzed from both cultural and discoursal perspectives to determine the effect of culture, in general, and source language (colonizer) culture, in particular, on translation of advertisements from English into Persian and the later was to show the effect of translation on used rate of linguistic means and figure of speech in adverts respectively. The results obtained from discoursal analysis of English and Persian adverts are classified and tabulated to be compared with the results elicited from questionnaires to draw a guideline for all those who have commitment in the field of adverts and adverts’ translation and also for academic learners majoring in linguistic, anthropology, journalism, commerce, marketing and so on.

1.8 Questions and Hypotheses of the Study

Based on the reviewed literature and above objectives the following questions and hypothesis are given:

1. What is the percentage of slogans containing ellipsis in both English and Persian adverts?

2. What is the percentage of slogans containing phrasal verb in both English and Persian adverts?

3. What is the percentage of slogans containing parallelism in both English and Persian adverts?

4. Which of three tropes (metaphor, personification, polysemy/homonymy) is most widely used in advertising slogans and in which product specialization in both English and Persian adverts?

5. According to Leech (1972) we suppose, that the most widely used auxiliary verbs are ‘can’ and ‘will’ in English.

6. On the basis of observation of the research sample, we suppose, that the majority of verbs is finite in both English and Persian adverts.
7. According to Leech (1972) we suppose, that the majority of finite verbs is in present simple form (due of timelessness of present tense) and the second are future forms of verbs (due to promise something) in both English and Persian adverts.

8. On the basis of observation of the research sample, we suppose, that the majority of slogans are of third person omniscient narrator in both English and Persian adverts.

9. Because of the fact, those advertisements usually describe qualities that can be measured in degrees; this thesis supposes that the majority of adjectives are gradable in both English and Persian adverts.

10. On the basis of observation of the research sample, we suppose, that after basic form of adjectives (majority) the second most widely used form is comparative form in both English and Persian adverts.

11. Slogans of which product specialization mostly use comparative adjectives in both English and Persian adverts?

12. Slogans of which product specialization mostly use superlative adjectives in both English and Persian adverts?

13. On the basis of the fact that jewelry slogans put their attention to long-lasting tradition of their products (expressed in number of years), we suppose that the majority of numerals are used specially in jewelry slogans in both English and Persian adverts.

14. On the basis of observation of the research sample, we suppose, that the most widely used sentence type is the imperative sentence type and the second most widely used is the declarative sentence type in both English and Persian adverts.

15. Translation does not manipulate the type and frequency of linguistic means and figure of speech as used in English adverts and their translated Persian corpus.

16. Transculturation does not occur within translated Persian adverts.

17. There are no external factors to influence the strategies adopted by the translators.

18. There is no visibility of linguistic “other” in translated Persian adverts.
19. Are there any compatibility and matching among the used rate of linguistic means and figure of speech as used in English and Persian corpora and the consumers’ expectations, preference, considerations and opinion as reflected in the questionnaire?

1.9 Structure of the Thesis

This thesis is divided into; eight chapters:

1.9.1 Chapter One: Introduction.

1.9.2 Chapter Two: Review of Literature. The first chapter reviews the previous studies into advertisement and advertisements' translation. It begins with a brief history and definitions of the subject. The literature review demonstrates the need for further work in this field and suggests that a broader view of translation studies be adopted when discussing advertising, one more in line with cultural studies.

1.9.3 Chapter Three: Approaching Translation Strategies. The second chapter introduces a four-stage model of postcolonial studies as a useful metaphor for demonstrating why translation strategies have changed with time. The postcolonial model creates a theoretical framework to investigate the effect of culture and cultural issues on translation of advertisements from English into Persian also in which my own empirical work into contemporary translation practice is positioned.

1.9.4 Chapter Four: Corpora Content Analysis. It presents theoretical bases for linguistic analysis of advertisements and reveals Leech (1972) taxonomy which clearly sets out the range of devices open to advertisers when creating slogans is offered, which is then applied to analyze the corpora. Moreover, this chapter situates the adverts used for the research in this thesis within the general field of advertising. In addition to describing contemporary advertising, this chapter shows how the component parts of advertising production fit together and offers a detailed description of the texts that comprise the corpora whilst highlighting the decisions made to focus on certain elements rather than others. This chapter also includes a short review of the most influential texts relating to the linguistic elements of advertisements.
1.9.5 Chapter Five: Rhetorical Figures Analysis. It begins the empirical analysis and is centered on the used rate of rhetorical figures and linguistic devices in advertising English and Persian slogans. The results highlight trends which indicate English and Persian rhetorical tendencies. The resulting translated slogans are considered in the light of the postcolonial model to trace the effect of cultural issues and considerations in the process of translation slogans from English. This chapter also brings to view the results of the questionnaires and conduct a comparison between the results of Persian and English advert and finding of the questionnaires.

1.9.6 Chapter Six: Evidence of linguistic “other” in Translated Corpus. It investigates the visibility of the “other” in the translated Persian adverts. The most visible sign of the colonizer is through the use of the colonizer's language. This chapter assesses the attractiveness of the “other” in Persian culture, addresses the introduction of non-Persian words in translated adverts, highlights the range of borrowing employed and suggests reasons for the use of this linguistic “other”.

1.9.7 Chapter Seven: Analysis and Interpretation of Findings of the questionnaire. This chapter analyze the questionnaire item by item, draws tables and graphs and discusses the questions. Interpret the respondents’ replies using theoretical findings of previous researchers in the area.

1.9.8 Chapter Eight: Summary of Findings and Conclusion: And the last part draws conclusions from this study and suggests recommendations for future research.