Chapter Six

Evidences of the Linguistic “other” in Translated Corpus
6. The Visibility of the “other” in Translated Persian Advertisements

6.1 Stereotypes

Advertisers often create images of a linguistic “other” in their adverts, either visually or linguistically. According to De Mooij (1994, p. 154), consumers hold stereotyped images both of foreign countries and of their own country, which is certainly true although a person's opinion of their own nation is likely to differ from that of a foreigner. The stereotypical images are used as information cues when judging products originating from different countries. France, for example, is associated with style and elegance, Germany with reliability and Japan with new technology. Fuentas Luque and Kelly (2000, p. 236) attach a psychological meaning to stereotypes, suggesting that stereotypes are the brain's way of coping with the many messages it receives each day as they offer a short-cut for interpretation whereas Crystal (1997, p. 452) believed that it is in direct contrast with the linguistic meaning: a sentence that does not permit the usual range of grammatical variation or the more everyday notion of a preconceived and oversimplified idea of the characteristics which typify a person, situation etc. Using stereotypes is necessary when the content of the message, the right context, must be perceived and understood at a glance (De Mooij, 1994, pp. 495-97). The stereotypes can be primarily visual as Barthes (1977, pp. 32-51) focused on the Italianicity (Italian-ness) of a Panzini advert. The advert shows packets of pasta, a tin, a sachet, tomatoes, onions, peppers and mushrooms emerging from a string bag. According to Barthes, Italy and 'Italianicity' are signified by the name Panzini, which, due to its assonance, sounds Italian. In addition the tri colored tomatoes and peppers (in yellow, green and red) act as signifiers for Italy. These signifiers would not be perceived by Italians who would not recognize the connotations of the name, nor the typical Italian-ness of peppers and tomatoes. Barthes believes these are based on French knowledge, due to a familiarity with certain stereotypes. I would argue that the same stereotypes exist in Britain: we see the Italians as being great lovers of pasta and pizza and associate the colors and vegetables with Italy. 2 Stereotypes can also be linguistic, as Cook (2001, p.110) suggests in his analysis of the denotations and connotations of the perfume, Ma Grime, which maintains its French name in the English advert. The same product
name has different connotations in a French speaking country than in an English one that was given previously.

Depicting the “other” in adverts is an effective persuasive device, although it is important that the “other” be seen positively in the target culture. As mentioned before, Fuentas Luque and Kelly (2000) note how British stereotypes of the Spanish are not as positive as the Spanish Ministry for Trade and Tourism believes Spain deserves.

These stereotypes mean that Spanish private companies are less likely to use Spanish names to sell their products; if any mention is made at all of Spain, the reference will be marginal. The reverse is true, however, for state advertisers the adverts issued by the Spanish government play on both positive and negative stereotypes (for example Spain's beautiful countryside, and Spanish tardiness), thus exploiting perceptions of Spain. The Spanish tourist board produces adverts which use photographs or play on the use of Spanish words, such as ole and bravo.

De Pedro (1995, p. 36) highlights how the stereotypes we have of our own nation may lead to the altering of adverts in the translation process. She argues that the choice of personality is arrived at “in the conviction that the general female public will relate more easily to each of them in Britain and Spain. Translators must, therefore, be aware of them and understand what motivates the use of the “other” in an advert and why it has been employed.

6.1.1 Perceptions of the Anglo-American “other”

English is undoubtedly the language of international communication; as Chew (1999, P. 43) urged, throughout the history no single language has spread over the world so much as English. English is associated with business, popular culture, democracy, technology and finance, and is the driving force in globalization. Using English-language elements and Western imagery in non-English-language advertising material can add positive connotations to the advertised product. Tommy Hilfiger's advert for its fragrance Tommy emphasizes the selling potential of Western imagery. This kind of imagery can only be used where it will be read positively. There would be little sense in designing an advert based on American values destined to be shown in a country which does not have a positive image of the USA.
In Japanese advertising, English is used to give a modern ring to the product/service' and `to intrigue the audience (Takashi, 1990, p. 46). In Persian advertising, the use of new words of foreign origin has been a way to flag the more liberal, westernized mentality and English in particular carries the connotations of `the glamour and excitement of consumption' (222). Salehi notes that in Iran, as in many other countries, the USA is seen as the hub of many spheres, for example new technology, models of social order, economic prosperity and better standards of living, ways of behaving and relating to others (2016, p. 110); hence the increased levels of borrowing from English. The prestige value of foreign words plays an important role in the process of incorporation of English words into Persian. Motaqed& Salehi (2014, p. 72) suggests that since Iranian society was cut off from the West for so long it has always been drawn to the forbidden fruits of Western civilization. As with the use of Western images, the use of the English language in non-English adverts will only be effective if it maintains its positive connotations. If English is overused, the target culture may feel dominated by it, believing that its own language is under threat. This has occurred in Russia, where people have reacted strongly to the overuse of words which are unknown to them and they protest against the dominance of foreignness (Krysin 2000a, p. 158). To this end many countries, including Iran have proposed or adopted laws to regulate the amount of English that can appear in the media.

6.2 Methodology

In the post-colonial state, the colonizer will be less visible than during the colonial state. The translated adverts will be a mixture of Western and Persian practices. One of the most visible signs of the “other” in translated Persian advertising texts is the use of a language other than Persian. This chapter concentrates on the influence of English in translated advertisements. My first means of assessing whether a word had been borrowed from English was to use the Persian spellchecker within the Microsoft office Word program. This proved a quick and effective way of judging the use of a word within Persian, with the assumption that words not recognized by the spellchecker are not used often. These assumptions were double-checked under researcher critical supervision. In order to find more established borrowings, further assimilated into Persian than those picked out by the spellchecker,
and words already present in Persian but being used in ways borrowed from English, it was necessary to carry out a close reading of the adverts in the corpora and carry out similar dictionary searches on highlighted words. These investigations were carried out on Persian corpora to offer a means of comparison. The first part of this chapter deals with the use of English lexis in the translated Persian adverts.

6.3 “Other” as a linguistic unit

The borrowings of words from Arabic, French, English and Russian at different times in history reflect the social, commercial, cultural, scientific and economic transaction and interaction between Persian and other nations and led to developments in the culture and civilization of Iran over the past two and half centuries (Salehi, 2016, p. 117). Since the 1730s, French began to assert its primacy as the international language of diplomacy and culture; French achieved an undisputed pre-eminence in literature and the intellectual field, and everything French was worthy of imitation (Annapurna & Motaq, 2017, p. 287 and 290). During the nineteenth century, French was the language of the Iranian educated classes, and as a result Persian contained many Gallicisms; by the start of the twentieth century the number of French borrowings competed with those from German and English. Anti-German feeling during the First World War led to a decrease in German borrowings, and by the 1920s there had been a shift away from French to English borrowing. By the middle of the 1930s, however, the tightening of Islamic Revolution and alienation from the West meant that the overall number of borrowings decreased and the attitude to things foreign became increasingly negative (Salehi, 2016). Many sports terms, borrowed from English, were replaced by Persian equivalents:

The Visibility of the “other” in Translated Persian Advertisements Western way of life, such as rok-n-roll ‘rock ‘n' roll’. Between 1979 and 1989, the number of borrowings decreased due to saturation after Islamic Revolution, imposed war against Iran and anti imperialisms slogans. In the aftermath era and beginning construction era the number of borrowings has increased steadily in areas including technology, clothes, mass-media, music, economics, politics, sport and leisure, and food; the vast majority of these borrowings come from English. Krysin (2000b, pp.37-39) notes six types of borrowing in languages that is valid for Persian as well that was mentioned previously. The use of non-Persian linguistic units within the translated Persian
adverts. The adverts use borrowings for reasons covered by Krysin's categories given previously. I have categorized these borrowings as:

- The use of Latin script within Persian adverts;
- The use of English loanwords, meanings and calques;
- Word formation;
- And
- The introduction of scientific terminology.

Although it is not precisely a reflection of “otherness”, scientific terminology appears foreign to the target reader and is, therefore, worthy of investigation.

6.3.1 English Language Aspects with No Adjustments in the Persian Adverts

Seven different uses of English language elements can be identified in the translated Persian adverts:

i. Where the whole text in the Persian version is in a language other than Persian.
   The first example, for Elizabeth Arden's Splendor perfume, carries only the English language slogan:
   
   The enchanting new fragrance (RP: 9)

   In the next example there is a mixture of both French and English text in the advert. The Swiss company Longines uses a French slogan to emphasize its Swiss roots, whilst using an English slogan to demonstrate its global appeal: L'ELEGANCE DU TEMPS DEPUIS (Elegance is an attitude). French is often used in English-language adverts for perfume. As Salehi (2016) points out there is an abundance of French in adverts for perfume and the French language communicates assumptions of ‘Frenchness’. She argues ‘French is used as France has historically dominated perfume production, but really it is more to do with snobbery', this claim, however, is difficult to prove. A consumer is likely to list qualities such as smell, packaging, point-of-sale presentations and advertising campaigns as reasons why a particular perfume has been purchased, rather than admitting to snobbish tendencies. French, in English-language adverts, adds a degree of sophistication and prestige. The connotations of sophistication and prestige attached to France go some way to explain
why 10 Many technological words contain Greek and Latin elements, so are therefore loanwords in that respect. But they tend not to be seen as loanwords, however, but as international elements (Jalilifar, 2011). It is assumed that Persians have the same perceptions of the French as do the British.

Using whole stretches of foreign text within a Persian advert emphasizes the foreignness of the product being advertised. Advertisers are relying on a positive stereotypical view of the country which the language represents. Rather than using the linguistic units to persuade, the use of the foreign language is itself a signifier, used with the intention of signifying certain connotations with which the product wants to be associated (for example prestige, sophistication or technological innovation).

2. The second use of English language elements is as a slogan within adverts containing Persian text. These English-language slogans are found in the ‘otherwise’ translated Persian adverts:

Life’s good (RP: 7)

Time for Peace (RP: 16).

Researcher suggests why elements of adverts are sometimes not translated into Persian: ‘when the line [slogan] in English is much more charming than in Persian and already is the sign of brand (Marlboro. Come to where the flavor is). This certainly appears to be a viable explanation for these examples.

3. The third use is where the English text serves as an explanation of the use of the

Product: Long Lasting Lipstick (RP: 10) a fragrance for women (RP: 1) These English-language explanations come within adverts where some of the text has been translated. English is being used exactly where a clear and understandable explanation would be expected. To be certain of the function of the product being advertised, it would make sense for the explanation to be given in Persian, however it is not. Presumably again, the advertisers are relying on the positive connotations of the foreign language and perhaps the assumption that since the explanations are given in relatively clear and simple English Persian readers will be able to understand them. There is pressure on Iranians to be proficient in English in order to be assimilated into the new market economy.
4. Another use is for technical terms. The first example comes from Waltham's advance. The acronym FBMI refers to the Feline Body Mass Index; the English letters are used in the Persian, although the explanation is translated.

FBMI (Feline Body Mass Index) (EP: 43)

Shakhes-e andazeh jesmi gorbeh (RP: 43)

` Based on the {FBMI} (Index of Cat's Body Composition)’ Technical terms are used in the adverts to impress the potential reader and to emphasize that the product being advertised is state-of-the-art or based on sound, scientific research. The fact that these terms appear in English gives further indication of the newness as similar appliances, programs and indexes are not already available in Persian. English suggests that the product is the genuine article, though obviously does not prove it. If the terms are used for a long time, or by a large number of people, they might be assimilated into Persian; conversely they might simply disappear as quickly as they appeared.

5. The last use is for the names of celebrity endorsers. Max Factor uses quotes from makeup artists who worked on recent blockbuster films. In a similar example, where Crawford is endorsing Omega watches, there is a handwritten comment on the watches, assumedly written by Cindy which remains in Latin script and is not translated. The fact that the names remain in Latin script emphasizes their foreignness, thus adding another dimension to their appeal and perhaps compensating for the fact that they are less well-known in Persian society. One of the advantages of leaving the names in Latin script is that the problems of multiple transcriptions are reduced.

By far the most frequently used application of English language elements in the translated Persian adverts is in the product and company names. Every advert in the parallel corpus displays a product and/or company name in Latin script. These will be discussed in greater detail later in this chapter, in the case study `The Name Game.

6.3.2 Loanwords

The corpora contain words borrowed from English, connected with health and beauty. Firstly, Clinique's Anti Gravity eye cream employs the Russian adjective
barteraf konnandeh chin va chrooke zir cheshm (RP: 3)

`New strengthening lifting cream for eyes'

This Persian phrase is used to explain the function of the product and is not used in the English text as the product name, Anti Gravity Firming Eye Lift Cream, gives enough information. The meaning of the Persian word 'lifting' is much narrower than the English from which it is borrowed. In English, 'lifting' from the verb 'To Lift' has fourteen related meanings. In Persian there seems to be only one meaning of lifting, that is the tightening of saggy skin either through surgical or non-surgical means, as in English face lift.

`The masks possess an immediate rejuvenating action and lifting effect.'

Also significant here is the assimilation of the English word 'cream' into Persian.

Another area of borrowing is the field of technology. Mosavi & Salehi (2014) note that the borrowing of the word 'kamputer' (computer) led the way for a deluge of computer terms entering Persian. Two are present in this corpus, the most significant being 'Internet'. According to Krysin (2000b, p. 38) the word 'Internet' did not appear until the mid-1980s and was not widely used until the beginning of the 1990s. In his article Krysin argues that fairly recently the word was written in Latin script, but soon was written in Cyrillic and not declined, and now declines as a masculine noun. However, in the corpus there are two examples where 'Internet' is used, but not declined:

Adress Interneti (RP: 43)

`Address on the Internet'

According to Krysin it is now commoner to decline 'Internet', and the corpus also has an example of this: barayeh khod yek kreme mohafez poodt dsr intrent byabid (RP: 39)

`Discover for yourselves the line (The Skincare) on the Internet'

This is an example of what Krysin (2000b, p. 3) calls 'English language elements in the initial stage of borrowing, with unsettled use'. The dates of the publications may
be an indication of how quickly an English language element can be assimilated into Persian. It may be that within the five months between the two adverts it became the norm to decline the word Internet.

The Internet seems to be a popular way of extending advertising campaigns with eighteen of the English parallel adverts providing website addresses, twenty-one of the Persian parallel and three in the Persian corpus (see appendix A).

The second example of a technical borrowing is the name of a computer case described in the Hewlett Pac as a Minitauer minitower - an upright computer case, as compared to a compact, table-standing case - a desk-top computer case. These borrowings have entered Persian to describe previously non-existent concepts which have their origins in the West and therefore have Western names.

6.3.3 Loan Meanings

Certain words in the corpus have acquired loan meanings, different from their original Persian meaning and closer to their usage in English. The most obvious example is the use of conditioner, used in the corpus in the following way, meaning `conditioner':

Up To 66% Moisturizers and Conditioners (RP: 31)
Bish az 66% maetoob konndeh post van arm konandeh mooha (RP: 3 1)
`66% MOISTURISING COMPONENTS and conditioners'
The dictionary definition of conditioners appliance refers to air-conditioning’.
This is the use in

RP: 12, where kondicioner is an option found in the Ford Ka. There seems, however, to have been a broadening in meaning for the noun, bringing it in line with English where CONDONER is `an agent that brings into good condition'

The final example comes from the Ford Ka advert and uses the phrase Auto Top model"

It’s a top-model' which is a direct borrowing from English. In Persian the word top comes from the verb TOPAT/ TOPNUT meaning `to stamp' and is therefore `bala `about the sound of steps' (TS 1995:791). Here, however, the meaning has been borrowed from English Top `the highest, chief, or leading position, place or rank'.
6.3.4 Calques

There are a few examples of the Persian elements calquing the English original.

The first mimics the N-in-1 formula frequently used in English. For example, a combined shampoo and conditioner is described as being 2-in-1. In the corpus there is one example of this form being used:

Sarah is wearing Express Makeup 3 in 1 (EP: 29)

Sara Is Qalame-Arayesheh 3 Kareh Ekspress Estefadeh Mikoneh(RP: 29) `Sara is using foundation pencil Ekspress Mejkap 3 in 1'

This emphasizes the three separate actions completed by the foundation stick (forpencil in Persian): that it applies like a liquid foundation can conceal imperfections and has a powder-like finish.

The second example is a calque of the English tubeless tire found in the Ford Ka advert (EP: 12). The Persian combines the word tire +bedoone-tube (RP: 12).

Unlike loanwords, calques are built around words which are already present in Persian but are being used to describe a concept which has been, up to then unknown. By replacing each grammatical unit by the Persian equivalent, the calques go further towards adapting the word for Persian than a loanword which borrows the word completely; however, there is the possibility that the reader will understand the component parts without understanding the whole. By using existing Persian lexis, a calque is likely to be more understandable than a loanword and, by maintaining the Persian meaning, more understandable than a loan-meaning.

6.3.5 Word Formation

In the cosmetics adverts there are a number of words which have been specially formulated to describe the uses of the advertised products. The first example, used in L'Oreal's Jet-Set nail varnish (RP: 22, plate six) combines three elements: foqulladeh’super’, saree’ ‘fast’ and khoshk meeshevad. / ’drying’, thus fuqulladeh saree; khooshke meeshevad. The second example attaches the prefix (which originally appeared in Persian in the meaning ‘extremist’, based on the Arabic term) and the
noun barraaq `shine'. This word is used to describe Estee Lauder's Pure Color Lipstick (RP: 10). The use of” barraaq” when referring to cosmetics.

The compound word translates two separate words in the English original ultra shine (EP: 10). The third example, Peresuscivanie, comes from L'Oreal's Feria hair color:

balsaam mohafez + filtereh {UV}, mane’e khoshki bish az hadeh mohayeh shoma

(RP: 2 1)

‘Protecting balsam + {UV} filter, which protects hair from over-drying-out' The word combines the prefix beesh `, over-, infix az and the base had ' (Baateni 1995: 336) and khoshkee 'to dry (out, up)' (Baateni 1995, P. 523). PeresOivanie is being used to translate the following English. Rich, Nourishing, Aftercare Conditioner with UV filter protects your hair from drying out (EP: 21) these words are not unique to these adverts. They were all found if one would search, although the numbers were relatively small. This perhaps indicates that these words have been formed to translate difficult word combinations found in the English equivalents.

6.3.6 Scientific Terminology

In addition to borrowings from English, there are also a number of scientific terms. Although these are not necessarily neologisms, they are not used in everyday Persian, and therefore appear foreign. The following words used in the Elizabeth Arden's Ceramide Herbal (RP: 8) Ginkgo, Echinacea and Ceramide; and Antioxidant from the Waltham Advance cat and dog food (RP: 43-44). Ginkgo and antioksidant appear in Persian technical academic dictionaries. In order to find Exinaceja, it was necessary to look in a Persian- English Botanical Dictionary. This suggests that this is quite a specialized term. These terms are not as specialized in English and other languages. Using these technical, foreign words make the advert appear more scientifically credible and thus persuades readers to purchase. Klugina makes a similar observation when she notes that scientific terminology is one of the bases of making a successful, logical argument in advertising texts (200, P. 58).
6.3.7 Discussion

The translated Persian adverts in this corpus use English-language elements with specific aims in mind. There does not seem to be the unrestricted use of English. The use of English is calculated to have a certain effect on the target audience. One use of English is to add prestige to the product being advertised; choosing an English slogan, a non-Persian endorser or even a specific English word over a Persian one emphasizes the foreignness of the product. The use of English for prestige purposes is also seen in the corpus of adverts. Scientific terminology is being employed to add prestige to the product, emphasizing the quality of the product being advertised.

English is used when there is no existing term in Persian. The borrowings come in the form of loanwords, meanings and calques. With loanwords, the English language equivalent is used within the Persian text. Some of the words have become assimilated into Persian and now show Persian adjectival or verbal endings. The process of assimilation may lead to a divergence of meaning between the English original and the target meaning. Words are also taken and adapted for the target culture. Loan meanings use existing Persian words, but apply the English meaning. This may cause confusion in the beginning, although with repeated usage the new meaning should take hold within Persian. With calques, Persian words express new concepts, but they follow an English model; here there seems to be some adaptation towards the Persian audience through the use of words that they understand, albeit in new collocations. The words introduced, in this corpus at least, come predominantly from the areas of cosmetics and technology. Neologisms are also found in the corpus of native Persian adverts, although the incidence is lower. The lexical “other”, then, is not being used without motivation. The colonizer, it appears, is aware of the impact of its language and uses it with the specific intention of emphasizing the foreignness of the advertised product and benefiting from the positive stereotypes that language has. The second motivation is when English words fill a perceived lexical gap in Persian. Thus, according to what given above, HO.19 claiming there is no visibility of linguistic “other” in translated Persian adverts will be rejected strongly.