ABSTRACT
As foreign products have been flooding onto the Persian market, they put forward their adverts and launched a new channel of communication between transaction parties through the art of translation, using a wide variety of word combinations, linguistic means, figures of speech, visual metaphors and a full spectrum of strategies from complete transference of the source text into the target culture, to the creation of new texts based on advertisers' briefs. This study explores the issue of translated advertising slogans in English and Persian magazines from linguistic and cultural view points. In terms of linguistic analysis, the corpus analysis of type and frequency of linguistic means and figures of speech was done and in the next step, cultural evaluation of translation strategies was carried on. It also highlights the consumers’ opinions and preferences towards the language of adverts. In analyzing the corpus of slogans, the researcher adopted a descriptive and analytic approach in which examples were collected, categorized and explained. Hence, this thesis contains two parts. In the First phase that has an analytical-descriptive nature, primarily, it deals with the examination of one hundred and fifty English and their Parallel translated Persian adverts from linguistic point of view. To this end, a generalized model based on Leech (1972) classification, employed to determine the type and frequency of linguistic means and figures of speech as used in both the corpora even related to different specializations, the results were tabulated. The cultural analysis examines traits of colonizer culture in colonized culture were investigated to highlight Transculturation in translation of adverts. This part suggested advertisement translation to be considered in terms of power, culture and history. A postcolonial framework is used to set out changes in translation strategies, emphasize the role of power differentials and make predictions for practice. The choice of strategy, as appeared, depends on the power balance between the agents of translation; including not only translators, but advertisers, designers, governments, text receivers and on the cultural, historical and economic situation in which the translation takes place. Seeing translated adverts as contact zones where different cultures meet, the empirical research centers on the absorption of the dominant's culture into that of the subjugated, and focuses on the interaction of foreign and native elements in these translated adverts. The visibility of the linguistic “other” is examined with reference to loanwords, loan meanings, calques and word formation. The results show that the
post-colonial contact zone is a mixture of colonizer and colonized; and demonstrate the necessity of giving translators the power their expert status deserves if translated adverts are to persuade the target audience. In the next step, primary data for this study was collected through a mixed process of interview and questionnaire gathering consumers’ opinions, considerations and preferences for the choice of language and discourse of adverts. The results were tabulated to be compared with the results of linguistic corpus analysis to determine the degree of compatibility between them. Findings show a positive correlation between the results of parallel corpora analysis and consumers’ expectations.