

A Study on Advertisement Translation

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Abstract: In today's globally connected world, advertising plays a pivotal role in influencing consumer behavior and shaping brand identity. As international markets expand, the importance of advertisement translation has grown significantly. This study explores key features of advertising, the complexities involved in translating advertisements, and the translator's crucial role in preserving the message's intent and cultural relevance across different languages and regions.

Keywords: Advertisement, Translation, Image, Adaptation, Localization, Culture.

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I. INTRODUCTION

Advertisements have become an inseparable part of modern life, visible across various platforms such as television, digital media, newspapers, and billboards. As businesses expand globally, the need to communicate effectively with diverse audiences becomes critical. Translation of advertisements goes beyond a simple word-for-word exchange—it demands an understanding of both linguistic nuances and cultural differences. A well-translated advertisement ensures that the message appeals emotionally and persuasively to the target audience, just as it does in the original language.

II. CHARACTERISTICS OF ADVERTISEMENTS

Successful advertisements are characterized by creativity, emotional appeal, cultural relevance, and concise messaging. They often use style, rhythm, humor, visuals, symbolism, and persuasive language to draw attention. These unique features present challenges in translation because they must be interpreted and adapted differently depending on cultural context. Literal translations often fail to convey the same meaning or impact—instead; adaptation and localization become the focus.

III. LITERATURE REVIEW

Scholars such as Vermeer (1978) and Bo (2014) have emphasized that advertisement translation should prioritize function and effect over strict equivalence. Using Skopos theory, Vermeer proposed that translation should be guided by the intended purpose in the target culture. Christelle (2013) also highlights the importance of semiotics and symbolism in advertising, suggesting that a translator's task is not only linguistic but also interpretative, imaginative, and cultural.

Smith (2002) discusses the strategic consideration translators must take in aligning language nuances with audience expectations, while Zhu (2023) underscores that effective advertisement translation demands an understanding of both semantic equivalence and emotional resonance.

IV. IMPORTANCE OF ADVERTISEMENT TRANSLATION

As global markets become more competitive, companies strive to localize their brands and messages to increase reach and relevance. Translating advertisements into the native language of a target audience greatly enhances consumer trust and engagement.

A translator in this context acts not only as a linguistic expert but also as a cultural mediator. Their role involves more than decoding the message—they reconstruct it to reflect cultural sensitivities, social norms, idioms, and humor while maintaining the original intent. Translators must also consider the expectations, emotions, values, and behaviors of the consumer in order to ensure the message resonates.

Ultimately, the true value of advertisement translation lies in its potential to generate the same emotional and persuasive effects in the target audience as in the original version.

V. CONCLUSION

Advertisement translation is a complex, context-driven process requiring more than language expertise. It involves cultural adaptation, creative interpretation, and audience-focused communication. Translators must ensure that the translated message delivers the intended emotional and persuasive impact while conforming to local norms and expectations. In doing so, they play an essential role in

helping businesses succeed in multilingual and multicultural marketplaces.

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