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TECHNIQUES OF RUSSIAN-KAZAKH ADVERTISING TRANSLATION

The article considers the translation techniques of advertising texts and slogans of popular international brands from the Russian language into Kazakh. The functioning of structurally different languages in one space, their interaction and interpenetration are a unique material for studying translation strategies of advertisements. The impact of the Russian language on Kazakh is observed at all linguistic levels, since the ideology of the former Soviet Union adhered to the policy of using one common language for all peoples living on the territory of the country. Today in Kazakhstan the reforms on the revival of the Kazakh language are being actively implemented: a new Latin-based alphabet has been introduced and the question of the language ecology is being raised, trilingualism policy (Kazakh, Russian and English) is implemented. The research shows that all these factors influence the technical and linguistic characteristics of translation strategies of advertising texts, since advertising as a form of communication mirrors the culture of the nation, changes in the society and the level of economic development of the country. In the research the following translation methods were identified: borrowings, direct translation, semantic modulation, grammatical transposition, and equivalence. The analysis of translation strategies shows that the language of advertising is not characterized by the excessive use of stylistic devices and expressive means. The article studies the impact of globalization on the advertising market. Advertising videos and texts are not adapted to the national market, since Kazakhstan is integrating into the global economy.

Key words: direct translation, oblique translation, advertising language, slogan, language ecology

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Жарнамалық мәтіндерді орыс тілінен қазақ тіліне аудару тәсілдері

Мақалада танымал халықаралық брендтердің жарнамалық мәтіндері мен ұрандарын орыс тілінен қазақ тіліне аудару тәсілдері талқыланады. Бір кеңістікте туыстығы жоқ тілдердің болуы, олардың өзара әрекеттесуі мен араласуы аударма тәсілдерін зерттеуге арналған бірегей материал. Орыс тілінің қазақ тіліне әсері барлық тілдік деңгейде көрінеді, өйткені орыс тілі басым болды және бүкіл Кеңес Одағында қолданылды. Қазіргі уақытта Қазақстанда тілдік реформалар жүргізілуде: латын әліпбиіне негізделген жаңа әліпби енгізілуде, тілдің экологиясы мәселесі көтерілуде, үштілділік саясаты жүргізілуде – қазақ, орыс және ағылшын. Зерттеу көрсеткендей, бұл факторлардың барлығы аударманың техникалық және лингвистикалық сипаттамаларына әсер етеді, өйткені жарнама қарым-қатынас түрі ретінде халықтың мәдениетін, қоғамдағы өзгерістерді және елдің экономикалық даму деңгейін көрсетеді. Зерттеу барысында келесі аударма тәсілдері анықталды: кірме сөздер, тікелей аудару, семантикалық модуляция, грамматикалық транспозиция және барабар аударма. Аударма тәсілдерінің талдауы көрсеткендей, жарнама тілі стилистикалық құралдар мен экспрессивті құралдарды шамадан тыс қолданумен сипатталмайды. Мақалада жаһандандудың жарнама нарығына әсері қарастырылады. Негізінен, жарнамалық бейнелер мен мәтіндер ұлттық нарыққа бейімделмейді, себебі Қазақстан жаһандық экономикаға интеграциялануда.

Түйін сөздер: тікелей аударма, жанама аударма, жарнама тілі, ұран, тіл экологиясы

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Способы перевода рекламных текстов с русского на казахский язык

В статье рассматриваются техники перевода рекламных текстов и слоганов известных международных брендов с русского языка на казахский. Существование разносистемных языков в одном пространстве, их взаимодействие и взаимопроникновение являются уникальным материалом для изучения способов перевода. Влияние русского языка на казахский отражается на всех лингвистических уровнях, так как русский язык был доминирующим и использовался на всей территории Советского Союза. В настоящее время в Казахстане проводятся языковые реформы: вводится новый алфавит на основе латиницы, поднимается вопрос экологии языка, проводится политика трехязычия – казахского, русского и английского. Исследование показывает, что все эти факторы влияют на технические и лингвистические характеристики перевода, поскольку реклама как форма коммуникации отражает культуру народа, изменения в обществе и уровень экономического развития страны. В ходе исследования выявлены следующие способы перевода: заимствование, прямой перевод, семантическая модуляция, грамматическая транспозиция, эквиваленция. Анализ способов перевода показывает, что для языка рекламы не характерно чрезмерное использование стилистических приемов и выразительных средств. В статье рассматриваются вопросы влияния глобализации на рынок рекламы. В основном, рекламные видео и тексты не адаптируются к национальному рынку, так как Казахстан интегрируется в мировую экономику.

Ключевые слова: прямой перевод, косвенный перевод, язык рекламы, слоган, экология языка.

Introduction

The language of advertising is a special phenomenon and a special field of study of mass communication. The great demand for the translation of advertising posters, commercials and texts arose in connection with the rapid development of trade and the consumption of a huge number of imported goods. Therefore, research in the field of the language of advertising solves interdisciplinary issues.

In the work ‘Language game in the communicative space of media and advertising’ Ilyasova and Amiri (2012), in our opinion, give the most relevant definition of the notion of «advertising text»: the text presented either verbally or in writing, attracting the target audience to buy certain goods, autonomous, originally aimed at delivering certain information to the addressee with the prevailing commercial goal.

Much of the research carried out in the field of advertising translation is concerned with both language and intercultural perspectives. Our research makes an attempt to explore translation strategies from the angle of interpenetration of languages being in close contact for many years and starting to acquire common characteristics at linguistic levels. Furthermore, the current research reveals the traits of cognitive linguistics, since the language we speak shapes the world around us.

There are two main languages in the country – Kazakh and Russian, so the questions of the status and functioning of languages are of particular importance. The functioning of the Russian language in our country has its own specifics because Kazakhstan is the only republic of the former Soviet Union where the Russian population numerically prevailed over the indigenous one.

According to the information of the Tengri News portal, in 1991 when the independence was declared, the share of Kazakhs was only 40 percent of the population of Kazakhstan, and now it is more than 70 percent. In the Republic of Kazakhstan special attention has always been paid to the development of the languages as the main wealth of the peoples of the state. Currently, there is a real variety of languages in Kazakhstan. According to Suleimenova, Shaimerdenova and Akhanova (2007), authors of the dictionary “Languages of the Peoples of Kazakhstan”, more than one hundred languages are used for functional purposes.

The existence of the Soviet Union radically changed the functional nature and basic terminographic norms, as well as the alphabetic system of the Kazakh language. This is evidenced by the opinion of the scientist Musorin (2004:35): “One can consider the languages of the peoples of the former USSR as a language union. The long coexistence of these languages within a single multinational state,

as well as the immense influence exerted on them by the Russian language, led to the appearance of common features at all levels of their linguistic system". Especially strong influence of the Russian language was at the lexical level of Kazakh. All the words from European languages come to Kazakh refracting through Russian orthography.

The Kazakh writing has changed many times during the Soviet regime. The Kazakh script before the revolution was based on Arabic ligature, since the traditional religion of the Kazakhs was Islam, we were part of the Muslim world, and for many centuries written spiritual heritage of our culture was created with the Arabic script.

That is why the outstanding scientist, the founder of Kazakh linguistic science, the developer of the first national Kazakh alphabet, Ahmet Baitursynuly chose the Arabic script as the basis for the alphabet. However, with the strengthening of Soviet power, we switched to the Latin alphabet. Then there was a policy to create an international common alphabet. Soviet communism was atheistic and denied religion and did everything to destroy religious identity on its territory. It was necessary to tear off the Arabic ligature which is directly connected with Islam. Before the Second World War the writing system of all peoples in the USSR was transformed into Cyrillic, because it was necessary to form a «single nation of the unified Soviet Union» speaking only one language. Therefore, the Russian language and the Cyrillic alphabet became tools of such «sovietization» (Fazylzhanova).

In 2017 the President of Kazakhstan signed a decree on the transition of the Kazakh alphabet from the Cyrillic alphabet to the Latin script. Moreover, Kazakhstan pursues the trilingualism policy that involves studying three languages: Kazakh – a state language, Russian as the language of communication between different nations, the English language as the language of successful integration into the global environment.

Materials and Methods

Direct Translation Techniques

Literal translation

Literal translation is observed in the translation of the Russian language advertising, hence showing the influence of the Russian language on all aspects of Kazakh.

Sergaliev (1987) in his scientific work notes on the influence of Russian syntactic constructions on the Kazakh syntax. For example, the phrases “sh-

emamen pai'dalany” (to use a scheme) “osymen bai'lanysty” (in connection with this) are constructed by means of Instrumental Case of the Russian language. The influence of the syntactic structure of the Russian language is also observed on the sentence level.

(Vitaminized micellar water! Now in a large volume, and the price will surprise you!)

Russian: Vitaminizirovannaya micellyarnaya voda! Teper' v bol'shom ob'eme, a cena vas udivit!

Kazakh: Дәрумендер қосылған мицеллярлық су! Енді көлемі үлкен, ал бағасы таң қалдырады!

(My hair is so strong! Miracle! Strong hair – PANTENE™ hair)

Russian: Moi volosy takie sil'nye! Chudo! Sil'nye volosy – volosy PANTENE

Kazakh: Менің шашым сондай күшті! Фажан! Күшті шаш – PANTENE шаш!

The advertisement of 4G TURBO Internet (High-speed unlimited in your home!)

Russian: Skorostnoj bezlimit u tebya doma!

Kazakh: Жылдам шексіздік сенің үйіңде! COCA-COLA zero™

(Try it! Feel it!)

Russian: Poprobuj! Pochuvstvuj!

Kazakh: Тамын көр! Сезін!

Costa coffee™

(Drink coffee in a good mood)

Russian: S nastroeniem!

Kazakh: Көңіл-күймен!

The literal translation of Russian advertising into the Kazakh language reflects the facts of interpenetration of languages, the integration of cultures and mentality.

Borrowings

The influence of the Russian language on Kazakh was especially strong on the lexical level. Almost all social, political and scientific terms in the languages of the peoples of the former USSR were borrowed from the Russian language or formed under its strong influence.

The Cyrillic alphabet of Kazakh was a barrier in the acquisition of foreign words, since the phonetic law of vowel harmony in Kazakh which regulates the quality of vowels in the word does not affect borrowed words. As a result, many foreign words and phrases in the Kazakh language are written and spoken according to the norms of the Russian language. (Doszhan).

For example, *telefon* (telephone), *evoli'y'tsi'i'a* (evolution), *i'njener* (engineer), *magni't* (magnet) are written and pronounced by the rules of Russian phonetic modification. The massive flow of such di-

rect borrowings began to appear in the Kazakh language.

Thus, the natural mechanism for adapting foreign words to the articulatory basis of the recipient language was neglected. Consequently, powerful immune apparatus of the Kazakh language was neutralized leading to its possible creolization in the future (Fazylzhanova).

In the advertisement of the new multi-cyclone vacuum cleaner Silence Force from TEFAL™, which guarantees absolute cleanliness and works quietly, the borrowed word *my'lti'tsi'klon-dyq* (multi-cyclone) undergoes grammatical adaptation with the help of the adjective word-building suffix *-dyq*.

Novyj *mul'ticiklonnyj* pylesos Silence Force ot TEFAL garantiruet absolyutnyuyu chistotu i rabotaet tiho kak nikogda. (Russian)

Jan'a TEFAL-dyq *my'lti'tsi'klondyq* s'an'sorg'ys'y Silence Force minsiz tazalyqqa kepil beredi ja'ne buryn-son'dy bolmag'andai' tynys' jumys isteidy. (Kazakh)

Жаңа TEFAL-дық *мультициклондық* шаңсорғышы мінсіз тазалыққа кепіл береді және бұрын-соңды болмағандай тыныш жұмыс істейді (Kazakh)

Borrowings with grammatical adaptation are found in the translation of advertisements of modern cosmetics. For example, micellar water from NIVEA which makes the skin clean and brilliant.

(Every time you take off your makeup, you do not recognize your skin. It is dry and lifeless. Open the micellar water of NIVEA™!)

Kazhdyj raz posle snyatiya makiyazha ty ne uznaesh' svoyu kozhu. Ona suhaya i slovno bezzhiznennaya. Otkroj *micellyarnuyu* vodu NIVEA! (Russian)

Макияжды кетірген сайын терінді танымай қаласың. Терің құрғап, өңсіз болып тұрады. NIVEA мицеллярлық суына тәңті бол! (Kazakh)

In the advertising of the air freshener Royal Dessert Airwick Life Scents™, the name of the product is translated in Kazakh as Korol'dik Desert (korol-dik)

(The strength of the PRO-V formula helps restore hair.)

Sila *formuly* PRO-V pomogaet vosstanovit' volosy. (Russian)

PRO-V формуласының қуаты шашты қалпына келтіруге көмектеседі. (Kazakh)

Generally, direct loanwords are found in advertising of cosmetics, home appliances, cars and technologies. For example, *maki'aj* (make-up),

formy'la (formula), *my'lti'tri'mmer* (multi trimmer), *tsi'frlyq tehni'ka* (digital technology).

Oblique Translation Techniques

Grammatical transposition

Unlike the Russian language, which is inflectional, Kazakh is agglutinative. This means that the word changes by means of linear affixation, since each morpheme has its own meaning. Besides, there are not any prefixes in Kazakh.

The transposition technique attaches importance to the order of the words of the Kazakh language:

a) the predicate is always at the end of the sentence – Men /subject/ universitette oqi'myn /predicate/ (I study at the university);

b) the subject is at the beginning of the sentence or before the predicate;

c) the modifiers always precede the word being defined – Men memlekettik /adjective/ universitette /noun/ oqi'myn /verb/ (I study at the state university).

The predicate in the Kazakh translation is at the end of the imperative sentence in the advertising of the service “Virtual Number” of a telecommunications company. In the Russian original text it is at the beginning of the sentence.

(You are always connected with the service “Virtual Number”! Connect the service “Virtual number” and take orders anywhere, anytime and on any phone.)

S uslugoj «Virtual'nyj nomer» vy vseгда na svyazi! (Russian)

Podklyuchite (verb) ushugu «Virtual'nyj nomer» i prinimajte (verb) zakazy v lyubom meste, v lyuboe vremya i na lyuboj telefon.

«Виртуалды нөмір» қызметімен сіз әрқашан байланыста боласыз (verb)! (Kazakh)

«Виртуалды нөмір» қызметін қосыңыз (verb) да, кез-келген жерде, кез-келген уақытта, кез-келген телефоннан тапсырыс қабылдай беріңіз (verb).

In the advertising of a loan for a new car a compound predicate *hotite katat'sya* (want to skate) is at the end of the interrogative sentence following the syntactic norms of the Kazakh language.

(Do you want to drive a new car? Apply for a loan to kaspi bank and get it in one day.)

Hotite katat'sya (verb) na novom avto uzhe zavtra? (Russian)

Oformite (verb) avto za 1 den' v kaspi bank Erteң жаңа көлік айдап жүргіңіз келе ме (verb)? (Kazakh)

Көлікті kaspi bank-ме 1 күнде рәсімдеңіз (verb)

(JSC "KAZAKHTELEKOM"TM offers a new service)

Vstrechajte (verb) *novoe predlozhenie ot AO «KAZAKHTELEKOM»* (Russian)

Жаңа ұсынысын қабыл алыңыз (verb)! (Kazakh)

The interpreter should use the transposition method if the grammatical shift conforms to syntactic norms of the target language. Grammatical transposition is applied for translating a unit in the source text having a given grammatical structure by a unit of the target language with a different grammatical meaning. A word form, a part of speech, a sentence member is apt to transformations.

The substitution of a part of the speech is a very common type of grammatical change in translating. For example, the verb in the advertising of dairy products *vybiraj* (to choose) is replaced by the noun *tan'day* (choice) in translation.

(Choose wisely!)

Vybiraj s umom! (Russian)

АҚЫЛМЕН ТАҢДА! (Kazakh)

Also, similar transformations take place in the advertising of a cosmetic product, a payment card, medicine.

(Fabulously easy make-up remover.)

Skazochno legkoe snyatie (noun *remover*) *ma-kiyazha*. (Russian)

Макияжды ғажап әрі жеңіл кетіреді (verb *to remove*). (Kazakh)

(Advantageous purchases with MASTERCARD)

Russian: *Vygodnye pokupki* (*purchases*) *s MASTERCARDTM*

Kazakh: *MASTERCARDTM-пен тиімді сауда жасау* (*to purchase*)

(No time for coughing!)

Russian: *Net vremeni na kashel'!* (a cough)

Kazakh: *Жөтелуге* (to cough) *уақыт жоқ!*

The skin is so fresh and radiant!

Russian: *Kozha takaya svezhaya i siyayushchaya!* (*radiant*)

Kazakh: *Терің таза әрі жылтырайды!* (to shine)

Semantic modulation

Translating the original lexical units by using the TL units with different meaning is a translation strategy that covers logical semantic ties of the word. Lexical semantic substitutions happen in advertising translation, since the semantic transition of interpretation best fits the TL comprehension of the text. The main types of such substitutions are concretization, generalization and modulation (semantic development) of the meaning of the original unit.

Concretization is the substitution of a SL word or a word-combination with a broad object-logical meaning by a TL word with a narrow meaning. On the contrary, generalization tends to substitute a specific name by an umbrella term (Komissarov 1990).

The famous Russian figure skater Alexei Yagudin, together with his wife Tatiana Totmianina, is shown on a billboard in the advertising of HerbalifeTM products in the streets of Almaty (Kazakhstan). Olympic champions are the messengers of HerbalifeTM brand in Russia.

In translation the word *segodnya* (*today*) is replaced by the word *ku'n* (*day*) which generally means *any day*. This is an example of generalization.

(The beginning of a nice day)

Nachalo horoshego segodnya (Russian)

Жақсы күннің бастауы (Kazakh)

Modulation conveys the same idea in different ways and changes the semantics of the original text.

In the advertising slogan in Russian the verb *ne obojtis'* (You cannot do without) is replaced by the verb *su'i'enu* ('rely on). Through modulation the meaning shifts, but there is no sense of awkwardness of translation.

(You cannot do without TEFALTM ideas!)

Bez tvoih idej ne obojtis'! (Russian)

Сенің идеяңа сүйенбесек болмайды! (Kazakh)

The advertising of Coca-cola ZeroTM gives an example of the adjective semantic modulation.

(Real taste without sugar)

Real'nyj vkus bez sahara (Russian)

Шінайы дәмі бар қанты жоқ (Kazakh)

Шынайы дәмі бар қанты жоқ (Kazakh)

The word *real'nyj* (*real*) is translated into Kazakh with the word similar in meaning *shi'nayi'* in Kazakh means 'authentic, true'.

Equivalence in translation

The translation is considered suitable and adequate when the meaning of a text in the original language is fully transferred to its equivalent meaning. Moreover, the factual characteristics of the original and translation should coincide significantly.

The acme of translational equivalence is the maximum possible linguistic degree of preservation of the content of the original, but in each individual translation the semantic closeness to the original as a ranking signal is approached in varying degrees and in different ways.

Vinay and Darbelnet (1978) emphasize the possibility that two texts can describe the same situation using completely different stylistic and structural means. In this case we are talking about the equivalence. A classic example of an equivalent translation

is the situation when an awkward person hammering a nail injures his fingers – he will exclaim *Aie* in French, *Ouch* in English. The scholars conclude that most of the equivalents which we constantly use are idiomatic and include clichés, sayings, adjective or substantive fixed expressions.

Equivalent translation takes place in advertising of chewing gum Juicy Fruit™. The meaning of the word *zyrit* is *to stare*, in advertising it is used as youth slang in the meaning – Look! It is cool! In translation, we see the colloquial word *Qane!* (Come on!) expressing desire, motivation).

(Come on! Look! The Bubble!)

Zyr?! Puzyr?! (Russian)

Қане! Үрле! (Kazakh)

In the advertisement of digital television, the expression *Glaza v glaza*

(*Eye to Eye*) is replaced by the phraseological unit *ko'z almay' qaray'* with the meaning keep one's eyes on smb.

Glaza v glaza (Russian)

Көз алмай қарай (Kazakh)

Literature review

In the opinion of Vinay and Darbelnet (1978), two ways of translation can be generally identified: they are direct (literal) translation and indirect (oblique) translation.

Kommisarov (1990) defines the terms “adequate translation”, “equivalent translation”, “faithful translation”, “literal translation” and “free translation” for the general characteristics of the results of the translation process.

The term “adequate translation” stands for providing the pragmatic tasks of the translation act on the maximum possible level of equivalence without violating the norms of the target language. Moreover, the translated text meets genre and stylistic requirements of the target language (TL) and corresponds to the translation standards. In general, “adequate translation” is “good” translation in the sense of quality that makes the communication purposeful and natural.

Newmark (1988:45) distinguishes dichotomy of literal vs. free translation and puts these terms in the V-diagramme. He emphasizes that word-for-word translation is characterized by interlinear translation, since the source language (SL) syntactic structure and semantics are preserved in the target language (TL).

According to Newmark (1988), it is very important to differentiate between word-for-word

and literal translation. Literal translation differs from word-for-word technique, as it tries to find the nearest equivalents in the SL, but the lexical words are again translated singly by their most common meanings.

Munday (2001) points out that word-for-word translation method was revised using sense-for-sense method that conveyed the meaning. Thus, the translation becomes non-linear and gives more meaningful and adequate interpretations of the original utterance.

Nida (1964) points out two basic conflicts in translation theory: 1) literal vs. free translating; 2) emphasis on form vs. concentration on content.

Newmark (1988:46) defines free translation as “intralingual translation”, usually paraphrasing of the authentic text. “Free translation reproduces the matter without the manner, or the content without the form of the original”.

“A literal translation follows closely both the form and intended meaning of the SL, while a free translation abandons the form of the SL, only keeping its intended meaning” (Lu, Fang 2012: 743).

Equivalent translation reproduces the content of the original text according to the levels of equivalence. Faithful translation rests on the general nominative meaning of the original text bearing some deviations from the established stylistic norms and the rules of the TL. In one sense, faithful translation can be relatively adequate to the receptor language audience if the interpreting task is the transmission of factual information about the environment.

The borrowing is considered to be the simplest method of translation filling a gap usually of meta-linguistic nature (new technologies, new concepts) (Vinay & Darbelnet 1978).

Guidere (2003) conducted a research in the field of ‘Advertising Localization’ which takes place while adapting the advertisements to local cultures and languages. These cultural and linguistic adaptations are crucial to promoting products and hitting the target audience. In his article he shows how the intercultural approach in translation is applied by giving an example of graphic adaptation. In the advertisement for the perfume Tuscany the shooting scenes in French advertising are indoors, whereas the settings of Arabic advertising are in the street. Textual adaptation is illustrated by rhetoric means of translating the expression “blue planet” in French by “our mother, the Earth” in Arabic. Accordingly, a rhetoric device makes the expression more natural to a native speaker. This research presents valuable

findings of interpreting verbal-graphic localization of cultural elements.

The ideas of cultural and linguistic adaptation correlate with eco-translatology that focuses on three dimensional transformation — language, culture and communication. In a recent paper entitled ‘A Study on advertisement translation based on the theory of eco-translatology’ Ting Bo (2014) presents the principles of eco-translatology applied for translating advertising texts from Chinese to English. The translation strategies involved in interpreting are grammatical transformation (English and Chinese belonging to different families have significant differences), semantic modulation and cultural adaptation.

Results and Discussion

It is difficult to unequivocally answer which translation strategy it is better to employ when translating advertising texts. In contrast to the fiction translation that obliges the translator to convey the artistic and aesthetic merits of the original, the translation of the advertising text differs in form, language means and communicative features. Following on from this, in the process of advertising texts translation the interpreter faces linguistic problems of lexical and structural mismatches and the obstacle of sociolinguistic adaptation of the text.

In our research print advertising and texts of TV commercials were analysed for the translation technique characteristics.

Advertising of modern gadgets and cosmetics of luxury brands started to appear in English without translation. This fact shows the spread of English as the global lingua franca and popularity of famous brands.

Firstly, the translation of advertisement has to be distinct to easily grasp the main idea. Therefore, the analysis of translation strategies shows that the language of advertising is not characterized by the excessive use of stylistic devices and expressive means. Likewise, the phraseological units are rarely used. Moreover, the words tend to be used in the direct nominative meaning without a single hint on information overload of the target audience. Meanwhile, the impact on the consumer is achieved by powerful setting scenes and a storyline of advertising in TV commercials, colorful live pictures in print advertising, and by participating celebrities. Consequently, the text of advertising is not overloaded with linguistic devices and contains mostly

familiar and simple words to understand them without any context clues.

The syntactic constructions of most slogans have the form of the imperative sentences, and the verbs are used in their direct meaning. As a result, there is no ambiguity in translation; the source language verbs have the same meaning as their target language equivalents. The most frequently used verbs are: to surprise, to feel, to guarantee, to try, to take, to open.

Most adjectives with positive values used in the original text retain their positive meaning in the target language: fashionable, new, wonderful, real, tasty, clean, fragrant.

The method of grammatical transposition has proven itself as an indispensable method when translating from Russian into Kazakh, since Kazakh is agglutinative and Russian is inflectional. Obeying syntagmatic rules of the TL, the replacement of parts of speech make the statement more understandable and informative.

Borrowing is of particular interest in translating advertising. Advertising texts reflecting innovations in the field of medicine, cosmetology, new technologies include a lot of borrowed words. Borrowings in the Kazakh language are phonetically modified according to the norms of the Russian language, but they are subject to grammatical adaptation in translation.

Literal translation is observed in advertising texts in Kazakh. The long-term coexistence of languages, the common traits of mentality of people, sharing the same views and consuming the same products, and processes of globalization explain the use of literal translation.

Various adaptations of translation tend to reflect the language ecology issues that preserve the purity of the language. Imported goods of foreign manufacturers get advertising support and adaptation of the existing foreign advertising texts to the Russian language. Then the same advertisements are translated into Kazakh, but the setting scenes and graphic do not undergo any changes. Following on from this, translators try to keep syntactic and semantic forms of the original in order to make the slogans eye-catching and memorable.

In this sense, the slogan of a chocolate bar Snickers™ *Ne tormozi! Snikersni!* (Russian) is of particular interest because it was translated *Тоқтама! Сникерстен!* (Тоқтама! Snikersten!)

The ending of the verb *-ten* was added to the noun (the name of the bar) by the rules of the Kazakh language. As a result of the translation a new

word appeared in Kazakh. Then the translation was adapted. It says: *Toqtama! Snikers Je!* (Don't stop! Eat a Snickers!) There is not any new word, the existing word *zheu* (to eat) is used in translation.

The modern advertising market is an integral part of the global economy. Therefore, on the one hand the same processes of the world economy affect and shape it, on the other hand, this market has some specific phenomena. The overall trend for the world economy is globalization that means the integration of social and economic processes which lead to the transformation into the world single market. The process of globalization is due to a number of factors, such as the activities of multinational companies on a global scale; increase of concentration and monopolization activities; rapid development of global media and global information exchange; interpenetration of different cultures and the introduction of single cultural standards and others (Ageev et al.)

Advertising in English began to appear in Kazakhstan. For example, the commercial of a luxury brand *Jadore Dior™* toilet water presented by *Charlize Theron*.

I touch the rain.

I look at the sun.

The water, the earth, the sun

Maybelline advertising campaign "Make-up in the Big City. Kazakhstan" "is broadcast under the slogan *Make it happen* in English.

Serebroff Company™ issued promotional booklets for the sale of silver and gold using the slogan

Belaya pyatnica kruche chem Black Friday (half Russian and half English slogan)

(White Friday is cooler than Black Friday)

There is sale on Fridays, and white means the colour of jewellery.

Hashtag *#flyqazaq* of Kazakh airlines in advertising is presented in English.

Social advertising promoting the ideas of transparency and honesty in education, represented in the advertising booklet by the rectors of the lead-

ing universities of Kazakhstan, is executed in three languages.

Bizdin' qu'ndylyqtar – bilim bery' isindegi adaldyq pen akademi'i'alyq s'yns'yldyq.

Біздің құндылықтар – білім беру ішіндегі адалдық пен академиялық шыншылдық.

Nashi cennosti – dobropanyadochnost' i akademicheskaya chestnost' v obrazovanii.

Our values – integrity and academic honesty in education.

Conclusion

To sum up, translation strategies of advertising from Russian to Kazakh have some specific characteristics due to the interaction of languages and current language policy in Kazakhstan that ranges from the introduction of a new Latin-based alphabet to the issues of the language ecology. The results obtained during the research contribute to the theory and practice of advertising translation.

In Kazakhstan the production of cosmetics, medicines and household products has a tendency to develop, but the share of major international companies in the market is significant. These companies present the same advertisements in Russia and Kazakhstan, so the commercials in Russian are translated into Kazakh. Moreover, these advertisements are not adapted to the market of Kazakhstan, they do not take into account specific national characteristics. This is due to coexistence of cultures and languages and the influence of globalization on our daily life.

The Kazakh language is dynamically developing and also pursues a certain policy on the problem of the ecology of the language. The purity of the language presupposes the limitation of the use of foreign words and the possibility of using an adequate analogue in the receptor language. The future research might cover the problems of cultural concerns of advertising translation and adaptation of the language of advertising to the local market.

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