

GENDER MARKED WORDS IN ADVERTISING TEXTS: THE EQUIVALENCE OF TRANSLATION

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The article deals with the peculiarities of translation of English advertising texts with gender markedness which is reflected through the usage of the gender marked words. The paper is aimed at the distinguishing the characteristic features of the process of translation of advertising texts containing gender marked units. The aim of the research implies the conducting of the detailed analysis of the advertising text as a linguistic phenomenon and the nature of the gender marked units as an effective means for influencing the addressee in the process of advertising communication. The main categories of the gender marked units within advertising texts were defined. The influence of the defined types of gender markedness of the advertising texts on the process of their translation was also analyzed.

Key words: *advertising text, gender marked units, the pragmatic value of the advertising text, translation transformation*

Introduction: Due to the scientific and technological progress, expansion of the market relations and international trade advertisement became an essential part of our everyday life. Moreover, it remains one of the main “engines” that pushes forward the economy of any country. For every product that enters the world market the decent presentation is needed that’ll make it popular within the prospective audience. That’s why advertisement is one of the most effective tools used for the communication between producers and customers.

The advertisers use a vast number of linguistic techniques and stylistic devices in order to intensify the influence of the advertising text on the audience and to make it even more attractive. The usage of gender marked units is one of the most effective means of actualizing the pragmatic aspect of the advertising message, since they segment the target audience and demonstrate the current gender stereotypes in society, making the advertising text “closer” to the prospective buyers.

Advertisement is an international, cross-cultural phenomenon. The most of the products and services advertised are known and spread worldwide. That means that the original advertising texts should be translated and modified according to the peculiarities of the designated country. The process of rendering an advertising text into another language implies the preservation of its original pragmatic value. The extralinguistic and intralinguistic features of the societies speaking different languages and the communicative nature of the gender oriented advertising text transform the process of its translation into a complex multilevel process.

For a long time advertisement as a linguistic phenomenon has been of great interest to philologists from all over the world. There is already a vast number of studies dedicated to research of advertising texts and their linguistic peculiarities, for example: Krasavskiy N. A. “The typed advertising text as the reflection of the system of values of the society”, Smirnova T. V. “Modeling of advertising image”, Shuvanov V. I. “Psychology of advertising”. Despite the enormous output in this sphere, such issues as gender markedness in advertising texts and the peculiarities of rendering of the advertising texts from one language into another haven’t been examined comprehensively and still need further investigation.

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The article deals with the peculiarities of translation of gender oriented advertising texts from English into Ukrainian language. **The relevance of the study** is due to the enhancement of the role and impact of the advertisement all over the world and due to the wide cross-national demonstration of the gender identity in the advertising space.

The objective of the article is to analyze the peculiarities of translation of advertising texts with gender markedness.

The objective implies the following **tasks of the research**:

- 1) to analyze the peculiarities of the advertising texts as a linguistic phenomenon;
- 2) to define and classify the gender marked units within English advertising texts;
- 3) to analyze the peculiarities of translation of advertising texts with gender markedness.

The subject of the research is the gender marked units used in the advertising texts as one of the most effective means of making influence on addressee.

The object of the research is the peculiarities of translation of gender oriented advertising texts from English into the Ukrainian language.

Virtual English advertising texts of different subjects served as the basic data for conducting a study. **The following methods** were used: pragmatic interpretation of advertising texts – for defining the ways of the impact of the gender oriented advertising texts on addressees; descriptive method – for describing the key features of the advertising texts and the peculiarities of the process of their translation; contextually-interpretative method – for defining the way of influencing the addressee with the help of peculiar structural organization of the text and the usage of gender marked units in it; method of vocabulary definition – for making a differentiation between the used terms.

Results of the research. The first stage of the study shows the analysis of the peculiarities of the advertising text. It helped to reveal the key features of the advertising text, which may influence the whole process of translation. The advertising text is the basis of the advertising message.

The main task of the advertising text is to attract the customer and convince him to buy a certain product. The peculiarity of advertising text is also determined by the fact, that any advertisement implies the existence of some product, some advertising target and aim of this or that advertising message. Thus, the form of the advertising text depends on several extralinguistic factors. Nevertheless, there are some features characteristic of all texts of advertising discourse: preciseness and clarity allow to influence the recipient immediately; advertising text is usually followed by pictures, since the perceiving of visual images demands less time and efforts than of verbal language (text) [1, p. 123]; the hierarchical structure of the text helps to distinguish the signal phrases with high efficiency level; evaluativity places an emphasis on the advantages of the product; the plan of actions for customer and information about manufacturer induces the customer to act [2, p. 138]. In advertising text a lot of peculiarities are combined to achieve the main goal – to influence the addressee.

The second stage of the study is devoted to the development of gender marked units as the means of influence the addressee of advertising message.

Today gender identity of people is widely demonstrated in advertising space. Gender marked units, used in the advertisement, segment the audience and, at the same time, make the text more attractive, to gain all the benefits from the revealing of gender relations and stereotypes.

For denoting referent-man or referent-woman both grammar and nominative language means are used, which represent gender markedness, feature or complex of features that let us identify a linguistic unit with this or that gender [3, p. 99]. These means are called gender marked words. Gender marked words are the units, that thematize the main actants of gender relevant subjective-referential situation, – referent-man and referent-woman [4, p. 61].

Every segment of the prospective audience has its own weak spots, which are used by the advertisers. The final form and the style of the advertising message is predetermined by

the range of the extralinguistic factors. Thus, if the product advertised is more popular among the male audience, the general style of the text would be modified taking into account the male gender stereotypes (i.e. precise, clear phrases; neutral, even rude language). If the product advertised designed for women, this will get its reflection in the advertisement text, namely through the usage of the “polite”, “tender” language style and implicit, vague expressions, which are considered to be characteristic of women talks.

Advertising messages contain such categories of gender marked units: identifying gender marked units; gender marked units that denote social status of the referent; gender marked units oriented to certain age group of the referents and gender marked lexemes that underline the attachment of the addressee to the “high social class”. Among them, identifying gender marked units are used most frequently and gender marked units expressed by second, third person singular personal pronouns and proper names are found in such texts most rarely [5, p. 63–69].

According to the results of the conducted research, one can claim that the category of the gendering marked units used within the advertising text influences the general style of the message and the choice of the linguistic devices in it. Therefore, the process of translation of the advertising texts directly depends on its gender orientation.

Advertising texts with identifying gender marked unit *woman* (i.e. with a female gender orientation) set the particular focus on the allure of the woman-addressee:

“*What smart woman is wearing*”. – *Apha Keri Skin Treatment* [6].

“*Ось чим користується справжня жінка*”. – *Apha Keri Skin Treatment*.

Both of the above-mentioned advertising texts contain a female gender orientation. Apart from the name of the trade mark offering face care products for women, lexeme “*woman*” in the text calls the attention of the female customers to itself, segmenting the audience. The contextual substitution used in the process of translation of such English lexemes as “*smart*” and “*wearing*” is conditioned by the extralinguistic factors.

Lexeme “*smart*” has such Ukrainian equivalents: *гарний, тямущий, охайний, сильний, ошатний, шикарний, парадний*. However, taking into account that the advertising text has an international and cross-cultural nature and the fact that the canons of beauty and the notion of beauty itself are quite relative, one should use such equivalent as «*справжня жінка*», which is generally marked as positive one in all cultures.

The choice of the translation equivalent for the lexeme “*wearing*” is predetermined by the specific character of the product advertised. The name of the brand “*Apha Keri Skin Treatment*” causes the transformation in the process of translation. Thus, lexeme “*wear*”, the most widespread equivalents of which are *бути одягненим (у що-небудь), носити (одяг і т. п.), мати вигляд, зношувати* etc., is translated with the help of the lexeme «*користуватися*», which suits the general context.

The Ukrainian variant is precise, clear and evaluative that corresponds the pragmatic aspect of its English equivalent. Both gender oriented advertising texts perform the same communicative function – trigger the emotional response of the target audience, that confirms the adequateness and equivalence of translation.

Advertising texts with identifying gender marked unit *man* (i.e. with a male gender orientation) are used to emphasize the masculinity of the addressee:

“*Care makes a man stronger*”. – *Dove Men* [7].

“*Турбота не робить чоловіка мені мужнім*”. – *Dove Men*.

Both of the above-mentioned advertising texts contain male gender orientation. Lexeme “*man*” in the text and in the name of the trade mark offering the product functions as an artificial audience segmentator. The general style of the advertising texts is precise, reserved. Underlining the “masculine nature” of the advertisement, advertisers use two incompatible ideas in one statement “*care*” and “*strong*”. In the Ukrainian variant the antonymic translation is employed, that, however, contributes to the more vivid expression of the main idea of the advertisement itself. The pragmatic value of the original text is preserved in the translation that confirms its adequateness and equivalence.

If the advertising message is oriented to the younger audience, it usually contains colloquialisms or slang that correspond the language of the youth:

"Attaboy, Joe...light up a Camel and look natural!" – Camel [8].

"Чувак, затягнись "Camel" і будь мужиком!" – Camel.

Both of the above-mentioned advertising texts contain male gender markedness (*"Attaboy"*, *"Чувак"*). The substitution of the neutral English word-combinations *"light up"* and *"look natural"* with the colloquial "sharp" phrases *"затягнись"* and *"будь мужиком"* is reasonable due to the male orientation of the advertising text. The usage of such "male phrases" contributes to the actualization of the pragmatic function of the text.

"Girls Rule!" – Barbie [9].

"Територія дівчат!" – Barbie.

This example of the advertising text is oriented to the young female audience. The gender marked lexeme *"girls"* calls the attention of the prospective female customers immediately, and the sharp, rude style of the advertising message makes it even more expressive. The rendering of the source text into the Ukrainian with the help of descriptive translation is predetermined by the communicative function of the given advertising message. The usage of the nominative sentence in the translation makes the message sound more natural. The contrast based on the opposition of the "gentle" and "soft" style of the female oriented texts and the imperative character of the latter make the whole advertising message more effective.

Advertising texts with gender marked units that denote social status of the referent are used to make the atmosphere more intimate, closer to the family one and in such a way to gain the recipient's confidence, since any recipient perceives positively any object the worth of which is acknowledged by the people he considers to be reliable ones [10, p. 146]:

"Your mother wouldn't like it!" – MGB [11].

"А я розкажу про це твоїй мамі!" – MGB.

In the above-mentioned examples the gender orientation of the text is absent, since the message can be designated either for a woman or for a man. However, the gender marked lexeme *"mother"* creates the specific style of the text, since the impact on the addressee is made due to the triggering his emotional response to the words, already marked as positive ones in his subconscious mind. In the process of translation the contextual substitution is employed, since the Ukrainian equivalent is generally accepted and frequently used in everyday language. The imperative nature of the statement is preserved in the translation, since it creates the necessary impact on the referent of the message. The correlating texts perform the same communicative function.

"Because I'm your father, that's why". – Little Debbie [12].

"Тому що таткові видніше, ось чому". – Little Debbie.

In this example the gender orientation of the text is revealed neither by the contextual surrounding, nor by the type of the gender markedness. Although, one can claim that the target audience is not predetermined by the text of the advertising message, gender marked lexeme *"father"*, denoting social status of the referent, performs another important function – it serves as a means of attraction of the prospective customers. Its Ukrainian equivalent *"таткові"*, which has diminutive-hypocoristic nature, sounds more reliable and familiar to the recipient than a neutral lexeme *"батько"*. The Ukrainian variant, although containing several transformations (i.e. the contextual substitution of the lexeme *"father"* and the adding of lexeme *"видніше"*) sounds more natural for the Ukrainian native speakers than a literal translation of the message does. Thus, taking into account the identical pragmatic value of the both advertising texts, one should admit that all the changes made in the process of translation are quite reasonable.

Advertising texts with gender marked units expressed by the third person singular personal pronouns can be characterized by impersonality:

"She was just another one. He was the one". – The Axe Effect [13].

"Таких як вона багато. Таких як він більше не існує". – The Axe Effect.

In the above-mentioned examples the gender markedness is expressed through the third person singular personal pronouns *he* and *she*. The English lexemes “*another one*” is translated as “*багато*» in order to preserve the semantic and stylistic value of the statement in the target language. The meaning of the definite article within the word-combination “*the one*” (i.e. the only) is translated descriptively as «*більше не існує*». This provides the expressivity and cogency of the Ukrainian variant. Most often this category of gender markedness is used for creating romantic and intimate atmosphere and helps to play upon the topic of relationships between man and woman. The pragmatic value of the text is preserved. The translation is, therefore, adequate and equivalent.

Advertising texts with gender marked lexemes underlining the attachment to the “high social class” also serves as an attractive factor in the advertising space:

“*Wake up with the King!*” –*Burger King* [14].

“*Прокинься в ліжку з королем!*” –*Burger King*.

In the above-mentioned examples the gender orientation of the text is demonstrated through the lexemes “*King*” and “*королем*”. The intimate atmosphere created in the translation defines the female audience as the target one. On the other hand, lexeme “*king*” implies something elevated and sophisticated, makes the addressee, either male or female, have the feeling of uniqueness. The word-play within the English text (*King – Burger King*) is not revealed in the translation. However, taking into account the popularity of the above-mentioned trade mark, the addressees might estimate the choice of words. The imperative character is preserved in the Ukrainian variant. The pragmatic aspect of the text is transferred into the Ukrainian variant.

Conclusions

1. Thus, basing on the given above data, we can conclude that the nature and the main goal of the advertising text as a linguistic phenomenon, which contain a strongly marked pragmatic aspect, predetermines the peculiarities of the linguistic devices used in it. Among them, the gender marked units are frequently used. The category of gender orientation of the advertising text provides the peculiarities of its translation.

2. One can define general principles of translation of the texts with gender markedness: a female oriented advertising texts usually are characterized by almost neutral and “polite” language, the message set the particular focus on the allure of the woman-addressee, that should be preserved in the translation; a male oriented advertising texts contain “sharp” masculine phrases and the message points out the strength and courage of the male-addressee; texts with gender marked units denoting social status of the referent are characterized by the neutral, even diminutive-hypocoristic language style, aiming to create the “family” atmosphere between producer and its prospective customers; texts with gender marked units expressed by the third person singular personal pronouns play upon the topic of relationships between man and woman that predetermines the corresponding choice of linguistic devices; texts with gender marked lexemes underlining the attachment to the “high social class” imply the elevated and sophisticated style of the message that creates the feeling of uniqueness.

3. Thus, the peculiarities of the translation of the advertising texts are determined by their pragmatic value and the presence of the gender markedness in them. The transformations employed in the process of translation of advertising texts are predetermined by their communicative function, the performing of which also serves as the estimation criteria of the degree of the adequateness and equivalence of the translation of the advertising text.

The conducted research is not a full-scale one. We consider the study of the translation transformations used in the process of the translation of the advertising texts with different categories of gender markedness to be perspective. The conducting of the quantitative analysis for the distinguishing of the frequency of usage of different types of transformations in the process of translation of the advertising texts with gender marked words can also be challenging.

ГЕНДЕРНО МАРКОВАНІ ОДИНИЦІ У РЕКЛАМНИХ ТЕКСТАХ: ЕКВІВАЛЕНТНІСТЬ ПЕРЕКЛАДУ

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Стаття присвячена дослідженню особливостей процесу перекладу англомовних рекламних текстів з гендерною маркованістю, що виражена за допомогою вживання гендерно маркованих одиниць. Основною метою дослідження є визначення характерних аспектів та проблемних моментів пов'язаних з перекладом рекламних текстів, які містять гендерно марковані одиниці. Задля досягнення поставленої мети було проведено детальний аналіз рекламного тексту як лінгвістичного явища, а також гендерно маркованих одиниць як одного з найефективніших засобів впливу на реципієнта у процесі здійснення акту рекламної комунікації. Були виділено основні категорії гендерно маркованих одиниць, що вживаються у рекламних повідомленнях, а також проаналізовано вплив гендерно маркованих одиниць на процес перекладу гендерно орієнтованих рекламних текстів.

Ключові слова: рекламний текст, гендерно марковані одиниці, прагматичний аспект рекламного тексту, перекладацька трансформація

ГЕНДЕРНО МАРКИРОВАННЫЕ ЕДИНИЦЫ В РЕКЛАМНЫХ ТЕКСТАХ: ЭКВИВАЛЕНТНОСТЬ ПЕРЕВОДА

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Статья посвящена исследованию особенностей процесса перевода англоязычных рекламных текстов с гендерной маркированностью, выраженной посредством употребления гендерно маркированных единиц. Основной целью исследования является определение характерных аспектов и проблемных моментов связанных с переводом рекламных текстов, содержащих гендерно маркированные единицы. Для достижения поставленной цели был осуществлен детальный анализ рекламного текста как лингвистического явления, а также гендерно маркированных единиц как одного из наиболее эффективных средств воздействия на реципиента в процессе рекламной коммуникации. Были выделены основные категории гендерно маркированных единиц, употребляемых в рекламных сообщениях, а также проанализировано влияние гендерно маркированных единиц на процесс перевода гендерно ориентированных рекламных текстов.

Ключевые слова: рекламный текст, гендерно маркированные единицы, прагматический аспект рекламного текста, переводческая трансформация

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