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**ЖАРНАМА ТЕКСТТЕРДИН ТҮЗҮМҮНҮН ӨЗГӨЧӨЛҮКТӨРҮ  
(англис-орус-кыргыз котормолорунун негизинде)**

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**ОСОБЕННОСТИ СТРУКТУРЫ РЕКЛАМНЫХ ТЕКСТОВ  
(на материалах англо-русско-кыргызского перевода)**

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**PECULIAR FEATURES OF ADVERTISING TEXTS' STRUCTURE  
(based on the English-Russian-Kyrgyz translation)**

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Макалада жарнаманын азыркы коомдук, экономикалык, саясий, социалдык жана маданий турмуштагы алган орду, мааниси жана функциясы тууралуу кызыктуу жана актуалдуу маалыматтар берилет. Жарнаманын негизги категориялары көрсөтүлүп, алардагы жеке өзүнө мүнөздүү болгон өзгөчөлүктөрү ачылып берилет. Ошондой эле Кыргызстандагы англис, орус тилдериндеги жарнамалардын кыргыз тилине которулушундагы айрым ийгиликтер менен кетирилип жаткан кемчиликтери жөнүндө факты-мисалдардын негизинде сөз болот. Англис, орус жана кыргыз тилдериндеги жарнама тексттеринин структурасынын өзгөчөлүктөрү талдоого алынып, алардын семантикалык курамы англис жана орус тилдеринен кыргыз тилине которулган жарнама тексттеринин негизинде ачылып берилди. Мындан тышкары, макалада жарнама чакырыктары (слоган), гезит жарнамасы жана телекөрсөтүүдөгү жарнамалар талданат. Андан тышкары англис жана орус тилдериндеги жарнама тексттеринин кыргызча которулушунун үлгүлөрү да берилет.

**Негизги сөздөр:** текст, жарнама, котормо, тил, сөз, слоган, семантикалык, грамматикалык, сөзмө-сөз котормо, вариант.

В статье рассматриваются интересные и актуальные материалы о значимости и функциях рекламы в общественной, экономической, политической, социальной и культурной жизни общества; даются определения основным категориям рекламы, а также их характерные особенности. Кроме этого в статье даются факты-примеры перевода рекламных текстов с английского и русского языков на кыргызский язык, с указанием на полноценность и недостатки в процессе перевода; выявляются особенности структуры рекламных текстов, описываются семантические составляющие данных текстов на материале текстов рекламы, переведенных с английского и русского языков на кыргызский язык. В статье также анализируются слоганы, газетные рекламные тексты, а также реклама на телевидении; кроме этого даются собственные варианты перевода примеров из рекламного текста.

**Ключевые слова:** текст, реклама, перевод, язык, слово, слоган, семантический, грамматический, дословный перевод, вариант.

The given paper contains interesting and topical materials related to the role, significance and functions of the advertising texts in the public, social, economic, political and cultural life; the main advertisements categories and their features have been shown. Translation has been considered to be the complicated process with its accomplishments and failu-

res, therefore, based on the advertising texts translated from the English and Russian languages into Kyrgyz the author has demonstrated the number of factual examples. The paper is devoted to the peculiarities of advertising texts' structure; the semantic constituents of the advertising texts based on the materials translated from the English and Russian languages into Kyrgyz. Besides, the slogans, newspaper advertisements and TV commercials have been analyzed in the paper; in addition the translated versions of several advertisements examples have been given.

**Key words:** text, advertisement, translation, language, word, slogan, semantic, grammatical, word-for-word translation, variant.

At present time the role and significance of advertisements has become very important, which is closely connected with the development of high technologies and Internet. Nowadays it is impossible to succeed in business without the advertising means. According to the historical sources, the origin of the very first advertising billboard has deep roots in 1593 [1; 2010], so we can say that the past generations also were in need of the effective and productive functions of advertisements. Based on both the old and contemporary advertising texts the advertisements are to be short, expressive and contain catchy phrases. The real advertisement should be able to make a recipient see all the shapes and colours, motions and sounds, tastes and smells, emotions and feelings; and provide a recipient the maximum of reliable and useful information. The main component of the advertisement is a word, every word in its turn is supposed to be the linguistic unit expressing the definite meaning, thus selecting words in the process of advertisement making is delicate and reasonable activity.

According to the dictionary sources the definition to the word "advertisement" is given in the following way: a piece of information in a newspaper, on television, a picture on a wall, etc. that tries to persuade people to buy something, to interest them in a new job, etc.; something (such as a short film or a written notice) that is shown or presented to the public to help sell a product or to make an announcement [2; 2002]. The advertising agencies and companies have a significant role in the process of attracting customers' attention and as a result of it customer's using the given product. The

advertising text must be created taking into account the modern trends, the fashionable accessories, the celebrities' involvement in order to make the product much lovelier and at last the powerful and meaningful advertising content.

If to mention about the types of the advertising means they can be divided into the following categories: a) billboards – usually huge outdoor advertising structures put in main roads or top of buildings; b) advertising slogans – professionally created expressions with an aim to draw people's attention, *f.e.* “*Life Tastes Good*” (*Coca-Cola*), “*Think Different*” (*Apple*); «*Живи на яркой стороне*» (*Билайн*); c) television commercials – advertising texts or clips broadcast on television. Nowadays all types of advertisement are considered to be widespread and productive in the modern business society. In some cases the advertising text may be able to change the models of social behaviour and attract people's attention to the most significant issues [3; 2017]. Sometimes the creations of advertisement makers become the places of sightseeing due to their originality and scope.

In the world of colourful advertising texts the slogans play the role of a main tool for tempting costumers' attention. The slogan's language is to be bright and brief, aiming to appeal a reader's attention; the abundance of stylistic and lexical means in the slogan texts makes a translator come across with a number of difficulties. Besides the excellent knowledge of two languages the translator should take into account the languages' national and cultural peculiarities; try to give the text's emotional colouring in order to achieve the efficiency in the target language. Despite of being short and catchy the translation of slogans may cause a number of difficulties to a translator, it is necessary not just to translate the given phrase but also try to keep its laconic structure and the original message towards the customer. We have gathered several slogans in English with its translated Russian versions and tried to give their translation in the Kyrgyz language:

*Gillette. The Best a Man Can Get - Gillette. Лучшие для мужчины нет – Жилет. Эркекке эң жакшысын берет* – trying to keep the rhyme given in the source language.

*Mr. Proper will clean your whole house and everything that's in it - С Mr. Proper веселей, в доме в два раза быстрее! - Мистер Пропер үйүңүздү бат эле тазата кылып коет* – in Russian variant the rhymes *веселей* and *быстрее* make the phrase sound more effective; in the Kyrgyz translation we have tried to strongly emphasize the word *таза* giving its superlative degree *таптаза*.

*Obey your thirst - Не дай себе засохнуть - Суусуңуңду кандыр (“Sprite”)* – in English-Russian versions the antonymic translation has been used, in Kyrgyz the meaning is much closer to the source text.

*Have a break... Have a Kit Kat – Есть перерыв... Есть Kit Kat – Эс алганда эң жакшысы Кит Кат* – if

in English and Russian variants we may see the phenomenon of linguistic parceling (парцелляция) in Kyrgyz we have just given the meaning in the completed way.

*A taste of paradise - Райское наслаждение – Бейиштин даамы (“Bounty”)* – if we translated word-for-word from English into Russian we would have *вкус рая* but the translators preferred to make it more resounding, in the Kyrgyz variant we have word-for-word translation which completely gives the semantic colours of the source text.

*Think Different – Думай иначе – Башкача ойлон (Apple); Melt in your mouth, not in your hands – Таем во рту, а не в руках – Колуңузда эмес оозуңузда эрийт (M&M's).*

*The Power of Dreams – Сила мечты – Кыялыңдын күчү (Honda).*

*There are some things money can't buy. For everything else, there's Master Card – Есть несколько вещей, которые нельзя купить. Для всего остального существует MasterCard – Бул дүйнөдө акчага сатылгыс нерселер бар, башкасына МастерКард жарайт (Master Card)* – in the given examples above in all three languages the semantic completeness has been achieved with the help of word-for word translation.

Some slogans in the Kyrgyz advertising discourse are translated from Russian keeping the grammatical and semantic features of the target language, for example:

*Здоровье – ключ к успеху - Ден соолук – ийгиликтин ачкычы (ключевая питьевая вода) [4; 2018].*

*Европейский банк - за изменение и развитие – Европа банкы – өзгөрүү жана өнүгүү үчүн.*

*PRADO – Доверьтесь профессионалам! Посетите наш клуб! – PRADO - Биздин адистерибизге ишенип, клубка кош келиңиздер! (Sport Club “Prado”).*

*Himalaya Herbals – тайны природы для Вашей красоты - Himalaya Herbals – табияттын сырлары Сиздин сулуулугуңуз үчүн.*

*Туристическое агентство “Lirus Travel” – сладное путешествие во все страны мира вместе с нами - “Lirus Travel” саякат агентствосу – бал айыңыз дүйнөнүн Сиз каалаган бурчунда өтөт.*

*Живи на яркой стороне - Жаркын жакта жаша – (Beeline mobile company) [5; 2012].*

Taking into account the fact that almost all advertisements in Kyrgyz are being translated from Russian and English, we should accept the fact that plenty of words enter the Kyrgyz language without any changes – mostly these words are international words which are given in the majority of languages in the same way, for instance:

- the word *balance* – *Баланс түгөндүбү?* – *Баланс на нуле?* - advertisement made by Megacom mobile company to introduce calling service at zero balance. The word *balance* is not translated into Kyrgyz, although the given word might be replaced with the word “бирдик” as *бирдик түгөндүбү; Баланс нөл бол-*

со да чалыңыз – Звоните даже при нулевом балансе [6; 2014].

- the word *portal* - an Internet site providing access or links to other sites – *Super KG порталы* – advertisement of a tabloid newspaper.

- the word *smartphone* has become the widely spread word in the world of new technologies development - *Сенин кыялыңдагы смартфон – Смартфон твоей мечты* (Beeline U 8500 smartphone);

- in some cases the transference occurs directly by adding inflectional morphemes which do not change the meaning of the word – *Өз тарифтик планыңды түзүп ал* – Создай свой тариф; *Ийкемдүү тарифтер* – Гибкие тарифы [7; 2013] (Megacom mobile company).

There is a great number of words used in the Kyrgyz advertisement language without changes, for instance, *смс* - *sms*, *роуминг* - *roaming*, *профиль* – *profile*, *опция* – *option*, *версия* – *version*, *блог* – *blog*, *VIP сауна*, *VIP мейманкана* – *VIP sauna*, *VIP hotel*, *бонус* - *bonus*, *сайт* - *site*, *смартфон* – *smartphone*.

Among the Kyrgyz advertisements there are plenty of words which were partially changed while being transferred into Kyrgyz, for instance, *лимиттөө* – *limiting* - *лимитирование*, *limitation* - *лимитация*, *номур* – *number* (*mobile phone*) - *номер*, *тарифтелүү* – *tariffing* – *тарификация*, *кредиттик* – *credit* – *кредитный*, *корпоративдик* – *corporate* – *корпоративный*, *мобилдүү* – *mobile* – *мобильный*, *конфиденциалдуулук* – *privacy* – *конфиденциальность*.

At present the advertisement industry in Kyrgyzstan has become one of the widely spread phenomenon of society. The ads have been developing and rapidly increasing since our country gained its independence in 1991. The advertisement as a main business vehicle has surrounded us from all the possible scopes: in television, radio, Internet, social networks and our environment as well. Unfortunately, there is a fact that majority of advertising texts are being translated from Russian without taking into consideration the cultural and historical features of the nation and a language either. For instance:

- *ысык арзандатуулар* – announcing about the big discounts of children cloth, if to translate word-for-word translation – *Hot Discounts*, which might not sound semantically right, here we can use the phrase “hot deal” or “fire sale”. The phrase *ысык арзандатуулар* was translated from Russian «горячие скидки» which meaning cannot render its proper semantic meaning; in the Kyrgyz language it is better to use the number of other adjectives to show the low prices, for example *абдан төмөн баалар*, *кыйла төмөндөтүлгөн баалар* and other variants;

- *сеттик оюндар* – Internet games advertisement, word-for-word translation from Russian *сетевые игры*, it would be better to translate as *интернет оюндары*;

- *сүйүктүүлөргө камкордук менен!* – the slogan was translated from Russian - *с заботой о любимых!* (*Газпромнефть*) – in the Kyrgyz language for close people it is better to use the word *жакындар* (-ыңыз), *жакын адамдар* - *жакын адамдарыңыз үчүн кам көрүү* (*кам көрүүңүз*);

- *жолсуздукка кош сокку* again the phrase was translated from Russian, in Kyrgyz the word *жолсуздук* has been used in a wrong semantic context, as if pointing at being *unlucky* or *in failure*; translators have used a wrong calque here, in real the idea was about the bad quality of roads and the superiority of a car as an awarding prize for regular customers of this petrol station, as in Russian the word *бездорожье* is being used in order to say about the off-roads – in English it might sound as *a two-punch blow to off-roads* - *двойной удар по бездорожью* (*Партнер нефть*), we would translate this phrase as *жолтандабас темир тулпарды утуп алыңыз* *ог эң мыкты темир жоргого ээ болуңуз*;

- *ар бир тийүүдө табийгаттык* the advertisement of dryer sheets’ naturalness when touched – again the phrase was translated from the Russian source variant - *натуральность в каждом касании* (*Paper company, салфетки*) - in the Kyrgyz translation the words were chosen without keeping the semantic rules of a language – the words *тийүү* and *табийгаттык* cannot be used in this very context. It was better to translate into Kyrgyz as *табигый жумиактыкты сезиңиз* which sounds more appropriate from semantic point of view.

Besides, there are cases where the source text was translated partially: *продюсердик борбор* – *продюсерский центр*, *хит-ырчы* – *хит-певец*, *мыйзамсыз миграция* – *незаконная миграция*, *расмий дистрибьютор* – *официальный дистрибьютор*, *телекөрсөтүү смартфондо* – *телевидение в смартфоне*, *кыргыз тилинде онлайн билим берүү* – *онлайн образование на кыргызском языке* and other examples.

The English language has also made its contribution in the advertisements in Kyrgyz mainly in the form of transliteration, for example:

*Happy Bakery* – *майрамдык торттор, капкейктер, макарундар, кейкпос* [8; 2018] – the name of confectionary is in English itself; or in the following example – *Zalkar Строй Инженеринг* – the effort of keeping the source language variant [4; 2018].

The advertisement language including the slogans has become a principal branch of linguistics with its peculiar characteristics and original structure; with the help of advertisement texts the language becomes wider and larger. Thus, a text of a slogan is created with the help of vivid, bright verbal means and serves as a main weapon of people’s communication and cooperation; in the process of translating slogans into the TL a translator is to take into consideration all the powerful translating techniques in order to make the translated version as close as possible to the SL version.

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