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НАЦІОНАЛЬНА ІДЕНТИЧНІСТЬ В МОВІ І КУЛЬТУРІ

Збірник наукових праць

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Головний редактор:

А.Г. Гудманян, доктор філологічних наук, професор
(Національний авіаційний університет, Україна)

Редакційна колегія:

Е. Акілли, доктор філософії (Історія), академік

Агі Євран університет, Киршехір (Туреччина)

О. В. Артюшкіна, кандидат наук з лінгвістики, доцент
(Університет Жан Мулен Ліон 3, Франція)

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(Київський національний лінгвістичний університет, Україна)

Р. І. Дудок, доктор філологічних наук, професор
(Львівський національний університет імені Івана Франка, Україна)

Ю. Л. Мосенкіс, доктор філологічних наук, професор,
(Київський національний університет імені Тараса Шевченка,
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А. І. Раду, кандидат філологічних наук, доцент
(Львівський національний університет імені Івана Франка, Україна)

А. В. Чеснокова, професор
(Київський університет імені Бориса Грінченка, Україна)

О. Г. Шостак, кандидат філологічних наук, доцент
(Національний авіаційний університет, Україна)

С. М. Ягодзінський, доктор філософських наук, професор
(Національний авіаційний університет, Україна)

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КУЛ

ПОЕТИКА
ЛІНГВІСТ

Введення

1. *Поетика
тексти*

У своїй по
тілі літературі
іноземної, чу
репрезентацію
репліками, що
наприклад, у
Андрухович чи
пов'язані з лі
подаються в с
фонетичного
відторження
образом агрес

1.1. *Від піс*

Але як
тракуватися
політико-істо
образ росій
лінгвокульту
тенденції ре
радянський
позитивним,
насамперед,

1. Снує

*Oleksandra Omelianiuk
Hanna Plytus
National Aviation University
Kyiv*

BRAND NAMES AND SLOGANS: ART OR ATTACK?

The study of the brand as a phenomenon of modern consumer society is explained due to its widespread integration in all the spheres of contemporary social life. Getting into the sociocultural space, brands have become rather an important part of a man's life than the objects of advancement, because consumers' active exchange of advertising messages (slogans) causing strong emotions.

Current literature represents a huge variety of conceptual ideas about the brand essence. For example, N. Klein in the book "No Logo: No Space, No Choice, No Jobs" writes that the brand is the very essence of a modern corporation, and advertising is a means of its bringing into the outside world.

The purpose of the study is to define sociocultural characteristics of the brand name promotion by advertising slogans to avoid linguistic and cultural barriers in communication.

In the mid-80s of the XX c. the concept of "branding" emerged, according to which not the goods, but brands with an initially defined set of characteristics maximally complied with the consumers' lifestyles should be produced. The brand is a marketing term that symbolizes a complex information about a company, its product or service. With the help of the brand, companies are drawing consumers' attention, and it is a way of expressing their own uniqueness in the conditions of market competition. T. Gad argues that the brand includes four dimensions: functional (perception of the usefulness of products manufactured under this brand), social (the ability to identify oneself with a certain social group), spiritual (perception of the brand's global or local responsibility, as well as spiritual values, shared by him and his consumers) and mental (help in the development of an individual's ideas about himself).

The key component of the brand is its name, since it is the first the consumer of a certain product or service meets. The successful name of certain companies, goods or services, along with their quality, is of paramount importance for the further development of the business. When starting a process of developing and creating a name, the distinctive features and advantages of the organization or product should be taking

into account. For example, the priorities and needs of the target audience are the basis on which the name of a unique product is created. In this vein, the main task of the naming specialists is to create sound and word combinations for their effective perception and memorization by the consumer.

Another basic component is a strapline that expresses the company's idea, concept and headline. The basis of the slogan is an idea that is easy for consumer to understand and remember.

While entering a new market and in the process of adaptation, a company-brand must take into account many factors: intercultural differences, the correctness of its translation, and incoherent names. To avoid problems that may occur during establishing in new social-cultural conditions, the linguistic researches and analysis should be provided.

The main difficulty in translating the advertisement text is that it is important to preserve and convey the idea that was originally laid out in it. It is necessary to determine what reactions, associations and emotions should be caused by the original text and maximally save them while translating. Essentially, during the adaptation of the ad text, a new text is created, the main purpose of which is to provide the desired effect on the consumer.

To put in place the brand name or slogan adaptation to a foreign language, the translator must be the native speaker. He/she should "feel" linguistics peculiarities and have a sufficient level of prediction of the consumer's reaction to the current product/service. However, the opinion of one person may be too subjective, so the companies apply a focus groups method to join foreign markets. The essence of this method is the group discussion of a particular issue: there are a discussion moderator (he or she may be a translator) and the participants (they usually are the native speakers of the language of potential consumers of the product/service). Based on the respondent's answers, the discussion moderator analyses the data and chooses a more coherent original version. The main source of data in this method is Internet users. They can offer their ideas, share information, participate in discussions on various issues.

Slogans are an important part for a brand's advertising campaign, which includes a short message that has a certain impact on the recipient. While occupation of the international markets by the company, its slogan must take into account the geographical, cultural, religious, social and

psychological peculiarities of the potential consumer to avoid internal dissonance.

Advertising texts of slogans often contain certain suggestive sound features that create a number of problems while translating into other languages. In order to better memorize the slogan text and create a specific image in the recipient's unconscious, the naming specialists use various means of expressiveness (alliteration, assonance and onomatopoeia). For example, the sound symbolism theory is applied to writing of an ad text. The essence of this theory is that sounds themselves already have a certain meaning (for example, the sound of "sn" is often associated with a nose and mouth related concepts: snore, sniff, sneeze, snout, snack). Company Dollar Shave Club is known for their slogan "Shave Time. Shave Money". That short slogan reflects two values that the brand offers: price and convenience. In addition, the wordplay (shave - shaving are used instead of save) is fully consistent with the style of the company. Therefore, the text that includes such sound symbolism has a higher efficiency level. However, this method makes translation to be a lot more complicated, since, in addition to conveying the slogan meaning, one needs to keep the length of the phrase, rhythm, phonetic drawing, euphony and other sound features of the text. For example, the first slogan of cosmetics company Maybelline: Maybe she's born with it. Maybe it's Maybelline. Recognition of the slogan is achieved by using consonant words. It is the most recognizable strapline of the past 150 years, according to the results of a game developed by CBS Outdoor to mark 150 years of the London Underground advertising.

In addition, special difficulties for translators occur when naming specialists use an artistic techniques or word games in the name of a brand or a slogan text. In this case, the simple translation is not enough, because the main feature of the text will be lost. Frequently such advertising texts translation with the preservation of these features are simply impossible.

Slogans translation could be a direct (verbatim) translation. This type of translation occurs in those cases when it is not necessary to use intercultural or linguistic features to adapt to other languages. Commonly such slogans have global scales and are intended for a wide target audience.

There are cases where the brand names are not translated, and in the original language are presented in the international market. In such

situations, companies rely on the fact that the representatives of their target audience know the original language. Successful examples of such slogans are usually laconic and easy to remember. Initially, the Nike sportswear brand produced goods oriented exclusively for marathoners. But their untranslatable slogan: “Just do it” allowed them to expand the audience. Nike's message is instantly responding. The brand has become more than just a seller of sportswear, it began to shape the consciousness of the consumer.

Conclusions. The methods of naming used by companies and brands make it possible to make a product sold under their name recognizable throughout the world, regardless of cultural or language environment. The uniqueness of the name, its short and consonant sound along with the corresponding positive emotional coloring make it easy for the consumer to remember. In turn, the company's slogan reinforces this effect and creates an associative perception of the product. Thus, the brand is an element of suggestive communication capable of overcoming communication barriers in the form of cultural and linguistic differences. The brand name, supported by an advertising slogan, performs a directional translation of values, gradually moving away from the “how to buy” message and approaching the idea of “how to live”.