

in certain areas. This is a very difficult field, and it is the task of an interpreter to understand all the subtleties and be competent and educated.

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#### **SPECIFICS OF ADVERTISING AND MARKETING TRANSLATION**

Nowadays, advertising is a subject of discussion among scientists, politicians, cultural figures and, above all, linguists. Successful translation of advertising campaigns requires specialized translation experience. In addition to creativity, the translator must fully convey the content and essence of the advert, and of course, encourage the viewer to buy the product or service.

In this report, we will take a closer look at the key considerations, strategies and implications of ad translation for global campaigns, as well as their impact on society. Advertising has its own laws of creation, mechanisms of influence, methods

of linguistic organization, interpretation and translation, which are aimed at foreign-speaking consumers of advertising products.

Due to the globalization of markets, translation of advertising texts is becoming increasingly important. Since advertising campaigns are costly, entrepreneurs try to use the same strategic concept as material in several markets. Translation may change the meaning of the original advertising message if the information in the source text is not accurately conveyed into the target language. It is very important to fully and accurately convey the meaning of the original text into another language, its stylistic and expressive and emotional features, which is not always possible for a translator.

The main goal of advertising is to influence the consumer's mind, attract his attention and convince him to buy a certain product. Therefore, the translation of an advertising text should take into account the strategic decisions of the original concept and its potential result in the target market. When translating advertising texts, the pragmatic function of the source text should be preserved above all.

A translation can be successful if it has the same impact on society as the original. All the linguistic and stylistic means of the source text that make advertising effective must be conveyed in the target language. When translating advertising texts, it is necessary to carefully consider lexical semantics and idiomatic meanings that cannot be directly transferred between languages.

A literal translation of words can distort the meaning of the message or lead to misunderstandings. For example, idioms like "break a leg" sound cruel in other languages, or words like "preservative" have negative connotations abroad. Translators need to identify problematic vocabulary and expressions and find equivalent substitutions in the target language that preserve the idea and tone of the translation. This often requires working with native speakers who are familiar with

the nuances of local dialects, slang and idioms. If they are not creatively adapted, the advert may become meaningless to a foreign audience (Budko, 2021).

In addition to words and phrases, the syntax and grammatical structures used in advertising may not translate literally. Differences in sentence structure, punctuation, capitalisation and other grammatical features of different languages should be taken into account. Some techniques, such as rhyming, alliteration, which depend on the specific structure of a particular language, may not be reproduced. For example, a rhyming English slogan may not be able to be retained without modification in Chinese. Translators should use alternatives that are understandable in the native language, such as metaphor and other effective communication styles.

Adapting the advertising text to local syntactic norms keeps it engaging. The way you communicate in your advertising should be appropriate to the culture you are targeting. For example, harsh and exaggerated messages that work in some places will not work everywhere. People in Scandinavian countries prefer subtle and indirect advertising. But in Latin America, this style may seem weak, as it's more common to use bold and dramatic advertising. To connect with the audience, advertising should take into account the following:

- formality or humor
- the choice of celebrities
- individual and group benefits
- calls to action

What motivates a person in one culture may push them away in another. Adapting the tone and cultural elements in an advert to local specifics makes it more relevant. Marketers need local knowledge to get these details right. The goal is to make sure that the feel and style of the advert is appropriate for the target country and audience. This helps it better engage and persuade people (Torresi, 2020).

In addition to adapting the text, visual components of an advert may need to be localized, such as colours, symbols, gestures and product images. Colours can have different cultural associations and meanings, for example, white means mourning in some Asian markets. Hand signals and body language also vary from country to country, which can lead to misunderstandings. It is important to ensure that the advert is culturally appropriate for the audience it is aimed at.

**Conclusion.** Translating advertising and marketing tests in global campaigns involves linguistic and cultural challenges. The nuances of word meanings, grammatical rules and visual elements often need to be adapted to different audiences. The insights of native-speaking translators and regional experts help to create content that will successfully engage the audience. Research-based localisation has been shown to contribute to the success of advertising in different geographical regions.

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