Examining Strategies and Methods in Advertisement Translation

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Abstract

Advertisement translation, due to its complexity, is considered as a challenging job for translators and has also become an interesting topic for translation studies. Based on the analysis of real advertisement translation examples, this thesis compares the source text (ST) and target text (TT) in advertisement translations and attempts to identify translation strategies and methods in translating this genre. The results of the analysis show that a word-for-word correspondence is rarely found in the ST-TT pairs and the translation methods identified in the case analysis show the preference for the communicative translation strategy. This might suggest that translators of advertisement enjoy the freedom to depart from the form and the content of the ST to certain extent. This is because the ultimate and most important goal of advertisement translation is to attain the appellative function of the message and entice the target readers into action. Traditional perceptions on translator's fidelity and faithfulness might need some rethinking from the perspective of the text typology theory.

Key words: advertisement translation, text typology, communicative translation, semantic translation, translation method, translation strategy