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**“A LINGUISTIC ANALYSIS OF THE STRATEGIES AND
PROCEDURES USED IN THE TRANSLATION OF ONLINE
ADVERTISEMENTS: THE CASE OF SONY AND APPLE”**

LICENCIATURA EN LENGUAS MODERNAS INGLÉS

**By:
AGUILAR SALDAÑA ANA CAREN
VELASCO GARCIA VERONICA OCOTLAN**

**Thesis Director:
Mtro. Gaspar Ramírez Cabrera**

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CHAPTER I

1.0 INTRODUCTION

“In translating advertisements, a translator may find it useful to frustrate domestic expectations of a foreign culture” (Venuti, 1998). During the translation task the translator faces many questions and a set of doubts come to his mind about the decisions he should make, as well as the impact that his translation will have in the target culture. In some way, those questions and doubts just appear to test the ability of the translator as a trans-cultural communicator. Every person involved in the translation field knows that translating is more than just transcribing one code into another. As Toury (1978) says “translation is a kind of activity which inevitably involves at least two languages and two cultural traditions” (p.200). Translating is somehow to escape from one world to understand another one, it is also a decision-making process based not only on the lexical and grammatical aspects but also on the discursive and functional features of the message.

In modern society and due to globalization, translation has turned out as a useful way of communication among cultures and an input in the international economy throughout the translation of publicity. The translation of advertisements has played a big role in the new era, since it has helped the business sector to overcome the language and culture barrier, as a consequence of that, it has expanded its markets reaching new cultures and positioning its products. As a result of media revolution, international exchange and globalization, the demand of translators in this area has increased greatly, therefore, it has also become in a good remunerated job. Nowadays, advertisements can be seen from any multinational company within different countries either written or spoken in different languages. In this new era characterized by the highest technology and fastest internet suppliers, advertisement is simply everywhere. We cannot walk down the street, shop, watch television, go through our mail, surf the internet, read a newspaper or take a train without having an

encounter with it. Whether we are alone, with friends or family, or in a crowd, advertising is always with us. (Cook, 2001).

The aim of any advertisement is to purchase goods, to catch consumer's attention, as well as to perceive their needs or no needs in order to make them feel that what they are acquiring is the best option. The task of the translator is then to accomplish those goals at the moment of translating from one language into another which probably could not work at all with an equivalent or faithful translation strategy since what it is pretended is to create familiarity between consumers and products.

This could be only possible if the translator generates a bond between consumer and the product, taking into account the environment of the target goal. A target language and culture-oriented strategy, as well as a functional strategy could be then suitable and successful when translating advertisements.

Therefore, this research will analyze and discuss the translation strategies and procedures employed in the translation process that two multinational companies had used to present their products to the Mexican market, in order to find out if every advertisement has reached its goal in both targets. The research is a functional and discursive analysis of one advertisement of SONY and APPLE companies respectively.

1.1 Area of research

This research area is focused on translation studies specifically on the advertisements text, as well as linguistics and culture.

1.2 Purpose of the study

The aim of this research is to analyze and discuss the strategies used in two advertisements in order to find out if the purpose of the message is reached in both cultures, so that the novice translators may consider them at the moment of translating advertisement texts.

The research is basically oriented to any person who is interested or related to the field of translation, however, it is pretended to help those novice translators or students of this area who do not have experience in translating advertisements and may face many problems at the moment of performing this task.

Moreover, in examining some of bachelor dissertations submitted to the Faculty of Languages of the Benemérita Universidad Autónoma de Puebla, it can be noticed that very little has been done about this specific subject. Therefore, we pretend to make a little contribution within this research area of translation. In doing so, we hope to give the novice translator a wider view of strategies which may be relevant for his duty.

1.3 Research questions

- What are the main functional and discursive features of advertisements text?
- Which discursive and functional strategies have been used in the advertisement of Apple and Sony?
- How to translate cultural aspects of advertisements text to a new context?

1.4 Importance of the research

Within globalization, translation has been steadily increasing, as a result of that has become an important area of research. Nowadays, the novice translators face many problems in identifying the different functional and discursive characteristics of this type of text and the main aim of the translation emended which ends in a missed translation without a real communicative purpose for which it was thought.

This research is focused on describing and analyzing the strategies used to translate advertisements, which will help the novice translator to identify the specific characteristics of the texts so that they can reach the scope of the ST.

1.5 Limitation of the research

This research is specifically limited to the translation of two advertisements of the following companies: SONY and APPLE. Another text type could be mentioned but will not be analyzed. Moreover, the researchers do not pretend to deepen on the marketing field

itself, however, some definitions of this area may be given in order to complement the understanding of this research.

1.6 Instruments

The instruments of this paper are two advertisements selected by the researchers. These advertisements were selected according to the purpose of the research itself and the importance of these companies in the American and Hispanic market. Each text is presented in English with its Spanish version as well.

CHAPTER II

2.0 THEORETICAL FRAMEWORK

The main purpose of this chapter is to discuss the theoretical framework used for this particular study. This chapter therefore deals with the relevant literature as regards the domains of translation studies and advertising.

2.1 Definition of translation

“Translation is an operation performed on languages: a process of substituting a text in one language for a text in another” (Catford, 1965) (p.1). For many people, who are not related to the field of translation, it could be easy to define what translation is, however, what they do not know is that from many years ago this discipline has caused conflicts and controversy among the practitioners of this task due to its complexity.

Some scholars have been gone deeply on this field and have proposed their own definitions about the subject like the one stated by Newmark (1988) who defines translation “simply as rendering the meaning of a text into another language in the way that the original author intended” (p.4). Likewise, Bell (1991) describes the phenomenon as “the replacement of a representation of a text in one language by a representation of an equivalent text in a second language” (p.20), it is important to highlight that both definitions are focused on a code equivalence.

Nevertheless, another group of scholars point out that translating implies more than a language and text in other words, it does not mean to set a couple of sentences together and translate them grammatically correct from one language into another but it is more related to a communicative process. Neubert (1985) sees translation as a tool of communication, he points out that translation is “inter-lingual and intercultural, or cross-cultural communication” (p.18), which means that during the translating process different communicative factors are involved, both in the source culture as in the target culture. Hatim

and Mason (1997) look upon translation also as “an act of communication which attempts to relay, a cross cultural and linguistic boundaries, another act of communication” (p.1).

2.2 Translation theories

This section will explain the different translation theories that were used as a basis to this research project.

2.2.1 Structural approaches to translation

These approaches will be explained below in order to have a clearer concept of each of them.

2.2.1.1 Translation shifts

The structural linguistics approaches of translation emerged around 50 years ago and were mainly discussed by Jakobson, Nida, Catford and Newmark, among others who emphasized that the language was not only about the structure but that also involves social context.

The contributions of Catford are a based-linguistic approach. He bases his work on the research from other scholars like Firth and Halliday. Catford (1965) aimed that “Language is a type of patterned human behavior. It is a way, perhaps the most important way in which human beings interact in social situations” (p.1) assuming that the Language-behavior is bodily externalized by a person (Performer) and required the existence of another participant in the situation (Addressee).

Catford (1965) classifies translation as “the replacement of textual material in one language (SL) by equivalent textual material in another language (TL) (p.20). Therefore, it could be understood that for Catford during the translating process will not be always translated but replaced, and the translator task is to look for an equivalent which is one of the main problems of the discipline and a key term for his theory.

The contribution of Catford theory in the translation field was the introduction of new concepts: **types and shifts**. He made a new categorization of translation based on three criteria: extent, rank and level. These are listed by Catford (1965) as follows:

1. Full translation vs partial translations (extent)
2. Rank-bound translation vs restricted translation (rank)
3. Total translation vs restricted translation (level)

Regarding to translation shifts Catford (1965) defines them “as departures from formal correspondence when translating from the SL to the TL (p.73). Furthermore, he affirms that there are two main types of translation shifts, on one hand, there are the level shifts (where an SL item is changed at one linguistic level), on the other hand there are the category shifts, which are divided into:

(a) structure-shifts involving change in grammatical structure

(b) unit-shifts involving changes in rank

(c) class-shifts involving changes in class

(d) intra-system shifts which occur internally when source and target language systems share the same constitution but a non-corresponding term in the TL is selected when translating.

The textual equivalence and correspondence equivalence were also studied by Catford who highlights the importance of making a distinction between the concepts. He argues that a text equivalent is any target language, text or portion of a text which an equivalent is a given source language text or portion of a text. Meanwhile, a formal correspondent refers to any target language category which can be said to occupy as nearly as possible the same place in the economy of the target languages as the given source language category occupies in the SL (Catford, 1965).

2.2.1.2 Linguistics aspects of translation

Roman Jakobson was one of the first linguistics who set translation field as science. In his essay "*On linguistics aspects of translation*" (1959) categorizes translation into three different types:

- Intralingual translation or rewording which is an interpretation of verbal signs by means of other signs of the same language.
- Interlingual translation or translation proper which is an interpretation of verbal signs by means of some other language.
- Inter-semiotic translation or transmutation which is an interpretation of verbal signs by means of signs of nonverbal sign systems.

In his approach Jakobson also aimed the fact that at the moment of translating one does not translate code-units but entire messages. He defines this translation process as "a reported speech; the translator recodes and transmits a message received from another source, as translation involves two equivalent messages in two different codes" (Jakobson, 1959:233). Summarizing what Jakobson aimed, one could say that a target text should be in accordance with the source text as much as possible and linguistic meaning and equivalence are key issues of discussion.

2.2.1.3 Dynamic and formal correspondence in translation

Nida adopted a more systematic approach to translation studies and aimed that there are two types of equivalence: the formal equivalence and the dynamic equivalence (Nida, 1964). On one hand, the formal equivalence focuses on the form and content, which means that the form of the translation needs to correspond as close as possible to the source language. This could be a good way of translating if the translator is familiar with the SL but its weakness lies on the grammatical differences between the languages.

On the other, the dynamic equivalence is concerned with the effect which means that the new text should have the same effect on the new reader as the effect caused on the original reader when reading the original text. This kind of translation may allow the

translator to paraphrase in order to produce an accurate new text. Even though, Nida implements a linguistics approach to translate, he centers his approach on the message itself and brings to this study of translation the culture and the reader as aim.

2.2.1.4 The equivalent effect

Peter Newmark points out that “translation theory is neither a theory nor a science but the body of knowledge that we have and have still to have about the translating process” (1981, p.21). He worked primarily on implementing new methods of translation and decodes two new concepts: Semantic translation and communicative translation, which basically are a replacement of the formal equivalence and dynamic equivalence proposed by Nida. Newmark (1988) defines both concepts as follows: “a semantic translation is written at the author's linguistic level, a communicative at the readerships. Semantic translation is used for 'expressive' texts, communicative for 'informative' and 'vocative' texts” (p.41). As it is noticed a semantic translation will be focused on the meaning rendering loyalty to the original text and paying attention to the original author while communicative translation focuses on the effect, the addressees and their needs, being a reader-centered approach.

One example is the case of *Bissiger Hund* or *Chien marchand*, here the communicative translation “*Beware of the dog!*” is mandatory; the semantic translations (“dog that bites”, “savage dog”) would be more informative but less effective. (Newmark,1981 p.39). According to his theory literal translation is the best method, although, in both communicative and semantic translation the equivalent effect could be successfully found (ibid).

2.2.1.5 Direct and oblique translations

Translation is described by Vinay and Darbelnet (1995) as “an exact discipline, with its own methods and particular problems” (p.7). Under this perspective, the authors claim to

focus on their approach and their proposed methods. They talk about the use of a direct translation (literal) or an oblique translation (free) (ibid, p.31).

Concerning to direct method, they propose three procedures that could be followed by the translator: borrowing, calque, and literal translation. In referring to oblique translation they may proposed, transposition, modulation, equivalence and adaptation. (Vinay & Darbelnet, 1995). According to their approach, translation replicates text in the same circumstances as in the original, just using different wording.

2.2.2 Functional and communicative approaches to translation

The functionalist theories of translation appeared around 1970 in Germany and were marked by the work of Katharina Reiss, Christine Nord and Hans. J Vermeer who based their theories on the function of the text as a determiner for choosing the proper translation method. They mainly argue that translation is a communicative act with a specific purpose, therefore the importance of the translator knowledge about the culture.

2.2.2.1 Text type classification

In her article *Type, kind and Individuality of text: Decision Making in Translation* (2000) Reiss refers to the translator as a medium (a new sender), who naturally and necessarily could adjust the message of the SL to make the communicative process functional in the TL, and names translation as the media or secondary communication.

Her theory remains on text type classification; therefore, her research is based on Bühler categorization of language functions: informative, expressive and operative, which are presented in the following schema (Reiss. 2000, p.29)

Language Function	Representation	Expression	Persuasion
Language dimension	Logic	Esthetics	Dialogue
Text type	Content-focused (informative)	Form-focused (expressive)	Appeal-focused (operative)

To the work made by Bühler, Reiss added the audio medial function which describes a written text that will be spoken, this kind of text will not be read but heard by the audience often with the aid of some extra linguistic medium” (ibid, p.29). Moreover, she emphasizes the importance of recognizing to which type of text belongs the translation emended and particularly stating that “each text must be examined in order to determine precisely what function of language it represents.” (Reiss 2000, p.27). This recognition of text type will facilitate the translator task so that the target purpose is achieved as well.

Like any other theory, Reiss work has also been criticized for classifying the text type mainly in three categories since, for example, a business report classified by Reiss as informative text, may also show a strongly expressive side. In fact, it may have different functions in the source culture like informing the boss of a company as well as trying to persuade the shareholders or market analyst (Munday, 2001).

2.2.2.2 Translation as an action

Nord (1997) presents the functional side of translation pointing that the term “*Functionalist*” means focusing on the function or functions of text and translation” (p.1). From her perspective translation is an action, in which “agents” play the role of senders who have communicative purposes to be conveyed to receivers (Ibid). This process of communication can take place in different situations (cultures) in which the translator will play the role of intermediary.

She bases her theory, alike Reiss, on Buhler’s organon model of language functions, in which three basic functions are present: referential, expressive and appellative (also

named as 'operative' by Reiss). A function is added by Nord to Buhler's model: the phatic, contributing this way to translation theory with two proposals of types of translation: documentary and instrumental.

- *Documentary Translation*, according to Nord (1991) "serves as a document of a source culture communication between the author and the source text recipient" (p. 72). This kind of translation could be literal (word-for-word translation) or exoticizing (some specific concepts of the ST will be kept in the TT).

- *Instrumental Translation*, on the other hand, centers on the TT receivers, which will be read in the TT as if the ST was written in her own language. This type of translation is also subdivided into three types: 1) equifunctional, 2) heterofunctional and 3) homologous. (Nord, 1997).

2.2.2.3 Skopos, commission and translatum as determiners of the translation process

"The word *Skopos* is a technical term for the aim or purpose of translation" (Vermeer 2000, p.227). The skopos theory proposed by Vermeer, suggests translation as an action with a purpose focusing on the target text, as well as on the intended addressee or audience. Nord supports Vermeer's idea stating that the prime principle determining any translation process is the purpose of the overall translation process (Nord, 2001).

According to Vermeer (1989), the translator will receive a *Commission or Instruction*; that means specific information about the purpose, the addressees, time, place, medium of communication and the pretended function of the text (Nord, 2001). Therefore, the translator is here the expert who will be responsible on deciding what kind of translation is suitable for the target audience. However, it does not mean that the commission will give the translator the strategies to translate, this will only expand the possibilities of a translation so that the translator does not fall into literalness.

Vermeer introduces the concept *Translatum* to his theory referring to the target text which must be “functionally adequate” for the receivers and which also must be determined by his commission, so in this case, the translator will not be trans-coding a ST but transposing it into another language (Vermeer, 2000). The translator task, according to Vermeer, involves judging the form and function of the ST from an “intertextual” degree, this means to determine the relationship between the TT and ST.

2.2.3 Discourse analysis approaches

Discourse analysis studies the relationship between the language and the context, including written, conversational and communicative events. This discipline is a branch of linguistics.

2.2.3.1 Register and genre analysis

Juliane House is one of the scholars of translation who believes that translation is an intercultural social act in context. She viewed Translation as a process rather than a product and believes that the ST and TT should be compared or analyzed at a register level (Field, Tenor and Mode) as well as genre level (generic purpose). Moreover, House argues that once one had done an analysis of both ST and TT, the translation can be then categorized into one of the two types she proposed: overt translation or covert translation.

An overt translation, according to House (cited in Munday, 2001 p.91) is “one in which the addressees of the translation text are quite ‘overtly’ not being direct addressed”, in other words Munday (2001) described it as “a TT that does not purport to be an original” (p.93). On the other hand, a covert translation” is a translation which enjoys the status of an original source text in the target culture” (p.92), in this kind of translation the ST and TT are not linked, therefore, cultural elements of the SL will be modified in order to deliver a proper message to the TL.

Hatim and Mason (cited in Munday, 2001 p.100) defined discourse as “modes of speaking and writing which involve social groups in adopting a particular attitude towards

areas of sociocultural activity (e.g. racist discourse, bureaucratise). The main idea of Hatim and Mason (1990) is to assert a relationship between discourse process and the practical work of the translator. They suggest that a text is “a set of mutually relevant communicative functions, structured in such a way as to achieve an overall rhetorical purpose” (p.243).

2.2.4 Traditional vs functional theories in advertising translation

As it could be seen in the traditional translation theories a great importance is given to the equivalence in vocabulary and syntax. According to these theories, the source text is often translated sentence by sentence or word by word, what in the case of advertising translation may not always work since these types of text involve more than just linguistic features.

To the contrary, the functionalist theories give more freedom to the translator in choosing an appropriate strategy or method to be carried out in order to achieve the function of the source text into the target culture. In these approaches the pragmatic level will play a big role, the translator will define the function of the translation and be able to adapt it for a new culture.

2.3 Advertising

2.3.1 What is advertising?

The main purpose of advertising is to promote or sell a product, service or idea. Fletcher (2010) defines it as “one type of marketing communication” (p.1). In contrast, Vilanilam, J. V., & Varghese, A. K. (2004) give us a more complete definition of the concept:

“Advertising is an organized method of communicating information about a product or service which a company or individual wants to sell to the people. It is a paid announcement that is conveyed through words, pictures, music and action in a medium which is used by the prospective buyers. To some, advertising is communication with the express purpose of selling a product or service. It is the

element of payment, they say, that distinguishes advertising from other forms of communication” (p.4)

In other words, advertising is a process in which the advertisers pretend to reach a target (which means that the message is not directed to a person particularly) to inform or persuade about a good or service. Consequently, the use of mass media such as magazines, newspapers, television, radio, etc. will be necessary to establish a connection between the sender and the receiver.

2.3.2. Translation of advertisements

Over the past few years, the emerging wave of globalization and trade intensification has somehow constrained multinational companies to look for translation services. It is important for such companies to reach new markets, where another language as well as perception of life is conducted differently, but the consumption of goods is also present. This has opened an extend for researching not only the marketing field but the linguistics as well.

In the marketing field, advertising has been the most powerful way to get more and more consumers and, of course, the translation of these Ads into different languages has been the path to locate products internationally. Nowadays, multilingual communication is a need that constantly grows due to globalization, therefore, translation has become an essential element on creating new business and communication strategies for many international companies. These companies look for specialists on the field who could localize and adapt their products to new markets, having the challenge of overcoming the language barrier.

Scholars of translation have manifested that advertising translation is an extensive area of research since it not only involves linguistic knowledge but also cultural and psychological among others. In the following lines, the investigation that was carried out about advertisements related to translation will be presented.

2.3.3 Advertisement as a text type

Reiss made a categorization of the different text type based on the classification of language function proposed by Karl Buhler (1934). She derives a corresponding dimension of language to each text type and presented them as follows (Reiss. 2000, p.29)

Language Function	Representation	Expression	Persuasion
Language dimension	Logic	Esthetics	Dialogue
Text type	Content-focused (informative)	Form-focused (expressive)	Appel-focused (operative)

According to Reiss categorization, advertisement is a typical operative text type and the language function use in this kind of text is appellative. This text type main purpose is to invite or attract the attention of the addresses by persuading them. These texts pretend the receivers to act in a particular way, therefore, these will be specifically addressed-oriented-focused.

Hatim and Mason (cited in Cripps, 2004) following Werlich, acknowledge that from the translator perspective a text typology should be made taking into account the context and how this determine the focus of any text. For Hatim and Mason (cited in Trosborg, 1997) advertisement text belongs to the 'instruction with option' text type, which is a subclass of the 'instruction' text type proposed by Werlich, this typology classification is based on cognitive properties in which the Instructive text type renders a future behavior.

On the contrary, Snell-Hornby (1995) proposed a prototypology to text types categorization arguing that the text typology categorization made by Reiss is quite objective and could not work in all kind of translation since a language cannot be reduced as a system of static. She starts from the idea that language is part of the world and proposes a more dynamic approach classified in 'levels'.

According to Snell-Hornby, advertisement belongs to a general language typology which is mainly cultural-influenced and will require a communicative functional translation. Unlike Reiss, Snell-Hornby (1999) believes that in spite of the dominant of the operative function in advertisement, the informative function may also be presented as the expressive function due to the tendency to use metaphor, alliteration and allusion in the language used.

Munday (2001) criticizes Snell-Hornby work arguing that it is a good attempt to bring diverse areas of translation together, however, the consideration of all kind of language in such integrated continuum does not necessary facilitate the analysis of translations and the translator training.

2.3.4. Culture and language in advertising translation

Two of the main problems of the translating task could be language and culture. Nida (2001) affirms that, although a language may be regarded as relatively part of a culture, it is absolutely necessary for both the functioning and perpetuation of a culture” (p. 13), what Nida wants to emphasize is that a language is the essence of a culture, these are correlated, acquired, change constantly, and are collectively active.

The cultural dimension, therefore, is an important parting point to carry out the advertisement translating task. According to House (2015) the anthropological concept of culture “refers to the overall way of life of a community or society, i.e. all those traditional, explicit and implicit designs for living which act as potential guides for the behavior of the members of the culture” (p.32) which means that every group or society, besides language, share certain type of behavior, costumes and habits which characterize their perception of the world.

Furthermore, those groups have specific knowledge of the world which is built according to their experience of life and the place where they live, so every person is the result of its culture and cannot be apart from it. At the moment of interacting with other

cultures, this knowledge will be limited because what is normal for a social group is unknown or strange for another. This is one of the complexities of the translation task that a translator should face.

Translating advertisement, therefore, means more than just wording. Goddard (quoted in Woodward-Smith, E. e., & Eynullaeva, E., 2009) claims that ‘the essence of good advertising copy is not about simply translating the words; it is about encoding the right concept and those may well vary from culture to culture’ (p. 80). De Mooij (2004) also stresses the importance of culture when translating advertisements, aiming that an “effective advertising uses *culturally* appropriate advertising styling” (p.179). This means that in this communicative process the translator may use his linguistic and cultural skills to produce a message which should be understandable for the new audience but above all that should achieve its aim.

For instance, Armstrong (2005) offers the example of the English concept ‘Chinese take away’ and the French version ‘petit resto chinois’ the French version was adapted according to the cultural eating habits of French culture, the translator knew that a literal translation would not accomplish the function so he opted for an adaptation and the message was understood and accepted by new addressees.

Translation of advertisements is clearly an application of cross-cultural analysis to everyday life. For this reason, the translator should be trained to respond to every specific communicative situation. An extensive knowledge of culture, an accurate command of the language, as well as fundamental knowledge of communication and marketing both in SC and TC will surely simplify the task of translating this type of text.

2.4. Translation strategies

2.4.1 What is a strategy?

Many definitions have been suggested about strategy within translation studies and of course many discrepancies have also come out about this term. Should it be a strategy, a tactic, a plan, a method or a process? According to Oxford Dictionary of English a strategy is “a plan of action designed to achieve a long-term or overall aim”. Though, the Cambridge Dictionary of American English offers a similar definition which says the following: “a strategy is a long-range plan for achieving something or reaching a goal, or the skill of making such plans”. Both definitions agree arguing that a strategy is a plan, consequently, the term will be explored within the translation studies in which is divided into macro and micro strategies.

2.4.2 Macro and micro strategies

There has been a lot of proposals about translation strategies related to translation studies and translator training, however, most researchers agree that the two main types are literal (focusing on a level of words) and free (beyond the words level) translation. Both strategies have been studied and described by many scholars of translation in a variety of oppositions, and all of them have the following characteristics (Chetersman, 2016, p.86)

1. They apply to a process
1. They involve text-manipulation
2. They are goal-oriented
3. They are problem-centered
4. They are applied consciously
5. They are inter-subjective

According to Venuti (1998) strategies of translation involve selecting the best way to develop a method of translating, which will merely be influenced by cultural, economic and political issues in which the translating circumstances are carried out.

Venuti talks about two strategies: Domestication and Foreignization. He thinks that translation strategies are responses to domesticate the cultural situation in which a translation is conveyed. Domestication is the strategy adopted to create a more transparent, fluent and easy translation which means that elements from the SL will be adapted to the TC reader's needs. When the translator has domesticated, he keeps himself invisible and move the author towards the audiences. On the contrary, foreignization retains cultural and linguistic aspects of the ST, in spite the fact, this means to break the conventions of the TL. In this kind of strategy, the translator is visible and brings the audience to the author.

House also presents two types of strategies that may help to facilitate the translation task: the covert and overt strategies. A covert translation strategy means producing a TT which is "as immediately and 'originally' relevant as it is for the source language addresses" (House, cited in Shuttleworth & Cowie, 1997:33). This kind of translation is based on the situational dimension and the functional equivalent; therefore, it will be target-cultured oriented. Such translation, according to House, will be useful in translating advertisements, journalistic and technical material.

Contrary to covert translation, the overt translation strategy will be closely linked to SC, so the translator will produce a 'second original'. This type of translation will be appropriate, for instance, in translating artistic literature, sermon or political speeches. (Shuttleworth & Cowie, 1997). House translation strategies show us that the aim of the translation and the target culture will determined the strategy to be used.

Documentary and Instrumental Translation are the terms suggested by Nord in reference to a literal or free translation. As 'documentary translation', she refers to any kind of translations that "serves as a document of a source text between the author and the ST recipient" (Nord, 2005 cited in Munday, 2012, p.128). When a translator decides to carry out a documentary translation, elements of the SC will be retained in the TT which means that this will be exoticized. On the other hand, the purpose of an instrumental translation is to

“serve as an independent message transmitting instrument in a new culture, and it is intended to fulfill its communicative purpose without the recipient being conscious of reading or hearing a text which in a different form was used before in a different communicative situation” (ibid). Obviously, this definition refers to a freer translation strategy in which the main challenge will be that the target reader does not notice that what he is reading is actually a translation.

Sun (2012) in his article Strategies of Translation mentions that Jääkeläines (1993) makes a distinction between global strategies (translator’s principles and mode of actions) from which free and literal translation are part of, and local strategies (Translator’s problem-solving and decision-making activity) which in fact are translation techniques.

Furthermore, Chetersman (2016) parts from the principle ‘change something’ meaning that if there is something in the translation that does not fit in the TT either grammatically, semantically or pragmatically, the translator then should change it. He distinguishes between comprehension strategies (for understanding and analyzing the source text) and production strategies (for the production of the target text) and creates a taxonomy for production strategies which is divided into three groups: (Chetersman, 2016 p.92)

1) Syntactic strategies:

- **Literal Translation:** close to the SL text without following the source language structure.
- **Loan/Calque:** Borrowing of single terms following the syntagma of the ST, of course unknown for the target reader.
- **Transposition:** change in the word class, e.g. from nouns to verb.
- **Unit shift:** Changes morpheme, word, phrase, clause, sentences units. (Catford, 1965)
- **Phrase structure change:** changes at internal structure phrase level, including number, tenses, person etc.
- **Clause structure change:** Changes that affect the organization of the phrases and clauses, e.g. from active to passive.

- **Sentence structure change:** Change in the relationship between main clauses and subordinated.
- **Cohesion change:** a strategy which affects intra-textual cohesion, this kind of strategy mainly takes place in the form of reference by pronouns, ellipsis, substitution or repetition.
- **Level shift:** Phonological, morphological, syntactical and lexical level change due to the variation in different languages.
- **Scheme change:** It refers to rhetorical schemata such as parallelism, alliteration and rhythm and rhyming in poetry. Parallelism refers to similar arrangement of collocations, phrases or sentences.

2) Semantic strategies

- **Synonymy:** selection of the closest synonym but not a literal translation of the ST, in order to avoid repetition.
- **Antonym:** to find an opposite word with mostly combine with a negation.
- **Hyponymy:** It means using a member of larger category
- **Abstraction change:** a strategy where the translator moves to more concrete term or vice-verse.
- **Distribution change:** This is a kind of strategy in which the same semantic component is distributed over more items (expansion) or fewer ones (compression).
- **Emphasis change:** This strategy increases, decreases or changes the emphasis of thematic focus of the translated text in comparison to the original.
- **Paraphrase strategy:** This is the last strategy in the list. According to the overall meaning of the source text, it creates a liberal approximate translation; some lexical items may be ignored in this sort of strategy.

3) Pragmatic Strategies:

- **Cultural filtering:** naturalization, domestication and adaptation, this correspond a target cultured-oriented strategy.
- **Explicitness change:** Information of the ST be added or deleted in order to make the translation more explicit.
- **Information change:** Addition or subtraction of NOT implicit information in the ST.
- **Interpersonal change:** Anything that relates change in the relationship text-author and reader. It has to do with the style, formal, technical, etc.
- **Illocutionary change:** There is another strategy the changes the nature of the source text speech act, either obligatory or non-obligatory (e.g. from reporting to a command, or from direct to indirect speech).

- **Coherence change:** change at a higher textual level (i.e. combining different paragraphs to each other in a way different from the source text).
- **Partial translation:** This is a strategy that refers to translating a part of a text, not the entire text (e.g. song lyrics or poetry).
- **Visibility change:** This is a strategy that increases the "presence" of either the author of the source text or its translator (e.g. footnotes that are added by the translator).
- **Trans-editing:** refers to extensive editing of the original text when necessary (i.e. changing the organization of the source text information, wording or etc.).

2.4.3 Adaptation as a functional strategy in advertisement translation

For many years, the adaptation strategy in the translation process has been discussed and regarded as a type of literal or free translation. Vinay and Darbelnet (cited in Armstrong, 2005 p.155) define adaptation as “the translation method of creating an equivalence of the same value applicable to a different situation than that of the source language”. Likewise, Vinay and Darbelnet’s (cited in Vandal- Sirois and Bastini 2012 p.22) call adaptation ‘situational equivalence’ in which the translator will deal with cultural issues that may affect the TC, both definitions talk about the equivalence depending of the circumstances in which the translation is carried out.

Sander, on the other hand (cited in Vandal- Sirois and Bastini, 2012) (p.22) prefers to define it as “an attempt to make text ‘relevant’ or easily comprehensible to new audiences and readerships via the process of approximation and updating”, in order to make this possible the translator should take distance from the ST to create the best new version of a TT for a new audience. This process, however, could be too complex since the translator should possess more than linguistic knowledge. He will need a fundamental knowledge of the culture business function and have the spirit of a journalist to be able to make the best choices and create an accurate message.

As Vandal- Sirois and Bastini (2012) argue “advertising translators should be familiar with business and marketing strategies, as well as the art of persuasive writing” (p.32). The

questions are: for whom? In which circumstances and for what purpose the translation should be done? Should the translator keep busy before doing the translation emended?

In their article Woodward-Smith, E. e., & Eynullaeva, E. (2009) point out that “adaptations rather than literal translations are more likely to succeed in different cultural contexts” (p. 122). Alike Nord (1991) states that “adaptation is sometimes the only way to make sure that the translation fits into the target culture situation “(p. 60). The translator should not forget that languages are different, thus translation cannot always be as faithful as it could be thought a deep analysis of both ST and TT may simplify the task of creating a comprehensible text for a new target.

CHAPTER III

3.0 METHODOLOGY

In this chapter, a description of the method, instruments and procedure used to carry out this research is given. It is important to mention that the purpose of this study is to explore the strategies that the translators of the analyzed and studied advertisements have used to convey the same message to two different target people, as well as to find out if the messages of both Mexican and American culture are reached at the same communicative level.

3.1 Method

The researchers gathered theoretical resources to understand more about the basic concepts of translation as well as advertisement translation and its relation to culture. Different theories of translation are mentioned; nonetheless, the research will be based on the functionalist approaches. As it has been mentioned in chapter two, such approaches have as principle or criteria for translation the communicative function of the text.

In other words, the communicative purpose of the advertisement will be considered to decide and determine which strategy will be used at the moment of translating. These approaches may be adequate in advertising translation since these are cultural-oriented, they view translation as communication of the culturally oriented target function. They also view the text as an integral part of the world and not as an isolated specimen of the language (Snell-Hornby 1995 p.43). All this may give the translator the freedom to make the proper decisions during the translation process to produce a successful version of the translation emended.

At this level of the functional analysis, both the source and target texts were analytically read to figure out what the text was about and what the communicative purposes of the message, behind each advertisement, each company wanted to send to their consumers.

In order to do so, we were looking for the extra-linguistic factors (communicative) which may be present in both the target and source texts. Nord (1997) describes these factors as a *translation brief* (profile of both ST and TT), a profile of a ST and TT may help the translator to prioritize the information to be translated.

Therefore, in this study the extra-linguistics factors such as sender, receptor, medium, motive and function were determined to compare both source text and target text. Since the functional approaches do not offer micro-strategies at all, the strategies proposed by Chetersman (2016) to produce a target text were considered during the analysis process, such strategies are useful to make changes at a syntactic, semantic or pragmatical level.

3.2 Instruments

The researchers studied and analyzed two advertisements which correspond to the electronics brands of SONY and APPLE. Both Advertisements were taken from each company's website for their Mexican and American market. Then the researchers carried out the functional analysis of both the source text in English and the target text in Spanish.

3.3 Procedures

Regarding to the structure followed to analyze each advertisement, first these were divided into 'heading' or 'slogan' which is one of the most important and obvious parts of the message. According to Bueno García (2000) headlines should be concise and extremely persuasive and evocative to attract readers' attention.

Then, the 'subheading' was identified, these ads should contain more specific information in order to support the heading statement and in most cases, it will be differentiated from the headline because of the typography.

Next, 'the text' or 'body copy' appears, where generally more detailed information or description of the properties and/or characteristics of the product are given. In some cases, although not in any of the illustrations provided, a 'conclusion' may appear below the text to reinforce and summarize what has been said before (Duro Moreno, 2001)

The results found at a micro-level in the translated text are showed in form of tables in chapter four. In the last chapter of this work and after presenting the theoretical framework and doing the practical analysis, the conclusions are discussed, and the references used for this study are presented.

CHAPTER IV

4.0 DATA ANALYSIS

The purpose of this research was to analyze the strategies and procedures followed in the translations of Apple and Sony advertisements into its Spanish version for the Mexican website of both companies, this to find out if both messages reached its communicative purpose as the intended in the source language. To do so, each source advertisement, as well as its Spanish translation were carefully analyzed based on functional approaches. This analysis is presented in this chapter and the findings are showed in form of tables in the last section of it.

4.1 Sony Advertisement

English Version	Spanish Version
XPERIA™ XA A perfect fit Made to match your lifestyle. Your smartphone follows you everywhere. It's in your pocket while you're on the move and on the table when you're eating with friends. That's why the new Sony Xperia XA has been designed to comfortably fit your active lifestyle yet attract attention with its stunning full-width display. It's the perfect device for having fun and letting loose.	Xperia™ XA F3113MX/B Hecho para combinar tu vida Tu smartphone va contigo a todos lados. Es por eso que el Xperia XA se diseñó con un nuevo aspecto y estilo para estar realmente en armonía con tu vida. Tiene una pantalla de ancho completo asombrosa, una forma curva y lisa y un tamaño que no es demasiado grande ni demasiado pequeño. Es justamente el correcto.

The first advertisement belongs to the Japanese multinational conglomerate Sony (**sender**) placed in Tokyo. The company possesses diverse business in the area of gaming,

entertainment, financial services and electronics, and it is situated as one of the leading manufacturers of electronics all over the world.

Since the downfall of Sony Mobile Communication in 2010, the company focused in creating a brand in which their consumers could feel identified, so the marketing experts of the company created the 'Xperia' term to give name to its exclusive line of smart-phones and tablets. The name comes from the word "experience" with which Sony shows the first sign of the linguistic strategies that this kind of text possess to create a closer relationship between the seller and buyer.

In order to carry out an appropriate analysis of the advertisements, it is important to make a profile of the ST and TT. Apparently, SONY (**sender**) presents this device to young people/adults (**addressees**) between 15 and 35 years old for both targets. This can be inferred due to the kind of language used like the present of the second person of the singular, the informality in the text (**register**) and because of the iconic material (images). Moreover, in both messages the main goal is to persuade (**function**) the consumer to buy the product but this is done in different ways. In the English text the center of the message is the "buyer" which is highlighted in the discourse with words like fun, lifestyle and attention. For the Spanish counterpart, the smartphone is more relevant since more details about the device are given.

This advertisement was presented to the public throughout the website of Sony (**medium**) appearing for the first time on February 2016. In this advertisement Sony has as motive or intention to state and expose the advantages of this device in order to persuade the consumers to buy the product.

This advertisement is divided into head-line, sub head-line and body copy which will be presented in parts just to facilitate the analysis description at a micro level.

➤ First part

English Version: Xperia™ XAA perfect fit. Made to match your lifestyle.

Spanish Version: Xperia™ XA F3113MX/B. Hecho para combinar tu vida.

In both English and Spanish version, the name of the new exclusive smartphone line appears as the headline of the Ad followed by the acronym XA which refers to the specific model presented. In the case of the English version the declarative sentence “a perfect fit” takes part of the name of the model while in the Spanish version this is omitted but instead the whole model number is implemented to give the consumer the facility of knowing the features of his new acquisition which is typical for the Mexican market.

The translation is carried out dynamically, the translator has knowledge of this cultural pattern, which is obviously adapted to TC (**cultural filtering**). ‘Made to match your lifestyle’ is the smart-phone’s slogan in the English version which was translated almost literally. Only in the last word of the phrase the word “lifestyle” is change for “vida”, the translator makes the use of the economics of language by using just the word “life” in the translation (**abstraction change**). He notices that to translate the ST concept may not coincide with the function of the message for the Mexican audience.

➤ Second part

English Version: Your smartphone follows you everywhere. It’s in your pocket while you’re on the move and on the table when you’re eating with friends. That’s why the new Sony Xperia XA has been designed to comfortably fit your active lifestyle yet attract attention with its stunning full-width display. It’s the perfect device for having fun and letting loose.

Spanish Version: Tu smartphone va contigo a todos lados. Es por eso que el Xperia XA se diseñó con un nuevo aspecto y estilo para estar realmente en armonía con tu vida. Tiene una pantalla de ancho completo asombrosa, una

forma curva y lisa y un tamaño que no es demasiado grande ni demasiado pequeño. Es justamente el correcto.

Then appears the body of the Ad beginning with two declarative sentences *“Your smartphone follows you everywhere. It’s in your pocket while you’re on the move and on the table when you’re eating with friends”*. Sony is aware of the importance that the American culture gives to the “lifestyle” concept which could embrace friends, sport, and party among others, and takes advantage of it in order to convince its consumers that this model is the perfect for those lively people who love to be in the eye.

In the Spanish version, however, the sentence *“It’s in your pocket while you’re on the move and on the table when you’re eating with friends”* is totally removed from the Ad **(abstraction change)** while the first is translated as *“Tu smartphone va contigo a todos lados”* the use of the verb “ir” in the Spanish version shows that the sender wants to balance the product/consumer focus something that does not happen with the verb “follow” in the English version.

A foreign element from the source culture is brought to the target culture which does not represent a problem since the English term “smartphone” is becoming universal, so the translator knows that it will be accepted by the target culture **(loan translation)**.

The English version then focuses on explaining how comfortable will be to have this smartphone, Sony tries to say to the consumers that they are special and so it is this device. However, in the Spanish version more persuasion techniques are used when using more adjectives and nouns focusing on describing the features of the product like shape and size **(emphasis change)**.

The closing sentence of each version is totally different and the persuasion strategy is done differently since in the Spanish version the message is focused on the device itself (the design and positive advantages of the smartphone), while in the English one is focused on the consumer (how practical could be your life since the smartphone adapts to it).

Therefore, at the end new text is create by the translator which corresponds to the TC **(paraphrase)**.

4.2 Apple Advertisement

English Version	Spanish Version
<p>IPAD PRO SUPER. COMPUTER. NOW IN TWO SIZES.</p> <p>IPad Pro is more than the next generation of iPad — it's an uncompromising vision of personal computing for the modern world. It puts incredible power that leaps past most portable PCs at your fingertips. It makes even complex work as natural as touching, swiping, or writing with a pencil. And whether you choose the 12.9-inch model or the new 9.7-inch model, iPad Pro is more capable, versatile, and portable than anything that's come before. In a word, super.</p>	<p>IPAD PRO TU PRÓXIMA COMPUTADORA, NO SERÁ UNA COMPUTADORA.</p> <p>El iPad Pro no es sólo la nueva generación de iPad, es una visión totalmente nueva de la computadora personal para el mundo moderno. Tiene un rendimiento superior al de la mayoría de las PC portátiles, y te permite hacer las tareas más complejas de una forma tan sencilla y natural como tocar, deslizar o escribir con un lápiz. Tienes dos modelos para elegir, el de 12.9 pulgadas o el nuevo de 9.7 pulgadas, y los dos son más potentes, versátiles y portátiles que todo lo que hayas visto antes. En pocas palabras, es tu próxima computadora.</p>

The second Advertisement chosen for this research was one from Apple brand **(sender)**. This is a multinational company founded in 1976 that designs and develops both software as well as electronics such as smartphones, tablets, personal computers, portable media players, watches, etc.

Nowadays, it is considered as the world's largest information technology company and the world's second largest mobile phone manufacture. As it is noticed, the influence of the company in the international market is arising every day, this is a reason to be included it in the research. Many people could recognize this brand for its logo which has the shape of a bitten apple referring to the company's name and also by its famous slogan "think different", which became a main icon for quality in technology, and for its design that characterizes this firm.

The advertisement of Apple was chosen specifically from the line of tablets “I Pad Pro”. The first iPad was designed in 2010 and since then, Apple (sender) has not quite been in creating new designs with the last technology corresponding this way to the needs of its consumers.

The iPad Pro could be directed to a wider public which may comprise from teenagers to adults in both targets (**addressees**). It is noticed that the sender wants to create a more familiar relationship with the receiver by making use of the second person of singular “you” in both languages, as well as the use of an informal language (**register**). This may feel the consumer somehow comfortable or closer to the advertised product. The English Ad Apple pretends to create a feeling of “wonder” on the consumer mind by using specific discursive strategies to persuade (**function**) one specific example is the adjective “super” in the headline.

Apple wants to expose (**motive**) that the iPad now is better than before and that anything else on the market. In the Spanish counterpart, nonetheless, it is pretended to let us know that this iPad works like a computer but it is not a computer (**motive**). It persuades the consumer (**function**) by using on the headline the possessive adjective “tu”. Both English and Spanish advertisement were taken from the Apple website respectively (**medium**) which was advertised for the first time on September 2017. Now, taking into consideration the information researched about the company and its market the analysis will be done.

This advertisement will also be divided into different parts in order to have a better description.

➤ First part

English Version: iPad Pro Super Computer. Now in two sizes.

Spanish Version: iPad Pro Tu próxima computadora no será una computadora.

In the head-line of the Ad the name of line appears in both texts, however, the motto of this specific product is not the same. In the English version two short phrases are the introduction of the product which is typical from the Advertisements in English. In the Spanish counterpart a declarative affirmative sentence is used, and it is totally different from the English one at a linguistic level (dynamic translation).

The English motto talks just about the computer itself, the adjective “super” is used as a sign of wonderfulness and power. Then, it gives information about the improvements that Apple has done by stating that they have now two different sizes. In the Spanish version, however, a new statement is created (**trans-editing**). The translator knows that a literal translation could also work since the message is clear but he decides to make use of his linguistic ability to produce a new message in which the consumer is also involved. The use of the possessive adjective “tu” makes the consumer think that they already own something, as well as, the future tense verb “será” show us the skopos of the Ad which to react in a short future by buying this device which functions are the same as a computer but which in fact it is not what we recognize as one.

➤ Second part

English Version: iPad Pro is more than the next generation of iPad — it’s an uncompromising vision of personal computing for the modern world.

Spanish Version: El iPad Pro no es sólo la nueva generación de iPad, es una visión totalmente nueva de la computadora personal para el mundo moderno.

Due to the differences in structure of both languages changes at a syntactic level are present, for instance, the determinate article “el” in the Spanish version is added. Moreover, the declarative sentence “is more than” is changed for a declarative negative sentence as “no es solo” (**cohesion change/level shift change**).

As it can be seen both sentences pretend to give more characteristics or information about the computer, a few changes are made, and the translator style is still present. In relation to the adjective “uncompromising”, a literal translation could not work since this is an adjective that in Spanish has a negative connotation, therefore, he decides to use two words the adjective “new/nuevo” and the adverb “totalmente/totally” which match with his translation, however, most of the text is translated literally.

➤ Third part

English Version: It puts incredible power that leaps past most portable PCs at your fingertips. It makes even complex work as natural as touching, swiping, or writing with a pencil.

Spanish Version: Tiene un rendimiento superior al de la mayoría de las PC portátiles, y te permite hacer las tareas más complejas de una forma tan sencilla y natural como tocar, deslizar o escribir con un lápiz.

Here the message in Spanish is more extended due to the language structure, the first sentence is paraphrased by the translator (**paraphrase**), he understands the message and writes it in Spanish. However, the expression “at your fingertips”, which is an idiom meaning immediately available, is left out, from the translator point of view it is not necessary to translate it since as the most important part to be remarked is the power of this new computer which has been accomplished. In the English version two sentences are present while in the Spanish counterpart the translator used a conjunction to create cohesion (**cohesion change**).

➤ Fourth Part

English Version: And whether you choose the 12.9-inch model or the new 9.7-inch model, iPad Pro is more capable, versatile, and portable than anything that’s come before.

Spanish Version: Tienes dos modelos para elegir, el de 12.9 pulgadas o el nuevo de 9.7 pulgadas, y los dos son más potentes, versátiles y portátiles que todo lo que hayas visto antes.

In this part of the message what is said to consumers is that two models are available and whichever they choose will be the best decision because both of them are the newest in technology. In the English version appears the conjunction “whether...or” as an alternative while in the Spanish version the translator creates an affirmative sentence stating that you have two models to choose, once again different words but the same message **(paraphrase)**.

The sentence “anything that comes before” is translated as “todo lo que hayas visto antes” both sentences express the same message but are syntactically different **(level shift change)**. In this case in the English version the third person of the verb “come” appears in present while in the Spanish counterpart appears the verb “ver” in subjunctive past perfect and second person making reference to the consumer.

➤ Fifth Part

English Version: In a word, super.

Spanish Version: En pocas palabras, es tu próxima computadora.

The closing statement in both texts is totally different; the marketing experts of Apple decide to return to the motto making clear that what they pretend is to describe the new model in just one word in this case the adjective “super”. The translator uses for the Mexican audience the motto he has created in which the consumer itself is mentioned to confirm the persuasive message, however, he forgets to give focus on the computer itself **(trans-editing)**.

In these advertisements one could noticed that the translator translated more freely, he created a new text where it was necessary to create in order to have a cohesive and coherent discourse, not forgetting the goal of the message

4.3. Discussion of the Findings

The results of the analysis show that many factors will determine the approach or strategy to be carry out during the translation process, two of these will be the addressees and the type of text to be translated. In the case of advertisements, these involve more than the words itself, cultural and nonverbal elements will also play a big role in order to convey the message properly.

The translation of the Xperia Smartphone was above all dynamical since the function of the translation is not the same as the source text. The translator focuses on the message from the device instead of the consumer, alike the original English version. A few omissions were carried out to make the massage understandable for the target audience. Furthermore, the translator took the freedom to create or paraphrase some parts of the original version in order to reach a wider consumer sector.

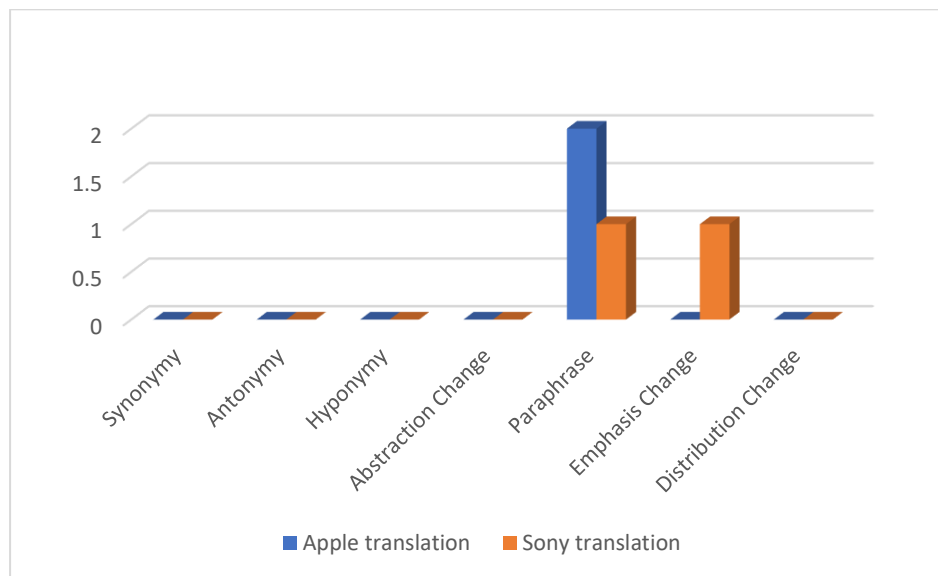
In the case of the iPad translation, the same strategy was carried out. Here the creativity and style of the translator is more visible since he decides to create a new head line text in order to be more effective. In the Spanish version omissions and additions are done to create coherence and cohesion. Although, in the Spanish translation the translator gives importance to the consumer the main focus of the message is on the product and at the end the Spanish version is presented in a larger text but with the same idea to be transmitted.

In both Advertisements, the translators make the right decisions to convey the message to its respective target since for the first moment they are able to identify what the target consumer is looking for which apparently is not the same as what the source consumer looks for. They use their creativity as well as the paraphrase strategy in order to produce a new message for a new culture, knowing that this will go always hand in hand to the language rules.

The advertisements head-line could be the most important part of it since these are the introduction to the audience. In the case of our analysis, both head-lines translations accomplish its purpose since the translators notice when it is necessary to do a more dynamic translation in order to impact the target audience. This also shows that an equivalent/literal translation is sometimes the best option and that the functional approaches are not merely related to free translation.

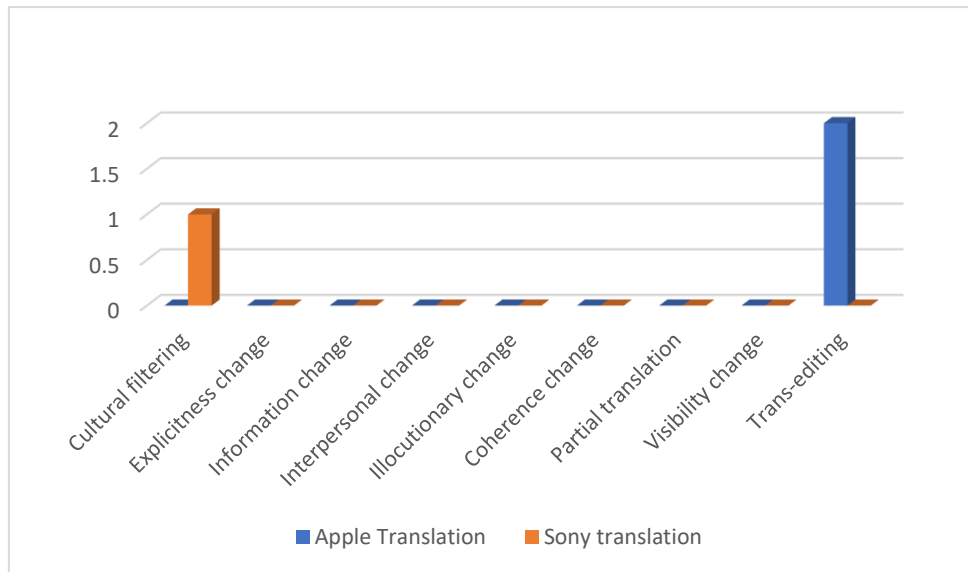
In the following tables is shown which local strategies (micro-strategies) were found in the analysis:

Table 1 Semantic level strategies



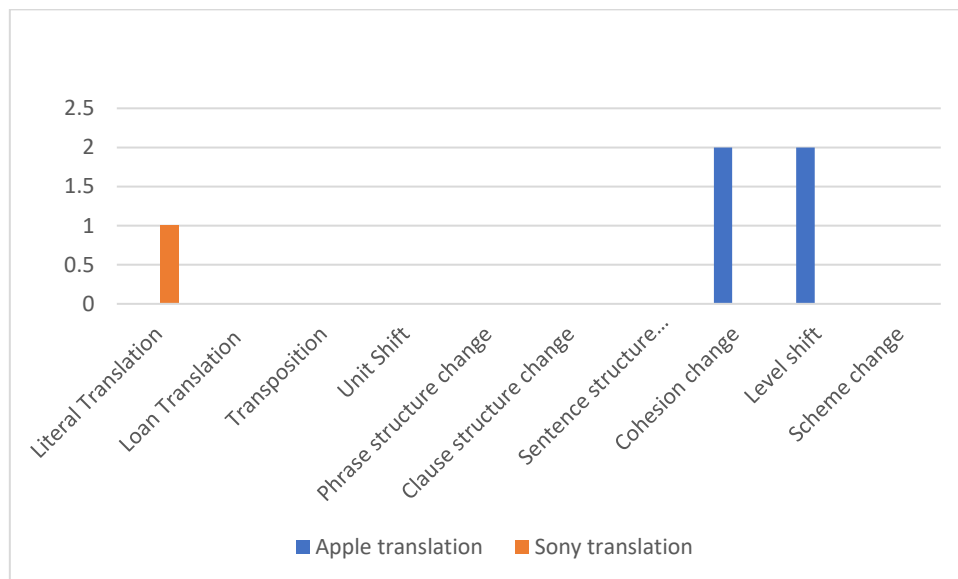
In this table are shown the semantical changes made in the translation of both Apple and Sony advertisements, these are results of the analysis carried out in the chapter three of this paper.

Table 2 Pragmatic Level Strategies



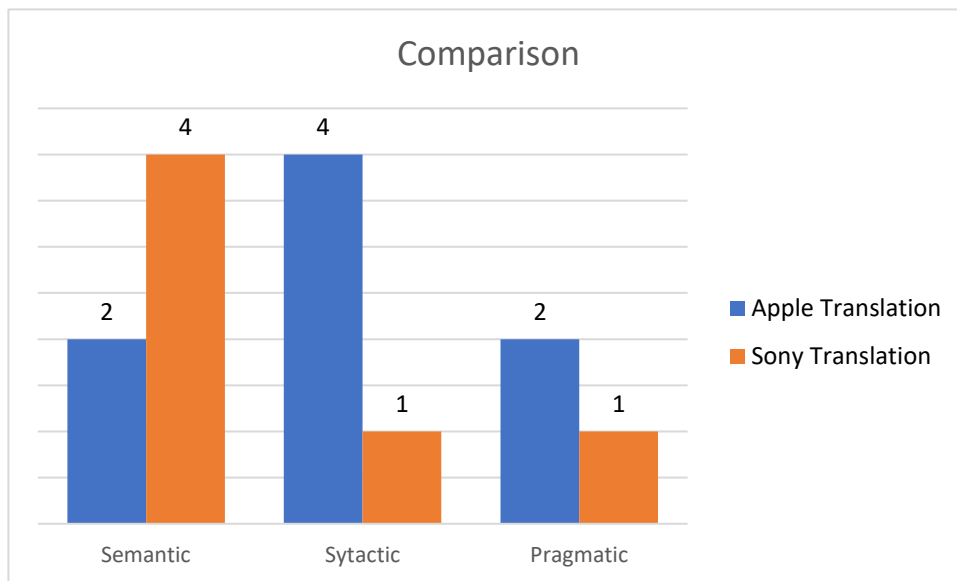
In this table are shown the pragmatical changes made in the translation of both Apple and Sony advertisements, these are results of the analysis carried out in the chapter three of this paper.

Table 3 Syntactic level strategies



In this table are shown the syntactical changes made in the translation of both Apple and Sony advertisements, these are results of the analysis carried out in the chapter three of this paper.

Table 4 Comparison of the strategies at semantic, syntactic and pragmatic level found in Sony and Apple advertisements translation.



In this table a comparison of both Apple and Sony advertisements is presented in order to be shown what kind of changes are more frequent either semantical, pragmatival or syntactical, all these are results of the analysis carried out in the chapter three of this paper.

CHAPTER V

5.0 CONCLUSIONS

This paper has considered functional approaches and strategies at a macro as well as micro level which may be of help and should be considered by novice translators at the moment of translating advertisements text to achieve the purpose of the source message, keeping faithfulness to the original but considering cultural and linguistic issues of a target audience. It may be not forgotten that the function of the message as well as the culture will determine how the language will be presented in advertising, as it has been mentioned in the chapters above both culture and language are bounded and are key issues in translating this kind of text. Therefore, the task of the translator will also be to be involve with the culture he is translating to in order to present a natural message.

The functionalist approaches have appeared as a solution for this area of translation which is in constant change due to the market needs. Such approaches are more flexible since they do not present a list of micro strategies to be followed at all, therefore the translator will have the freedom to decide which elements will be important to be shown to the target audience and which must be omitted, keeping always in mind the communicative purpose of the intended message. The purpose of the translation is a significant flexibility that these approaches offer to the translator which means that a translation not necessarily will part from the ST which will give the translator the opportunity not only to show his creativity but also to be prepared to adapt himself for the changes that this sector has been facing in the last decades.

5.1 Limitations

As it was mentioned in the introductory chapter, for this paper were only used two advertisement of the electronics field out of more than 6 that were considered at the beginning of the study. For this reason, this analysis is focused only on the results found in

these two advertisements and the commentaries that the researches have done are somehow more general due to the restricted number of samples, time and space given to this research. The two selected advertisements have shown to have a more general purpose and not to be precisely addressed to the Mexican market, therefore, cultural factors, which may be relevant to be analyzed in this kind of text, are not notables on this study.

All mentioned above shows that this study is not extended and that a better result might have been obtained by using more samples from different areas like cosmetics and beauty products, food industry, cars among others.

5.2 Suggestions

The researchers of this paper propose to make an extended analysis of this kind of text using different advertisement samples which should be addressed to different groups. It would be also recommended to do the analysis comparing other languages like the German language, which structure is quite different to the English or Spanish one, all this taking as based only one functional theory since this could help to find out more concrete discrepancies in languages and cultures when translating this kind of text, what may clearly contribute to this area of translation studies.

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