

**T.C.**  
**ATILIM UNIVERSITY**  
**GRADUATE SCHOOL OF SOCIAL SCIENCES**  
**DEPARTMENT OF TRANSLATION AND INTERPRETATION**  
**TRANSLATION STUDIES MASTER'S PROGRAMME**

**A CROSS-CULTURAL ANALYSIS OF ADVERTISEMENT TRANSLATION**

**Master's Thesis**

**Lokman Şhitođlu**

**Ankara-2021**



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**Thesis Advisor**

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**Ankara-2021**

## ACCEPTANCE AND APPROVAL

This is to certify that this thesis titled “A Cross-Cultural Analysis of Advertisement Translation” and prepared by Lokman ŐEHİTOĐLU meets with the committee’s approval unanimously as Master’s Thesis in the field of Translation Studies following the successful defense of the thesis conducted on 13/07/2021.

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13/07/2021

Lokman ŞEHİTOĞLU

## ÖZ

[ŞEHİTOĞLU, Lokman]. [Reklam Çevirisinin Kültürlerarası İncelemesi], [Yüksek Lisans Tezi, Ankara], [2021].

Gelişen teknoloji, dünyanın farklı yerlerindeki toplumlar arasındaki ilişkiyi ve bağlantıyı artırmıştır. Bu durum, kültürel ve dilsel farklılıkları hesaba katarak kültürlerarası reklam çevirisi analizi ihtiyacını yaratmıştır. Her toplumun kendine özgü farklı değer yargıları, algıları ve iletişim şekilleri vardır. Bunlara ek olarak, iki dil arasındaki farklılıklar da çeviri sürecine dahil olmakta ve çevirmenlere zorluk oluşturmaktadır. Kaynak kültürde oluşturulan herhangi bir reklamda ifade edilmek istenen, bu farklılıklar nedeniyle başka bir kültüre gerektiği gibi yansıtılamaz. İfade edilmek istenen, cümlelerin arkasına gizlidir ve söylendiği bağlamda incelendiğinde anlaşılabilir, bu nedenle cümleleri işlevselci yaklaşım açısından incelemek büyük önem taşımaktadır. Bu çalışmanın amacı, İngilizce'den Türkçe'ye yapılan reklam çevirilerinde yaygın olarak benimsenen metot ve yaklaşımları ortaya çıkarmaktır. Bu çalışma ayrıca uluslararası reklam çevirisinde yer alan kültürel ve dilsel öğeleri ve de çevirmenlerin sıklıkla başvurduğu strateji ve metotları, çeviri sürecinde çevirmenleri kullanmaya yönelten etkenleri göz önünde tutarak, Veronica Smith, Christine Klein-Braley and Anna F. Guerra'nın çeviri metotları çerçevesinde araştırmayı amaçlamaktadır. Çalışmada reklamların dört ana ögesi olan (marka/ ürün isimleri, sloganlar, reklam metinleri ve mesajlar/görseller) ve bunların Türkçe'de ifade edilme şekilleri küreselleşme ve yerelleşme yaklaşımları dikkate alınarak incelenmiştir. Tüm bu özellikler merkeze alınarak, bu çalışmada İngilizce'den Türkçe'ye olan kültürler arası reklam çevirisi için genel bir çerçeve çizilmeye çalışılmıştır.

**Anahtar Sözcükler:** Çeviribilim, Reklam Çevirisi, Kültür, Dil, Çeviri Metotları

## ABSTRACT

[ŞEHİTOĞLU, Lokman]. [A Cross-Cultural Analysis of Advertisement Translation], [Master's Thesis, Ankara], [2021].

Developing technology has increased the connection and relationship among societies in different parts of the world. This has created the need for the analysis of cross-cultural advertisement translation by taking the cultural and linguistic differences into account. Every society has its own different value judgements, perceptions, and ways of communication. In addition, the differences between two languages also involve in translation process and rise difficulties for translators. What is intended in any advertisement created in the original culture may not be reflected properly in another culture because of these differences. The intention is hidden behind sentences and can be understood when it is analyzed in the context where it is uttered, so it is of high importance to analyze the sentences in terms of the functionalist approach. This study aims to reveal the commonly adopted translation methods and approaches in the selected advertisement translations from English to Turkish. This study also targets at looking for the cultural and linguistic elements involving in the international advertising translations and commonly used strategies and methods that the translators apply for by considering the factors that lead translators to use them in the translation process within the framework of Veronica Smith, Christine Klein-Braley and Anna F. Guerra's translation methods. In the study, the four main elements (brand/product names, slogans, advertisement texts, and messages/visuals) of advertisements and the ways of their expression in Turkish have been analyzed considering the globalization and localization approaches. By putting all these features in the center, a general framework has been tried to be drawn for cross-cultural advertisement translation from English to Turkish in this study.

**Keywords:** Translation Studies, Advertisement Translation, Culture, Language, Translation Methods

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**LIST OF ABBREVIATIONS**

Ad	Advertisement
ST	Source Text
TT	Target Text

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## INTRODUCTION

Advertising is a living phenomenon. Its history goes back to the first civilizations. In history, people painted the stones with the images that they wanted to sell, or Romans painted the walls to announce gladiator fights (Mcallistermarketing, 2021). Although it was thought to get a huge increase with the printing press, the real development came in the 19<sup>th</sup> and 20<sup>th</sup> centuries. In different periods of history, new technologies shaped the way of advertising and it is still taking new forms.

Many researchers have similar definitions of advertising. Britannica encyclopedia defines advertising as the methods and systems used to bring products, services, thoughts, or causes to public notice for the purpose of convincing the public to respond in a certain way toward what is advertised (Britannica, 2020). According to Stanton (1984), advertising is a way of marketing communication that uses an openly sponsored, nonpersonal message to promote or sell a product, idea or service. Judging from these statements it can be implied that in the process of advertisement by using verbal and nonverbal components, companies try to persuade consumers. They also use slogans, headlines and visuals to attract and leave an impression on consumers. Thanks to the internet, social media and TV, our world has become a small town. The mass media have created a great chance for companies to open different regions.

The graphic of Google's advertising revenue on Statista clearly shows that companies spend a lot of time and money on advertising. While Google's revenue in 2003 was 1,42 billion dollars, in 2019 this rate increased to 134,81 billion dollars (Statista, 2021). It can also be inferred that advertising is two sided: the more money they spend on advertising, the more chance they have to reach the consumers around the world, and they can earn more than they spend accordingly. The Director of Global Forecasting for Magna Global Vincent Letang (2020) states that media owners' advertising incomes will be around \$540 billion in 2020. This forecast implies that the world we live in is turning into a small town and reveals a new concept: globalization of advertising, in other words: international advertising.

By its nature, international advertising is different from the advertisements carried out in its local place. While it is still difficult to reach the people who have the same language, culture, values and ideology, it will be far more challenging to reach, understand and sell the products to people who have different languages, cultures and ideologies. International companies strive for standardization on their products such as color, shape, slogan, message and brand name. Shortly, they want to make minimum changes on their products and reach maximum people.

International advertising is a way of communicating by using different means of communication tools. And communication starts with a language. The population of the world we live in is around eight billion and there are hundreds of languages. Taking into account the rates, translation comes into prominence on international advertising and the indissoluble bond between these two concepts becomes more visible.

For international companies, marketing is very important. Although they have the ability to create high-quality products, if the intended message does not reach from Source Language to consumers in Target Language effectively, the sales rates are thought to be low. Every language has its own linguistic features. The beauty of linguistic features such as grammar, wording, sound and meaning in the SL should be transferred to the TL effectively. The Common Sense Advisory Report (Donald A. DePalma, 2014) states that consumers would like to buy products in their own languages. Giving high importance to translation, Bo (2014) states that advertisement translations are based on their own original versions, yet it is not a word-to-word translation. He also expresses that the translator should comprehend the source text deeply, analyze the property of the product in detail and perceive the sound grasping of the target market before making an optimum transference, as linguistic problems often exist in grammar, word usage and pragmatics. Besides, in his article 'On the Emotion Conveyance of Ad Translation' which lists examples and discusses effective communication, Jia (1996) suggests that the interpreter should concentrate on emotional transference rather than generating semantic equivalent.

Another concept that scholars commonly dealt with in their studies is ‘culture’. There are a lot of ways used to make an advertisement as effective and persuasive as possible. However, each of them, in one way or another, is widely related to cultural elements and they should be analyzed carefully while translating original advertisement text to the target language or society (Baker, 2019). Although they show some similarities, societies are unique formations and they have their own ways of perceptions towards culture, which can be called cultural differences that can help to understand consumer attitudes in the process of advertisement translations.

International brands need to consider the consumer values and different cultures while carrying out marketing campaigns internationally in front of customers. Their cultural background can either help or hamper them to understand the intended message. Even the tiny differences on the product can either trigger the consumers to buy it or prevent them purchasing. All these reasons have caused companies to change their methods and led them to find and follow different ways in global marketing which is one of the main study fields of Translation Studies.

Among the most commonly discussed issues in advertising translations are “adaptation” which is also called localization and “globalization”. Vinay and Darbalnet’s “adaptation” model is perceived as the extreme limit of translation and is used in situations where the message in SL is unknown and refers to nothing in the target culture (Meifang & Li, 2009). With this statement it is expressed that even if people have general understanding and knowledge towards the culture of different societies thanks to developing communication tools such TV, internet, social media network and smart phones, every society has its own dynamics; the way of using language, art perspectives, ideology, communication styles and ethical values. On the other hand, the advocates of “globalization” support the opposite. Gidden suggests that the intensification of social relations worldwide connects distant regions in such a way that what is happening locally is shaped by the events that occur even miles away correlatively (1990). On the contrary to the previous idea, it is suggested that even though people live in different societies and have their unique culture, they hold a view of other societies and their cultures thanks to books, internet, TV, smart phones and social media connections. The discussion arises at this point. How will the message be

transferred to the target culture in advertising translations? Is it possible to transfer the message in isolation of cultural elements (Al-Hassan, 2003)?

This study discusses the effects of culture, language and company policies on international advertising within the field of Translation Studies. It is also aimed to give an insight into the commonly adopted approaches to translators who are involved in advertisement translations by going through the selected samples.

This study mainly consists of two parts. In the first part, all related topics will be given to comprehend the nature of advertising and its relationship with language and culture. In the second part, advertisement samples will be analyzed by using Veronica Smith, Christine Klein-Braley and Anna F. Guerra's translation methods as classifications and the collected data will be evaluated. Finally, the conclusions will be given.

## CHAPTER ONE

### BACKGROUND OF THE STUDY

Although the world we live in is very big, it is getting smaller thanks to technological developments. Societies are aware of the news around the world easily by using their mobile phones, computers, or the TV. Technological developments have also increased cross-cultural interaction resulting from international commerce. Hence, the need of advertisement translation has come into prominence. The approaches and methods stated in introduction and methodology chapters underpin the study.

#### 1.1. Statement of the Problem

Advertising industry has been growing day by day with technological developments. The advertisements in the source society have met some difficulties while they are being transferred to the target society. Because of cultural differences, translators sometimes cannot reflect what is intended in the original text: either it refers to something inaccurate or it has no effect on the target culture. Besides, the differences between languages such as grammar structure or word order also create challenges during translation process to translators, and when those who are involved in the process have insufficient experience, the possibility of inefficient advertisements in marketing increases. Moreover, the needs and wishes of companies affect the way of translators' adopting an efficient way to follow.

Shortly, cultural and linguistic features of target language and the company policies lead advertising translations to come out as free translations without having a standardization framework. And the need for professional translators arises in cross-cultural translation.

#### 1.2. Purpose of the Study

The main purpose of this study is to identify linguistic and cultural difficulties that the translators face in translation process, evaluate the effects of company policies

involving in cross-cultural advertisement translations and present the most commonly adopted methods and strategies to public use. Besides, this study aims to reveal the possibility of modern approaches and their integration to international advertising.

In this regard, the research questions below will be followed:

- 1) Is it possible to achieve effective translations in isolation of cultural elements in advertising translations?
- 2) To what extent do the cultural and linguistic elements affect translation process?
- 3) To what extent can it be achieved to draw a framework in international advertising to sustain standardization?
- 4) What are the commonly adopted translation methods in the elements of international advertisements?
- 5) Why have they been preferred and used in the translation of commercials?

### **1.3. Hypothesis**

In the process of international translation, once the cultural and linguistic features of target society are taken into consideration in a functionalist perspective, successful, equivalent and intended translations can occur. Advertisements are indigenous to the culture which there are created in. When they are transferred to a different society, they may fail to create the same cultural effect. So, it is estimated that localization strategy and adaptation method have been commonly used in cross-cultural advertisement translations.

### **1.4. Scope of the Study**

The study mainly focuses on the analysis of the texts and visuals selected among cross-cultural advertisement samples in English language and their translated

versions in Turkish language. In this process, mainly Ana Fernandez Guerra's translation methods and her classification table will be used to see the frequency of commonly used method of translated advertisements in Turkish in selected advertisement translations.

### 1.5. Assumptions and Limitations

It is expected that the analysis of cross-cultural advertisements from English to Turkish will draw a general framework for commonly adopted methods in Turkey. The selected advertisements are clear and comprehensive enough to show cultural and linguistic elements and to collect sufficient data. They have been chosen carefully in order not to create disturbance in societies and they serve the purpose of the study.

The followings are the limitations in the study:

- The study involves English-Turkish advertisement samples so the outcomes may not be applied to different cultures and their languages.
- Religion and sexuality can be regarded as sensitive topics, so the chosen advertisements do not include them.

### 1.6. Duration of the Study

It is predicted that this study will be completed at most in three semesters. Below is the schedule:

**Table 1.** Duration of the Study

October 2020	-Defining the topic -Reading and recording existing literature, identifying relevant sources
November 2020	-Drafting and preparing the introduction
December 2020	-Drafting and preparing the literature review
January 2021	-Preparing and finishing the methodology

February 2021	-Collecting visuals and starting data collection chapter
March 2021	-Starting data analysis -Comparing advertisements in English and in Turkish -Defining commonly used method/s in international advertising
April 2021	-Revising and checking previous parts
May 2021	-Finalizing the conclusion -Confirmation -Submission of the thesis

## CHAPTER TWO

### LITERATURE REVIEW

Advertising is a way of promoting products and has great influence in societies. It is a medium between people and producers. Advertisement is the sum of written, audio-visual works that are carried out to take people's attention to a product, service or brand and to encourage them to get benefit from a product or service willingly (Webtures, 2020). Advertising, on the other hand, can be defined as the activity and industry of advertising things to people on television, in newspapers, on the internet, etc. (Oxford Learner's Dictionary, 2020). Pektaş (1987) states that advertisement is a medium which acknowledges customers about the price of a product, where and how to get it and which shows customers the best ways to spend their money.

Although advertisement is seen as a modern phenomenon, it has a long story in history and its origin goes thousands of years back. The researches state that the first advertising samples were used to find the slaves who escaped from their owners in 3000 B.C. in Egypt (Fidan, 2020). In the Middle Ages, as the literacy rate was low, the advertising method was dependent to verbal announcing, consumers were informed verbally. The printing press, on the other hand, increased this rate and it caused company owners to come up with a new idea: to use advertisements in newspapers. From that time on, the forms of advertisings have started to arise especially the radio and the television. Today, people all around the world use the internet and most probably in the future new forms of it will come out.

Today, people in different parts of the world, as potential consumers, are commonly bombarded with advertisements by using different media forms including the internet, television, newspapers, posters, etc. Advertising highly provides a valuable service to people in a society (Hui, 2013). When individuals want to buy their needs, advertisements give brief information on the products among many others and help customers to choose the best for them.

Advertisements are multi-dimensional. Perceiving advertisements only in a local society is not enough to understand them: international advertising leads the conveying of trading message to the target audience in many different countries. In every country, the audience have different characteristics in terms of how they interpret or perceive and respond symbols, visuals and transferred language message in advertisements (Douglas, 2020). At this point, international advertising translations have started to get importance in Translation Studies.

## **2.1. Purpose of Advertising**

Advertising is the way of communication between consumers and producers. All types of communications have some purposes and aims to be carried out: without any aims or purposes, the communication does not come out. The intended message should reach the receivers properly. At this point, the overall aims of local and international advertising can be listed as follows:

- \* to create demand among consumers,
- \* to persuade consumers (Çoruh, 1969),
- \* to prompt action: it is designed to motivate consumers to act,
- \* to advertise products to wider populations, their adoption (Mucuk, 1982) and create a brand image,
- \* to increase the sales (Kasım, 2004).

Basically, all advertisements function similarly. In order to take consumers' attention, they should be simple at first sight and should be attractive. Once a viewer comes across the advertisement for the first time, they should be able to get what it is about. Full of details fail to reach the first consumers. To achieve it, some common models should be considered. Some of them are AIDA, the DAGMAR, the Product Life Cycle and the Ehrenberg Model (ATRN). AIDA is commonly known and followed by companies. This model was developed by Elias St. Elmo Lewis in 1898.

Lewis suggests that advertisements should “attract attention, carry out interest, create desire and later get action” (Oxford Reference, 2020).

-Take Attraction: AIDA marketing suggests that the first challenge is to get the attraction. If potential consumers are not aware of the existence of the product, then it is impossible to get interaction with it.

-Generate or Maintain Interest: Interest can diminish in time but being exposed to the same image every moment can be annoying. Consumers’ interests should be known and provided meaningful information to create interest.

-Creating Desire for the Product: After the interest is achieved, it is important to create a desire to some point that consumers want to own the product. The product should persuade consumers by using different techniques.

-Take Action: The supreme success of an advertising is to lead the consumers to buy the product or want to learn more about it. In this way, advertising is accepted as a success.

## **2.2. Objectives of Advertisements**

Sagar (2020) states that advertisements have mainly four universal functions:

- the economic functions,
- the social functions,
- the marketing functions,
- communication functions.

All these advertising functions have a lot of sub-categories. In terms of international advertising translations, the objectives of advertising below are of importance:

-Informing: Advertising provides sufficient information about the features of a product. Bartle (2020) states that this kind of advertising both highlights how a product's features solve the customers' problems and helps customers to compare it among others and it is commonly used to create a primary demand for new products.

-Persuasion: Advertising aims to motivate customers to buy a product. Bartle (2020) also states that persuasive advertising goals to create selective demand for products. To achieve it, famous or beautiful people might be used in advertising campaigns.

-Reminder: According to *localadyjournal* (2020), the main function of advertising is to remind the purchase need of the product in the minds of customers. Reminiscent of advertising has a key role in cases when it is important to maintain awareness in consumers' mind for the product.

### **2.3. Advertisement Types**

There are seven types of advertisements and they will be stated below.

**Display Advertisements:** It is the usage of the internet as a medium for advertising where the promotional message appears in search engine results or on websites. The messages generally include information such as images, photographs, logos, pictures, or texts that motivate people to visit the relevant website for the ad. The displayed image can either be animated or static. These kinds of ads can be seen as banner ads, pop-up ads or text ads.

**Social Media Advertisements:** It is the process of developing and creating clickable ads to be able to reach the target audience via social media platforms. It is commonly used to create brand awareness and capture the audience's attention. Audience's past behavior and purchase history are of importance to define how well users and products match up. Audience may not be familiar with the product, but the message has a high chance of getting response.

**Magazines and Newspapers:** It is also known as print advertising. This advertising is the first advertising method used before the advance of digital advertising. This form of advertising uses printed forms of media to reach customers. Advertisements are printed in hard-copy in different ways of publication such as magazines, newspapers, brochures or etc.

**Outdoor Advertisements:** Advertising done outside to take consumers' attention is named Outdoor Advertising. This kind of advertising includes billboards, street furniture (e.g. bus stops or benches) and transit (e.g. on the either side of buses there are ads).

**Radio, Podcast or Video Advertisements:** Radio advertising is the classical way of advertising. Shows and ads are broadcasted by radio waves from different stations to different people. On the other hand, podcasts are relatively new. Podcasts and videos are available on the internet and while streaming them, advertisements appear in pre-roll, mid-roll, or post-roll.

**Product Placement:** It is a purposeful activity. A commercial content is embedded into a noncommercial setting (Kaylene Williams). It is not related to sales; it has a direct relation to creating brand awareness. Lehu (2007) states that product placement is used to strengthen brand awareness and the brand image in minds while motivating the act of purchasing.

**Event Marketing:** It is a strategy which is generally used to promote a product or brand through in-person engagement. The engagement can be online or off-line and companies can take part in as hosts, sponsors, or participants.

## **2.4. Elements of Advertisements**

Advertisements are like working machines. To work properly, the machine needs electricity, gas, motor and tires. Similarly, advertisements have main elements/components. Below are the commonly noticed elements of advertisements:

### **2.4.1. Brand names**

The concept 'brand' can be defined in many different ways in advertising. It can be defined as the name through which a product or organization is known (Weilbacher, 2015). But brands are always more than their names. Brand names are the first prominences to searching eyes via billboards and other media. They must be strong so as to create positive feelings among potential consumers. Mostly, brand names are not translated either because companies want to be familiar around the world from globalization perspective or maybe, the translated version is meaningless or has negative connotation in the target language. Shortly, companies want their brand names to be distinctive among other products and known by every single person. A brand is a marketing asset with its characteristics which distinguish it from other competitive brands (Weilbacher, 2015).

### **2.4.2. Slogans**

Slogans are the words or sentences that represent the image of a brand. They should be short, compelling, short, and easily recalled. They are of high importance in advertising. They are developed so as to reflect product differentiation, promotional purposes, buyers' need, quality and value relationship and price strategy (Smith, 2002). Sometimes, slogans include the product's purpose and benefits. Moreover, slogans are expected to be catchy and last for long years. Hence, they can take buyers' attention and survive over time. Slogans have some other roles. They are used to reiterate the main message in advertising. It is stated that the reiteration of the message through slogans tends to extend the time of message memorization and it becomes easier to reach minds (Smith, 2002). But in some cases, the brand names alone can create brand preference in buying process.

### **2.4.3. Message**

Message is the written or spoken information that is sent or left to somebody when there is no chance to speak in person (Oxford Dictionary, 2020). It is another important element of (especially international) advertising. Scholars state that the

message in advertising is directly related to the product which will be sold (Çağatay Ergün, 2018). In marketing, this term refers to how a company talks to its potential customers about the company and its product in markets. It helps them to communicate with the audience about their product. Messaging is a way of translating the key statements into the convincing messages. In other words, messages are the bridges between the companies and their customers and give a general understanding on what the companies provide with their products and what the customers expect. Messages also give key features of a product. The purpose of messages is to take customer attention to the product.

In terms of international advertising, the messages hold more importance. In a local community, messages can reach the customers without any problems. But the same message may not create the same effect in the target society. Because sometimes cultural and linguistic factors can limit reaching the message to a different society properly. So, companies recreate the message in the target society to reach them.

#### **2.4.4. Visuals**

When advertisements are analyzed, it is seen that every single ad has visual elements such as images, photographs, or videos. The idea behind is that visuals can stay in minds longer than written text. Beside it is also known that human brain can process the visual elements faster than the written texts. In history, drawings are one of the first communication methods. When a person come across a drawing in a cave, s/he can get the message and can memorize it for a long time. Even if the way of communication has changed a lot through the years, the importance of visuals has not changed. In advertising, the content created with visual elements is naturally more interesting for customers.

Visuals have universal meanings and messages. But in international advertising, they may not appeal to the target society: the characters for example are not familiar in that target culture. So sometimes even the characters or other images in advertising require changing. In Translation Studies, it can be called the translation of

visuals. As Torresi (2007) stated the during advertising translations, translators require both to deal with the texts and translations of visuals in semiotic perspective.

#### **2.4.5. Audience**

In marketing industry and advertising, technology has changed the way of transmission of information and the way the audience are targeted as companies get their revenues from them (Claude Crampes, 2009). It is stated that the composition of target audience characterizes advertising markets in terms of preferences on products (Dirk Bergemann, 2011). Advertising is considered to be the art of persuading people by changing their habits. From this perspective, it is indispensable for companies not to pay attention to the target groups or audience. Companies use different methods and linguistic features in their advertisements for the audience they shall address.

While it is so difficult to persuade target groups, in international advertising, it has high importance to create the same effect of advertising in a different society which has different tastes and background. So, besides considering such features of the target groups: the age, gender and educational levels, companies need to consider the differences between societies and use different translational strategies such as adaptation.

#### **2.4.6. Advertising texts**

There are different ways of communication such as written, verbal and audio-visual. All these features function differently and serve for different purposes. The texts in a novel, for example, intend to create an imaginary but realistic world, and thus they can attract the reader to that world. The reader needs to read a lot to get into that world. In advertising texts, on the other hand, the intention is to attract, persuade the audience and sell the product. The texts should be short, clear and time saving as no consumers want to read a lot to understand the product when they come across the ad for the first time (before buying process). So, the methods used in advertising differentiate than in other genres. Torresi (2014) states that all promotional genres have various topics and addressees, they can be seen on different media, have different

linguistic and contextual features which require different translation strategies. Valdes and Fuentes (2008) state that on the translation of promotional product texts, translators need to examine meanings and connections created by the combination of words and sounds, sounds and pictures, words and pictures carefully to guarantee the ultimate cohesion of texts.

In international advertising, the reception of the texts in the target society is of an importance and it is crucial to consider their effects on the text receivers. Valdes states that wording, the message and images are determined by the potential receivers of the texts (products), by their expectations and their needs. It is clearly seen that in the translation of promotional texts, persuasive language plays an important role with its aesthetic dimension to carry the message properly on the target language and audience to fulfill successful advertising.

## **2.5. Language and Advertising**

Language is a powerful tool and can influence people and their behavior. This feature of language is also seen in advertising and global marketing. Cook (2020) states that advertising is one of the prominent, ubiquitous, and powerful use of language so its controversial and seductive quality in advertising attracts scholars to do research on it as the creative use of language in advertising makes it a rich field for language and discourse analysis. In marketing, language choice such as wording, connotations and word choices is important to convey the message to the target audience with the intention to influence them and their buying behavior.

Advertising language is created according to customers' perceptions. Their likes, dislikes, preferences, and customs shape it. Valdes (2013) states that images, wording, and the message are greatly determined by customers: by their aspirations, needs and expectations. While creating language in ads, advertisers analyze the linguistic background of audiences and get information via social analyses. Audience take action only when do they understand and like the message in ads (Karaca, 2020).

Technological developments have also affected the ways of communication in ads. Today, companies reach their potential customers by using different media forms such as social networks, the TV, billboards, and newspapers. The language used in each type of media has different characteristics. For example, on social media, visuals are commonly used. Language and linguistic elements do not only consist of letters or words. Visuals are also a way of communication. On the other hand, if the target group is women, then the language and wording differ than the language used in advertisements for men as in a society, men and women use different words and sentences; thus, the words and even visuals used in ads change accordingly. Every single person perceives the world differently. Besides, when the target group is children, then the appropriate language is chosen to their ages. In advertising, no single adjective, word, or sentence is chosen randomly. In advertising, it is expected that the language of translated versions of ads should be natural or similar to the audience as possible in the target society.

## **2.6. Linguistic Devices**

The language used in advertising has similar features with the ones used in literature, especially poetry. Commonly used linguistic devices are rhyme, alliteration, repetition, and puns. The common feature of these devices is their mnemonic effects. In advertisements, they help the audience to remember the text better and recall it at any time (Prasad, 2017).

### *Rhyme*

The Oxford Dictionary (2020) defines rhyme as a word that has the same sound or ends with the same sound as another. Rhyme is a commonly used linguistic device both in poetry and advertising language. In advertisements, particularly in campaign slogans, rhyme has been used to capture the minds of target audience. Leech (1996) states that rhyme makes headlines and slogans easier to memorize or remember. Rhyme puts the emphasis on product names and their properties which are intended to underline.

Rhyme is really important for memorization but while translating the ads, sometimes it really difficult to create the same effect. The grammatical and linguistic structure, wording and the equivalent words of the advertisements in the source language sometimes prevent rhyming in the target language. Therefore, translators transfer the intended message with appropriate wording but this time the emphasis that the rhyming highlights may become less apparent. So, it is evitable for translators to use different wording and rhyming to transfer the message and create the same effect.

### *Alliteration*

Alliteration is another important device which is implemented in music and poetry. This device is also seen in advertising language. Alliteration is the repetition of same consonant sounds of word initials in a sentence. It has similar effect that the rhyme creates. It creates musicality in headlines and slogans and makes the audience remember them easily. Ruban and Backiavathy (2016) state that alliteration provides musical rhythm (to advertisements) and makes reading more alluring and absorbing. In international advertisement translations, it is most possible for translators to face challenges similar to rhyming.

### *Repetition*

In advertising, repetition is one of the commonly used devices, but it may stand for different concepts such as:

- the repetition of images, product names and messages,
- running the same products frequently,
- placing a product and brand as many as possible.

Linguistically, repetition can be called the repetition of same words or phrases in advertising. It helps the message and brand name memorable for customers. Besides, the important features of the product are emphasized frequently to show its power for the potential customers.

### *Puns*

Puns are highly popular rhetorical devices. The pun is a humorous use of a word or phrase which has several meanings or sounds like another word. Leigh (1994) states that ten to forty percent of all advertisements contain wordplays. It seems that wordplays as called puns serve a significant function. In advertising, the goal is to persuade the consumers to buy the product, so advertisers believe that puns help to achieve this goal (Hans Hoeken, 2005).

Firstly, puns are humorous entertaining devices. Entertaining messages create a pleasant feeling on the audience. Secondly, they are riddle like devices; solving the riddle can also create the same feeling. This feeling can create a positive attitude among consumers towards the product in the market.

However, employing puns in advertisements has two dimensions. As long as the puns as a linguistic device, have connection to the audience through the message, the commercial product in advertising can be successful. Otherwise, the intended message cannot reach the audience and fails.

## **2.7. Cultural Issues in Advertising**

Before the birth of anthropology, culture would refer especially to the humanist ideal of what was thought “civilized” in developed societies. Later culture gained a second meaning as a way of life because people’s lives have become more influential. The development of some disciplines such as cultural studies in different fields has led culture to gain a third meaning that tries to uncover ideological and political reasons behind cultural behavior (Katan, 2011).

In translation studies, theorists and the people who practice in the field have been divided over the importance and meaning of culture. But commonly they accept that cultural filters enter the translation process (Katan, 2011). To what extent the translators should intervene stays as a central issue.

It is inevitable to see the effects of culture in advertising translations. De Moij (2004) alleges that advertising translation is very similar to painting the visible edge of an iceberg which is seen on water. Words are the visible part of that iceberg, but under the water or behind the words there are a lot that one should understand while transferring one advertisement from one culture to another. De Moij (2004) also states that firstly, there is a distinction between high and low context communication that helps to understand how people comprehend the world and secondly it is the effect of culture over consumers' motivations, needs and emotions. In advertising, different interpersonal communication types are seen, so for successful advertising, culturally appropriate advertisings should be applied. It is clearly seen that consumer's behavior and the way they communicate with a product are dependent on the cultural values of the society they live in.

Cultural differences stem from different backgrounds, living environments, customs etc. People of a society have different ideas on value concepts, belief, morality and thinking. Advertising is a way of communication which both affects and gets affected from these concepts. Advertisements consist of many various forms including pictures, language, music, etc. Advertisement is a living structure, so the language in advertising is full of cultural elements. Therefore, it is inevitable to see the effects of culture in advertising.

## **2.8. Functionalist Approaches in Translation Studies**

Functionalist approaches in Translation Studies come from a general translation theory "*Skopos theory*" which was put forward by Hans J. Vermeer between the years 1970 and 1980s. In 1984, Justa Holz Mänttari suggested a paradigm shifting dominant linguistic approaches and formal translation theories which are in comparative and applied linguistic to a more functional and cultural translation concept (Nord, 2010).

In the most general sense, functional approaches perceive the translation as a communication act and give importance to the meaning in a context from a functional perspective. Functionalists suggest that translation is a purposeful activity and argue

that the linguistic forms of target texts are determined by their purpose to achieve a successful translation. Functionalist approaches benefit from communication theory, action theory and cultural theory and include Skopos theory, Vermeer and Reiß's translation theory and Holz-Mänttari's translatorial action theory. The main points in functionalist approaches are the followings: what determines the translation process and the linguistic changes of the text in the target society is not the source text or its effects on the source audience or the function which the author attributes to the text but as it is accepted in equivalence-oriented translations, it is the purpose or high function of the target text determined by firstly consumers' and initiators' needs (Schäffner, 2009). Consequently, the skopos or purpose is highly determined by text receivers and their cultural background shapes it. Therefore, translation process must include all elements including human communication act in different cultures especially text receivers' culture and an expert perspective (Schäffner, 2009).

### **2.8.1. Skopos theory**

Skopos theory puts emphasis on factors that are highlighted in action theory and relieved the need for nonliterary texts such as commercial, technical, and scientific translations. Translation is not seen as a transcoding process, but it is seen as a human action determined by its specific purpose. Skopos stands for aim, objective or goal of translation. In this theory, skopos requires to be defined before the translation process. Different from previous perceptions which focus on instructions stemmed from the source text, it adopts functionality of the text in the target text. According to Vermeer, translation is to produce a target setting for target purposes and target audience in target situations and states that the target text determines the translation strategies and methods (Functionalist Theories of Translation, 2009). The text should be translated to the target language in such a way that the audience can interpret it as it is coherent in the given situation (Schäffner, 2009).

In this theory, reconceptualization plays an important role. It is the translator's duty to decide what role the text will play in translation process. Skopos is the decisive factor and the source text is just one of the constituents of this process. Skopos is

defined for each situation. Hence the audience becomes familiar with it and it can be called adaptation in many cases.

### **2.8.2. Equivalence**

Equivalence is one of the main topics and still holds the center in Translation Studies. Dictionaries define the concept as the fact or state of being equal in value, amount, meaning, importance, etc. (Oxford Dictionary, 2021). Nevertheless, equivalence is a controversial issue and causes debates among scholars and they have different approaches on it (Panou, 2013).

Vinay and Darbelnet suggest that translation is a process which replicates the same situation of the original by using different wording, and the same stylistic effect can be created in the target text (Leonardi, 2000).

Nida and Taber suggest that there are two different types of equivalence respectively formal equivalence and dynamic equivalence. While the formal equivalence is in favor of the closest wording representations in the target language, the dynamic equivalence looks for the meaning of the original in the target text in such a way that it can create the same effect on the target audience (Leonardi, 2000).

Catford's equivalence differs from the previous ones. He suggests three types of equivalence: full translation vs partial translation, rank-bound translation vs. unbounded translation and total translation vs. restricted translation (Leonardi, 2000). He is distinguished with the second type of equivalence, but it mainly concerns on the linguistic-based approach in translation.

House, on the other hand, puts forward pragmatic and semantic equivalence to translation and states that source text and target text ought to match with each other functionally (Leonardi, 2000). Her theory suggests that every text has its unique situation, and it should be taken into consideration in the translation process.

Although there are different approaches in translation, functionalists suggest that the debate on which approach, literal or free translation, should be adopted is superfluous, as all the forms are equal and valid procedures in translation depending on the purpose or the skopos (Schäffner, 2009). Judging from the approaches, it is clear that in the process of advertisement translation, the dictionary meaning of sentences, words or contexts is not sufficient to transfer the intended message and meaning in cross-cultural advertisement translations. Qualified translators ought to cope with these challenges and communicate between different cultures and make the translation flow by considering the thinking habit of people in the target society (Chen, 2014 ).

## **2.9. Globalization and Localization**

One of the main paradigms involving in the contemporary world is globalization. This term is used in many different fields and may mean different approaches. For some people, it is to be able to use one ad in different media organs in marketing. On the other hand, in advertising translations, it can be called to be able to use one advertisement with little or no change in different cultures and countries. One of the leading theorists, Giddens states on the globalization that as the intensification of social relations worldwide connects distant regions in such a way that what is happening locally is shaped by the events that occur even miles away correlatively (1990). Globalization is the compile of activities that bring cultures, economies, and people from different countries together. The idea here is that the stereotypes of predominant cultures and languages can be reflected to others with no or little changes as Delabasita (1990) states the texts in advertising are the reflection of social and cultural environment of a country. Globalization in terms of products and their translations is the best practice but as long as consumers allow it, it can be successful and reach consumers.

Another term faced in advertising and advertisement translations is localization. Localization is accepted as an adaptation of linguistic and cultural elements of the content within the requirements and locale of a target market, and as the provision of technologies and services for the management of cross-cultural issues across the global information flow (Schäler, 2011). According to Dunne's definition,

localization is a process in which products and contents are developed in one community or locale in terms of language, culture and geographical area and they are adapted for use and sale in a different locale (Perspectives on Localization, 2006, s. 4). The idea to use adaptation to increase sales rates in a different locale is not new and especially with the development of technology it has gained speed. Parrish states that ideas and products can be sold better if they are adapted to the expectations of target language, culture and needs of potential consumers (Localization, 2011).

Before translation of a product in terms of localization, translators should analyze the original text and find out some questions such as “Can the product be translated or localized?”. Not every product is suitable for localization. It is important to find out if the original text supports the linguistic characteristics of target language. One of the key features of advertising translation is to persuade consumers. Consumers can be persuaded as long as the text reach them and this can firstly be achieved with language. Another important point is to be able to reflect the message in the source culture to the target culture. Every society has its different perspectives. While people in one culture laugh something, in some other cultures the same situation may be irritating. So, the translator should be an expert on cultural differences and when needed, by adapting the texts or situations, they should make advertising appropriate to the target audience and truthfulness can be conducted.

## **2.10. Strategies on Advertising Translations**

Advertising and advertisement texts display a lot of linguistic characteristics besides its cultural social aspects of life, so advertisements bear communication responsibility among cultures. Advertisement translation is a difficult task and poses various difficulties to translators. It is stated that in terms of translation studies, advertisement translations provide a microcosm of pragmatic, prosodic, syntactic, semiotic, and textual difficulties that translators face in advertising translations (Veronica Smith, 1995). Some phrases, words and even situations are so deeply related to source culture and they are so specific in that culture that sometimes they may create difficulties as they have no appropriate equivalences in target culture or they are not decoded properly (Guerra, 2012).

Every single genre is unique and different from each other so for different text types, different methods are used during translation process. Below are the proposed translation methods for advertisements. The first four strategies/methods belong to Veronica Smith and Christine Klein-Braley and the followings belong to Ana Fernández Guerra.

*Do not change advertisement: retain both text and graphics*

In Translation Studies, this strategy is called “borrowing”. It suggests that brand names, slogans and other elements of advertising do not need to be translated to the target culture. This strategy is generally applied when the brand names are strong and the products do not need much verbal support (Veronica Smith, 1995).

*Export advertisements*

This method stands for the expression of predominant culture of source texts in the target culture. In another word, it is the stereotypes of cultural elements relating to slogans, logos etc. in original. Cultural origins of products are accepted as important, so they need to be stressed in target cultures and target advertisements in transferred language.

*Straight translation*

This strategy is very similar to the “word by word” translation in Translation Studies. It is commonly seen in lower-level texts such as hotel brochures and tourist materials. One of the main drawbacks of this strategy is that it fails to respond the cultural demands of target society.

*Adaptation*

In this technique, necessary changes are implemented in terms of audience expectations and needs, frame of reference and cultural norms. Adaptation is commonly used in cases where the situation referred by the source culture is unfamiliar

in the target culture and translators need to create new situations which can be expressed situational equivalence (Guerra, 2012).

### *Compensation*

Compensation aims to stabilize the semantic loses involving in advertising translations. It involves the contents of the messages and their stylistic effects. It is suggested that stylistic elements or elements of information in the source language are given in a different place in the target language to ensure the same information and to create same effect (Guerra, 2012).

### *Explicitation / Expansion*

These terms are used to explain words or terms when there is vagueness or implication in the content of the source text. In another word, the details which are not stated in source text are given in the target text.



## CHAPTER THREE

### METHOD

In this study, the qualitative method will mainly be in the center. Besides, to show the frequency of commonly used methods in advertisement translations, some quantitative elements will be taken into consideration at the end of the study. It is aimed to describe advertisements and go through the translations which are implemented in the process. This study also aims to look for the cultural and linguistic elements involving in international advertising translations and commonly used strategies and methods that the translators apply for by considering the factors that lead translators to use them in translation process in the framework of Veronica Smith, Christine Klein-Braley and Anna F. Guerra's translation methods. To increase validity and reliability of the study, 10 advertising samples will be analyzed to find out the issues mentioned above. It is expected to offer a different perspective to the problems of advertising translations for future researches.

#### 3.1. Data Collection Procedure

Observation and data analysis of advertisements in their original culture and language, and the translated versions of those advertisements in Turkish language and culture constitute the data collection procedure of the research. Commonly seen international advertisements in Turkey have been collected from the TV, social networking sites and YouTube. They have been gone through to find out cultural and linguistic items and the translators' attitudes toward them. The language of the selected advertisements is originally in English and the translated versions are in Turkish. The alphabetical order of selected advertisements is below:

- 1- *Cepacol Advertisement*
- 2- *Colgate Expert White Toothpaste*
- 3- *Duracell Advertisement*
- 4- *Dyson Supersonic Hair Dryer*

*5- iPhone SE Advertisement*

*6- Oral-B Genius 9000 Electric Toothbrush*

*7- Philips: SpeedPro Max Advertisement*

*8- Pure Retinol Night Serum Advertisement*

*9- Red Bull Advertisement: "Santa Can Fly"*

*10- Samsung: Galaxy S21 Advertisement*

### **3.2. Data Analysis**

The data collected from the English and their Turkish versions of international advertisements has been analyzed mainly according to the qualitative method. As the functionalist approach is adopted in the study, the advertisements have been in the scope of descriptive research to clarify cultural and linguistic elements of source and target audience. All the advertisements have been analyzed according to globalization and localization in the scope of Veronica Smith, Christine Klein-Braley, and Anna F. Guerra's translation methods. The methods have been divided into two categories under globalization and localization. The methods/strategies "do not change advertisement: retain both text and graphics, straight translation and export advertisements" are accepted as globalization; and the methods "adaptation, compensation and explicitation / expansion" are accepted as localization. Different from other researches, a wholistic perspective is adopted to analyze the elements of international advertisements: "brand names, messages, texts, and visuals". In the process of analysis, the factors that lead translators to choose one method or the other have been uncovered and they have been used and discussed at the end of the research statistically.

## CHAPTER FOUR

### INFORMATION AND DATA ANALYSIS

This chapter mainly consists of two parts. The first part includes information on the selected advertisements, and the cultural and linguistic devices in the original language will be stated. This part prepares the advertisements for analysis. The second part includes the analysis of the selected advertisements from English to Turkish. Advertisements will be analyzed culturally and linguistically. In the process of advertisement translation, the factors that affect translators' linguistic and cultural choices in Turkish will be explained and the commonly applied and adopted translation method/s and strategies will be discussed.

#### 4.1. Information on the Selected Advertisements

The original versions of popular, commonly seen advertisements from various international companies in Turkey will be stated in this part.

##### 4.1.1. Cepacol advertisement



**Figure 1.** Cepacol Advertisement

(Reckitt-Benckiser, 2021)

Supplementary medicines are getting their popularity in advertisements. Most people see their doctors at least a few times every year, especially in winter. While

some medical treatments require prescription, supplementary medicines do not need it and people can buy them from pharmacies. People are in a hurry in their daily life so instead of going hospital and spending some time there, they prefer some medicines to soothe their pain and finish the day. Knowing this reality, the Reckitt Benckiser company has produced a medicine to soothe painful sore throats and to reach people, the company places advertisements especially in autumn, winter, and spring on TVs in many different countries around the world. Although there are different versions of the original advertisement around the world, only the one which was released in Canada and its Turkish version will be discussed in the study as Canadian version has been dubbed to Turkish. The original advertisement was shot in 2015, and its Turkish version was released in Turkey four years later.

#### 4.1.2. Colgate Expert White toothpaste



**Figure 2.** Colgate Expert White Toothpaste

(Colgate, 2021)

A beautiful smile with snow white teeth is what everyone wants to have today. So, the competition among toothpaste producing companies is increasing. They need to improve the quality of their products to be accepted in the society. Besides, it is of high importance to show this quality through advertisements around the world. In this advertisement, Colgate introduces its new innovative toothpaste. It has also been stated what takes Colgate one step forward in the competition. Moreover, a beautiful woman

with white teeth has been chosen to make a connection between the toothpaste and consumers. This advertisement will be analyzed from English to Turkish. The original commercial was released in 2017.

#### 4.1.3. Duracell advertisement



**Figure 3.** Duracell Advertisement

(Duracell, 2021)

Developing technology has helped people to be able to use daily gadgets such as cell phones, laptops, cameras, watches, wireless mouses etc. without needing a permanent power source. But no power source is eternal, and they require charging again and again or they need to be replaced with the new ones. Starting this point, Duracell company aims to produce long lasting batteries. Considering the variety of battery producing companies around the world, every company ought to be distinguished with its one or another specification. In this advertisement, Duracell company highlights its long-lasting feature and to show this feature, it shoots advertisements including cartoon competition to compare it with others around the world.

#### 4.1.4. Dyson Supersonic Hair Dryer



**Figure 4.** Dyson Supersonic Hair Dryer

(Dyson, 2016)

Today, the devices people use daily have developed highly. There are functionally a lot of similar devices, but companies need to be one step forward. Dyson company produces a variety of household devices for vacuum cleaning, hair care, air treatment and lighting. In this advertisement, Dyson introduces its new innovative hair dryer to the costumers all around the world. This advertisement mainly addresses females in Turkey. The original advertisement was released in 2016.

#### 4.1.5. iPhone SE advertisement



**Figure 5.** iPhone SE Advertisement

(Apple, 2020)

Apple company is the pioneer of flat screen mobile phones. Besides cell phones, the company also produces air-pods, laptops, watches, and gadgets for consumers. Quality takes place on the top for Apple. In this advertisement, the company states this feature by emphasizing its latest specifications diversifying from other cell phones on the market. People feel close to iPhones and buy them for one or another reason. A good advertising strategy affects it positively. When low price and good quality are supported by using appropriate language, the company has achieved to create popularity in the Turkish culture. Moreover, the company tries to create a unique feeling among consumers that having an iPhone is a privilege and makes them distinguished in a society. The study includes the analysis of advertisement from English to Turkish and it was released in 2020.

#### 4.1.6. Oral-B Genius 9000 electric toothbrush



**Figure 6.** Oral-B Genius 9000 Electric Toothbrush

(Oral-B-UK, 2017)

Human beings are social creatures. In a society, people want to pay attention to their appearance. In this respect, oral health and white teeth have come into prominence. Developing technology has helped the devices used for oral health and classical toothbrushes have started to be replaced. Starting from this point, Braun company has brought innovation to tooth-brushing by producing smart and electronic toothbrushes. In this advertisement, Braun introduces its new smart toothbrush to people around the world. The company also puts an emphasis on the new features of

the product. The main elements of the advertisement will be analyzed in the study. The original advertisement was released in England in 2017 and its Turkish version was released in Turkey in 2017.

#### 4.1.7. Philips: SpeedPro Max advertisement



**Figure 7.** Philips: SpeedPro Max Advertisement

(Philips, 2021)

There is a great competition among household product companies. One of the leading companies, Philips tries to reach customers including men and women from different ages all around the world. This advertisement was shot in English originally in 2019 and in the same year, its culturally and linguistically different versions were seen in other countries including Turkey.

#### 4.1.8. Pure Retinol Night Serum advertisement



**Figure 8.** Pure Retinol Night Serum Advertisement

(Loreal-Paris, 2021)

Loreal Paris is one of the leading cosmetic companies in the world. It produces a variety of famous beauty products for make-up, skin care, hair care and hair dying. Its products are highly popular among women around the world. Aging is a big problem for people, especially for women. When people get older, its effects are firstly seen on faces. In this advertisement, Loreal Paris emphasizes that the Pure Retinol Night Serum minimizes the aging effects by reducing the wrinkles. To do so, the company has used over-middle-aged women with perfect skins. Although the headquarter of the company is mainly in France, its advertisement in America and its same version in Turkey will be analyzed as French is outside the scope of this study. The advertisement was released in America in 2020.

#### 4.1.9. Red Bull advertisement: “Santa Can Fly”



**Figure 9.** Red Bull Advertisement: “Santa Can Fly”

(Red-Bull, 2017)

Starting 1987, the Red Bull Company produces energy drinks. It is clearly seen that as its other advertisements, the company uses cartoons in this advertisement. Culturally, one of the distinguished figures in European countries, Santa and his reindeer are used. Santa is very busy that day and worries about the delivery time of presents. When he drinks Red Bull, he has a conversation with his deer and starts flying. Moreover, the company uses simple and daily language: the addressee is the people globally from different cultural backgrounds. This ad was published in 2014.

#### 4.1.10. Samsung: Galaxy S21 advertisement



**Figure 10.** Samsung: Galaxy S21 Advertisement

(Samsung, 2021)

Samsung is one of the two most famous cell phone companies in Turkey. Although there are more cell phone companies, the competition between two leading companies is getting speed. Therefore, each company wants to be one step forward. Nowadays, all cell phones have similar specifications and every year, new features are added. To be more familiar, companies follow different strategies considering the high prices. In this advertisement, Samsung focuses on its main and distinguished features by addressing young people. This advertisement was released in 2021.

#### 4.2. Data Analysis

This part includes the data analysis of the selected advertisement translations. Elements of advertisement, brand names, slogans, messages, texts and visuals will be discussed culturally and linguistically in the framework of the functional approach. Hence, it will be tried to find out a general framework on translation method/s and strategies for advertisement translations.

#### 4.2.1. Cepacol advertisement (Sterpsils Herbal)



**Figure 11.** Cepacol Advertisement (Sterpsils Herbal)

(Reckitt-Benckiser, 2021)

The Reckitt Benckiser company produces supplementary medicines for people to soothe their sore throats and publishes advertisements in Turkey and in different countries. But there are some differences in the elements of these advertisements. Starting from the brand names in English and in Turkish, it can be said that the company prefers to use a different name. The original name of the product in Canada is Cepacol, but the company prefers to use another foreign word “Strepsils” in Turkey. The deep search shows that the company uses two different brand names for the same product globally. From this point, it can be said that some (foreign) words sound better to the audience of different cultures. The word “Strepsils” sound more English. That is why its center in Turkey prefers “Strepsils” instead of “Cepacol” because the Turkish consumers are more familiar with English. Methodologically, it stays out of this study and can be explained with the company’s objectives.

Slogans ought to be short and can catch the audience’s interest. In the English version of the advertisement, it is seen that the slogan is actually a sentence “Stop painful sore throat”, but in the Turkish version, there is a phrase “Boğazınızın dostu”. Although these two slogans refer to throat wellness, the way of expression differs culturally. In the English speaking cultures, people tell what they want directly. The problem is sore throats and the only recovery way of it is to take Cepacol pastils. In the original slogan, this feature is clearly expressed. On the other hand, Turkish people are less direct comparing to Canadians in some situations. The phrase “Boğazınızın

dostu” does not state what the problem is and how Cepacol drops help sore throats in Turkish. Instead, a different word “dost” which sounds friendlier to the Turkish consumers was preferred. This feature of the slogan serves the functionality in the functionalist approach. The linguistic analysis shows that there are deletions and changes in word preference of translator for the slogan in Turkish. Only the words “throat and boğaz” seem to refer to the same concepts, but actually they do not. When looked the original advertisement, there is a compound word “sore throat” which is not the equivalent of “boğaz” in Turkish. Moreover, the words “stop and painful” have been omitted in Turkish. Hence, the adaptation of the slogan linguistically and culturally has been achieved. It is clear that the translator has chosen this method consciously to make the slogan more memorable by touching the feelings of the Turkish audience.

The texts of the advertisement in English and in Turkish:

**Table 2.** Cepacol Advertisement

<p>A: Taxi!  B: Whao! May I help you?  That does not look good.  You have a painful sore throat.  You need Cepacol Extra Strength.  Look. It numbs the pain. For fast and effective relief.  Bye bye sore throat.</p> <p>A: Taxi!  B: Stop painful sore throat, take Cepacol Extra Strength</p>	<p>A: Taksi!  B: Oo. Belki yardımcı olabilirim.  Hmm. İyi görünmüyor.  Pekala. Eğer boğazını rahatlatmak istiyorsan Stepsils Herbal her an yanında.  Bak. Strepsils Herbal ıhlamur, zencefil ve ekinezyadan oluşan üç farklı formuyla boğazının rahatlamasına yardımcı olur.  İşte bu kadar.</p> <p>A: Taksi!  B: Boğazınızın dostu Strepsils Herbal sadece eczanelerde.</p>
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The short movie in this advertisement has a conversation between a cartoon character and a woman who has a severe sore throat. Conversations create a sincere atmosphere, and this affects the words and sentences used in advertisements. The analysis of the texts shows that at the beginning of the texts, the straight translation method was used. Even the interjections were used similarly in the Turkish translation. But in the following sentences for example “May I help you?” and its Turkish “Belki yardımcı olabilirim.”, cultural and linguistic differences are seen. Clearly, the original sentence is in a question form, but the translator has chosen an affirmative sentence in Turkish. The modal “may” used in the English sentence makes the sentence more

formal. It is the characteristic of the English culture and it is used when a person meets someone for the first time. In Turkish, on the other hand, this is situational, and it does not require to use a grammatical form to express it. Intonation, gestures, and mimics help the listener to understand it. Moreover, Turkish people are friendly, and formal contexts do not attract them much in a conversation. So, it does not help the Turkish consumers to adopt the advertisement. This is the very first reason why the translator has changed the grammatical structure in Turkish. Besides, the sentences 4, 5 and 6 have been recreated in the Turkish advertisement. There are either deletions or additions. Hence, the sentences become more meaningful in the context for the Turkish audience. It increases sincerity and helps the purpose of translation. One final key issue about the advertisement is that different from other advertisements analyzed in the study, one example of explanation translation method is seen. In the sixth sentence in Turkish, consumers perceive the benefit of Strepsils Herbal and learn the herbal ingredients "...ihlamur, zencefil ve ekinezyadan oluşan..." in it. Although there are examples of "straight translation and explanation", it is clear that the adaptation method has been adopted in the Turkish text of the advertisement.

The message is a sine qua non in any advertisement and they should be supported with characters or visuals. In the English version of the advertisement, it is stated that Cepacol drops help consumers for painful sore throats especially in cold weather. People work hard, sometimes they need to give speeches in front of other people, but any problem in the throat makes their life difficult. At this point, Cepacol drops stand in the breach and help people get self-confident. Although the words and the sentences are different in English and in Turkish, the advertisement has the same message in the Turkish culture. It can be inferred that the people in these two cultures have similar challenges in their lives. Moreover, to make the message more effective for Turkish people, in both versions of the advertisement a cartoon character has been used. This character reminds a doctor figure to the audience. In every culture, people hesitate to take pills without consulting a doctor. The Cepacol or Strepsils drops provide confidence to consumers in both cultures. Besides, the color (blue) of the character also implies that these drops are very similar to the medicines prescribed by

doctors and consumers can buy them without hesitation. The message and the visuals in the advertisement have been universalized.

**Table 3.** Methodological Findings

	Approach	Method
Brand Name	Other	Other
Slogan	Localization	Adaptation
Text	Localization	Adaptation (Straight translation/Explanation)
Others (Message-Visuals)	Globalization	Borrowing

#### 4.2.2. Colgate Expert White toothpaste



**Figure 12.** Colgate Expert White Toothpaste

(Colgate, 2017)

Brand names or product names are the first distinguishing elements that make the first impression among consumers. In this advertisement, Colgate-Palmolive company uses “Colgate Expert White” toothpaste as the product name. In the Turkish version of the advertisement, it is seen that the same product name has been preferred. It is understood that Colgate aims to universalize the name among different societies and even in Turkey. The very first reason of it is that consumers will be familiar with the product even in different parts of the world and it is cost-efficient for the company. The company does not need to shoot advertisements individually for every single country. The cultural analysis also shows that foreign words attract consumers more in Turkey although their meanings do not state much for them. Besides, it is also clear that the borrowing method has been adopted for the brand name. No words have been

changed in the Turkish translation. But in such situations, the product name has different connotations for consumers as “white and strength”. Hence, the brand name can get more different connotations than the company has expected.

Slogans convey the messages of the products and capture consumers’ attention. In the original advertisement, the slogan is “Have you got it?”. When the slogan is analyzed linguistically, it can be stated that the slogan has more than its first meaning. The verb “get” adds extra meanings to the sentence. Its first dictionary meaning is “buy or obtain” and the second meaning is “realize or notice”. Although the first meaning is clear “Have you bought it?”, it implies that “Have you noticed the astonishing features of this product?”. The slogan tries to capture consumers’ attraction subconsciously. On the other hand, it is seen that the slogan has been totally changed in the Turkish advertisement; the words and the meaning are not the equivalents of the original. Moreover, the implied meaning has not been reflected to Turkish by using different words and wording. The reason why a new slogan has been created in Turkish requires it to be gone through culturally. Turkish people find the original slogan and its implied meaning very simple, and it is highly difficult for them to make a connection between the toothpaste and snow-white teeth. It is against the overall purpose of the advertisement and translation. Instead, a new slogan (Beyazlığın sırrını keşfedin!) referring to white teeth has been used. It can be concluded that the translator has taken this issue in consideration and implemented the adaptation method to create familiarity and attraction in the Turkish society. The slogan which is not accepted/adopted in the target society fails to take attention to it.

The texts of the advertisement in English and in Turkish:

**Table 4.** Colgate Expert White Toothpaste

<p>Have you got it?</p> <p>Colgate Expert White. The only toothpaste with a professional whitening ingredient.</p> <p>It helps remove deeper set stains and is professionally designed for years yellowing.</p> <p>It is the breakthrough in whitening you want to share.</p> <p>Colgate Expert White.</p> <p>Have you got it?</p>	<p>Beyazlığın sırrını keşfedin.</p> <p>Colgate Expert White profesyonel içeriğiyle yıllar içerisinde oluşmuş sararmayı giderir.</p> <p>Beyazlıkta çığır açılan yenilik.</p> <p>Colgate Expert White.</p>
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The texts in advertisements give information about the products which are introduced in the market. Cultural and linguistic differences on the other hand affect the content both in the society where the advertisement is created and, in the society where the product is intended to enter. The analysis of the texts shows that the texts have some changes at first sight. While the original text is long, its translation is short. It is related to the culture and the functionality of text translation. The key features of the product have been given in a single sentence in Turkish. The original advertisement focuses on that the toothpaste is professional, has whitening ingredients and helps for yellowing teeth. Functionally, all these features have been given in one sentence in the Turkish translation. Although the number of words in the sentences reduces, the intended meaning stays the same. The deletions and changes in the sentences culturally signify that the Turkish consumers are in favor of shorter but meaningly clearer sentences. The text has been adapted culturally and linguistically in Turkish and it has helped the adoption of the advertisement among consumers in Turkey.

The harmony between opposite concepts always takes attraction. The message of the advertisement is a clear example of it. What is desired (white teeth) and what is not desired (yellow teeth) have been given at the same time and consumers are expected to make a decision between them. Nobody wants yellow teeth, so it is implied that Colgate Expert White is the only choice comparing other toothpastes. This reality is universal and, in every society, it is accepted. That is why this reality is emphasized in the original advertisement. It is also clear that the same feature has been transferred

to the Turkish translation and advertisement in Turkey without being made any changes. The message has been borrowed in the Turkish translation.

**Table 5.** Colgate Expert White Toothpaste Methodological Findings

	Approach	Method
Brand/Product Name	Globalization	Borrowing
Slogan	Localization	Adaptation
Text	Localization	Adaptation
Others (Message-Visuals)	Globalization	Borrowing

#### 4.2.3. Duracell advertisement



**Figure 13.** Duracell Advertisement

(Duracell, 2021)

Brand names including strong wording and images can influence consumers' buying choices. The analysis of the brand name shows that the company has combined two words linguistically and created a new one as the brand name. "Dura" is the shortened form of "duration" and "cell" is the smallest unit that creates electric power and currency in physics and chemistry and puts stress on the long battery life of the product. When these two words are used separately, the brand name does not mean much as they refer to different things in daily life. Besides, long brand names may fail to capture audience attention. Culturally, these two words imply the brand name's connection with technology and devices in English. The audience in the English speaking cultures can feel this connection and think that Duracell batteries renew their

features every year and they are the best choice for their devices. In the Turkish version of the advertisement, on the other hand, it is seen that the company uses the same name. But for Turkish people, the connotation of the words is not the same except the ones who know English and the original culture. The words “dura and cell”, in another word, “Duracell”, cannot create the same feeling for the Turkish consumers. So, the company tries to create the same feelings by creating an appropriate advertisement for Turkey. It can be concluded that the company’s priority is to create familiarity around the world, so it stays the same in Turkish.

One of the most important features of batteries is their life span. The longer they last, the better batteries they are for consumers. Moreover, consumers compare the price and durability of batteries among others. In the slogan of the advertisement in English and Turkish, this feature has been emphasized highly. It can be stated that this is not directly related to culture, instead, it is directly related to the needs of consumers. But the way of expression of this feature in a different language is related to the culture and the language of that society. When linguistically analyzed, it is seen that alliteration has been used in both advertisements. The initial “l” sounds in “last longer, ..... longer” in English and the initial “k” sounds “kata kadar” in Turkish are the examples of alliteration. These sounds have contributed to the musicality of the slogan. It has created fun among the audience and helped the memorability of the slogan. In this way, the emphasized message in the slogan has reached the Turkish audience properly. Moreover, it is also seen that in the process of translation, localization was used. The words and sentences are totally different in both advertisements, and the intention behind them has been transferred considering the cultural and linguistic features of these societies. Functionalist approaches ask the purpose of translation. Therefore, it can be judged that the company tries to increase its sale rates by becoming familiar in the Turkish society.

The texts of the advertisement in English and Turkish:

**Table 6.** Duracell Advertisement

<p>Which lasts longer? Duracell or those ordinary zinc-carbon batteries? While Duracell keeps on running, zinc-carbon batteries are exhausted. Ordinary Zinc-carbon battery just cannot keep up. No matter what they try. With more power, Duracell always wins.</p>	<p>Duracell tasarruf yarışına hazır, vee yarış başladı.  Bak o iyi bildiğin diğer pil, hemen bitti bile. Değiştir yenisiyle. Duracell devam ederken, güvendiğin pil hoop yine bitti. Diğer pilleri sürekli değiştirmen gerekirken, Duracell'i bir kere alırsın.</p>
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While making an analysis on advertisement translations, it is important to check the number of sentences in the original and translated version. In this advertisement, the total of six sentences were used. But when each sentence is analyzed in detail, the applied method becomes clear. For instance, while the first sentence of the original advertisement consists of three words, the translated version of it in Turkish has seven words. The difference in the number of words in these two texts indicates that the translator has adopted different strategies in the process of translation. The Turkish equivalence of the first sentence also shows that the whole sentence or the words individually do not have anything in common in structure and in meaning. Moreover, the original sentence is a question but in Turkish, it turns into an affirmative sentence. Here, a couple of questions come out: “is it impossible to translate because of linguistic differences, is it because of cultural elements or is it only the translator’s choice?” Linguistically, there is nothing that prevents translation. All the sentences can be translated into Turkish. But it is clear that they lose their meaning or fail to achieve conversational aesthetic when they stay the same in Turkish. For example, the fifth sentence “no matter what they try” can be translated in various ways such as “(onlar) ne denerlerse denesinler or ne denediklerinin önemi yok”. Although there is still a comparison, in Turkish “onlar” becomes unclear and weak. It does not help sounding either. The translator has seen this weakness and s/he makes the sentence more powerful by adding “diğer piller”. Hence the vagueness on the comparison disappears. In other sentences of the texts, some similar features are seen. It can be judged by generalizing these sentences to all that the translator has taken cultural differences and aesthetic concern into consideration in translation process. In

short, these features have led the translator to adopt localization in the Turkish version of the advertisement.

Advertisement is a one-way communication and the sentences in it tell the consumers a lot. While people are speaking to others, the more familiar they are to each other, the more attention a listener pays to the speaker. So, the visuals and their familiarity with a society is of an importance. In Duracell advertisement, it is seen that the visuals have been changed: in the English advertisement “rabbits” were used and in the Turkish advertisement bears were used. It is clear that these cartoon characters have connections to the cultures where they were born and connote more than they are. The rabbit figure in the English-speaking cultures refers to the speed and the bunny character can always escape from its hunter. On the other hand, “bears” represent power in the Turkish culture. That is why different characters were used in these advertisements. Moreover, the intended message is able to reach the Turkish customers/audience with a new and familiar character. In the message of the advertisement, the long-lasting battery life of Duracell is expressed. While the bear with a Duracell battery is able to finish the race without any difficulty, other bears cheat to cross the finish line in the first place. But the result does not change: the winner is Duracell. Findings in this advertisement state that different from many other advertisements, Duracell uses the adaptation method in the translation/use of visuals to increase the power of the message in the Turkish culture by considering the needs and priorities of the Turkish consumers.

**Table 7.** Duracell Advertisement Methodological Findings

	Approach	Method
Brand Name	Globalization	Borrowing
Slogan	Localization	Adaptation
Text	Localization	Adaptation
Visuals	Localization	Adaptation
Message	Globalization	Borrowing

#### 4.2.4. Dyson Supersonic Hair Dryer



**The hair dryer re-thought**

**Saç kurutma yeniden tasarlandı**

**Figure 14.** Dyson Supersonic Hair Dryer

(Dyson, 2016)

Dyson is a famous household gadget producer around the world. In this advertisement, Dyson introduces its new hair dryer to consumers and uses Dyson Supersonic hair dryer as the product name. It is clear that in the brand name, Dyson expresses the new features of the hair dryer that make it different from other hair dryers with the word “Supersonic”. It makes the name stronger. The analysis of the brand name in English and in Turkish shows that while Dyson prefers to use “Dyson Supersonic” as the name of the gadget, it prefers “Dyson Supersonic Saç Kurutma Makinesi”. It is clear that the original name does not tell the Turkish audience what the gadget is used for. Considering this reality, the translator has felt the necessity to explain it in translation process. Otherwise, it would be difficult for the Turkish consumers to understand what this gadget is for and why they should buy it. In this way, the brand name has become clear. Moreover, on the international website of Dyson, “hair dryer” has been added to the brand name to make it clear, but the company uses these words with lower case initials. The company has felt the necessity to explain it to the English consumers too. It can be concluded that the explanation of the name is also related to the cultures of societies. “Dyson” is an umbrella word. Although Turkish people are familiar with the term, they want to see and hear the exact names of products that the company produces, as it makes the difference in Turkey.

The slogan of the original advertisement is “The hair dryer re-thought” and it is “Saç kurutma yeniden tasarlandı” in Turkish. When these two versions of the slogan are analyzed linguistically, it is seen that there are changes in Turkish. “Hair dryer” refers to the gadget in English but in the Turkish translation “Saç Kurutma” refers to drying action: what they stand for is different. And the word “rethought” has been translated as “yeniden tasarlandı”. Although both verbs are in passive forms, the Turkish verb is not the dictionary meaning of “rethought”. Moreover, there is reduction in the English slogan: the auxiliary verb “was/has been” has been omitted, instead, a full sentence is seen in the Turkish translation. It can be said that the Turkish sentence serves the function of translation as it is the intended meaning. On the other hand, the effect of culture is also seen in the slogan. That is why the verb “re-thought” has been changed to “yeniden tasarlandı”. In the Turkish culture, the words referring to technological development attract the consumers more. Hence, the slogan becomes catchy.

The texts of the advertisement in English and in Turkish:

**Table 7.** Duracell Advertisement

<p>Dyson’s digital motor V9 is the heart of a new kind of hair dryer. It spins up to a hundred and ten thousand times per minute, with one inaudible frequency. So, it is faster and lighter than some other motors, making this hair dryer engineered for balance. Heat and power adjust easily for fast drying.</p> <p>While air temperature is monitored 20 times a second and regulated by a microprocessor which helps prevent extreme heat damage, to protect natural shine. And the Dyson Smoothing nozzle produces smooth air that drives and styles simultaneously.</p>	<p>Dyson V9 dijital motor çığır açan yeni bir kurutma makinesinin kalbidir. Dakikada 110 bin kez sessizce döner.</p> <p>Diğer motorlara göre daha hızlı ve hafiftir. Daha rahat bir tutuş için tasarlanmıştır.</p> <p>Hızlı kurutma için ısısı ve gücü kolayca ayarlanır. Isıyı saniyede 20 kez kontrol eden mikro işlemcisi sayesinde aşırı ısıdan kaynaklanan hasarı önleyerek saçlarınızın doğal parlaklığını korur. Dyson düzleştirici başlık aynı anda hem kurutmaya hem de şekil vermeye uygun bir hava akışı üretir.</p>
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The analysis of the texts helps to understand the linguistic features of the advertisement. It is clearly seen that the meanings of the sentences are sustained, though there are some small changes in the sentences. In the first sentence, while the adjective “çığır açan” has been added to the Turkish translation, the words “new and hair” have been omitted and the possession of “Dyson’s digital motor” is not seen in the Turkish translation too. The phrase “with one inaudible frequency” in the second sentence has been expressed only with one word “sessizce” and the omission of “up to” in the Turkish translation causes a slight change in the meaning but it does not change the overall meaning of the sentence. Similar features are also seen in the fifth sentence. The passive structure in English turns into active in Turkish. These slight changes can be linked to the purpose of the translation and the cultural differences in these two societies. It can be alleged that the sentences including any extra details (or the details thought to be extra) and passive structures are not adopted by the Turkish audience and fail to attract their attention. The sentences should be clear with enough information and should avoid the structures which revive a feeling that the sentences have been translated. The reason why the translator has chosen this method is to sustain originality by creating a feeling among the Turkish audience that the text has been created in Turkey by Turkish people.

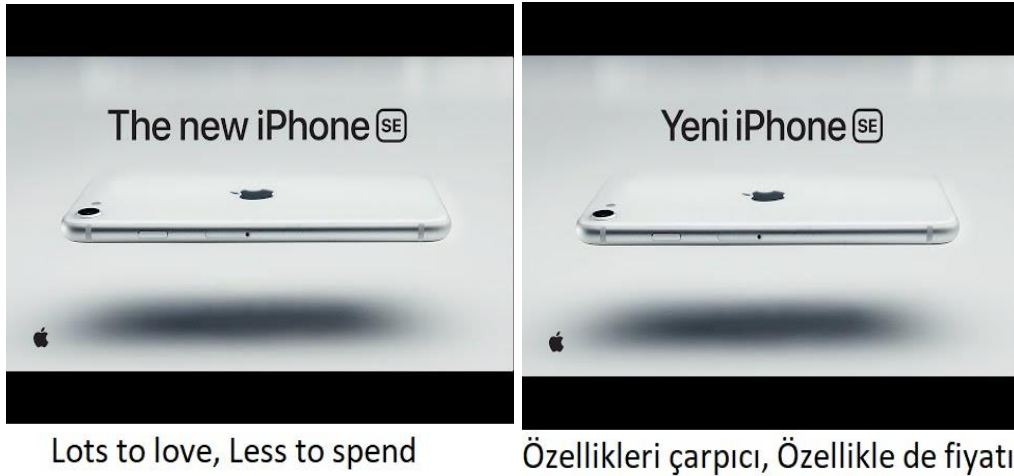
The message lying behind the advertisement emphasizes the innovative features of the hair dryer in English. It is stated that the product is more than a hair dryer. It has updated microprocessors and protects hair by avoiding damage which is caused by unregulated air flow that most classic hair dryers still have. The intended message has been expressed in Turkish without being made any changes. To increase attraction, the company uses visuals instead. The visuals that emphasize the product are clearly noted in the video. **Moreover**, the character who uses the product has been chosen intentionally: she is very beautiful with the perfect face and long, strong and impressive hair. It is implied that women who buy and use “our” product will be beautiful with impressive hair and will be in the center among their friends in the society. The targeted audience are mostly women in Turkey. The message referring to the innovative side of the product and the beauty that women will have, stay the same in the Turkish advertisement.

**Table 8.** Duracell Advertisement Methodological Findings

	Approach	Method
Brand/Product Name	Globalization	Straight translation
Slogan	Localization	Expansion
Text	Localization	Compensation
Others (Message-Visuals)	Globalization	Borrowing

#### 4.2.5. iPhone SE advertisement

Mobile phones have developed substantially over the last twenty years. One of the leading mobile phone companies, Apple has been trying to reach a big variety of consumers around the world. The company uses “iPhone” as the brand name in English and in Turkish without changing it in this advertisement. It is understood that the company tries to create a universal brand name in Turkey as it does in other countries. When the advertisement is analyzed linguistically, it is seen that the brand name consists of two words “I and Phone” whose equivalents are “ben ve telefon” in Turkish. “BenTel(ofon)” can cause misunderstandings and even create disturbance because of its connotation in Turkey. It can also be said that “iPhone” is the short form of a sentence “I love my phone”. When it is translated to Turkish, it loses these meanings. So, the company prefers to use the original name globally. Moreover, the words used in the brand name creates identity in English. It connotes that “I love my phone”: there is a hidden link between the words “I” and “phone”. When it is translated to Turkish, the possibility to lose this connection increases. That is why the company prefers not to make changes in the brand name. In Translation Studies, this method is called as “borrowing”.



**Figure 15.** iPhone SE Advertisement

(Apple, 2021)

The slogan of the advertisement bears some linguistic and cultural elements in terms of Translation Studies. In the original slogan “Lots to love, less to spend”, it is seen that “alliteration” has been used. The “l” sounds in the words “lots, love and less” are repeated in this slogan. Besides in the Turkish translation of the slogan “Özellikleri çarpıcı, özellikle de fiyatı” has also same linguistic feature. The repetition of “ö” sounds refers to alliteration. But it should be kept in mind that alliteration refers to the repetition of the same consonant sounds in closely connected words. Because of linguistic features and wording, it is not clear in the Turkish slogan, but it can be accepted. It is also seen that the intended meaning has been transferred to the Turkish slogan. “Lots to love” is not the equivalence of “özellikleri çarpıcı”. The reason why people will love iPhone is indeed its specifications. And “less to spend” does not mean “özellikle de fiyatı”. The Turkish phrase refers to the less price policy of the company stated in the original slogan. On the other hand, the cultural analysis shows that the words used in the slogan have been chosen to attract the Turkish consumers. These words are seen in a conversation while buying a cell phone. Knowing this feature, the translator has used them in translation by keeping the slogan short but effective. Considering all these features, it is seen that the adaptation method has been adopted in the slogan.

The texts of the advertisement in English and in Turkish:

**Table 8.** iPhone SE Advertisement

iPhone Small 4.7 " design The security of Touch ID All the power of the A13 Bionic chip Portrait Mode with Portrait Lighting effects (Natural Light, Stage Light Mono, High-Key Mono, High-Key Light Mono) Beautifully sharp 4K video Water resistant up to 1m for 30 minutes  Long battery life Privacy built in Lots to love, less to spend	iPhone 4.7 inç kompakt tasarım Güvenli Touch ID Tüm gücüyle A13 Bionic çip Portre Modu ve Portre Işığ1 efektleri (Natural Light, Stage Light Mono, High-Key Mono, High-Key Light Mono) Muhteşem netlikte 4K videolar 30 dakikaya kadar maksimum 1 metre suya dayanıklılık Uzun pil ömrü Yerleşik gizlilik Özellikleri çarpıcı, özellikle de fiyatı
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Texts are the important parts which shed light to the translation method used in advertisements. It is seen that the phrases in English and in Turkish are the same in number in these texts: there are no omissions and additions in Turkish. So, the next step requires to analyse the sentences individually. In the second sentence, there is addition. The word “kompakt” has been added to the phrase in Turkish. Although “4.7 inç” refers to iPhone’s size, the word “kompakt” makes it more meaningful for the Turkish audience as the module “inch” is not used in Turkey. The conjunction “with” has been replaced with a different one “ve” in Turkish, though they are not the equivalent of each other. Moreover, it is also clear that the emphasis is on different words in English and in Turkish: in the fourth phrase “power” is emphasized but the emphasis moves to “A13 Bionic çip” in Turkish. Besides, the word “up to” defines different words: while it defines “1m” in English, it defines another word “30 dakika” in Turkish. All these slight changes serve the purpose of translation. When the texts are analyzed linguistically in a wholistic perspective, it is seen that the straight translation method has been adopted. In other phrases, words have been transferred by using their equivalents without adding, omitting, and changing. On the other hand, the cultural analysis of the texts shows that Apple company prefers to use the same interests of these two cultures to make the advertisement adoptable for the Turkish consumers. Hence, the words become stronger and strong words create powerful phrases and sentences. And such sentences can transfer the intended message to the target culture and serve the function of translation.

Companies' primary aim is to increase sale rates. To achieve it, the products on the market should have a strong and effective message in the original culture and they should be expressed properly in the target culture. In this advertisement, iPhone's new innovative features are expressed. It is implied that having an iPhone means being protected, being able to take and record the high-quality photographs and videos in different modes, being able to use the phone longer hours with its new battery. As these features are universally expected features in Turkey, the message has been transferred to the Turkish culture without changing. The company uses visuals to increase the efficiency of the message. It is universally accepted that visual memory can store information for a longer time as long as the mind feels it is important. Considering this point, Apple company has chosen the visuals purposefully and transferred them to the message of the Turkish advertisement. One final point on the message is that the addresses are commonly young people in both cultures.

**Table 9.** iPhone SE Advertisement Methodological Findings

	Approach	Method
Brand Name	Globalization	Borrowing
Slogan	Localization	Adaptation
Text	Globalization	Straight translation
Others (Message-Visuals)	Globalization	Borrowing

#### 4.2.6. Oral-B Genius 9000 electric toothbrush



**Figure 16.** Oral-B Genius 9000 Electric Toothbrush

(Oral-B-UK, 2017)

Some companies prefer to use the company name as an umbrella term to refer it to all their products. Although the company name is seen in the original advertisement, consumers are more familiar with the product name “Oral-B”. The product name has been translated as “Oral-B Genius 9000 şarjlı diş fırçası” to Turkish. When the product name is analyzed linguistically, it is seen that the company prefers “Oral-B Genius 9000” as the product name and following words have been added for explanation. There is no change in the product name but the following word “electric” has been used in a different from its dictionary meaning “elektrikli”. The cultural analysis sheds more light on the methodology used in the product name. Firstly, it can be said that no changes have been made to the product name to sustain popularity in Turkey and around the world. The Turkish audience is in favor of foreign words and these words take more attraction. Secondly, the original name does not mean much for the Turkish audience except for those who know English. The brand name is to address to all consumers especially the ones who see it for the first time, so the second part has been added to make it clear and to state what the device is used for. The change in the second part has also connections with culture and functionalist approach. In Turkey, “electric” is used for rougher devices such as drills and vacuum cleaners. The word “şarjlı”, on the other hand, refers to portability of the toothbrush. The intention and the intended meaning are different. That is why the word has been changed functionally.

The slogan holds the attraction for analysis in this advertisement. There are two sentences referring to it “#1 Dentist recommended brand worldwide” and “Brush like a Pro”. It is not very clear which sentence is the exact slogan. It is confusing but in harmony in the stream of the advertisement. These two sentences have been translated as “Dünyada dişhekimlerinin tavsiye ettiği 1 numaralı marka” and “Exper gibi fırçala”. Linguistic analysis of the translation shows that the phrase “dentist recommended” turns into “dişhekimlerinin tavsiye ettiği”. Although the parts of speech stay the same as an adjective in these sentences, the original adjective is in a passive form but in Turkish, it is in an active form. Its very first meaning is “dişhekimlerince tavsiye edilen” in Turkish. The intended meaning is the same so it can be explained with the choices of the translator or the cultural issues. In the second part of the slogan, except for the substitution of one English word “Pro” with another foreign word “exper”

which has started to be used commonly in Turkish. There has not been detected any other changes. Culturally, it can be concluded that Turkish people are open and direct people compared to the British. So its reflection is seen in the translation of the slogan. In terms of translation method, on the other hand, straight translation has been adopted.

The texts of the advertisement in English and in Turkish:

**Table 10.** Oral-B Genius 9000 Electric Toothbrush

<p>It is time to get a healthier smile; with the Oral-B genius 9000, you can achieve a superior clean.</p> <p>Its unique dentist inspired rounded brush head cups teeth to remove up to 100% more plaque and the built-in timer helps you brush for the recommended 2 minutes.</p> <p>Protect your gums: the pressure sensor alerts you if you are brushing too hard.</p> <p>Get a whole clean: position detection helps you brush all areas of your mouth for 100% coverage.</p> <p>The Genius 9000 allows you to personalize your experience.</p> <p>You can choose from 12 smart green colors and six different brushing modes.</p> <p>On top of this, get up to 12 days of battery life and travel smart.</p> <p>The USB travel case charges your brush and smartphone at the same time.</p> <p>#1 Dentist recommended brand worldwide</p> <p>Brush like a Pro</p>	<p>Daha sağlıklı bir gülümsemenin zamanı geldi</p> <p>Oral-B Genius 9000 ile daha üstün temizlik sağlayabilirsiniz.</p> <p>Diş hekimlerinden esinlenen eşsiz yuvarlak başlığı dişleri çevreleyerek 100% kadar daha fazla plak giderir ve dahili zamanlayıcısıyla önerilen süre olan 2 dk boyunca dişlerinizi fırçalamanızı sağlar.</p> <p>Dişetlerinizi koruyun: basınç sensörü çok sert fırçaladığınızda sizi uyarır.</p> <p>Bütün ağızınızı temizleyin: pozisyon algılama ağızınızın 100% ünü temizlemenize yardımcı olur.</p> <p>Genius 9000 deneyiminizi kişiselleştirmenizi sağlar.</p> <p>12 değişik smarting rengi ve altı farklı fırçalama modu arasından seçiminizi yapabilirsiniz.</p> <p>Üstüne üstlük 12 güne kadar pil ömrünüz olsun ve akıllı seyahat edin.</p> <p>USB seyahat kabı fırçanızı ve akıllı telefonunuzu aynı anda şarj eder.</p> <p>Oral-B, dünyada diş hekimlerinin tavsiye ettiği 1 numaralı marka Eksper gibi fırçala.</p>
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Lengths of advertisements depend on products advertised and their features. It is seen that the context of this advertisement is a bit longer comparing to the others analyzed in this study. The linguistic analysis of the text shows that the translator has adopted the straight translation method. For example, the first sentence “It is time to

get a healthier smile; with the Oral-B genius 9000, you can achieve a superior clean” has been translated as “Daha sağlıklı bir gülümsemenin zamanı geldi; Oral-B Genius 9000 ile daha üstün temizlik sağlayabilirsiniz”. When the words are checked individually in this sentence, it is detected that the words in English have their first dictionary meanings in the Turkish translation. The grammar structure and the overall meaning stay the same. The following sentences in the text have also the same features in terms of grammatical structure and meaning. No metaphors and implied meanings have been detected. Advertisements are conversations. Similar to human conversations, sometimes direct, sometimes indirect way of speech is adopted as it is situational. So cultural analysis sheds light on the adopted translation method. By their nature, humans prefer the way how to transfer what they intend in a conversation. When they give a formal speech, they choose to express their ideas without making implications. That is the very first reason why implications have been avoided in this advertisement. This kind of conversation also emphasizes the formality and the strength in this advertisement.

The messages in advertisements have great roles. Advertisements commonly have open and hidden messages. In this advertisement, the message is clear. In today’s world, appearance is highly important and whiter teeth help to improve it. It is stated that the Genius 9000 toothbrush has innovative features to have healthier teeth with a beautiful smile. This message is clearly stated in both the English and the Turkish translation. To increase the effect of it, the message has been supported with visuals. They show how effective the Genius 9000 on tooth brushing. Moreover, the visuals and the message have been transferred to the Turkish advertisement without being changed except the color of the Genius 9000.

**Table 11.** Oral-B Genius 9000 Electric Toothbrush Methodological Findings

	Approach	Method
Brand/Product Name	Globalization	Borrowing
Slogan	Globalization	Straight Translation
Text	Globalization	Straight Translation
Others (Message-Visuals)	Globalization	Borrowing

#### 4.2.7. Philips: Speed Pro Max advertisement (Stick Vacuum Cleaner)



**Figure 16.** Philips: Speed Pro Max Advertisement (Stick Vacuum Cleaner)

(Philips, 2021)

Philips tries to make housework easy for families and shoots advertisements globally. In this advertisement, it is seen that the company prefers not to change the name of the vacuum cleaner and uses “Philips SpeedPro Max” in the English and the Turkish versions. But, when Philips’s website is checked closely, it is noted that the full brand name of the product is “Speed Pro Max Stick Vacuum Cleaner”. Here it is understood that it is important to choose short but distinguishing product names in advertisements and their translations for different countries. Another reason why Philips prefers globalization strategy in the brand name is to prevent semantic loss of the original which could create oddness on the Turkish audience. When it is translated to Turkish, Philips thinks that it cannot create the same effect on the Turkish audience. Instead, the company prefers to translate the second part (Stick Vacuum Cleaner) of the product name as “şarjlı dikey süpürge”. But these details are not included in the advertisement. In addition to that, Philips is the umbrella term as a brand name and the product name is given under it globally without being made any changes.

Slogans are the second most important parts of advertisements for companies and customers. To increase memorability, they are commonly given just before the advertisement ends. Philips implements a different strategy for its slogan in this advertisement. In the original advertisement, it is clearly seen that the company uses a sentence “There is always a way to make life better” as a slogan for the vacuum

cleaner. But in the Turkish version of the same advertisement, a simpler phrase “super fast, super clean” has been preferred. It is called adaptation in Translation Studies. It is difficult to compare them linguistically, instead, it would be better to look for the cultural reasons. In the culture where this advertisement was created, functionally general purpose of the vacuum cleaner has been stated. “Making life better” denotes that when people come home, they are already tired, and this vacuum cleaner makes their lives better by making vacuuming practical. On the other hand, the same implication is given with the phrase “süper hızlı, super temiz” in Turkish. It is seen that people around the world share similar priorities, but the way of expression is different. It is clear that this advertisement achieves the “purpose” function accurately in the functionalist approach.

The texts of the advertisement in English and in Turkish:

**Table 12.** Philips: Speed Pro Max Advertisement (Stick Vacuum Cleaner)

<p>The fastest, cordless cleaning experience          With 360<sup>0</sup> suction nozzle          SpeedPro Max          Uniquely designed to make every move count          360<sup>0</sup> suction nozzle          Forwards, even backwards and from the sides          Power Cyclone 8          PowerBlade Digital Motor for unmatched airflow          Uniter upted cleaning          Handheld with receive tool          Motorized mini turbo brush removes allergens          Fast reach under low furniture          Integrated accessories          Brush for hand-to-reach-spots          Fast, hygienic dust emptying          Fast click magnetic charger          Up to 65 minutes of run time</p>	<p>-Philips'ten yeni kablosuz süpürge teknolojisi SpeedPro Max.          -360<sup>0</sup> çekim gücüne sahip özel başlığıyla her yönden tek geçişte tüm tozları toplar.          -Benzersiz PowerBlade dijital motor yüksek çekim gücü sağlar.          -Ulaşılmazı zor yerleri kolayca temizler          -Led başlığı gözle görülmeyen tozları bile ortaya çıkarır.          -65 dakika uzun kullanım süresiyle Türkiye'nin bir numaralı süpürge markası Philips'ten SpeedPro Max.</p>
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As it is in the slogan, Philips company keeps applying the same translation method in the text of the advertisement. In the original version of the advertisement, there are seventeen phrases. Actually, these are the main specifications of the vacuum cleaner. On the other hand, in the Turkish version of the advertisement, these

specifications expressed in phrases turn into six sentences. It is clear that there is an imbalance in the number of phrases and sentences between advertisement texts. This difference linguistically foreshadows deletions and changes in the parts of speech between these two texts. When checked the first phrase “The fastest, cordless cleaning experience” gets new features in the phrase “Philips’ten yeni kablosuz süpürge teknolojisi” in Turkish. In these sentences, all the words are different in meaning except “cordless”. The words “cleaning and experience” refer to “süpürge and teknolojisi”. These words are not equivalent in meaning. Besides, in the same sentence of the Turkish version, another new word “Philips” has been added. In addition, the specifications 4, 5, 6, 8, and 11 mentioned in the original are expressed in one sentence in Turkish. The phrase “uniquely designed” has been translated as “... sahip”, “allergens” in the eleventh sentence as “toz” and the whole phrase “Forwards, even backwards and from the sides” in the sixth sentence as “her yönden”. A close analysis in these sentences indicates that the words preferred in Turkish are not the exact equivalents of the words in English and it is not directly related to the differences between these two languages, instead it is the difference between two cultures. It can be judged from the advertisements that the English-speaking cultures are more interested in details so in the original, every single detail of the vacuum cleaner is given. On the other hand, although people are interested in the specifications in the Turkish culture, too many details make them confused, and this decreases the interest for the advertisement. That is the reason why there are fewer sentences in Turkish than in English. Another element that indicates the differences is the way the Turkish advertisement was shot: although specifications are seen on the screen in English, sentences are expressed verbally in Turkish as it is the sincere way of communication for the audience. The reason why the translator has used different words not exact equivalents also indicates this difference. The word “allergen” does not mean much, and it is not familiar to the Turkish audience especially for those who want to use the vacuum cleaner for household work, so the advertisement was recreated or adapted in Turkish.

Philips aims to reach males and females around the world. To achieve it, the company uses characters in a family. It is seen that the husband, wife, and the child in

the advertisement enjoy their life in the house. They smile all the time. The leftovers fallen on the ground is not important and it cannot prevent this joyful time. Because SpeedPro Max is right there to make the vacuuming easy. This message is universal in Philip's advertisements so even in the Turkish advertisement, the company prefers not to change the characters and visuals. Instead, the company uses verbal language to emphasize the message in Turkish. Normally, some companies prefer to use culturally familiar characters to prevent foreignness although it costs much. Here it can be concluded that the Turkish audience are familiar with the characters in the English-speaking cultures and it does not prevent to reach them appropriately.

**Table 13.** Philips: Speed Pro Max Advertisement (Stick Vacuum Cleaner)  
Methodological Findings

	Approach	Method
Brand Name	Globalization	Borrowing
Slogan	Localization	Adaptation
Text	Localization	Adaptation (addition, deletion)
Others (Message-Visuals)	Globalization	Borrowing

#### 4.2.8. Pure Retinol Night Serum advertisement



**Figure 17.** Pure Retinol Night Serum Advertisement

(L'Oréal-Paris-USA, 2020)

For a product in a cosmetic and beauty sector, choosing a good brand name is of an importance. Loreal Paris addresses mainly women for its products so the words and what they mean are important in the brand name. The word “pure” has different connotations in this advertisement. Firstly, it refers to the nature of women. It states that women have innocent souls, and they should be seen innocent and perfect by appearance too. It also states that the product does not contain any harmful chemicals for the skin. In the Turkish translation, the word “pure” seems to refer more to the product. On the other hand, the word “night” has been chosen consciously. In literature and documentaries, flowers blossom overnight. When women wear the product early at night, the next day they will be more beautiful and softer like newly blossomed flowers in the morning. These connotations of the brand name are also seen in Turkish too. Ordinary people who use it may not comprehend these metaphors, but they affect consumers subconsciously. When the brand name is analyzed methodologically, it is seen that in the translation process, the straight translation method was used. The words in English and in Turkish are exactly the same equivalents of each other and they have similar metaphoric references.

As the slogan of the advertisement, the company has chosen a sentence. The slogan “We are worth it” has been translated as “Çünkü biz buna değeriz”. It is clearly seen that addition was used in Turkish. The conjunction “çünkü” does not exist in the original advertisement. Except for this word, there are no additions or omissions. In the translation process, it is vital to transfer the correct meaning to the target language. But in this advertisement, the words in the slogan do not require to be looked up for other meanings as it expresses the intention clearly so there are no changes in the Turkish words either. But on the other hand, the words “it” in English and “bu” in Turkish have been used to call more than what they stand for in the advertisement. What are people worth: this product or this beauty? Indeed “it” refers both of them. In Turkish, “bu” does not clearly state which word it refers to. Even in Turkish, “bu” refers the same meanings as it is seen in English. It can be concluded that both English and Turkish have similar linguistic and cultural features. But in terms of translation, the straight translation has been adopted.

The texts of the advertisement in English and in Turkish:

**Table 13.** Pure Retinol Night Serum Advertisement

<p>My dermatologist was raving about pure retinal. It is amazing. New from L'Oreal Revitalift Night Serum with Pure Retinal International patent pending or most potent retinol So effective in a clinical test: 100% of women showed reduction of wrinkles, even deep ones Powerful results validated by dermatologists It's an anti-aging superstore Revitalift Night Serum with Pure Retinal from L'Oréal Paris We are worth it.</p>	<p>Yıllara meydan okuyarak genç görünen bir cilt mi? Formülü, derin kırışıklık görünümünde bile etkili saf retinol Yeni Revitalift Lazer Saf Retinol Gece Serumu Cilde 3kat daha fazla saf retinol sağlayan formülü klinik araştırmaya göre kadınların 100%'ünde kırışıklık görünümü azaltır. Derin kırışıklıklarda bile etkili. Geceden geceye cilt görünümünü yeniler. Dermatologlar tarafından onaylanan yeni Revitalift Lazer Saf Retinol Gece Serumu Çünkü biz buna değeriz.</p>
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Translation of texts in advertisements includes more information on target and source languages and sheds light on the adopted translation methods. Linguistic analysis shows that language structures differ in the English and the Turkish texts in this advertisement. While the source text consists of phrases commonly, sentences have been preferred as their equivalents in Turkish. This change foreshadows additions and omissions between the texts. The phrases “New from L'Oreal”, “Powerful results” “So effective in a clinical test” and “It's an anti-aging superstore” have been either omitted or linked to another word or sentence in terms of meaning in Turkish. For example, the meaning in the phrase “Dermatologlar tarafından onaylanan” has been attributed to the phrase “Powerful results validated by”. And the words and phrases “Formülü” (Line3), “Cilde 3kat daha fazla ... sağlayan” (Line 7), “Geceden geceye” (Line 11) have been added in the Turkish text. And in some sentences, there is a total change. The first sentence “My dermatologist was raving about pure retinal” has been translated as “Yıllara meydan okuyarak genç görünen bir cilt mi?”. Besides, there is also a change in sentence forms: the affirmative sentence turns into a question in Turkish. It is clear that the sentences mentioned above do not have the same meaning. Moreover, the sentence in line 8 in Turkish is the combination of the phrases in English, and it is also seen that although there is a change in the sentence, it transfers

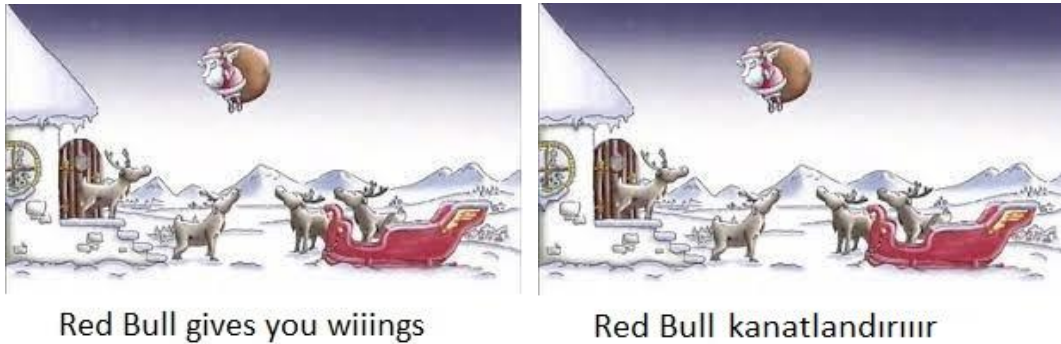
the intended meaning. The full sentences in the Turkish text instead of phrases indicate the cultural differences. While the consumers in America find phrases more attractive, consumers in Turkey are attracted by full sentences.

The message lies behind the advertisement is to attract consumers by stating the use of the Pure Retinol Night Serum. To do that, Loreal company uses the power of words, images and sounds. The word “pure” refers to the beauty of women and “night” refers to the time when flowers blossom. It is implied that women who wear the serum will be like flowers. It is also detected that while a female voice is used in the original advertisement, a male voice is heard in the Turkish ad. It can be inferred that different voices have different effects on different audiences. In English, when one woman gives advice to another, it becomes effective. On the other hand, the women in Turkey always pay attention to the ideas of the opposite sex. Moreover, the visuals in this advertisement are of high importance. Especially the woman in the short video is very beautiful with a perfect skin although she is over 40. This woman becomes an example for the women consumers, as aging and its effects are great problems for women on appearance. There are also messages for men. If they want to be married to more beautiful women, they should buy the Pure Retinol Night Serum for their wives. Or maybe, they can buy it for themselves to look more handsome. Although there is a slight change in the way of expressing the message in both advertisements, the intended message stays the same in the Turkish version too.

**Table 14.** Pure Retinol Night Serum Advertisement Methodological Findings

	Approach	Method
Brand Name	Globalization	Straight translation
Slogan	Globalization	Straight translation
Text	Localization	Adaptation
Others (Message-Visuals)	Globalization	Borrowing

#### 4.2.9. Red Bull advertisement



**Figure 18.** Red Bull Advertisement

(Red-Bull, 2017)

As its other advertisements, the company prefers not to change the brand name in Turkish. The brand name is metaphoric so when it is translated to another language, the intended message in the brand name cannot be reflected in the target language. In real life, bulls are not red: they are either white, black or brown. Maybe, it is meaningful when it is translated in Spain because of bullfights, but in Turkey and the Turkish culture, the translated version becomes meaningless as the color “red” mainly represents “anger”. However, in the original language, the color “red” stands for passion, love, desire, strength, and courage. In order to create familiarity and prevent semantic losses, the company does not change the brand name.

When the slogan of the advertisement is analyzed, an accurate translation is seen. The verb “give” is used as possession and it also means “when you drink Red Bull, you can fly”. In Turkish, these meanings are perfectly expressed with the verb “kanatlandırmak”, although it contains some comments. Moreover, musical elements are used in this slogan. It gives pleasure to ears. But on the other hand, in the English culture, we see that the pronoun “you” is important, and it states that in the world we live in, no one but “you” are important, so this pronoun is emphasized. In the Turkish translation on the other hand the pronoun “you” is deleted. Here, the cultural differences become more visible as the emphasis of “you” in Turkish culture represents selfishness.

The texts of the advertisement in English and in Turkish:

**Table 15.** Red Bull Advertisement

<ul style="list-style-type: none"> <li>- We need to get going. Where is he with the presents?</li> <li>- It's the same every year, he always leaves it to the last minute.</li> <li>- About the time.</li> <li>- Oh Red Bull.</li> <li>- And, and us?</li> <li>- Yes Santa, what about us?</li> <li>- You should be happy. From now on, you get Christmas off. Red Bull gives me wiings.</li> </ul>	<ul style="list-style-type: none"> <li>- Nerde kaldı? Hediyeleri getirse de yola koyulsak.</li> <li>- Her yılbaşı gecesi aynı şey. Hep son dakikaya bırakıyor.</li> <li>- Geldi işte. Ama...</li> <li>- Ha, Red Bull!</li> <li>- Ya, ya biz?</li> <li>- Evet Noelbaba, biz ne yapacağız?</li> <li>- Artık siz de bundan sonra her yılbaşı gecesi geyik yaparsınız. Red Bull kanatlandırır.</li> </ul>
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The texts in advertisements are the places where cultural and linguistic differences in both cultures are clearly observed. In this advertisement, a conversation takes place between the deer and Santa. The conversation creates such a feeling among the audience that the audience thinks it is a real, life-like conversation they encounter daily. In order to achieve this feeling, it is seen that the translator has chosen culturally preferable words and changed the sentence structure in Turkish. When analyzed the first speaker's sentences in English, it is seen that in the Turkish translation these sentences are combined and even the sentence order has been changed in Turkish. "We need to get going" normally means "yola çıkmalıyız". But in the Turkish translation, an individual, separate sentence is not seen, instead this sentence is combined to the second sentence. Moreover, the question mark follows different sentences in English and in Turkish. In addition, in the second sentence of the conversation, it is seen that the translator has added extra words "yılbaşı gecesi". Although there are no words as "New Year's Eve" in the original conversation, the intended meaning is given in Turkish to make the conversation more meaningful. The translation of the third sentence is seen to have changed totally. "About the time" expresses "reproach" in the original and means "vakti gelmişti or nihayet" in Turkish. However, in the Turkish translation, a new sentence has been created and Santa becomes the subject of the sentence. In addition, the emotion of reproach has been attributed to the conjunction "ama" in Turkish. In the translation of the last sentences, a total adaptation is seen. In

the original, the sentence “You should be happy” has been deleted and the sentence “you get Christmas off” has totally changed in the Turkish version. The very first meaning of this sentence is “Yılbaşıında izin yaparsınız” or some similar meanings can be attributed. But the translator prefers a new phrase “geyik yapmak” in Turkish. “Geyik yapmak” means to talk without for no without aiming anything. It is understood that the translator prefers this phrase intentionally. In Turkey, people want to have a great time and have fun at Christmas, and it is a popular phrase among people. All these changes indicate that the translator prefers the functionalist approach for the translation of this advertisement text. The purpose of translation here is to create familiarity in both cultures and prevent foreignness linguistically.

Austrian energy drink company, Red Bull, aims to give the message subconsciously in the context. The message is not given directly, instead the audience deduce it. The intended message in this advertisement is that “Today, people live in a difficult world, they have to work hard, and this brings stress altogether. When you drink Red Bull, it makes you energetic, and the daily hassle affects you less, so you get less stressful”. When Santa drinks a can of Red Bull, he is able to fly and delivers the gifts around the world on time even without being in need of his deer. This intended message is not directly given in English and its Turkish translation. To do that, a world-famous character, Santa, and his deer have been used. As these characters are familiar to the Turkish consumers, visually no changes have been applied in translation. In this advertisement, there are some secret messages too. In Turkey, children like getting gifts from their grandparents. Santa represents the “grandfather” for the Turkish audience, and getting gifts reminds adults of their childhood. It can also be inferred that although the audience does not know the gift in the bag, it is most probably a can of Red Bull. It is also seen that a message for old people is not forgotten. It is implied that “getting old is not important with Red Bull, you can feel energetic and younger”. These hidden messages are universal, and they are given visually so in the Turkish version of the advertisement, no changes are seen.

**Table 16.** Red Bull Advertisement Methodological Findings

	Approach	Method
Brand Name	Globalization	Borrowing
Slogan	Localization	Deletion
Text	Localization	Adaptation
Others (Visuals)	Globalization	Borrowing

#### 4.2.10. Samsung: Galaxy S21 Advertisement

**Figure 19.** Samsung: Galaxy S21 Advertisement

(Samsung, 2021)

The first thing that makes a product memorable is the brand name. It is seen that the brand name “galaxy” has been chosen deliberately. The words like galaxy, universe or cosmos correspond in every culture and refer to eternity so the brand name can be accepted as metaphoric. It is implied that having a “galaxy mobile phone” opens the door to eternity and spaciousness for the audience. At the beginning of the advertisement, the signboard “Welcome to Galaxy S21” points it out. The signboard also implies that there is an isolated area just for “Galaxy” mobile phone owners; only they can enter in and enjoy there. All these implications have been given subconsciously. When it is analyzed linguistically, on the other hand, it is seen that “borrowing” method has been applied to the brand name. The first and most important reason of this is that the equivalent word of “galaxy” in Turkish is very similar in pronunciation and in written form: only two letters are different. This helps the company’s global purposes. Even in a different part of the world, everybody can recognize it. Moreover, the musicality and the stress on the letters stay the same. It is seen that the emphasis is on “s” sounds and when these “s” sounds are connected to

the company name, alliteration occurs. This method increases musicality and helps memorization of the brand name among the audience in Turkey.

A close analysis on the slogan of this advertisement in English and Turkish shows that each version contains linguistic elements such as puns. The word “epic” in the original indicates the pun. Oxford Dictionary (2021) defines the word as a long and difficult job or activity that you think people should admire. It is clear that neither men nor women like cleaning or vacuuming in any culture. But the slogan points out the opposite in a humorous way. Besides, the word “galaxy” is metaphoric. In the Turkish version, both the brand name and the slogan contain the same word. As they have the same linguistic features as stated above, the linguistic elements will not be mentioned again. The methodological analysis, on the other hand, clearly shows that the adaptation method has been adopted for translation. The two slogan versions of the advertisement do not contain any similar words. This indicates that the cultural differences between the cultures have caused it. The people in these cultures have different precedence and they perceive the world differently, so the translator’s choice is to adapt the slogan to the Turkish culture.

The texts of the advertisement in English and in Turkish:

**Table 17.** Samsung: Galaxy S21 Advertisement

<p>A: This looks different.  B: It is.  A: Show me.  B: Well. See for yourself.  A: OK. So it is a photo.  B: Look closer. Photos within photos.</p> <p>A: What about video?  B: It is 8K video. That is beyond cinema quality.  A: 8K. What can I do with it?  B: You can pull portrait photos straight from video.  A: Prove it.  B: And photo, that is a great photo, perfect portrait.  A: Photos within videos. What else?  B: Videos, photos, crops and filters. All in a single tape.  A: But is there space for all that?  B: Plenty.  A: How fast can I share it?  B: You are on 5G.  A: How long does it last on the trip?  B: Battery for the whole trip, and the way back.  A: So, what is next?... This is different.  B: I told you.</p>	<p>A: Farklı görünüyor.  B: Öyle zaten.  A: Göstersene.  B: Kendin dene.  A: Ee. Fotoğraf işte.  B: Daha yakından bak. Fotoğraf içinden fotoğraf.  A: Peki ya video?  B: Sinema kalitesinde 8K video.  A: 8K mı? Neler yapabilirim, bakalım.  B: Videodan portre kalitesinde fotoğraflar bile alabilirsin.  A: Kanıtla.  B: Ve, işte. Efsane bir fotoğraf, efsane bir portre.  A: Fotoğraf içinden fotoğraf. Başka?  B: Videolar, fotoğraflar, portreler, filtreler. Hepsi tekli tuşla çoklu çekimde.  A: Bunun için yeteri kadar yer var mı?  B: O hoo. Yer bol.  A: Ya paylaşma hızım?  B: Gönder ve gör.  A: Peki yol boyunca dayanır mı?  B: Seni bilmem ama pili dönüş yoluna bile yeter.  A: Eee, başka?... Gerçekten farklıymış.  B: E, Söylemiştim.</p>
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In some advertisements, the number of sentences in the original text and its translation differs. In this advertisement, the number of sentences exactly stays the same. Instead, interjections such as “peki, işte, ya, e, ee or o hoo” have been used commonly in its Turkish translation. They do not have any relation to grammar or help the reader to connect each sentence, but they help the reader to understand the author’s feelings and these expressions create a sincere atmosphere in the context. It can be alleged that the reason why the translator has chosen them in the Turkish translation is to increase sincerity as they are commonly used in daily life in Turkey. Moreover, the translator’s suffix choices at the end of the Turkish sentences also show the cultural influence clearly. The third sentence “Show me” can be translated in two ways: “göster or göstere”. Here, for translation, the second one has been chosen. In Turkey, “göster” is a direct way of communication and it sounds like an imperative sentence while the second one sounds like a smooth way of expression. Sentences get their exact meaning in a context and the translator prefers the intended meaning by making it smoother to the audience. Yet, it is seen that the meaning has changed partly or totally in some sentences. For example, the eighth sentence “: It is 8K video, that is beyond cinema quality” has been translated to Turkish as “Sinema kalitesinde 8K video”: “beyond” has been omitted. Although the omission of one word is seen not much important, the edition of the word “beyond” to the Turkish translation changes the meaning of the phrase totally. A similar situation is also seen in the eighteenth sentence “You are on 5G” and its translation “Gönder ve gör” too. The second sentence has been recreated in Turkish. All these changes point out the cultural influence. Although there are some adaptations and smooth changes in the translation, when the text is analyzed as a whole in the context, an accurate example of straight translation is seen.

Different from other advertisements, it is seen that Samsung addresses directly to young consumers in Turkey. The plot of the story in the advertisement takes place around the activities that young people have dreamt of. Young people want to go beyond the borders and push the limits. They want to go out, walk in the forest, climb high mountains or, etc. In such a lifestyle, they need a mobile which can accompany them in these harsh conditions. So, Samsung emphasizes its battery life, camera, and fast uploading speed. Besides, there are some other messages too. Some

words such as “galaxy” and the signboard have been chosen specifically. It is implied that having a Samsung mobile means “being free” and having your own private place. While conveying the message to the target audience, Samsung company prefers to use metaphoric words or signs, but they are directly translated to Turkish without being made any changes as they serve the purpose of advertisement. Moreover, it is seen that the visuals of the advertisement stay the same as these two cultures have similar features. Functionally, it seems that the advertisement serves its purpose in Turkish.

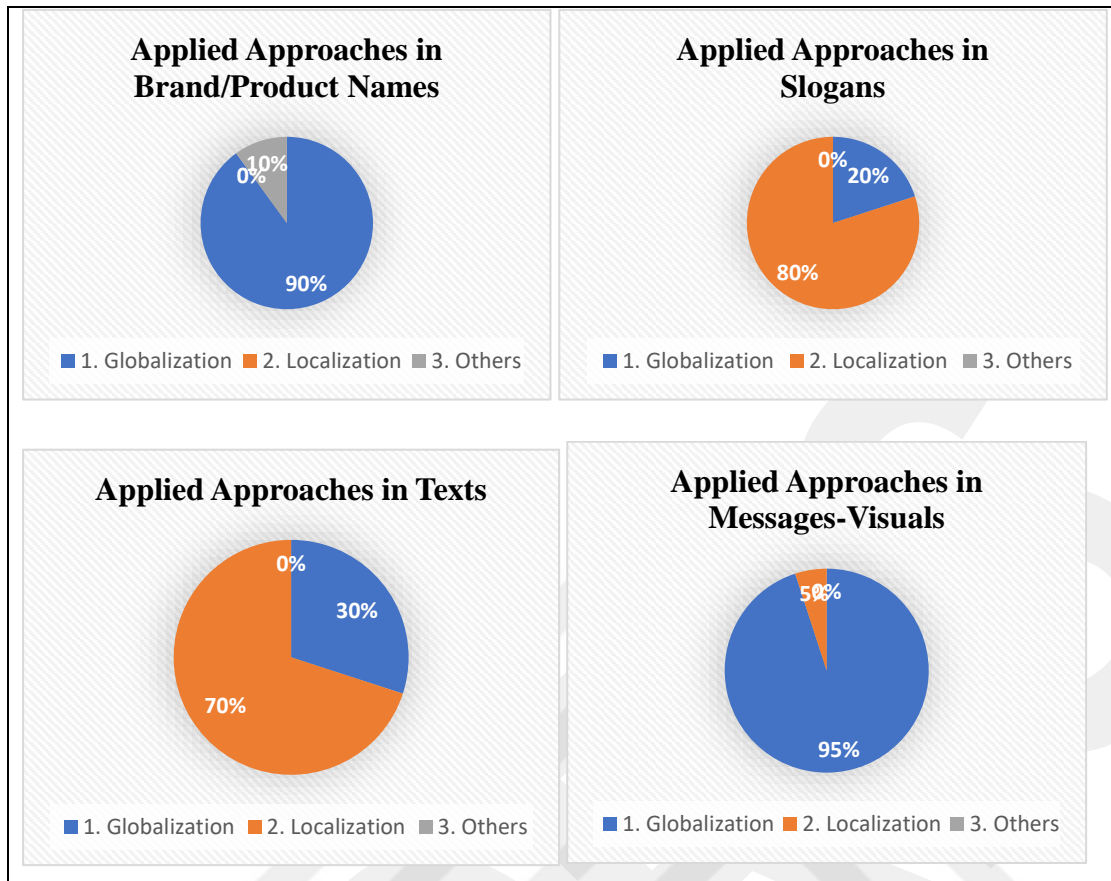
**Table 18.** Samsung: Galaxy S21 Advertisement Methodological Findings:

	Approach	Method
Brand Name	Globalization	Borrowing
Slogan	Localization	Adaptation
Text	Globalization	(Mainly) Straight Translation (Adaptation, addition, deletion)
Others (Message-Visuals)	Globalization	Borrowing

## CONCLUSION

Advertising is a mutual way of communication between producers and consumers. Starting with the paintings and drawings on stones, leathers, and walls in the early periods of history, advertising has made a breakthrough. The need to reach more consumers has led companies to search for new methods and ways. The developments in technology, nowadays, have been serving more to this purpose of companies. But it is clear that it has some challenges to reach different consumers who have different languages and cultures. At this point, the need for accurate translations considering linguistic and cultural diversities has come out. The elements of advertisements (brand names, slogans, texts, visuals, and messages) should be analyzed during the translation process in the framework of globalization and localization, and the best translation method should be applied by paying attention to the differences in cultures and languages.

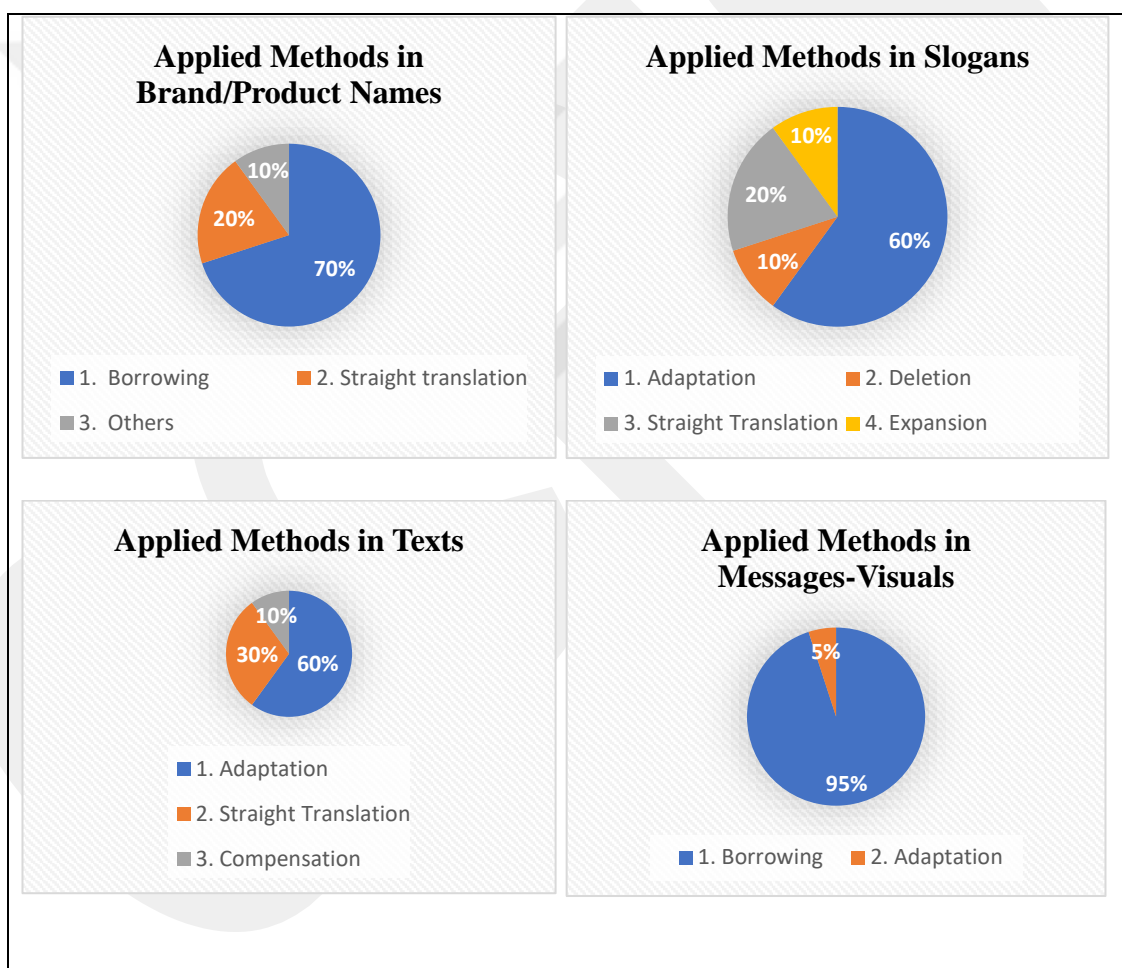
Below are the graphics of the chosen advertisements in the study that refer to the applied approaches and translation methods. The graphics may also be used to make generalizations on adopted translation methods in advertisements.



**Figure 20.** Applied Approaches

The graphics above show the approaches that the translators have adopted in the chosen advertisements. It is revealed in the first graphic that the globalization approach has been adopted in 90% of the brand/product names. It is understood that creating familiarity among consumers from different backgrounds and cultures is the preliminary purpose of companies. Moreover, the analysis also indicates that if applied, localization might fail to convey the same intended message to the target culture and might fail to capture the audience interest in Turkey. In the second graphic, the percentage of globalization is 20 and the percentage of localization is 80. Slogans are the second important element of advertisements. Different from the brand/product names, slogans and the messages in them have been transferred in the local language by considering the Turkish culture. It can be stated that slogans can get audience interest as long as they are expressed in the local language. The third graphic indicates that the localization rate is 70%, and the globalization rate is 30% in the texts. Judging from the analysis, it can be said that linguistic and cultural difference rate is high

between in English and in Turkish. Minimizing the differences makes the audience feel that the advertisement has been created in their society, hence consumers do not feel foreignness anymore. Besides, the 30% of the globalization rate indicates that depending on the content, it is possible to universalize the texts in some advertisements as long as the target language and culture allow. The last graphic above indicates that globalization is the most common approach in advertisement messages and visuals with 95% rate comparing the 5% rate of localization. The messages and the visuals are the dominant elements of original cultures that companies intend to universalize globally.



**Figure 21.** Applied Translation Methods

The graphics indicating the translation methods in the elements of cross-cultural advertisements clearly show that the percentage of the adaptation method exceeds the other methods applied in advertisements except in brand/product names and messages. The first graphic states that the first most common translation method is “borrowing” with 70% and the second one is “straight translation” with 20%. In the slogans of advertisements, it has been detected that although the rate of “straight translation” stays the same with 20%, the rate of “adaptation” has replaced the “borrowing” method with 60%. Besides, in the translation of advertisement texts, the rates are similar: Adaptation is 60% and straight translation is 30%. However, in the last graphic, it is seen a dramatic increase in the rates of borrowing with 95%. It should be noted that the adaptation method has been detected in visuals with the rate of only 5%.

Advertising is a way of communication between companies and consumers. It is situational and very similar to the conversations taking place between people. Depending on the situation, the way of speaking varies. While it is highly challenging to express the message in the same culture among the people who speak the same language, it is far more challenging to convey the meaning to another language which is spoken in a different society. Although the product and what is intended in any advertisement are the same, the way of their expression in a different society changes because of linguistic and cultural differences. Moreover, the gender, age, and cultural background of the audience to whom the product addresses play an important role in advertisement translation. In the light of all the findings stated above, it has been found out that in the translation of advertisements from English to Turkish, the adaptation method has commonly been used in the slogans, and texts, on the other hand, the borrowing method has been adopted in messages and brand/product names.

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## TURNITIN REPORT

Lokman fin

ORIJINALLIK RAPORU

%**2**

BENZERLİK ENDEKSİ

%**1**

İNTERNET KAYNAKLARI

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YAYINLAR

%**1**

ÖĞRENCİ ÖDEVLERİ

BİRİNCİL KAYNAKLAR

**1**

[www.youtube.com](http://www.youtube.com)

İnternet Kaynağı

<%**1**

**2**

Submitted to West University Of Timisoara

Öğrenci Ödevi

<%**1**

**3**

Submitted to (school name not available)

Öğrenci Ödevi

<%**1**

**4**

Submitted to Miami-Dade Community College

Öğrenci Ödevi

<%**1**

**5**

Submitted to University of Glasgow

Öğrenci Ödevi

<%**1**

**6**

[repository.unam.na](http://repository.unam.na)

İnternet Kaynağı

<%**1**

**7**

Submitted to Shanghai University of Finance and Economics

Öğrenci Ödevi

<%**1**

**8**

Alina-Roxana Zamfira. "Translator Training in Romania and Advertising Watchdogs – A Functionalist Approach", Procedia - Social and Behavioral Sciences, 2013

Yayın

<%**1**

9	Submitted to Liverpool John Moores University Öğrenci Ödevi	<% 1
10	Submitted to University of Florida Öğrenci Ödevi	<% 1
11	repozitorij.unios.hr İnternet Kaynağı	<% 1
12	openaccess.hacettepe.edu.tr:8080 İnternet Kaynağı	<% 1
13	www.dentalcare-aus.com.au İnternet Kaynağı	<% 1
14	Submitted to University of Leeds Öğrenci Ödevi	<% 1
15	scholarworks.uaeu.ac.ae İnternet Kaynağı	<% 1
16	Submitted to The University of Manchester Öğrenci Ödevi	<% 1
17	Submitted to School of Oriental & African Studies Öğrenci Ödevi	<% 1
18	Submitted to University of Northumbria at Newcastle Öğrenci Ödevi	<% 1
19	Submitted to Macquarie University Öğrenci Ödevi	<% 1

20 galaxynote7info.com  
İnternet Kaynağı

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21 docplayer.net  
İnternet Kaynağı

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22 www.compare-products.net  
İnternet Kaynağı

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Alıntılarını çıkart

Kapat

Eşleşmeleri çıkar

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Bibliyografyayı Çıkart

Kapat

TURNERİN REPORU



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**Publications:**

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**Phone:**

**Date:** 13/07/2021