

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

**DOMESTICATION AND FOREIGNIZATION AS MACRO STRATEGIES IN
ADVERTISING TRANSLATION**

Master's Thesis

Ghaith Altaie

Ankara-2020

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Supervisor

Assoc. Prof. Dr. Halil İsmail Erton

Ankara-2020

ACCEPTION AND APPROVAL

This is to certify that this thesis titled “DOMESTICATION AND FOREIGNIZATION AS MACRO STRATEGIES IN ADVERTISING TRANSLATION” and prepared by Ghaith Altaie meets with the committee’s approval unanimously as Master’s Thesis in the field of School of Social sciences, Department of Translation and Interpretation following the successful defense of the thesis conducted in January 16, 2020.

.....
Prof. Dr. Dilaver TENGİLİMOĞLU (Director)

.....
Assoc. Prof. Dr. Halil İsmail ERTON (Supervisor)

.....
Dr. Öğr. Üyesi Gökçen HASTÜRKOĞLU (Jury Member)

.....
Dr. Öğr. Üyesi İsmail Fırat ALTAY (Jury Chair)

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- I prepared this thesis in accordance with Atılım University Graduate School of Social Sciences Thesis Writing Directive,
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8.1.2020

.....
Ghaith Altaie

ÖZ

ALTAIE, Ghaith. Reklam Çevirilerinde Makro Strateji Olarak Yerelleştirme ve Yabancılaştırma, Yüksek Lisans Tezi, Ankara, 2020.

Günümüzde, uluslararası ticaret potansiyelinin güncel büyüme oranı, ürün reklamlarına, özellikle de bu reklamların çevirilerine duyulan ihtiyacı arttırdı. Çevirilen reklam üreticinin küreselleşme eğilimini ve sıradan bir tüketicinin kültürünü karşılamalıdır. Fakat reklam çevirileri kültürel değişkenler sebebiyle pek çok zorlukla karşılaşmaktadır. Bu tez, bu zorlukları anlamak amacıyla Venuti'nin yerelleştirme ve yabancılaştırma teorisini reklam çevirilerine bir makro strateji, Aixela'nın mikro stratejilerini ise bu reklamlarda kullanılan çeşitli kültürlere özel terimlere uygulayarak bir çözüm olarak kullanmayı amaçlar. Bu çalışmada 10 adet İngilizce'den Türkçe'ye çevirilmiş reklam incelenmiş, incelerken çevirmenlerin Aixela'nın mikro stratejilerini bu çevirilerde nasıl kullandıkları da gözlemlenmiştir. Bu çalışma, çevirmenlerin genel olarak bir yerelleştirme ve yabancılaştırma stratejisi kullandığını ortaya çıkarmıştır. Bu çalışmada çevirmenlerin, incelenen örneklerin %85'inde yabancılaştırmayı, %15'inde ise yerelleştirmeyi bir makro strateji olarak kullandığı ortaya konulmuştur.

Anahtar Sözcükler

Yabancılaştırma, Yerelleştirme, Çeviri Makro Stratejileri, Çevirilmiş Reklamlar, Aixela, Çeviri Mikro Stratejileri.

ABSTRACT

ALTAIE, Ghait. Domestication and Foreignization as Macro strategies in Advertising Translation, M.A. Thesis, Ankara, 2020.

Today, the growth of international trading enhanced the need for advertisements and translated advertisements in precise. The translated advertisement should satisfy the producer's globalization tendency and typical local customer's cultures. Advertisements translation faces many difficulties relating to cultural variations.

This thesis is an attempt to understand these difficulties, offering Venuti's theory of the domestication and foreignization as macro strategies and by applying the culture-specific items micro strategies of Aixela's method as a solution for these problems. In this study, a number of 10 selection of translated advertisements from English to the Turkish language been inspected and the cases where the translators used Aixela's micro strategies were analyzed. The study revealed that in the selected translated advertisements, translators used a mix of the domestication and foreignization strategies; translators generally used foreignization as a macro strategy with the rate of 85% of the observed cases, while translators used domestication with the rate of (15%) of the observed cases.

Keywords

Domestication, Foreignization, Macro Strategies Translation, Venuti, Translated Advertisements, Aixela, Micro Strategies Translation.

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CONTENTS

ÖZ	i
ABSTRACT	ii
ACKNOWLEDGEMENT	iii
CONTENTS	iv
LIST OF TABLES	vi
INTRODUCTION	1

FIRST CHAPTER

BACKGROUND OF THE STUDY

1.1 Statement of the Problem	5
1.2. Purpose of the Study	5
1.3. Hypothesis	6
1.4. Scope of the Study	6
1.5. Assumptions and Limitations	6
1.6. Duration of the Study	6
1.7. Definitions of Specific Terms	7

SECOND CHAPTER

REVIEW OF LITERATURE

2.1. Features in Advertising	9
2.2.1. Functions	10
2.2.2. Types	10
2.2.3. Elements	10
2.2.4. Audience	11
2.2.5. As a Text	11
2.2.6. Language	12

2.2. Principles in Advertising in Translation	13
2.2.1. Linguistic approach	14
2.2.2. Functionally oriented approach	15
2.3. Strategies in International Advertising	17
2.3.1. Globalization	18
2.3.2. Localization	18

THIRD CHAPTER

MACRO AND MICRO TRANSLATION STRATEGIES

3.1. Macro-Strategies vs Micro-Strategies	21
3.2. Domestication and Foreignization Translation Macro-Strategies	21
3.3. Aixela's Translation Micro-Strategies	24
3.3.1. Conservation strategies	25
3.3.2. Substitution strategies	26

FOURTH CHAPTER

METHOD

4.1. Research Design	29
4.2. Data Collection Procedure	29
4.3. Data Analysis Procedure	30

FIFTH CHAPTER

ANALYSIS OF DATA

5.1. Information About the Selected Advertisements	31
5.1.1. Apple iPhone X advertisement	31
5.1.2. Apple iPhone 11 advertisement	31

5.1.3. Citroen C4 advertisement	32
5.1.4. Colgate toothpaste advertisement	32
5.1.5. Hyundai i30 advertisement	33
5.1.6. Peugeot RIFTER advertisement	34
5.1.7. Philips Power Pro advertisement	34
5.1.8. Samsung Galaxy S9 advertisement	34
5.1.9. Samsung Galaxy S10 advertisement	35
5.1.10. Samsung Note 10 advertisement	35
5.2. Data Analysis	36
5.2.1. Cases of conservation	36
5.2.2.1. Cases of repetition	36
5.2.1.2. Cases of orthographic adaption	44
5.2.1.3. Cases of linguistic (non-cultural) translation	51
5.2.1.4. Cases of extratextual gloss	51
5.2.1.5. Examples of intratextual gloss	56
5.2.2. Cases of substitution	56
5.2.2.1. Cases of synonymy	66
5.2.2.2. Cases of limited universalization	67
5.2.2.3. Cases of absolute universalization	59
5.2.2.4. Cases of naturalization	59
5.2.2.5. Cases of deletion	59
5.2.2.6. Cases of autonomous creation	64
5.3. Discussions of Findings	65
5.3.1. Apple iPhone X	66
5.3.2. Apple iPhone 11	67
5.3.3. Citroen C4	68
5.3.4. Colgate toothpaste	69
5.3.5. Hyundai i30	70
5.3.6. Peugeot RIFTER	71
5.3.7. Philips Power Pro	72
5.3.8. Samsung Galaxy S9	73
5.3.9. Samsung Galaxy S10	74

5.3.10. Samsung Note 10	75
-------------------------------	----

SIXTH CHAPTER

CONCLUSION

6.1. Discussion and Interpretation of Findings	77
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6.2. Summary of Research	81
---------------------------------------	-----------

BIBLIOGRAPHY	83
---------------------------	-----------

CURRICULUM VITAE	97
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LIST OF TABLES

Table 1. “Global advertising spending from 2010 to 2018 (in billion U.S. dollars)”, Statista Web Site, https://www.statista.com/statistics/236943/global-advertising-spending/ , retrieved on 31 December 2018.....	1
Table 2. “Most common languages used on the internet as of December 2017, by share of internet users”, Statista Web Site, https://www.statista.com/statistics/262946/share-of-the-most-common-languages-on-the-internet/ , retrieved on 31 December 2018.....	2
Table 3. Categorization of Aixela’s strategies.....	22
Table 4. Typology of intercultural manipulation by Aixela, the above-described manipulation typologies as offered by various scholars.....	25
Table 5. The repetition of the CSI strategies used by the translators in the Apple iPhoneX advertisements.....	64
Table 6. Represents the total micro strategies used under each macro strategy of domestication and foreignization in the translation of Apple iPhone X advertisement.....	65
Table 7. The repetition of the CSI strategies used by the translators in the translation of Apple iPhone 11 advertisements.....	65
Table 8. Represents the total micro strategies used under each macro strategy of domestication and foreignization in the translation of the Apple iPhone 11 advertisement.	65
Table 9. The repetition of the CSI strategies used by the translators in the translation of Citroen C4 advertisements.....	66
Table 10. The total micro strategies used under each macro strategy of domestication and foreignization in the translation of the C4 advertisement.	66
Table 11. The repetition of the CSI strategies used by the translators in the translation of Colgate toothpaste advertisements.....	67
Table 12. The total micro strategies used under each macro strategy of domestication and foreignization in the translation of Colgate toothpaste advertisement	67
Table 13. The repetition of the CSI strategies used by the translators in the translation of Hyundai i30 advertisements.....	68
Table 14. The total micro strategies used under each macro strategy of domestication and foreignization in the translation of the Hyundai i30 advertisement.	68

Table 15. The CSI strategies used by the translators in the translation of Peugeot Rifter advertisement.....	69
Table 16. The total micro strategies used under each macro strategy of domestication and foreignization in the translation of Peugeot Rifter advertisement...	69
Table 17. The repetition of the CSI strategies used by the translators in the translation of Philips Power Pro advertisements.....	70
Table 18. The total micro strategies used under each macro strategy of domestication and foreignization in the translation of the Philips Power Pro advertisement.....	70
Table 19. The repetition of the CSI strategies used by the translators in the translation of Samsung Galaxy S9 advertisements.....	71
Table 20. The total micro strategies used under each macro strategy of domestication and foreignization in the translation of Samsung Galaxy S9 advertisement.	71
Table 21. The repetition of the CSI strategies that are used by the translators in the translation of Samsung Galaxy S10 advertisements.....	72
Table 22. Represents the total micro strategies used under each macro strategy of domestication and foreignization in the translation of Samsung Galaxy S10 from English to Turkish.....	72
Table 23. The repetition of the CSI strategies that are used by the translators in the translation of Samsung Note 10 advertisements.....	73
Table 24. Represents the total micro strategies used under each macro strategy of domestication and foreignization in the translation of Samsung Note 10 from English to Turkish.	73
Table 25. The total micro strategies distribution used in the translation of the selected advertisements from English to Turkish.....	77
Table 26. The percentage of the use of each CSI micro strategies.	77
Table 27. The total micro strategies used under each macro strategy of domestication and foreignization in the translation of the selected advertisements from English to Turkish.	78

INTRODUCTION

With the beginning of the creation of commercial satellite television in the 1970s and the emergence of early international marketing strategies, the demand for international advertising increased in accordance with the global trade growth that an advertisement is an essential tool for communication effort. Keller (2001) defines advertisement is in what way companies inform, persuade, incite and remember their consumers about the brands they promote. Nowadays advertisements can be available almost everywhere. It has become a message sent by the advertising companies to the receiver, the audience, which consists of verbal and non-verbal contains. According to the World Trade Organization (2018), the world merchandise exports reached in 2017 to 17.73 trillion US dollars and the commercial services exports grew in the same year to 5.28 trillion US dollars. Statista (2018) shows that global advertising spending in 2018 was 557.99 billion U.S. dollars (Table 1).

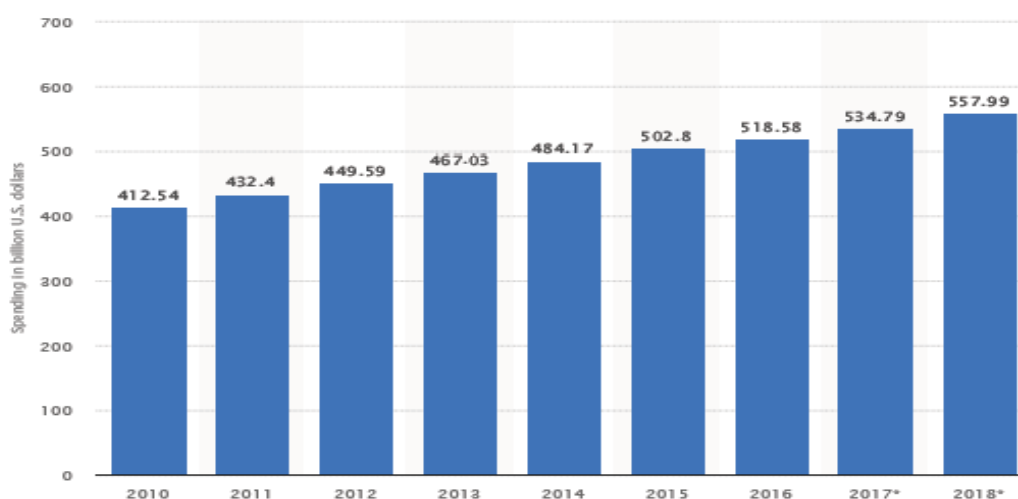


Table 1. “Global advertising spending from 2010 to 2018 (in billion U.S. dollars)”, Statista Web Site, <https://www.statista.com/statistics/236943/global-advertising-spending/>, retrieved on 31 December 2018.

In this sense of Globalization means interconnection without boundaries. Multi-national companies try to sell the same product by the same campaign, which is called standardization strategy, Buzzell (1968) describes standardization as promoting the same product with the same strategy around the world. Standardization success in several aspects. Standardization does not always achieve advertising international

marketing's goals, or the results may not be even in all the regions for the same campaign. This made researchers look for reasons. One of the reasons was the differences between languages. Some try to make English the global trade language which is not possible for many reasons; Although English is the most common language around the world, people are still using different languages. Table 2 illustrates that the number of English users is 25.4% and the non-English users are 74.6% of the internet users around the world, which means about 3 of 4 people around the world are not using English, which makes advertising with one language not effective.

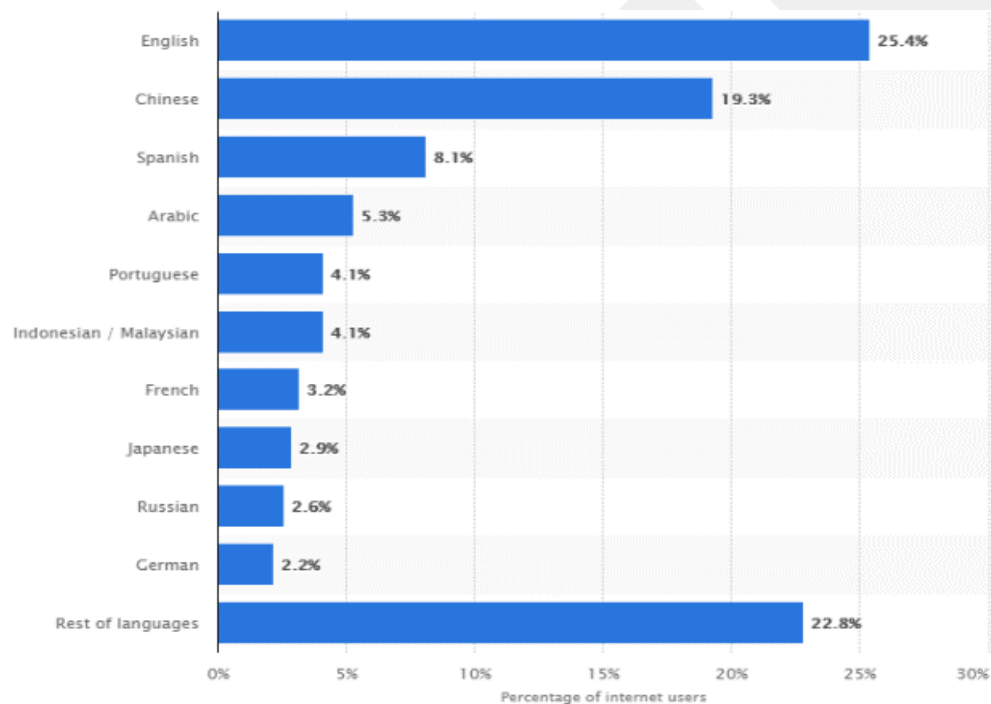


Table 2. “Most common languages used on the internet as of December 2017, by share of internet users”, Statista Web Site, <https://www.statista.com/statistics/262946/share-of-the-most-common-languages-on-the-internet/>, retrieved on 31 December 2018.

In addition to the language differences, there are the cultural variations between languages that create the need to change the style of the message even for the same-targeted language. For example, the advertising for the US audience cannot be the same in the UK for example. De Mooij (2004) explains that advertising must be culturally adapted to meet the consumers' needs, which defines that culture influences the consumer's perception of advertisements.

The advertisers want to be sure that the audience gets the message correctly and they are motivated enough to react positively toward the advertisements' goals, to be sure of that, the message should be translated from two perspectives; linguistically and culturally. These made multi-national companies choose an international advertising strategy that they tailor their ad messages according to each country for more effectiveness, by sending a message to each market using the customers' language considering his\her culture aspects.

Hall (1976) emphasize that the only way people can communicate effectively in a meaningful way is through the lens or context of their culture. These reasons created an adaption strategy followed by firms instead of standardization. Firms need to learn about new factors and study the targeted society deeper. It is essential to analyze the local consumer behavior, regardless of the cost and time of such activity. According to Wang and Yang (2011), international advertising degree of standardization and adaption vary relating to the situation or the environment of the targeted market. To avoid the disadvantages and gain the advantages, firms apply a mixture of standardization and adaptation marketing strategy depending on different factors.

In order to advertise globally, companies need translators to reach international markets, therefore, advertising translation has become an urgent necessity for success for any campaign in a foreign country. To achieve a successful advertising campaign, translators should receive the correct message in the source text, be aware of the cultural influences and the translator should use the suitable translation strategies to convert the contents of the advertisements into the target language with consideration of cultural aspects of the target text's culture.

According to a deep study, there are three essential factors; the place, people and product. Advertisers have to take an important decision against the bi-polar strategic trends of globalization and localization for any international marketing campaign. During the procedure of translation and with all the unlike translation techniques, translators can often be left saying, what should I use to translate this? How do I deal with a culturally specific advertisement text? What should I leave in and take out?

This study discusses the strategies for advertising translation according to the selected advertising strategy. Suggesting domestication and foreignization as macro translational strategies, which means; domestication representing the macro translation method for localization advertising strategy and foreignization representing the macro translation method for globalization advertising strategy to achieve an effective and applicable advertising translation method.

The thesis is in two parts. The first part is the theoretical part, which contains four chapters. The first chapter introduces the background of the study. The second chapter presents the literature on advertising's features, theories, and approaches in advertising translation and two advertising strategies; globalization and localization. In the third chapter, the literature on the use of macro-strategies and micro-strategies in translation, domestication and foreignization theory and Aixela's translation strategies will be presented. The fourth chapter explains the method of the study as well as the data collection materials, procedures and data analysis techniques used. The second part is the practical part, which contains the fifth chapter that reviews the analysis of the selected translated advertisements samples. Finally, the conclusion of the thesis.

CHAPTER ONE

BACKGROUND OF THE STUDY

1.1. Statement of the Problem

As the industry of advertising translation grows day by day, the necessity for professional translation rises in the industry.

The text of the advertisements which has multifaceted specifications that require great attention and because the lack of practical guidance offers macro and micro-strategies to translators to be successful in advertising text translation. This study is an attempt to offer a guideline to translators dealing with advertisements translation industry to complete their translations professionally by selecting the appropriate foreignization and domestication method and the suitable Aixela's strategies and explaining the factors affecting the choice of each method.

2.2. Purpose of the Study

The central purpose of the study is to identify the difficulties that face translators during the translation process of culture-specific items in the advertisements and find out the most suitable path the translators can follow in facing such cases. Suggesting domestication and foreignization as macro-strategies and Aixela's strategies as micro-strategies as solutions to the deduced difficulties that face translators in the process of this type of translations. By answering the following questions:

- 1) Whether advertising translation favors the usage of domestication or foreignization as a macro-strategy of translation.
- 2) What micro-strategies employ when applying the domestication and foreignization as a macro-strategy?
- 3) The suggested Aixela's micro strategies, to what degree does the translator constitute or substitute the culture-specific items?

1.3. Hypothesis

Once Domestication and Foreignization theory applied as a macro-strategy and together with Aixela's as micro-strategies in case of facing culture-specific items in an advertising translation text, a successful professional translation is achieved.

1.4. Scope of the Study

The study is involved in analyzing the texts of the selected international advertisements in the English language and the translated texts of the same advertisements in the Turkish language. The selected advertisements have been chosen intentionally to study translation practice and the translator's choices. The strategies used in the transfer of the cultural elements are discussed through the point of view of Venuti's foreignization and domestication translation theory as a macro-strategies norm and culture-specific item's classification of Javier Franco Aixela as micro-strategies.

1.5. Assumptions and Limitations

The selected advertisements in this study are restricted to two advertising strategies; globalization and localization, and the source language is English while the target language is Turkish. These advertisements have been chosen in intention to meet the study purposes that they show many culture-specific items. The samples are comprehensive enough to get sufficient data and they serve the very purpose of the study. The following dimensions are not discussed in this study:

- The cultural effects on products for consumer's perfection are not discussed in detail in this study.
- Religion effects related to the translation technique and the translator's selections.
- Political, ecological and ideological effects on the translation techniques and translator's selections.

1.6. Duration of the Study

It is estimated that the probable duration of this study is four semesters, two academic years.

1.7. Definitions of Specific Terms

Advertising: Is a try to change or affect the behavior of people by stimulating message toward a certain product and/or service.

Advertising translation: “Is a clear example of the application of cross-cultural analysis to everyday life” (Munday, 2004:209)

Global advertising: Advertising on a worldwide scale reconciling or taking commercial advantage of global objectives.

Local advertising: Make a product linguistically and culturally appropriate to the target locale where it will be sold.

Culture-specific items: Are words and phrases conditioned by cultural variation.

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SECOND CHAPTER

REVIEW OF LITERATURE

2.1. Features in Advertising

Advertising is a part of human nature since ancient times. Chandrasekar (2010) mentions that a Babylon clay founded in the Mediterranean (Iraq) about 3000 BC with an inscription of an ointment merchant, a scribe and a shoemaker. It is one of the oldest means of marketing, as we can see that the word "advertise" derives from the Latin word "adventure" which refers to, "Turn the mind towards". It is an important factor for success by achieving a higher sales rate and wider penetration for the companies. Arens, Schaefer & Weigold (2009) mention, the earliest advertisement in the English language was in London, in 1472, made for the sale of a prayer book. Two centuries later, a newspaper published an advertisement, offering a reward for stolen horses. Shortly after, advertisements for coffee, tea, medicines, and real estate were started to be seen in newspapers. The advertisement's development continued to reach what can be seen today, especially after the expansion of the internet throughout the world and the huge usage of mobile phones and laptops. Benady (2014) argues modern technology-enabled marketers to promote their ads in a wider range; moreover, the technological fast-moving development made marketers have to update their skills to get the benefit of these high relevant campaigns by using the new digital features.

Marketing scholars define advertising in many different ways and numerous definitions over the years have been released, for example, Dyer (1982, p.2) explains advertisements as "drawing attention to something" or "notifying somebody of something". Further, Lee and Johnson (2005) describe advertising as a "paid", "non-personal" communication for the benefit of an organization and its services or products, transmitted through mass media to a target audience.

The idea of advertising is a complex issue that includes two actives; process-communication and persuasion, both have different features. Advertisers' goals are limited to make an appeal to the audience to get their attention by a short verbal or non-verbal message and convince them to act in a positive way, which is (in most cases) purchasing a certain product.

2.2.1. Functions

In general, advertisements perform three main functions:

- An informative function that advertisements provide information about the features of a new product,
- A persuasive function that advertisements' main goal is to motivate people to purchase.
- A reminder function that reminds customers about a product, they already know and to keep buying it instead of the competitor's brand.

In the most persuasive advertisement, some information exists such as the information related to the name of the producer or product. Advertising has an informative method with a persuasive purpose.

2.2.2. Types

Lars (1999) mentions three criteria of the type of advertising:

- According to the geographical area: local, national, international and global.
- According to the medium – print and electronic.
- According to the purpose – commercial and non-commercial.

This study concerns international and global according to the geographical area, printed or electronic according to the medium and commercial translated advertisements.

2.2.3. Elements

The main common elements of commercial printed advertisements are:

Brand name

It is the word/s that identifies the product and its producer. In most times, kept untranslated in their original language, due to a production preference and to the fact that most brand names cannot be rendered otherwise they sound meaningless and weird. Most often, the brand is referring to the slogan.

Slogan or the catchy phrase

This part is important to hook the reader's attention, as the advertiser may not get a second chance from the consumer to continue reading. The slogan usually a short sentence or expression. The advertiser or the company has to offer what satisfies the

customer in very few words. Although some companies may change their slogan from time to time, the slogan is the company's signature. It is a major challenge in the translation of advertisements.

Content

Even though it is longer than the slogan part, advertisements' content should be short, using simple words and avoid jargons, to keep the reader interested to continue reading the whole text and get the message. It is the easiest part to render.

Illustrations

Texts in advertisements are, most of the time, supplemented with pictures. Pictures are an effective tool in advertising as they inspire the viewer to imagine and often attract customers more than words. The fact that the process of selecting the image, music and visual effects appropriate to the targeted audience belongs to reasons and studies differ from the process of advertisement text translating, this aspect is excluded from the topic of this study.

2.2.4. Audience

The audience can be divided into two groups:

- Specific addressee such as women, men, teenagers, etc.
- Supposed addressees for the wide and heterogeneous audience.

Advertising text attempts to persuade via a hidden message, using language to achieve the purpose in a variety of ways. Cultural, psychological and social persuasive influences use a varied spectrum of lexical, syntactic, rhetorical and other linguistic strategies to create an advertising message. The type of advertisement affects the priorities in the invention of advertisements. For instance, the acoustical part of the message highlighted in radio ads while television advertisements depend more on the visual elements. Printed ads are a combination of textual and visual messages.

2.2.5. As a Text

Advertisements are planned for a certain goal of promoting a service or a product and get financial earnings. Advertisements are purpose-oriented texts that are unlike other text types, poems or literature. The advertising concept is a complex topic since it contains dissimilar interactive persuasion and processes-communication.

Vaicenoniene (2006) mentions, there is a huge number of elements that affect the linguistic and stylistic selections. The most noticeable are; the presentation and formation of the text message, the use of persuasion techniques, the audience and the advertisement's type. It is important, before producing an advertising message, to specify the audience earlier.

According to Schaffner (2001) advertising as a genre can be named under promotional texts. A promotional text includes a range of genres with the function of persuasion like political propaganda, tourist information, etc. The typical linguistic features of advertisements could be distinguished as short, imitation of spoken language, elliptical sentences, the abundance of stylistic means affecting the audience "puns, proverbs, rhyme, alliterations, etc." and positive evaluative expressions. Steiner (2004) explains these structures of the "language as culture-specific in their use and intensity in the same register".

In advertising texts, persuasion linguistic devices can be divided into rhetorical which contributes to both the aesthetic and persuasive influences of the message, and lexicogrammatical, which strive for persuasion.

2.2.6. Language

According to Reiss' text types, advertisements belong to the operative text type with a main function of persuasion. The language of advertising is formulated according to customer perception, preference, predilection, and culture; these are the factors that regulate the language of advertising. Medium, which refers to the means used to communicate an advertisement, such as newspaper, TV, radio, internet advertising, is also a factor that determines the language of the advertisements. The language in each medium differs from the other according to the targeted audience.

Advertising language is informative, leading and encouraging structure. The audience should get a clear message and act accordingly. Therefore, it is essential for translators to realize how to handle the unlike types of advertising and use the appropriate method.

Advertising techniques are different as the products or services differ. For example, advertising techniques for household necessities differ from advertising techniques for car advertising. There are two types of advertisements according to the

financial return, profit and non-profit advertisements like charity and animal rescue. This study focuses on the profit aimed at advertisements.

The advertising language's concepts are affected by the culture in which they create. Advertising has its specific classifications of meaning, which are culturally defined and vary from one country to another. Where a language is used means there is a possible set of symbolic references. In each culture, people have their different schemata. In this case; if the advertising message does not match the consumer's schema the message will be ignored. Without understanding how culture operates, it is not easy to transfer advertising to another culture, as in any communication process, both the message and the schemata of the consumers are influenced by their culture. Culture is the glue that binds groups together; people without mutual culture have difficulty living together. Triandis (1995) mentions,

“Consumer is a product of his\her culture and culture cannot be separated from the individual. Neither can culture be separated from historical context. Culture includes shared attitudes, beliefs, roles, and values that exist among speakers of a particular language who live during the same historical period in a geographical region. Time, place and language all help to define the culture”.

2.2. Principles in Advertising Translation

In any translation process, the translator is facing a challenge. Sudana, Suyasa, and Marsakawati (2014) stated, “In the translation process, we can name four challenges, the language, the social culture, the religious term, and the last is material culture”. In brief, in the translation process language and culture become the challenges. The translator needs a background of language and culture in both the source and target text. De Mooij (2004) mentions that the language of ideal global advertisement is the English language, assuming that English is the global language and most people have a level of English language that qualifies them to understand the message. This theory has been approved that it was wrong, that most of the people around the world do not have enough knowledge of English to recognize a Native American or English speaker. The second option is to translate advertising, usually from the English language. That is why scholars start to explore this field.

Translation in advertising usually called "copy adaptation". Translators should aim "effective" translation, which succeeds to sell the product in the target culture. He

added that though, still there must be a kind of equivalence concerning the source and target text. Therefore, when companies are targeting a foreign market, effective translation is crucial for more product selling.

Achieving an effective translation requires special skills from the translator. Advertising use words to evoke and provoke. In brief, it tries to convey the original message with the same sensation and perception of the original text. These skills include good knowledge of the terminology of the source and target languages, culture and ideology of the target audience, besides understanding the message in the source language advertisement and render it to the target language. The translation of advertising differs from other types. Advertising translation is a communication mean that aims to export a company's products. To reach a company's aim in exporting its products, the translation of advertising materials should be well conveyed. Translators should be aware of which medium and channel the advertiser will use since the elements in website advertisements differ from video advertisements. The word for word strategy is not enough to translate an advertising text.

Valdes Rodriguez (2004) states, there are two opposing advertising strategies that oblige unlike translation techniques. They are standardization (or globalization) and localization (or adaptation).

Economic reasons may effect strongly in deciding which strategy to follow, as it is obvious the global advertising saves more money than the local advertising. Although, many marketers choose localization despite its high cost that it is more effective than globalization. Smith (2002, p.112) argues, "Advertising adapted at a local level is more likely to be effective as it will appeal directly to the specific culture of the target market".

2.2.1. Linguistic approach

Early advertising translation studies dates back to the 1970s when the Canadian linguists explored the advertising translation nature, scholars such as Tatilon (1978) claims that the translation process involves more than mere inter-lingual convey from source language to another target language does because of their communicative nature. Tatilon (1978) stated his position in favor of the translatability of this kind of text, considering persuasion as a primary function of advertising. Tatilon concludes

that advertising language should be clear, attractive and memorable. Therefore, he suggests wordplay to process the ST and transfer it to the TL trying to keep the persuasion function in the TT. Tatilon (1978) and other scholars in that time focused on the linguistic requirements for advertising translation. It is true that the function of the advertising text is the same in both the source and the target language, but what missing here is that the same message fails to achieve its goals against the culture variation.

2.2.2. Functionally oriented approach

Munday (2004) mentions, the Skopos theory, not like the traditional theories do, focus on the purpose, not paying as much respect and attention to the source text. Hans Vermeer found the Skopos theory, he considers the translation process as a human action that has an intention and purpose. The advertising text has to be inspected from a range of viewpoints, for example, style and register conventions in the source and target cultures, considering the text type itself is one of the most important issues. Reiss (2000, p.17) claims, "The type of text is the primary factor influencing the translator's choice of a proper translation method." Vaicenoniene (2006, p.221) argues, "Advertising genre is classed as appeal-focused texts with the dominant appellative language function." According to Reiss (2000), "any informational content in all appeal-focused texts, the linguistic form comes second with achieving the non-linguistic purpose of the intended message, which is, in advertising texts, the persuasion of the reader". In other words, the translator is free of the form and the content of the original text in order to preserve the appeal and achieve the same effect in the target text. Reiss (2000) suggests "adaption" as "the most suitable method for translating appeal-focused texts". In her opinion, "the function of the text should take priority over the form" and the most common mistake in modern translation is representing a foreign language by word for word and construction for construction. Her ideas supported by Nord (1997, p.53) for him words that "the translating of operative texts into operative texts should be guided by the overall aim of bringing about the same reaction in the audience, although this might involve changing the content and/or stylistic features of the original." Cui (2009, p.15)

mentions, "Reiss moves translation theory from lower linguistic levels to the communicative purpose of the translation."

As mentioned before, advertisement is a communication tool, it is recognized that when we communicate we do not use only one function, one function may be more dominant than the others but the other functions cannot be ignored. The translator, or the advertiser, has to take the decision to set which purpose (Skopos) has the priority in the advertisement during the translational process. According to this decision, the translator decides which the most suitable translation strategies are in the entire process.

Suo (2015, p.176) mentions, "In the functionalist theory, domestication and foreignization both are just tools of realization of the purpose and can be appropriately applied when needed. Therefore, the application of domestication and foreignization has a clear standard, that is, the purpose of the translation". That there is no wrong or right translation by using domestication or foreignization, but there is a difference in ratio. In other words, functionalists believe, domestication and foreignization have unlike functions in the target language culture.

Modern scholars include non-linguistic factors in advertising translation studies. Torresi (2014) argues that "in the professional translation sector, depending on verbal transfer skills alone is not possible, besides linguistics, there are a number of abilities are required". Advertising translation is a broad category and the list of the non-linguistic required abilities is very long. Some skills are general and they apply to other translation types, such as concepts and terminology. She mentioned some non-linguistic skills needed in advertising translators such as; 'Agility' is the ability to identify the different functions and purposes in the ST, its cohesion and coherence. 'Persuasiveness' is the ability to recognize and adapt to culture-specific value to accommodate the target audience's expectations and taboo together and 'Creativity' which means the translator of advertising text should be creative. The fourth and the last is the knowledge of relevant restrictions and laws about publicly distributed materials and advertisements in the targeted country where the translated advertisement will be circulated.

2.3. Strategies in International Advertising

International advertising may be considered as a communication process that occurs in different cultures, values, communication styles, and consumption patterns. International markets may become more important to many firms than the local markets, for example, Toyota exported vehicles to the U.S. more than what it sold in Japan. The same thing with McDonald's which sells about 75 percent of their meals outside the U.S. Some advertisers spend more in the international field than the local advertising campaign. International advertising or cross-border advertising is defined by De Mooij (2004, p.197) as "advertising, created, coordinated or directed from one central point, for execution, with or without local adaptations, in a number of countries." Moreover, Jones (2000) explains, "international advertising may refer to advertising from another country, global advertising or to the international dimension of the advertising agency business". International advertising refers to the process of marketing a brand in more than one country.

In any international advertising campaign, the advertising company decides, in coordination with the product manufacturer, the strategy they will follow and either apply globalization process to the advertisement or to localize it, according to the advertising company's decision, the translator chooses the suitable translation method based on the advertising strategy.

The goal of advertising is to make people believe that the product made for them and after having it, they will get advantages, whether it be status, functional or lifestyle. However, by using the same advertising abroad, different perceptions and values that give the convincing effect or the promise of a status enhancement exist. These variances make the original advertising not effective abroad. Retnowati (2015) mentions, "a very significant lesson that companies have to learn in the age of globalization; the blurring of cultural variances does not mean insulting the local culture". Some marketers as De Mooij (2004) points out, "even in global marketing strategies, some global marketing strategies should be culturally relevant". Therefore, cross-cultural advertising requires an intensive study and it should take account of cultural differences to achieve a successful localized advertising process. Culture defined in many different ways in different fields. According to Hofstede (2011),

“culture is the collective programming of the human mind that distinguishes the members of one human group from those of another”.

The culture role in international marketing has two aspects; the first aspect, De Mooij (2004, p.179) mentions, "Translating advertising copy is like painting the tip of an iceberg." She explains; “translators have to understand what lies behind the words to transfer advertising from one culture to another in the most effective way possible”.

Languages are not the only variation across the globe; consumers' needs and the way advertising appeals to add to these needs. Getting closer to the local market is the decision of many prototypical global advertisers. Local sensitivity became essential for success despite the standardization practices. According to McCracken (1988, p.77) "advertising works as a potential method of meaning transfer by bringing the consumer good and representation of the culturally constituted world together within the frame of particular advertisement"

Marketing scholars describe that cultural factors powerfully affect the consumer behavior of such as non-durable products like food, drinks, and cosmetics more than durable products. As Quelch & Hoff (1986) describe, “consumer’s products used in the home like coffee are more culture-bound than the products used outside the home”. Therefore, marketing strategies for products that are culturally sensitive usually have to be processed by a localization strategy.

The cultural effects on the product is a very wide subject to be discussed in detail in this study where the main subject of the research is to offer the translators solutions to act toward in situations where the translator has to link the gap between the source and target text’s culture. This needs more than linguistics abilities that mediation is facilitates understanding between cultures. Nida (2001, p.82) mentions, “For truly successful translation, biculturalism is even more important than bilingualism”.

2.3.1. Globalization

In a wide definition, Giddens (1990, p.64) defines globalization as “the intensification of worldwide social relations which link distant localities". In the global age, there are two dimensions to the linkage, spatial and linguistic. Spatial linkage is out of the subject of this study. The linguistic linkage is the translation, the attempt to

bridge the distance of language difference through the translator. There is a specific connection between the economy in the global age and translation. New markets are opened up for products that may be in decline or be stagnant in the local market or to increase sales over a broader base. If the new product information is not available in the customer's language, sales loss can be significant. That is why globalization has caused an exponential increase in translation.

In marketing, globalization a product means qualifying the product technically to be suitable for localization. One of the most important procedures of enabling is the translation, as Newmark (2003) claims "No global communication without translation". Therefore, and according to the significant role that translation plays, translation assists economic, cultural and commercial globalization.

2.3.2. Localization

Although the term "localization" in translation studies is associated with adapting computer software for end-users in a local market, the term has a different meaning in marketing studies. Localization in marketing is about, according to Esselink (2000, p.3) "taking a product and making it linguistically and culturally appropriate to the target locale".

Advertising and localization are much more related than usually accepted, and the difference between localization and translation has become clouded and somewhat difficult to define. Localization aims to domesticate the source product. There can be no localization without internationalization. Internationalization is a process to prepare a source product to be localized easily.

Localization is adjusting the advertising campaign according to a specific group of people, who share the same preferences and needs that differ from another group in a different region. This strategy is highly culture-oriented, as well as different linguistic preferences used.

Translation practices used in localizing advertisements include the concepts of trans-creation and trans-adaptation, both terms mean making cultural changes to a source text through translation strategies to adjust it to suitable for the cultural requirements and expectations of the target culture.

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THIRD CHAPTER

MACRO and MICRO TRANSLATION STRATEGIES

3.1. Macro-Strategies vs Micro-Strategies

“Translation strategy” is a very common term in translation studies, and is subject to many translation types of research. Translation strategy is the core distinguish between professional and non-professional translation. Samuelsson-Brown (2004, p.2) presents six conditions for a professional translator must contain “culture understanding, information technology, project management, making decisions, language and literacy and communication”. Thus, these translation techniques can be applied as a base for defining the degree of professionalism also. The minimum expertise a translator has the minimum expert he or she will be. What is mutual between professional and non-professional translators is that both are facing translational difficulties that have to be solved by using translation strategies. Chesterman (1997) explains that there are two kinds of strategies; “global strategies referred to as macro-strategies and local strategies as micro-strategies”. Macro-strategies affect the text as a whole, which is an essential choice that professional translators must take first. Micro-strategies affect a more specific level. Meanwhile, the effort of these strategies is minor, non-professional translators lean towards using these strategies.

3.2. Domestication and Foreignization Translation Macro-Strategies

Domestication and Foreignization, two basic translation macro-strategies that offer mutually linguistic and cultural directing. The two notions were first presented by Schleiermacher's lecture named "On the different methods of translating" at the Berlin royal academy of sciences in 1823. Venuti (1995, p.19) mentions that Schleiermacher in 1823 claimed that a translator has to choose from two appropriate strategies for translation: "either the translator leaves the author in peace as much as possible and moves the reader toward him, or he leaves the reader in peace as much as possible and moves the writer toward him". Schleiermacher in his lecture did not name the two strategies, he emphasizes, domestication and foreignization are two contraries,

and not to be combined, mixing the two methods would lead to untrustworthy consequences.

Venuti introduced the two terms into translation studies in 1995. Even though these are associated with Venuti, they are not very new concepts. According to Venuti (1998, p.240), “domestication has been known at least since ancient Rome”, and “foreignization at least since the Classical and Romantic periods of German culture”, Referring to “word for word and sense for sense translation”. However, these two methods (Domestication and Foreignization) applied to produce the results of translation word for word and sense for sense linguistically. Whereas, domestication and foreignization in the process of translation are actually associated with the translation strategy that determines whether the result of translation is source language-oriented or target language-oriented. If we treat the two pairs hierarchically, domestication/foreignization stays on the higher level of strategy and free/literal translation stays on the lower level of a specific method.

According to Venuti (1995, p.20) "domestication involves an ethnocentric reduction of the foreign text to target language cultural values". “Foreign cultural values are excluded, i.e. adapted to fit into the domestic value system”; it is what Venuti called the invisibility of the translator as the reader of the translated text feels like he/she reads a local author’s text. Wang (2002, p.24) mentions, "The conflict between domestication and foreignization is cultural and political rather than just linguistic". Yang (2010) emphasizes, “Domestication and foreignization are used culture connotations between the source text and the target text. If there are no variances in cultural concepts, in this case, the translation is domestication and foreignization at the same time”.

Venuti (1995) argues, “Both domestication and foreignization connect manipulation of the text”. Rewritings of any intention reproduce an ideology and a poetic and such manipulation of literature aims to function in a given society in a specified manner. Schmidt (2013) explains,

“Therefore, from the ethical point of view, both strategies are equally biased. Whether one or the other strategy will be applied depends on variables such as the purpose of the translation (skopos), the status of receiving literary system (poly-system theory), and other variables of the historical and cultural setting”

Venuti (1995, p.15) defines domestication translation as "a translation strategy in which a transparent, fluent style is adopted in order to minimize the strangeness of the foreign text for the target language reader." While Venuti (1995) defines foreignization as "when a reader is taken to the foreign text", by using translation strategies that retain the "foreign" flavor of the "original". Munday (2008, p.144) defines domestication as "a transparent, fluent, invisible style in order to minimize the foreignness of the target text". By contrast, Venuti (1995) defines foreignization in a different way for him "it is not transparent and it eschews fluency for a more heterogeneous mixture of discourses in order to imply the difference of the foreign text".

Venuti first introduced the term "invisibility" in 1995, as a contribution to the field of translation studies. The term was to describe the anonymous existence of the translator. Venuti associates the notion of invisibility with the translator who can successfully erase every trace of any linguistic or stylistic peculiarities of the original source language to generate smoothness in the translated text. It was developed in the light of what called the 'cultural turn' of Translation Studies, and it adopts what can be termed a postcolonial perspective. Both domestication and foreignization are important in the translation process especially in the maintenance of the culture of a nation. First, in the transferred meaning and relevant culture term in the translation process, the translator needs to consider the domestication strategy. Second, in the context of cross-cultural understanding, the translator considers introducing the foreign culture or using foreignization strategy.

Domestication and foreignization may term macro strategies that they affect the whole text, while micro strategies refer to problems at the micro-level of the text, and are used within the macro strategy, domestication or foreignization. In advertising translation and based on the advertising strategy, the advertiser needs to choose from one of the two choices, globalization or localization of the advertisement and based on that decision the translator chooses foreignization or domestication.

While Venuti sets the foundation of the two macro-strategies, he does not set any micro-strategies that specify how to apply them. In this study, Aixela's micro strategies are suggested as a method for the application of the two macros in the advertising translation process.

3.3. Aixela's Translation Micro-Strategies

Aixela (1996) states that “everything, starting with language, is culturally produced and this makes it difficult to identify the cultural component”. In Aixela's opinion, any “linguistic item” is a “culture-specific item” based on its purpose in the text. According to Aixela (1996, p.58), CIS are:

“Those actually actualized items whose function and connotation in a source text involve a translation problem in their transference to a target text, whenever this problem is a product of the nonexistence of the referred item or of its different intertextual status in the cultural system of the readers of the target text.”

Bassnett (2011) argues, “there is another problem related to the possibility that one cannot translate CSIs items directly because their precise equivalence does not exist”. The translator has to choose what words to use to convey the meaning of these terms exactly beside their cultural significance, especially in case of the translation of that item not attempted yet.

In 1996, Aixela “Culture-Specific Items in Translation” offered eleven strategies for translating culture-specific items. These represented below classified along a scale from a lesser to a greater degree of inter-cultural influence and are separated into two collections according to their conservative; Conservation and Substitution which correspond to Foreignization and Domestication, respectively.

Aixela (1996) identifies these two groups as conservation; “acceptance of the difference by means of reproduction of the cultural signs in the ST’ and substitution; ‘transformation of the other into a cultural replica” (p. 54).

Foreignization	Domestication
“Repetition”	“Synonymy”
“Ortographic Adaptation”	“Limited Universalization”
“Linguistic (non-cultural) Translation”	“Absolute Universalization”
“Extratextual Gloss”	“Naturalization”
“Intratextual Gloss”	“Deletion”
	“Autonomous Creation”

Table 3. Categorization of Aixela's strategies.

3.3.1. Conservation strategies

Repetition:

“The translators keep as much as they can of the original reference. The obvious example here is the treatment of most toponyms”, for example “(Seattle: Seattle)” (Aixela, 1996, p.61)

Orthographic adaptation:

“This strategy includes procedures like transcription and transliteration, which are mainly used when the original reference is expressed in a different alphabet from one target readers use” (Aixela, 1996, p.61). The mentioned example of this strategy is “Jose: José”

Linguistic (non-cultural) translation:

“The translator choose in many cases a denotatively very close reference to the original, but increase its comprehensibility by offering a target language version which can still be recognized as belonging to the cultural system of the source text.” As in the following example; Dollars: Dólares”. Also, he mentions that “Units of the measure and currencies are very frequent instance of this strategy” (Aixela, 1996, p.62)

Extratextual gloss:

“The translator uses one of the above-mentioned procedures but considers it necessary to offer some explanation of the meaning or implications of the CSI” (Aixela, 1996, p.62)

Intratextual gloss:

“This is the same as the previous case, but the translators feel they can or should include their gloss as an indistinct part of the text” and he mentioned the following example “Mark: Hotel St. Mark” (Aixela, 1996, p.62).

3.3.2. Substitution strategies

Synonymy:

“This strategy is usually based on the stylistic grounds linked with recurrence. The translator resorts to some kind of synonym or parallel reference to avoid repeating the CSI” (Aixela, 1996, p.63)

Limited universalization:

“The translators feel like that the CSI is too obscure for their readers, or that there is another, more usual possibility and decide to replace it” like the following example; “Five grand: Cinco mil dólares (five thousand dollars)” (Aixela, 1996, p.63)

Absolute universalization:

“The basic situation is identical to the previous one. The translators do not find a better known CSI or prefer to delete any foreign connotations and choose a neutral reference for their readers, Corned beef: Lonchas de jamón: slices of ham” (Aixela, 1996, p.63)

Naturalization:

“The translator decides to bring the CSI into the intertextual corpus felt as specific by the target language culture. Brigid: Brigida” (Aixela, 1996, p.64)

Deletion:

“The translators consider the CSI unacceptable on ideological or stylistic grounds, or they think it is not relevant enough for the effort of comprehension required of their readers, or that it is too obscure and they are not allowed or do not want to use procedures such as the gloss, etc.” (Aixela, 1996, p.64)

Autonomous creation:

“This is a very little-used strategy which the translators (or usually their initiators) decide that it could be interesting for their readers to put in some nonexistent cultural reference in the source text” (Aixela, 1996, p.64)

Away from the mentioned strategies, Aixelá (1996) states three other potential strategies; “compensation, dislocation, and attenuation”. The first one refers to the “employment of the deletion and autonomous creation strategies”, the second strategy refers to the “displacement in the text of the same reference”, and the last one refers to the replacement of a “too strong” culture-specific item by a softer one in the target culture.

<p>A high degree of intercultural manipulation</p> <p style="text-align: center;">↑</p> <p style="text-align: center;">↓</p> <p>A low degree of intercultural manipulation</p>	Manifestation
	Autonomous Creation
	Deletion
	Naturalization
	Absolute Universalization
	Limited Universalization
	Intertextual Gloss
	Extra-textual Gloss
	Linguistic (Non-Cultural)
	Repetition

Table 4. Typology of intercultural manipulation by Aixela, the above-described manipulation typologies as offered by various scholars.

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FOURTH CHAPTER

METHOD

4.1. Research Design

The research is based on a qualitative research method. This study aims to prescribe how translation should be done by observing how translation is done in practice. The study looked for the cultural elements in the translation of international advertising and explained the strategies that the translators followed according to their decisions and the factors that affected on taking these decisions in the translation process in the frame of Venuti's translational norms and according to the classification of culture-specific items suggested by Aixela. A sample of ten advertisements is used to increase the understanding of the essential causes of a successful professional translated advertising text and offer a vision of the problems, producing ideas and/or hypothesis for future researchers.

4.2. Data Collection Procedure

Observation and documentary analysis of translated advertisements on the television and social media channels are the data collection procedures of this research. A huge number of videos been watched to discover the CSI items in the original video and how the translators' attitudes toward such situations. The original texts of advertisements have been obtained from the internet source. The source language of the selected cases in English and the target language is Turkish, compared to determine the challenges posed by the translators as well as the strategies used to overcome them. It was difficult to find a Turkish language advertisement translated to the English language. The analyzed advertisements are listed in the alphabetical order:

- 1- Apple iPhone X
- 2- Apple iPhone 11
- 3- Citroen C4
- 4- Colgate Toothpaste
- 5- Hyundai i30
- 6- Peugeot RIFTER
- 7- Philips Power Pro

8- Samsung Galaxy S9

9- Samsung Galaxy S10

10- Samsung Note 10

4.3. Data Analysis Procedure

The data gathered from the original and translations of international advertisements and been analyzed using the qualitative method. The video analysis includes the translational norms of Venuti and the categorization of culture-specific items by Aixela. As the study looks after the analysis of translations in the scope of descriptive research, the selected samples are described in accordance with the translational norms of Venuti. The selected advertisements are analyzed to search for the norms, that is, the preliminary, initial and detailed analysis of the equivalence of translation, beside the advertisements are also analyzed to find the tendency of translation to create a professional translation that leads the analysis to find the translator's source-oriented or target-oriented approach to the translation. In addition to the norms, the strategies for translating the culture elements are decided when the cultural elements in the texts are analyzed in the light of Aixela's classifications of culture-specific items. These classifications are used to describe the choice of the translator, from "conservation" to "substitution". Statistical analysis is also done; frequency is used to quantify the strategies used in the translation of different types of culture-specific items that show in the Turkish translations of the above advertisements will also be discussed.

FIFTH CHAPTER

ANALYSIS OF DATA

This chapter gives information about the selected advertisements. The translator's micro strategies that are used to apply the macro strategies of foreignization and domestication are pointed out, analyzed and explained in detail.

5.1. Information About the Selected Advertisements

A number of ten international translated advertisements were the English language is their source text's language to the Turkish language as the targeted text are selected for discussion in this chapter, the advertisements are in alphabetic order :

5.1.1. Apple iPhone X advertisement



In this advertisement, Apple followed a new strategy by differentiating the new product from the crowded market of smartphones. Apples try to understand the commonness of humans and produce one smartphone satisfy all around the world regardless of the cultural variation of the users. Apple tried to produce a product and advertisement that are globally accepted. The advertisement published in October 2017.

5.1.2. Apple iPhone 11 advertisement



The competition between the smartphone producers is very intense and each one tries to show their best new features to the audience in the advertisement. The same situation is with the new iPhone 11 advertisement. The advertisement's text will be analyzed and explored to explain the reasons behind the translator's choices for each strategy.

5.1.3. Citroën C4 advertisement



The French manufacturer of Citroën made their advertisement translated to many languages in line with their marketing regions around the world. The Turkish translated advertisement is one of these. Even though there was not much written in the advertisement that the advertiser tried to show the balance of the car more than the other specifications. The advertisers or the producer mentioned the specification in the Turkish version as “Yenilenen üstün otomatik vites” which means “Renewed superior automatic transmission” which is not mentioned in the English version advertisement; this is not related to any translation strategy but it is still an advertising strategy.

5.1.4. Colgate toothpaste advertisement



Colgate is a famous toothpaste brand worldwide; this English language advertisement version was translated into the Turkish language for the Turkish customers.

5.1.5. Hyundai i30 advertisement



Hyundai is one of the favorite brand cars in Turkey. This advertisement is to preview the new model of i30 for the Turkish market. New cars usually have many new features that would be presented to possible customers so, advertisers have to choose among them and emphasize the most important ones to the customers, according to what the audience expecting to watch and hear. The advertisement is within a global marketing strategy that Hyundai follows. The advertisement has been translated and modified to suit the Turkish market.

5.1.6. Peugeot Rifter advertisement



Cars market in Turkey is very strong and active, one of them is “Peugeot” the French brand. Normally cars are produced out of Turkey and advertisers have to present their new features to encourage the audience to purchase these new cars. Translators have to apply this idea and emphasize the new features. Sometimes particular customers are interested to read about specific specifications. This what we notice in the Peugeot – Rifter’s advertisement and as explains in the data analysis later.

5.1.7. Philips Power Pro advertisement



Philips is a Netherlands' producer. Nowadays, it is a famous international electric instruments brand. This advertisement is addressed to housewives more than men in general since mostly housewives use these instruments to do household chores. It was important to the advertiser to show all the new techniques used in the device to promote the audience to buy it. It is obviously noticed that the translated Turkish version of the advertisement added some extra new descriptions and omitted some others. The reason for that is not merely translation-related matters. The reason is, an advertisement technique related to how the advertiser decides to exhibit the products' specifications to the local customers.

5.1.8. Samsung Galaxy S9 advertisement



Samsung distributes its high technology brand “S” every year. S series are manufactured to be sold worldwide. The advertisements to be translated into many different languages aim to cover the local need for every country.

5.1.9. Samsung Galaxy S10 advertisement

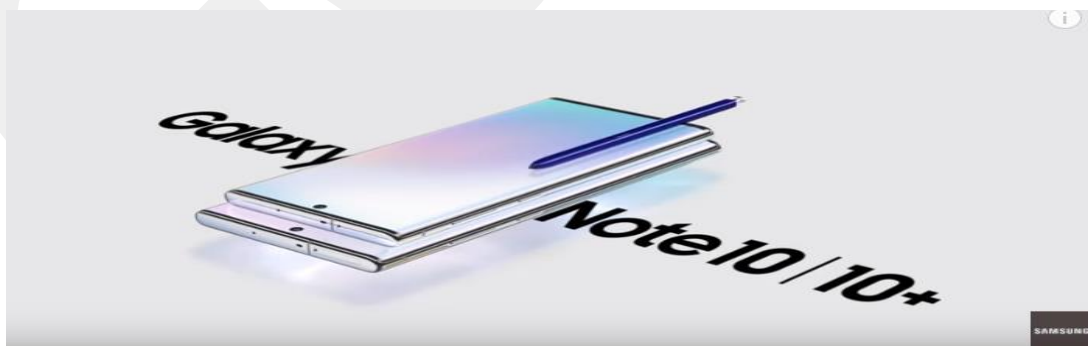


Samsung is a very famous mobile company in worldwide and also in Turkey nowadays. In a super-competitive market for mobile devices, its new product was released on 20 February 2019. The advertisement made for the new product Galaxy S10; it focuses on the Galaxy S10 Plus even though the advertisement shows both of the Galaxy S10 and Galaxy S10 Plus side by side, as well as the new Galaxy Buds wireless earphones. The only thing that is not mentioned is the phone's price. Seda Gumustas a digital marketing manager in Samsung Turkey (2013) says:

“Smartphone technologies contain many advantages, but it's hard to engage users with ads full of specs that is why Samsung has to make the advertisement easy for customers to understand the benefits of the new product. Samsung thinks to create a story that shows the value which the product can add to people's lives, and the best tool for that is video”

Samsung applied a marketing strategy that assisted Samsung to be in the top of tech business by income and seventh-most valued brand now days.

5.1.10. Samsung Note 10 advertisement



Samsung, for the last years, produces S and Note series. Each product has to have new features that should interest the audience. In the advertisement's short time, many different languages worldwide should reveal new features.

5.2. Data Analysis

In this section, the above-mentioned advertisements are examined and the events where the domestication and foreignization applied are pointed out and based on Aixela's micro strategies are analyzed.

5.2.1 Cases of conservation

The conservation category of Aixela's strategies represents foreignization. Under the category, the following strategies pointed out in the selected advertisements. The strategies are, according to Aixela (1996) "Repetition, Orthographic adaptation, Linguistic (non-cultural) translation, Extratextual gloss, and Intratextual gloss".

5.2.1.1. Cases of repetition

The following cases represent the repetition strategy observed in the analyzed translated advertisements as mentioned below:

Apple iPhone X advertisement:

Source Text	Target Text
iPhone X	iPhone X
Face ID	Face ID
Emoji	Emoji
AniMoji	AniMoji
Stage Light Mono	Sahne Işığ1 Mono
True Tone Flash with 2X greater uniformity	2 kat daha homojen True Tone Flash



Emoji

Emoji

Face ID

Face ID

Animoji

Animoji

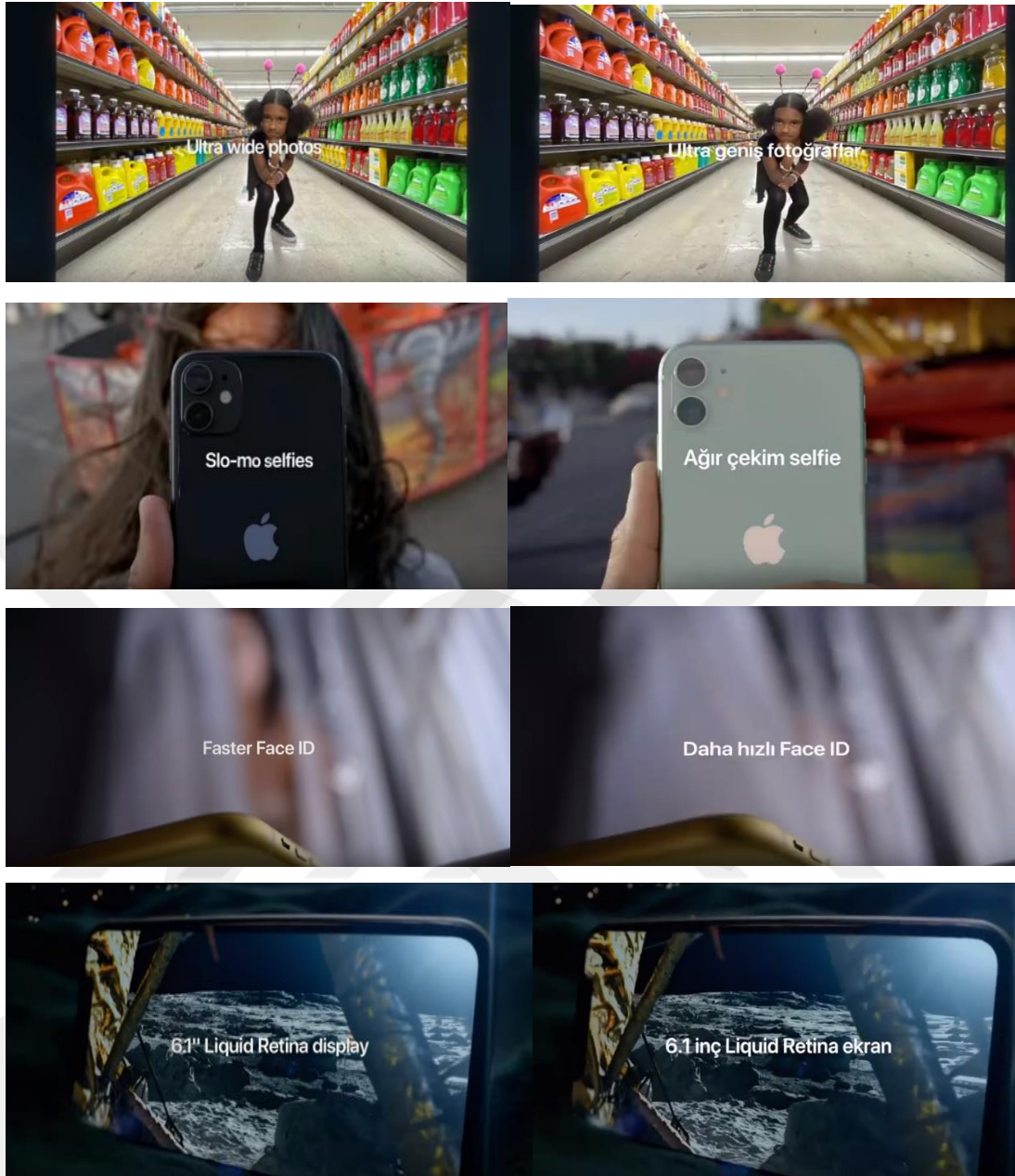


We can see that translators most of the time if not always keep the brand names without any change, this back to creating strong identity brands which are very important of any success in the business, as the name is the larger part of any identity. Any change to these names/brands makes the advertiser start building this name again in the customer's mind to gain their trust. We found names like "Samsung" means nothing outside the Korean language which means in the Korean "Three stars" if the translator actually translates this Korean word it will be a new name for the customers and the advertiser has to show this new word represent the leading company in the field of electronics. Such a procedure costs a lot and consumes a long time to be achieved. That is why producers try to choose the easiest way and trying to make the customers save meaningless foreign words instead of making a new brand for each language. Another example is the letter "i" in the brand name of "Apple" the "iPhone" pronounced like the English "E" in Turkish language, but because of the advertising policy of the producer the known name of "iPhone" in Turkey is pronounced with the original pronunciation "iPhone". The same is the "X" in the brand name of the smartphone "iPhone X" that the letter "X" is not founded in the Turkish alphabet letters.

Apple iPhone 11 Advertisement

Source Text	Target Text
iPhone 11	iPhone 11
Ultra wide photos	Ultra geniş fotoğraflar
Highest-quality video	Bir akıllı telefondaki en yüksek video kalitesi
Slo-mo selfies	ağır çekim selfie
Faster Face ID	Daha hızlı Face ID
6.1" Liquid Retina display	6.1" Liquid Retina ekran





Citroen C4 Advertisement

Source Text	Target Text
CITROËN	CITROËN
Advanced comfort seats	Advanced comfort koltuklar



The brand name kept as it is “CITROËN” in the target language even though the letter “Ë” is not in the Turkish alphabet. As we can see from the translated target text the translator kept the specification “Advanced comfort” as it is and even we saw that the word “Comfort” been translated to the Turkish word “Konforun” in the same advertisement.

Colgate Toothpaste Advertisement

Source Text	Target Text
Colgate	Colgate
White	White



The translator kept the English word “Max white” as it is “Optic white” in the Turkish advertisement in this sentence, but the translator translates the word “white”

in the sentence “Up to 3 shade whiter” in the source text to the sentence “3 Tona kadar daha beyaz dişler” in Turkish.

Hyundai i30

Source Text	Target Text
Hyundai	Hyundai



Peugeot RIFTER advertisement

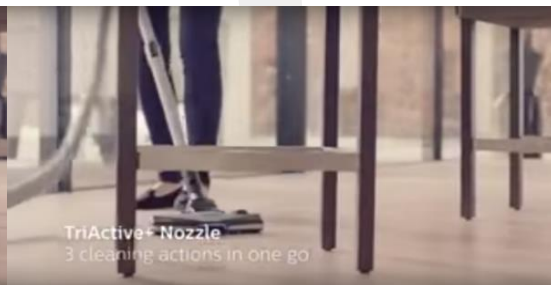
Source Text	Target Text
Peugeot	Peugeot
Rifter	Rifter
i-Cockpit	i-Cockpit
Zenith	Zenith



Philips power pro expert

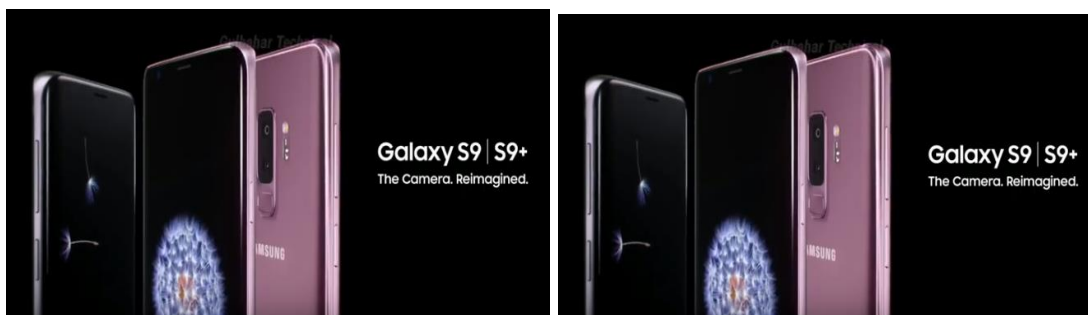
Source Text	Target Text
Philips	Philips
TriActive	TriActive

Power Cyclone 8	Power Cyclone 8
Power Pro	Power Pro
Invention you	Invention you



Samsung Galaxy S9

Source Text	Target Text
Galaxy	Galaxy



Samsung official S10 advertisement

Source Text	Target Text
Meet the next generation Galaxy	Yeni Nesil Galaxy Artık Sizinle
Next Generation Galaxy has arrived	Yeni Nesil Galaxy ile Tanış



As we can figure out from the name of the strategy “Repetition”, the translator follow this strategy by repatriating the source text in the target text. In this case, the word “Galaxy” which represent the brand of the phone, even though the word “Galaxy” has a translation in the Turkish language the translator kept the word without making any changes to maintain the foreignness of the word and followed the foreignization by applying the Conservation micro-strategy of Aixela’s.

Samsung Note 10 advertisement

Source Text	Target Text
Galaxy Note	Galaxy Note

5.2.1.2. Cases of orthographic adaption

The following are the cases that been observed in the following translated advertisements:

Apple iPhone X advertisement:

Source Text	Target Text
Charging	Şarj
Chip	Çip
AniMoji Yourself	AniMoji' leşin
Cameras	Kameralar
Infrared Camera	Kızılötesi Kamera
Proximity Sensor	Yakınlık Sensörü
Ambient light sensor	Ortam ışığı sensörü
Microphone	Mikrofon
Front Camera	Ön kamera
Dot Projector	Nokta Projektörü
Dual 12 MP cameras	12 MP çift kamera
Dual optical image stabilization	Çift optik görüntü sabitleme
Optical zoom for 2X zoom at 12 MP	2 kat optik yakınlaştırma 12 MP çözünürlük
Portrait mode with portrait lighting	Portre Işığı özelliğine sahip portre modu
New Slow Sync flash	Yeni Yavaş Senkron özelliğine sahip flaş
Portrait Lighting	Portre Işığı
Contour Light	Kontur Işığı

charging.

şarj.

chip

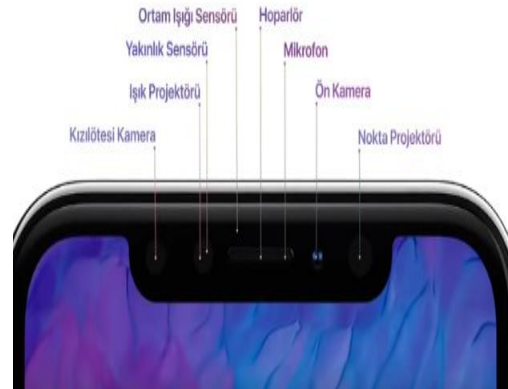
çip.

Animoji yourself.

Animoji'leşin.

cameras

kameralar

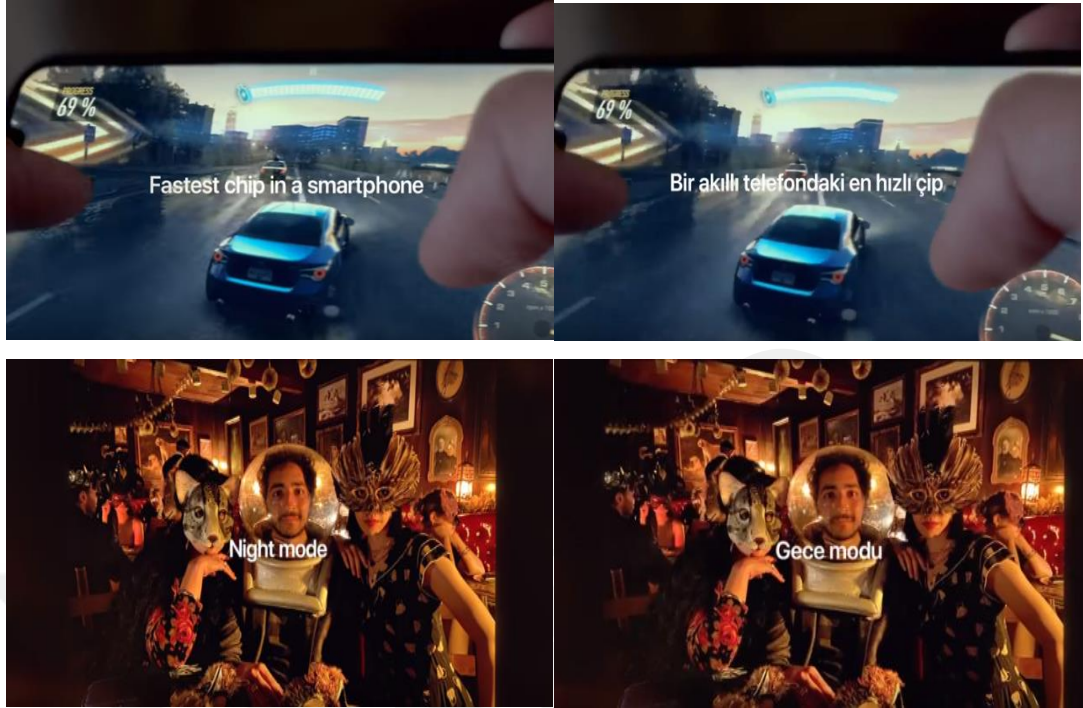




Apple iPhone 11 advertisement

Source Text	Target Text
New dual cameras	Yeni çift kamera sistemi
Fastest chip in a smartphone	Bir akıllı telefondaki en hızlı çip
Night Mode	Gece modu





Citroen C4 advertisement

Source Text	Target Text
Hydraulic	hidrolik
Suspension	suspansiyon
Comfort	Könforun



Peugeot RIFTER advertisement

Source Text	Target Text
Modularity	Modüler



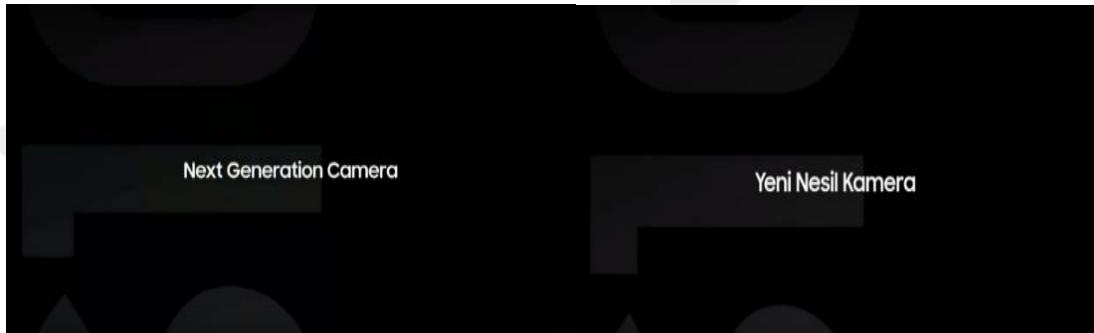
Philips power pro advertisement

Source Text	Target Text
Integrated brush	Entegre fırça
Accessories for upholstery	Koltuk temizliği için aksesuarlar
On board accessories	Entegre aksesuarlar



Samsung S10 advertisement

Source Text	Target Text
Next Generation Camera	Yeni Nesil Kamera
5 Pro-grade Cameras	Profesyonel Düzeyde 5 Kamera
Next Generation Charging	Yeni Nesil Şarj
Cinematic Infinity Display	Sinematik Sonsuz Görüntü
On-screen Ultrasonic Fingerprint	Ultrasonik Ekran İçi Parmak Okuyucu





The word “Camera” which means the device that is in the mobile phone that is able to capture photographs and often-record videos using one or more built-in digital cameras. The word “pro” which is the abbreviation of the word professional is translated into the Turkish language to “Profesyonel”. The sentence “5 Pro-grade Cameras” translated into the Turkish language as “Profesyonel Düzeyde 5 Kamera” in the singular form “Kamera” not “Kameralar” in the plural form. In the Turkish language’s grammar, the name after a number always comes in the singular form. The word “Charging” in the present tense form has been translated into the Turkish “Şarj” in the noun form. The words “Cinematic” and “Ultrasonic” in the English language refer to techniques that have no opposite in the Turkish language that why the translator used this strategy.

Samsung Note 10 advertisement

Source Text	Target Text
Pro-grade camera	Profesyonel düzeyde kamera
30 min. charge	30 dakika şarj ile



5.2.1.3 Cases of linguistic (non-cultural) translation

In the selected texts there are no cases observed represent this translation strategy.

5.2.1.4 Cases of extratextual gloss

There are no cases observed in the translated texts of the selected advertisements. Because of the limitation of the time and space of the advertizing, the translators rarely use this method in advertisements.

5.2.1.5. Examples of intratextual gloss

The following cases represent this strategy in the following selected advertisements:

Apple iPhone X official advertisement

Source Text	Target Text
Up to 60fps	Saniyede 60 kareye Kadar
Up to 240fps	Saniyede 240 Kareye Kadar
2X	2 kat



Apple iPhone 11 advertisement

Source Text	Target Text
New dual cameras	Yeni çift kamera sistemi
Water resistant up to 2m for 30 min	30 dakikaya kadar maksimum 2 metre suya dayanıklı tasarım



The original advertisement mentions the “New dual cameras” feature. The translator tries to explain this sentence to the Turkish audience and re-write the sentence in the following way “Yeni çift kamera sistemi” which means “New dual cameras system” as we can read in the target text the word “system” is not mentioned in the original text and it has been added by the translator to explain the feature.

In the source text, it is mentioned: “water-resistant up to 2m for 30 min”. The translator found that this explanation is not enough for the Turkish audience and added some more explanation to the target text to be “30 dakikaya kadar maksimum 2 metre suya dayanıklı tasarım”, which means “water resistant design up to 2m for 30 min”. As we can read in the source text the word “design” is not mentioned, but in the target text, the translator added this word to make a clear explanation of this feature.

Citroen C4 advertisement

Source Text	Target Text
Suspension with progressive hydraulic cushions	Kademeli hidrolik destekli suspansiyon sistemi
12 Driving aids	12 Farkli sürüş yardım sistemi



In the source text it is mentioned that “Suspension with progressive hydraulic cushions” but in the target text the translator added the Turkish word “sistemi” which means “system” in the English language, the translator tries to explain the specification in the car as it is a system. The same situation is valid in the sentence “12 Driving aids” in the source text, the translator translated the sentence to “12 Farkli sürüş yardım sistemi”, where the translator added explanation of the source text to the translated that he added some the words “system” and “Farkli” which means “Different” to the sentence. The sentence is written as a “12 different driving aids system” in the target language.

Colgate toothpaste advertisement

Source Text	Target Text
Up to 3 shades whiter	3 tona kadar daha beyaz dişler



In this case, we note that the translator found a need for more explanation and added the word "dişler" which means "teeth" to the sentence even though in the source text the word 'teeth' is not mentioned.

Samsung GALAXY S9 advertisement

Source Text	Target Text
Swing	İleri - Geri
Reverse	Tersten Oynat

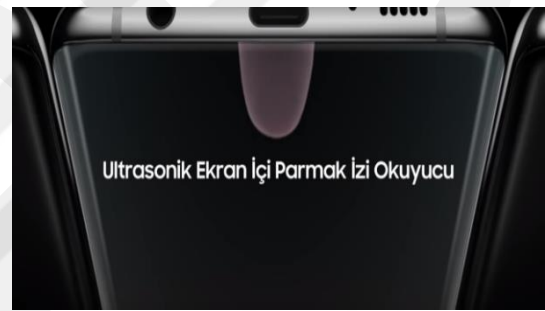


The word "swing" means in general to move or to cause to move back and forth or from side to side. In this case, "swing" means forward and rewind the videos. The translated Turkish word of "swing" is "salıncak" this word in Turkish may not mean what the advertiser wants to explain for the Turkish audience, that's why the advertiser

decided that more explanation should be added to get the closest meaning. The Turkish words “ileri-geri” means “forward-reward”. The translation of the English word “reverse” is “ters”, but on this occasion, the word “ters” may refer to many meanings far away from the desired meaning here. The translator though adds some explanation to make the word more effective to the Turkish audience. The Turkish words “tersten oynat” mean in English “reverse play”.

Samsung official S10 advertisement

Source Text	Target Text
On-screen Ultrasonic Fingerprint	Ultrasonik Ekran İçi Parmak İzi Okuyucu



In the source text, the sentence is written “On-screen Ultrasonic Fingerprint” in the English sentence, there is no mention of any reader but in the target text, the sentence been translated to “Ultrasonik Ekran İçi Parmak İzi Okuyucu” in the Turkish language. The translator explained this technology since he\she found that the translation of the word “Fingerprint” “Parmak İzi” is not enough for the Turkish reader and there is still ambiguity in this word. The translator explained the word by adding a gloss to the text without disturbing the reader’s attention. The translator followed this strategy when he/she tried to explain this new technology, as the Turkish market is not very familiar with it.

Samsung Note 10 advertisement

Source Text	Target Text
With video bokeh	Canlı odak video



The English word "bokeh" is a very professional expression used in photography, the word originally came from the Japanese word "boke" and means "blur" or 'blur quality'. This professional expression has no opposite word in Turkish language so, the translator tries to explain the new function to the audience. The sentence in the target language "canlı odak video" means "live focus video" the translator tries to show that with this function the user can make a live focus in the video.

5.2.2. Cases of substitution

In this chapter, the cases of Substitution have been observed in the translated texts of the selected advertisements. The category of Aixela's micro strategies applies domestication macro strategy. These micro strategies are according to Aixela (1996) "synonymy, limited universalization, absolute universalization, naturalization, deletion, and autonomous creation".

5.2.2.1. Cases of synonymy

The following cases are observed in the selected translated advertisements that represent Synonymy:

Apple iPhone X advertisement

Source Text	Target Text
Radically new cameras	Yeniden tasarlanan kameralar
Introducing portrait lighting	Yepyeni portre ışığı

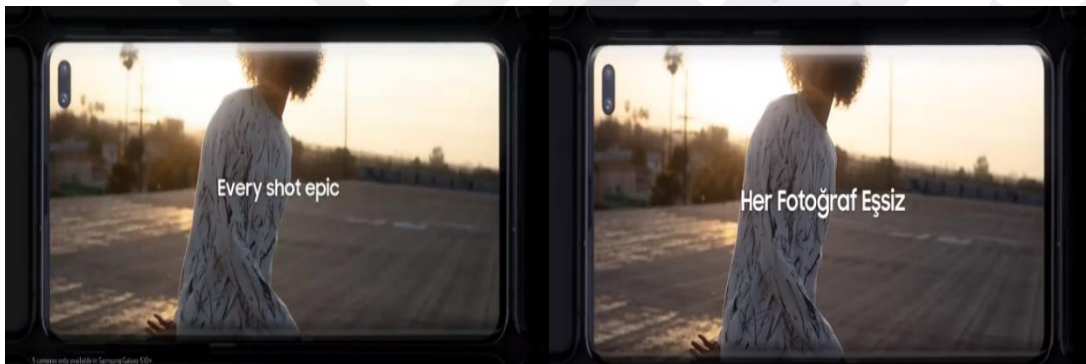
Radically	Yeniden
new	tasarlanan
cameras	kameralar
Portrait Lighting	yepyeni
introducing	Portre Işıđı

The sentence in the source is ‘Radically new cameras’ which means the cameras are changed and they are completely new. The translator translated the sentence in the target text as “Yeniden tasarlanan Kameralar” which means cameras with a new design. The advertiser in the English language did not mention if the change is in the design only or not. The word ‘Radical’ is used in Turkish daily life but it refers to describe a person who is not conservative. The meaning “completely” never comes

in Turkish culture. The sentence “and introducing portrait lighting” translated to the Turkish sentence as ‘Ve yepyeni portre ışığı’ which means the brand new portrait lighting, the advertiser in the English advertisement never mentioned if the ‘portrait lighting’ is new or not while the word ‘introducing’ has been deleted to be replaced with the word ‘yepyeni’ which mean brand new in Turkish translation. It looks like the translator decided to make the sentence more attractive to the Turkish customer.

Samsung official S10 advertisement

Source Text	Target Text
Shot	Fotoğraf
Epic	Eşsiz



The mentioned word “Shot” in English language has two different meaning related to photography; the first is the specific way that the camera lines up and/or moves, re-focuses, etc. to point at the actor or scene, in order to film that one small action of the action, the second meaning refers to simply one single photograph. The producer of the advertiser chose this word and not photograph to collect both meanings of the word ‘Shot’. Since the word ‘Shot’ has no meaning in Turkish, the translator used synonymy as a strategy to domesticate the word to the Turkish reader, instead of using the same foreign word. The word ‘Fotoğraf’ which means ‘Photograph’ is the nearest word in meaning in Turkish to the word ‘shot’ in English, even though it may not give the whole meaning of the word as discussed. The word ‘Epic’ in English means here ‘The artistic effect looks like an epic’, this is what the producer of the advertisement meant to say here. The Turkish word ‘Eşsiz’ means in Turkish ‘unique’ which does not give the same whole meaning of the English word. The translator tried

to domesticate the word as there is no such word in Turkish, by choosing the nearest word in meaning.

5.2.2.2. Cases of limited universalization

There are no cases observed represent the limited universalization strategy of Axila's in the selected advertisements.

5.2.2.3. Cases of absolute universalization

There are no cases observed in the translated texts of the selected advertisements that represent the absolute universalization strategy of Aixela's micro-strategy.

5.2.2.4. Cases of naturalization

There are no observed cases represent the naturalization strategy of Aixela's micro strategies in the selected advertisement.

5.2.2.5. Cases of deletion

When the translator found the culture-specific item is unacceptable for ideological or stylistic reasons, or for some other reasons as if it is irrelevant or too obscure that the reader has difficulty to comprehend so the translator decides to omit it rather than use the other strategies. The following cases observe the representation of the deletion strategy in the following translated advertisements:

Apple iPhone X advertisement

Source Text	Target Text
All Bionic The most powerful and smartest chip ever in a smartphone	Bir akıllı telefonda şimdiye kadar kullanılan en akıllı en güçlü çip
Pay with your face	
Done	
Oh and this Augmented reality.	Ve bir de artırılmış gerçeklik.

A11 Bionic

The

Bir

most

akıllı telefonda

powerful

şimdiye

and

kadar

smartest

kullanılan

chip

en akıllı

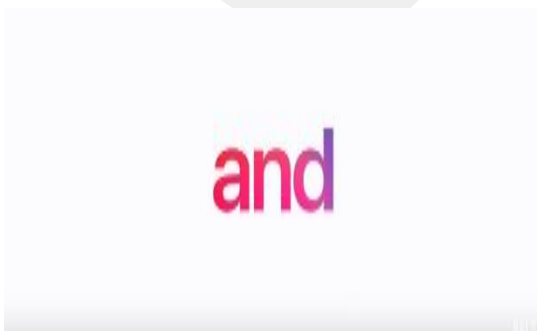
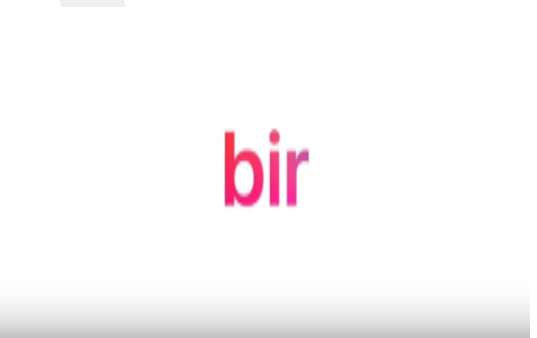
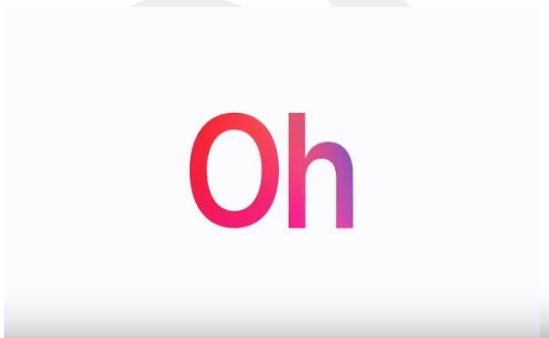
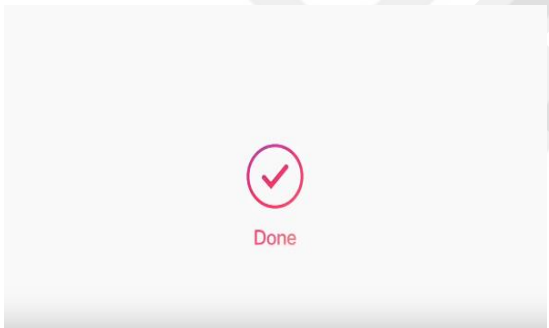
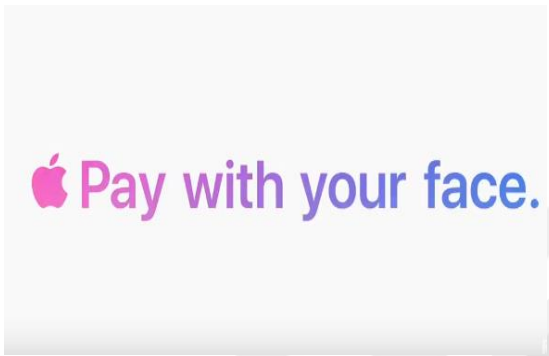
ever

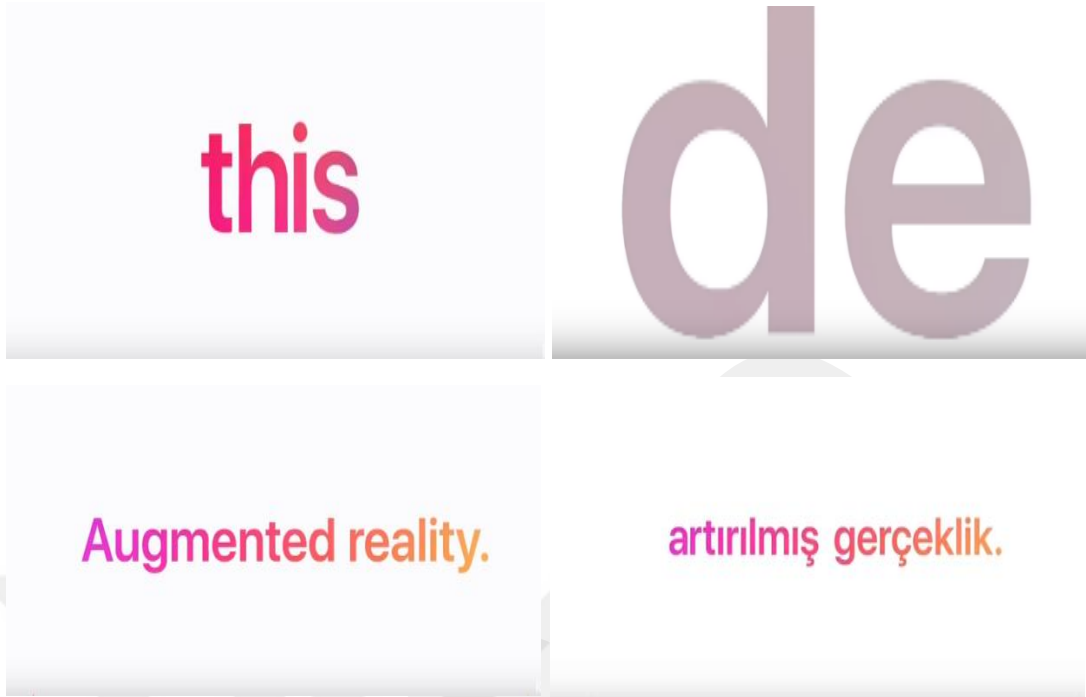
en güçlü

in

çip.

a





The chip name “A11 Bionic” in the source text has been deleted in the target text. The translator or the advertiser found that the name of the chip is irrelevant and the reader has difficulty comprehending it or the name is obscure to the Turkish customer. The translator found that the best is to omit this name from the advertisement. The sentence ‘pay with your face’ also has been omitted from the target text because the advertiser found that this function is not active in Turkey. The reason for this omission is not related to translation reasons though. The same situation is with the word “Done” which is related to the pay by face application. The word “Oh” been deleted in the target text because there is no similar word in the Turkish language.

Hyundai i30 Advertisement

Source Text	Target Text
Move on. All-new i30	Yeni Hyundai i30

The original advertisement's text mentions "Move on. All-new i30". The translator found that the sentence should be in Turkish "Yeni Hyundai i30" which means "New Hyundai i30". The translator found that omitting the words "Move on" and "All" from the Turkish sentence would reduce the difficulty for the Turkish customer.

Philips power pro advertisement

Source Text	Target Text
Side brushes	
Thanks to the Allergy Filter and Allergy Lock Sensor	



5.2.2.6. Cases of autonomous creation

It is the case where the translator decides to put in some non-existent cultural references in the ST. The following cases represent the strategy of autonomous creation where the translator followed through the translation process:

Hyundai i30

Source Text	Target Text
Lane Departure	Şeritten Ayrılma Uyarısı
Emergency Braking	Otomatik Acil Fren Sistemi



5.3. Discussion of the Findings

This section presents the findings of the study in light of the text analysis of the selected advertisements. The results of the translation strategies been categorized and discussed.

5.3.1. Apple iPhone X

Micro-Strategy	Case Repetition No.
Conservation Strategies	
Repetition	6
Orthographic adaptation	17
Linguistic translation	0
External gloss	0
Intertextual gloss	3
Substitution Strategies	
Synonymy	2
Limited universalization	0
Absolute universalization	0
Naturalization	0
Deletion	4
Autonomous creation	0

Table 5: The repetition of the CSI strategies used by the translators in the Apple iPhone X advertisements.

As listed in the table the translator used 32 micro strategies, 26 of them are Conservation Strategies and 6 are Substitution Strategies. These represent the micro strategies used in the translation of the Apple iPhone X advertisement from English to Turkish.

Domestication macro-strategies	Foreignization macro-strategies
26	6

Table 6: Represents the total micro strategies used under each macro strategy of domestication and foreignization in the translation of Apple iPhone X advertisement.

5.3.2. Apple iPhone 11

Micro-Strategy	Case Repetition No.
Conservation Strategies	
Repetition	6
Orthographic adaptation	3
Linguistic translation	0
External gloss	0
Intertextual gloss	2
Substitution Strategies	
Synonymy	0
Limited universalization	0
Absolute universalization	0
Naturalization	0
Deletion	0
Autonomous creation	0

Table 7: The repetition of the CSI strategies used by the translators in the translation of Apple iPhone 11 advertisements.

As listed in the table the translator used 11 micro strategies, 11 of them are Conservation Strategies and there are no Substitution Strategies that have been used in the translation of Apple iPhone 11 advertisement from English to Turkish.

Domestication macro-strategies	Foreignization macro-strategies
11	0

Table 8: Represents the total micro strategies used under each macro strategy of domestication and foreignization in the translation of the Apple iPhone 11 advertisement.

5.3.3. Citroen C4

Micro-Strategy	Case Repetition No.
Conservation Strategies	
Repetition	2
Orthographic adaptation	3
Linguistic translation	0
External gloss	0
Intertextual gloss	2
Substitution Strategies	
Synonymy	0
Limited universalization	0
Absolute universalization	0
Naturalization	0
Deletion	0
Autonomous creation	0

Table 9: The repetition of the CSI strategies used by the translators in the translation of Citroen C4 advertisements.

As listed in the table the translator used 7 micro strategies and 7 of them are Conservation Strategies, no Substitution Strategies have been used in the translation of Citroen C4 advertisement from English to Turkish.

Domestication macro-strategies	Foreignization macro-strategies
7	0

Table 10: The total micro strategies used under each macro strategy of domestication and foreignization in the translation of the C4 advertisement.

5.3.4. Colgate toothpaste

Micro-Strategy	Case Repetition No.
Conservation Strategies	
Repetition	2
Orthographic adaptation	0
Linguistic translation	0
External gloss	0
Intertextual gloss	1
Substitution Strategies	
Synonymy	0
Limited universalization	0
Absolute universalization	0
Naturalization	0
Deletion	0
Autonomous creation	0

Table 11: The repetition of the CSI strategies used by the translators in the translation of Colgate toothpaste advertisements.

As listed in the table the translator used 3 micro strategies, all 3 of them are Conservation Strategies. No Substitution Strategies have been used in the translation of Colgate toothpaste advertisement from English to Turkish.

Domestication macro-strategies	Foreignization macro-strategies
3	0

Table 12: The total micro strategies used under each macro strategy of domestication and foreignization in the translation of Colgate toothpaste advertisement.

5.3.5. Hyundai i30

Micro-Strategy	Case Repetition No.
Conservation Strategies	
Repetition	1
Orthographic adaptation	0
Linguistic translation	0
External gloss	0
Intertextual gloss	0
Substitution Strategies	
Synonymy	0
Limited universalization	0
Absolute universalization	0
Naturalization	0
Deletion	1
Autonomous creation	2

Table 13: The repetition of the CSI strategies used by the translators in the translation of Hyundai i30 advertisements.

As listed in the table, the translator used 4 micro strategies are 1 of them is under the category of Conservation Strategies, 3 Substitution Strategies have been used in the translation of Colgate toothpaste advertisement from English to Turkish.

Domestication macro-strategies	Foreignization macro-strategies
1	3

Table 14: The total micro strategies used under each macro strategy of domestication and foreignization in the translation of the Hyundai i30 advertisement.

5.3.6. Peugeot RIFTER

Micro-Strategy	Case Repetition No.
Conservation Strategies	
Repetition	4
Orthographic adaptation	1
Linguistic translation	0
External gloss	0
Intertextual gloss	0
Substitution Strategies	
Synonymy	0
Limited universalization	0
Absolute universalization	0
Naturalization	0
Deletion	0
Autonomous creation	0

Table 15: The CSI strategies used by the translators in the translation of Peugeot Rifter advertisement.

As listed in the table the translator used 5 micro strategies, 5 of them are under the category of Conservation Strategies. No Substitution Strategies have been used in the translation of Peugeot RIFTER advertisement from English to Turkish.

Domestication macro-strategies	Foreignization macro-strategies
5	0

Table 16: The total micro strategies used under each macro strategy of domestication and foreignization in the translation of Peugeot Rifter advertisement.

5.3.7. Philips power pro

Micro-Strategy	Case Repetition No.
Conservation Strategies	
Repetition	5
Orthographic adaptation	3
Linguistic translation	0
External gloss	0
Intertextual gloss	0
Substitution Strategies	
Synonymy	0
Limited universalization	0
Absolute universalization	0
Naturalization	0
Deletion	2
Autonomous creation	0

Table 17: The repetition of the CSI strategies used by the translators in the translation of Philips Power Pro advertisements.

As listed in the table the translator used 10 micro strategies. 8 of them are under the category of Conservation Strategies and 2 Substitution Strategies have been used in the translation of Philips Power Pro advertisement from English to Turkish.

Domestication macro-strategies	Foreignization macro-strategies
8	2

Table 18: The total micro strategies used under each macro strategy of domestication and foreignization in the translation of the Philips Power Pro advertisement.

5.3.8. Samsung Galaxy S9

Micro-Strategy	Case Repetition No.
Conservation Strategies	
Repetition	1
Orthographic adaptation	0
Linguistic translation	0
External gloss	0
Intertextual gloss	2
Substitution Strategies	
Synonymy	0
Limited universalization	0
Absolute universalization	0
Naturalization	0
Deletion	0
Autonomous creation	0

Table 19: The repetition of the CSI strategies used by the translators in the translation of Samsung Galaxy S9 advertisements.

As listed in the table the translator used 3 micro strategies, 3 of them are under the category of Conservation Strategies. No Substitution Strategies have been used in the translation of Samsung Galaxy S9 advertisement from English to Turkish.

Domestication macro-strategies	Foreignization macro-strategies
3	0

Table 20: The total micro strategies used under each macro strategy of domestication and foreignization in the translation of Samsung Galaxy S9 advertisement.

5.3.9. Samsung Galaxy S10

Micro-Strategy	Case Repetition No.
Conservation Strategies	
Repetition	2
Orthographic adaptation	5
Linguistic translation	0
External gloss	0
Intertextual gloss	1
Substitution Strategies	
Synonymy	2
Limited universalization	0
Absolute universalization	0
Naturalization	0
Deletion	0
Autonomous creation	0

Table 21: The repetition of the CSI strategies that are used by the translators in the translation of Samsung Galaxy S10 advertisements.

As we can figure out from the above table that there are 10 cases of CSI's Aixela's strategies that are apparent in the "Samsung Galaxy S10" advertisement. 8 cases represent the conservation strategies and 2 cases represent the substitution strategies.

Domestication macro-strategies	Foreignization macro-strategies
8	2

Table 22: Represents the total micro strategies used under each macro strategy of domestication and foreignization in the translation of Samsung Galaxy S10 from English to Turkish.

5.3.10. Samsung Note 10

Micro-Strategy	Case Repetition No.
Conservation Strategies	
Repetition	1
Orthographic adaptation	2
Linguistic translation	0
External gloss	0
Intertextual gloss	1
Substitution Strategies	
Synonymy	0
Limited universalization	0
Absolute universalization	0
Naturalization	0
Deletion	0
Autonomous creation	0

Table 23: The repetition of the CSI strategies that are used by the translators in the translation of Samsung Note 10 advertisements.

As we can figure out from the above table that there are four cases of CSI's Aixela's strategies that are apparent in the "Samsung Note 10" advertisement. Four cases represent the conservation strategies and no cases represent the substitution strategies.

Domestication macro-strategies	Foreignization macro-strategies
4	0

Table 24: Represents the total micro strategies used under each macro strategy of domestication and foreignization in the translation of Samsung Note 10 from English to Turkish.

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SIXTH CHAPTER

CONCLUSION

6.1 Discussion and Interpretation of Findings

Because of its great economic impact, advertisement translating is one of the most important types of translation. As it is obvious that the translated advertisements originally arranged out of the targeted language geographical borders. This means these advertisements were prepared and written according to the original language audience's cultural requirements, which are in most of the cases, different from the targeted language audience's culture. That is why the translator has to consider not only the equivalence in the translation process but also should aim to achieve the same effect of the original text in the source text's language upon its audience. Besides, advertising translation should be accurate, have the quality to persuade and encourage the audience to act. The main objective of this thesis is to investigate the difficulties that translators face during the process of translation of the advertisements' texts and to suggest the most suitable options to solve them and to achieve this goal, a number of ten selected successful advertisements analyzed.

As it is seen in the cases in chapter five, the translator found himself in a position where he/she has to decide one of two options. Either the translator introduces the new foreign item (in case of a word or concept) as it is without any change for the targeted readers in their own language, or the translator has to choose to domesticate the foreign new concept. In many cases, this is not an easy decision to be taken. In the selected examples such occasions were highlighted and the method that the translator followed was analyzed and the reasons behind these options were discussed.

In cases such as introducing modern techniques that were found originally out of the targeted language region, Seda Gumustas the digital marketing manager in Samsung Turkey (2013) mentions, "Smartphone technologies contain many advantages, but it's hard to engage users with ads full of specs". These new features usually have no opposite words in the targeted language. Examples of such cases are; "TriActive", "Ultrasound" and "AniMoji". The translator found himself/herself on the edge of the decision of either leaving the phrase without any changes or trying to simplify it by explaining the new technology's technique. This happens when the

targeted language audience is not very familiar with the new technique. When the variation between the audience in the manufacturer countries of these new technologies and the consumer of these technologies in the other parts of the world are big, then the advertiser is free to introduce such features to the audience who is already used to such level of technologies in the origin country. In this case, the translator in the other parts of the world feels there is a need for an extra explanation for this technology in the very short time of the advertisement or introduces the new phrase as it is to the reader. As we saw in the selected advertisements, the translator sometimes added extra words to explain the new feature to the Turkish audience. Such cases are; in the translation advertisement of the new Samsung S10, the source text included the sentence ‘On-screen Ultrasonic Fingerprint’ while the translator wrote it as ‘Ultrasonik Ekran içi Parmak İzi Okuyucu’ in the Turkish language. As seen, the word ‘reader’, ‘Okuyucu’ in the Turkish language is not mentioned in the original text. The translator tries to explain this technology where he/she finds that the translation of the word ‘Fingerprint’ ‘Parmak İzi’ is not enough for the Turkish reader to understand the new features and there still ambiguity the sentence. The same situation is valid with the advertisement of the new Citroen C4. In the original sentence “12 Driving aids” and it is translated to the Turkish language as “Farklı sürüş yardım sistemi”, where the translator added the word “sistemi” which means “system” to explain the new feature.

The previously mentioned options match the decision of whether to apply domestication and foreignization. Domestication is the strategy that the translator follows to domesticate the foreign text with domestic consideration according to the target audience. While foreignization is when the translator decides to adopt the concept of the writer and introduce it to the target reader. These cases suggest using CSI’s of Aixela micro strategies to apply domestication and foreignization as macro strategies. In Aixela’s viewpoint, any linguistic item is a culture-specific item depending on its function in the text. Many scholars consider CSI is one of the tools to overcome translation difficulties among idioms and culturally bounded expressions, especially between two separate languages like English and Turkish that are different both culturally and linguistically.

This study has offered evidence of the certain choices the translators have preferred to use in the translations of the selected advertisements. The selected 10

samples are international commercial advertisements. The textual analysis of the selected advertisements showed that the translators have used the Aixela's micro strategies as following:

Micro-Strategy	Case Repetition No.
Conservation Strategies	
Repetition	30
Orthographic adaptation	34
Linguistic translation	0
External gloss	0
Intertextual gloss	12
Substitution Strategies	
Synonymy	4
Limited universalization	0
Absolute universalization	0
Naturalization	0
Deletion	7
Autonomous creation	2

Table 25: The total micro strategies distribution used in the translation of the selected advertisements from English to Turkish.

As we can figure out from table 25, the following percentage represents the total micro strategies that were used in the translation of the selected advertisements:

Number of Cases	CSI Micro Strategy	Percentage of the Total Used Strategies
30	Repetition	34%
34	Orthographic Adaption	38%
12	Intrtextual Gloss	13%
4	Synonymy	4%
7	Deletion	8%
2	Autonomous Creation	2%

Table 26: The percentage of the use of each CSI micro strategies.

Based on the results obtained from the table (25) the following table represents the macro strategies followed by the translators in the translation process of the selected advertisements.

Foreignization macro-strategies	Domestication macro-strategies
76	13

Table 27: The total micro strategies used under each macro strategy of domestication and foreignization in the translation of the selected advertisements from English to Turkish.

As can be seen from table 27, 76 Foreignization macro strategies are applied which represent 85% of the used macro translation strategies. 13 Domestication micro strategies are applied to represent 15% of the used as translation macro strategies.

Returning to the questions of this study, the first question of the thesis investigates whether advertising translation favors the usage of domestication or foreignization as a macro-strategy of translation. As discussed before in the study, international advertisements represent the advertiser's ideology, which is usually under the globalization macro strategy of marketing which is not necessarily compatible with the ideology of the local customer. That is why and as we can see from the results, the translators usually use both macro strategies, domestication, and foreignization. Translators used foreignization strategy when they translate brands and new features names, for example, they used domestications to explain the new features that the advertisement show.

Regarding the second question of the study that is, what micro-strategies employ when applying the domestication and foreignization as a macro-strategy. As we can figure out from the data analysis results table 26, Conservation and Substitution micro strategies used as following. Regarding Conservation, micro strategies were represented by Repetition 34% of the total used micro strategies, Orthographic adaption 38% of the total used micro strategies and Intertextual gloss is 13%. Regarding Substitution strategies, they were represented by Synonymy, it is 4% of the total used strategies, Deletion strategy represents 8% of the total used strategies, and Autonomous creation represented 2% of the total used micro strategies.

The answer to the third question of the thesis looks for the suggested Aixela's micro strategies, to what degree does the translator constitute or substitute the culture-specific items. As listed in table 26, translators used substitute strategies (76) cases represented (85%) of the total micro strategies. While substitute strategies were used in 13 cases, which represent 15% of the total micro strategies.

6.3. Summary of Research

In the translation of the commercial advertisements process, translators face difficulties in specific situations, these situations were pointed out and analyzed. The study found out that using domestication and foreignization as macro strategies and the suggested Aixela's strategies as micro strategies to apply these strategies, can help the translator to achieve a successful translation. In many cases and because of the "foreignness" of the producer's names, brands, new features, techniques and products that are found out and made outside of the targeted audiences' country, the translators turn to use foreignization macro strategy to cover the technical gap between the two cultures, we found strategies like Repetition, Orthographic adaption and Intratextual gloss where used. On the opposite, in cases where the translators want to minimize the strangeness in the source text, translators use a domestication strategy, to apply this, micro strategies like Synonymy, Autonomous creation or Deletion as the last decision, were used to achieve the goal.

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CURRICULUM VITAE

Name and Surname: Ghaith Altaie

Place and Date of Birth: Baghdad 1976

Education:

Degree	Field	University	Year
Undergraduate	Statistics	Al Rafidain	2000
Graduate	Statistics	Arab Institute for statistical Researches	2006

Work Experience:

Work Place	Position	Year
Baghdad	Auditor	2005

Foreign Languages: Arabic, English and Turkish

Publications: None

Email: ghaithmu76@yahoo.com

Date: 16.01.202

