Faculty of Foreign Philology and Social Communications The Department of Germanic Philology

FOLKLORE ELEMENTS IN MODERN ENGLISH ADVERTISING DISCOURSE: TRANSLATIONAL ASPECT

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ways of folklore elements translation in modern English advertising discourse

Goal

Subject

Theoretical justification and analysis of the folklore elements functioning, and their translation peculiarities in the scope of modern English advertising discourse

Techniques for good advertisement

- ✓giving preference to concrete concepts instead of abstract images
- ✓euphony, which is achieved through the use of alliteration, assonance, hyperbole, rhyme, rhythm and others means of expressiveness
- motivation for a certain action by using the imperative mood

Concepts

National motives of advertising discourse are expressed through concepts

Home

Privacy

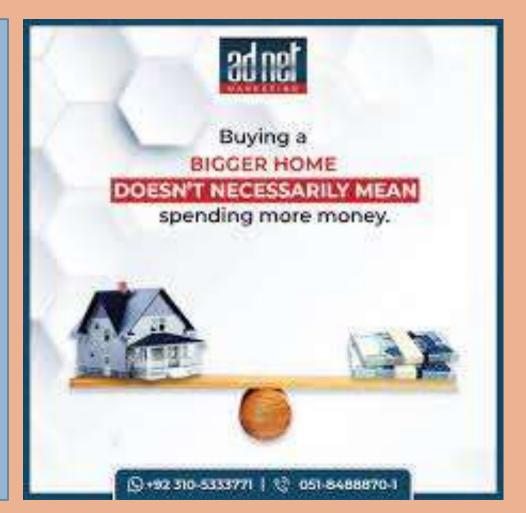
Tradition

Gentleman

□ House



Home = building



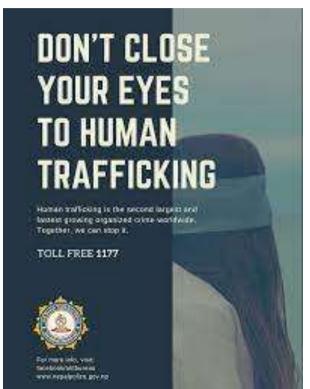


Come home to us is an **idiom**. it means returning home, to a particular person or thing.





The concepts are mostly reflected in the phraseological units of the linguocultures.





The main features of folklore include:

Conciseness

MERCEDES: Welcome home!

It's good to be home

Recognizability

Sound mind, sound body

The path to better is paved by trying

The elements of fabulousness

No more danger on the road. If Snowwhite had had a Jeep, she wouldn't have been poisoned by the evil queen. When you drive a Jeep, you feel safe on the road. Buy Jeep!

National character

Chevrolet. An American Revolution. See the USA in your Chevrolet.

The Heartbeat of America

Strategies to translate folklore elements

- uverbal translation (rare)
- free translation
- creative translation
- adaptive translation

In the process of teaching translation, the main goal is the formation of intercultural linguistic competence.

Intercultural competence is the ability to understand cultural differences and use this understanding when working with discourses of different languages and cultures.

Conclusion

- ✓In English advertising discourse, national motives are expressed through different concepts
- Folklore elements in advertising has national character
- Advertising texts a source of modern folklore
- √When teaching translation, attention should be paid to translation strategies for folklore elements
- In the process of teaching translation, the main goal is the formation of intercultural linguistic competence.

THANKS FOR YOUR ATTENTION!