

Translation in Advertising. Transfer vs Adaptation

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ABSTRAKT

Tato bakalářská práce se zabývá překladem reklam, zejména pak přenosem a adaptací reklamních sloganů z anglického do českého jazyka.

Teoretická část popisuje techniky překladu, stylistické prostředky a znaky, které byly použity v korpusu sloganů, a některé základní informace o reklamním textu.

Praktická část obsahuje corpus 39 párů reklamních sloganů a jejich analýzy.

Klíčová slova: reklamní slogan, reklamní text, překlad, přenos, adaptace, stylistický prostředek

ABSTRACT

This bachelor thesis deals with translation of advertising, particularly transfer and adaptation of advertising slogans from Czech to English language.

The theoretical part describes the techniques of translation, stylistic devices and features which were used in the slogans of the corpus and some basic information about advertising text.

The practical part consists of the corpus of 39 pairs of advertising slogans and its analysis.

Keywords: advertising slogan, advertising text, translation, transfer, adaptation, stylistic device

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DECLARATION OF ORIGINALITY

I hereby declare that the work presented in this thesis is my own and certify that any secondary material used has been acknowledged in the text and listed in the bibliography.

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CONTENTS

INTRODUCTION	9
I THEORY	10
1 ADVERTISING	11
1.1 Advertising Slogan	11
1.1.1 Function of Advertising slogan	11
1.2 Style of Advertising	12
1.3 Participants of Advertising Communication	12
1.3.1 Sender	12
1.3.2 Recipient	12
2 STYLISTIC DEVICES	13
2.1 Phonetic level	13
2.1.1 Alliteration	13
2.1.2 Rhyme	14
2.1.3 Rhythm	15
2.1.4 Pun	15
2.2 Intertextuality	16
2.3 Authority (professional) Reference	16
2.4 Grammar features	17
2.4.1 Pronouns	17
2.4.2 Capital letters	17
2.4.3 Negatives	17
2.4.4 Passive voice	18
3 TRANSLATION	19
3.1 Semantic (literal) translation	19
3.2 Translation with evoked meaning	19
3.3 Translation with respect to culture	20
II ANALYSIS	21
4 SEMANTICALLY TRANSLATED SLOGANS	22
5 SLOGANS ADAPTED TO CZECH WITH THE USE OF THE SAME CATCHING DEVICE	27
5.1 Phonetic devices	27
5.1.1 Slogans based on homophony	27
5.1.2 Slogans based on rhyme and rhythm	28

5.1.3 Alliteration.....	29
5.2 Professional reference.....	30
5.3 Specific jargon.....	30
6 TRANSLATION WITH EVOKED MEANING.....	32
7 CULTURAL REFERENCE	35
8 TRANSLATION WITH DIFFERENT STRUCTURE	38
9 ADAPTATION WITH THE USE OF THE SAME KEY WORDS.....	39
CONCLUSION	41
BIBLIOGRAPHY	42

INTRODUCTION

The topic of my bachelor thesis is *Translation in Advertising: Transfer vs Adaptation*. I chose this topic because I am interested in advertising, and translation is something what I want to deal with in the future. Within my analysis I have to find out which types of translations or adaptations are used in advertising slogans which are transferred from English language to Czech language.

In my bachelor thesis I deal with advertising slogans and its function, how slogans are usually translated from English into Czech, differences between Czech and English advertising language and the use of stylistic devices in advertising.

In the first part of theoretical section I mention some general information about advertising text. It includes a style of advertising and typical features of the style, reasons why advertising text is so catchy and where we can meet it. It is also important to know something about participants of advertising.

In the second part of theoretical section I deal with stylistic devices and features which are necessarily used in advertising slogans for catching attention.

Last theoretical part is about types of translation which are used in advertising slogans of my corpus.

In the practical part I analyze 39 slogans which were transferred from English to Czech. My analysis is divided into 6 groups according the common features of Czech and English slogans.

I. THEORY

1 ADVERTISING

All people should ask what is advertising. It is caused by the fact that we are surrounded by adverts everywhere and everyday. We feel it as something natural. It is possible to find advertising text in lots of places. The most frequent ones are in newspapers, magazines and between programs on TV. (Goddard, 2001, 5) However, we can also find it during commuting to school or job, at bus stop and in bus itself, along roads and lots of places we do not realize. Due to frequency of advertising occurrence we perceive it unconsciously.

The aim of advertising text is to force us to repeat and remember catchy words and phrases. This text plays with not only words and styles but also with our perceiving of the words. It provides us with information on the style we are influenced, society we live in, and also on us ourself. (Čmejková, 2000, 10)

1.1 Advertising Slogan

Advertising slogan is a “short statement on what a company or brand stands for” (De Mooij, 2004, 188) There are long-term and short-term slogans. It depends on success of slogan. If a company creates a good slogan, it will represent it for many years. It is very important to have one slogan that functions for some time because it becomes synonymous with the name of product. If a slogan seems less effective after some time, it will have a short lifetime. Advertising slogan is a specific form of advertising. (Crha, Křížek, 2008, 127)

1.1.1 Function of Advertising slogan

The main task of slogan is not to amuse, to shock or to make somebody laugh but to remind, to offer and to sell something. Of course, it can use humor and other emotions but it has to serve to the main task. (Crha, Křížek, 2008, 127) According to another source primary function of slogan is to persuade people to buy some product. However, it also offers values, supports attitudes, creates relationship and warns of a danger. Most of slogans want to evoke contentment, smile and laugh. (Čmejková, 2000, 12)

There are a lot of definitions of slogan's function but they have always one common aim of slogan and it is to sell a product.

1.2 Style of Advertising

Jiří Kraus claims that some features of advertising text are connected with artistic style. They both create a new association and emphasize formal and semantic part of language. Advertising style prefers direct use of aesthetical features. (in Čmejrková, 2000, 17) On the other hand Čmejrková wrote that to classify style of advertising was not simple. There are some features of spoken language, publicistic style, scientific and artistic style. Nowadays, style of Czech advertising is rather regarded as publicistic style which has a function of appeal and persuasion (Čmejrková, 2000, 23)

As far as style and genre of advertising it is so different from other functional styles mainly because of the fact that each advertisement imitates various types of discourse. Therefore, it is difficult to define its style. Advertisements borrow a lot of features from different discourses. For that reasons they might never have its style (Cook, 2006, 33-34)

It is visible there are lots of definitions of advertising style but they all have one common feature; advertising style is a mixture of all styles.

1.3 Participants of Advertising Communication

There are a lot of terms for advertising participants. Writer and reader, addresser and addressee, sender and recipient and other terms could be found in different books. In English slogans they are usually expressed explicitly by personal pronouns “You” and “We”. However, the Czech slogans use both explicit and implicit utterance. It is given by the fact that Czech language is inflective.

1.3.1 Sender

A sender is usually represented in a slogan by pronouns “We” and “I”. (Cook, 2006, 203) It tries to impress face-to-face communication and to be closer to a recipient. Sender could not watch reaction of a recipient. He only supposes who is a recipient and according to his assumption he creates a slogan. Sender has to address mass audience but a slogan should imply that a statement is only for him. (Čmejrková, 2000, 29)

1.3.2 Recipient

Pronoun “You” in slogans appeals to recipients. (Cook, 2006, 203) In advertising discourse recipient is a passive participant. His reaction is not visible explicitly but through amount of sold goods. Recipient has to believe that advertising addresses to him and it knows his identity. (Čmejrková, 2000, 30)

2 STYLISTIC DEVICES

“It is a conscious and intentional literary use of some of the facts of the language in which the most essential features (both structural and semantic) of the language forms are raised to a generalized level and thereby present a generative model.” Stylistic device can be regarded as a special code (Miššíková, 2003, 9)

They are often used in advertising slogans to attract attention. English slogan creators seem to use these devices much more often than the Czech ones. It is visible in my corpus of slogans where about 90% of slogans are created with the help of some stylistic device. At the same time, only 40% of Czech slogans use these devices. It can be caused by the fact that advertising has a short tradition in the Czech Republic. This branch started functioning after The Velvet Revolution in 1989 while in America it has gone about 100 years ago. Consequently, we have to learn a proper advertising creation.

2.1 Phonetic level

“This is the way a word, a phrase or a sentence sounds. The sound of most words taken separately will have little or no aesthetic value. It is in combination with other words that a word may acquire a desired phonetic effect.” However, perception of all sounds is very individual and it depends on everybody how to feel each sound. (Miššíková, 2003, 90-92) Phonetically created slogans are regarded as highly effective.

2.1.1 Alliteration

It is very often occurring device in advertising slogans, especially in English ones. However, we can not say that it does not exist in Czech language. Alliteration can be found in very old Czech literature but as far as advertising genre it is much more typical for English advertising.

There are a lot of definitions of alliteration because it is one of the most spread devices and it could be recognized by common people who are not interested in advertising and literature.

Miššíková claims following about alliteration: “[Alliteration is] a phonetic stylistic device which aims at imparting a melodic effect to an utterance. The essence of this device lies in the repetition of similar sounds, in particular consonant sounds, in close succession, particularly at the beginning of successive words.” She also divided alliteration into two groups. The first one is **continuous alliteration** which is typical for this structure (x x x x

) and it is visible in the slogan on Toyota: *Today, Tomorrow, Toyota*. The second one is **transverse alliteration** (x y x y) which could be found in the slogan on Nivea for men: *What men want*. (Miššíková, 2003, 93-94)

On the other hand, advertising text experts Crha and Křížek wrote this about alliteration: Alliteration results from repetition of the same letter or sound at the beginning of each word. It is always very pleasant for people's ears in slogans. It is a very good device which makes a slogan special. Alliteration contributes to remembering both visual and acoustic form of slogan. Moreover, there is a possibility to give to a slogan peculiar graphical form. (Crha, Křížek, 2008, 137)

2.1.2 Rhyme

It is generally very frequent phenomenon in advertising. In Czech slogans it has occurred from the first half of twentieth century when small businessmen placed a table with the slogan in front of the shop. It is true at that time these businessmen had to create it on their own. Actually, it is the first catching device used in Czech advertising. Maybe it is the simplest device. If we tell advertising amateur to create a slogan, he will probably use a rhyme. (Crha, Křížek, 2008, 135) In English slogans a rhyme is used much more often than in Czech ones. It could be caused by the fact that English has more one syllable words and it is simpler to create a good rhyme.

This type of slogan is typical for children's products. Children get used to rhyme in songs and poems. They can easy remember and repeat it, and usually influence their parents to buy a product.

Here is one of many definitions of rhyme: "The repetition of identical or similar terminal sound combinations of words. Rhyming words are generally placed at a regular distance from each other. In verse they are usually placed at the end of the corresponding lines. Identity and particularly similarity of sound combinations is relative." (Miššíková, 2003, 95) She also divided rhyme into these groups:

Full rhyme is the best possibility for advertising slogan because it is the most memorable one. This type of rhyme has identical vowel and following consonant sounds in the last syllables. It is for example this slogan: *Go well, go Shell* and Czech one: *Když nevíte coby, najdete to v Obi*. Another one, **incomplete rhyme** or half rhyme, is divided by Miššíková into several subgroups. First of all, **vowel rhyme** needs the same vowel in rhyming words and consonant is different. It is visible in this slogan: *Eeverything we do is*

driven by you. The second one, **consonance rhyme**, has a concordance in consonants. As for example the slogan *What men want.*

2.1.3 Rhythm

“The notion of rhythm involves some noticeable event happening at regular intervals of time.” We can feel and hear rhythm every day. It could be a heart-beat, flashing light or music. (Roach, 2000, 134) It is often used in language of advertising for stimulation of creative thought because “rhythmic language has a powerful emotional and mnemonic effect” (Cook, 2006, 125) and due to it slogan is more memorable.

In English slogans rhythm occurs more often than in Czech ones. It is possibly caused by the fact that English language has more one syllable words and most of slogans are created only with these words. If English slogan creators use this type of slogan where stresses alternate each other, perfect rhythm will be here. It is visible in these slogans:

Tix takes out what life puts in;

Go well. Go Shell;

The best a man can get.

Roach claims that English speech itself is rhythmical. (Roach, 2000, 134) Therefore, it is not difficult to use rhythm in English slogan.

As far as rhythm in Czech slogans, it occurs lesser because Czech language has longer words and stresses are placed regularly on first syllable. (Čmejková, 2000, 60) However, it is possible to find slogan where perfect rhythm is used: *Co den dal, Tix si vzal.*

2.1.4 Pun

“Another stylistic device based on the interaction of two well-known meanings of a word or phrase.” (Miššíková, 2003, 17) This type of the pun is based on polysemy. It can be found in this slogan: *Have a break. Have a Kit Kat*, where the phrase *have a break* has the first meaning of *have a rest*, and the second one is *have a piece of chocolate off*. Another type plays with two words of different meanings, these two words, however, have the same sound. This pun is based on homophony. (Goddard, 2001, 127) It is often used in the Czech slogans where the homophone is usually created by the name of brand:

Aby Váš motor skvěle Shell,

Nech se West.

2.2 Intertextuality

“The way in which one text echoes or refers to another text.” (Goddard, 2001, 126) It is frequently occurring phenomenon in advertising slogans but it is very difficult to recognize it in foreign slogans. It is necessary to know the culture of specific country. In my corpus I have recognized only intertextuality and it is the slogan on Dove: *Beauty has no age limit* which refers to the name of American book for ageing women. However, this fact was not recognized by Czech advertising creators because Czech slogan is translated semantically.

Notwithstanding, this type of slogan creation is very effective because slogan creators use the text which is established. Therefore, it is not so difficult to remember it. People have this trace in the memory and if they get connection, they will feel clever. On the other hand, for those recipients who do not recognize any original text, it is effective too because they may ask others. And talking about slogans is one of the main aims of advertising. (Goddard, 2001, 51-52)

Guy Cook divided intertextuality into two groups: **intra-generic intertextuality** and **inter-generic intertextuality**. The former means that one slogan refers to another one. Several years ago it often appeared in slogans of rivals when one company parodied its competitor. Nowadays, when advertising discourse has its history it is used only to attract attention. “The later contains the voice of a different genre, as when an ad evokes knowledge of a film or story.” (Cook, 2006, 193-194)

2.3 Authority (professional) Reference

It means that slogan is supported by a famous name or words that refer to some profession. It is visible in these slogans:

Professional hair care;

The Maku-up of Make-up artists.

It is better to use these general references than the concrete name because concrete people and fairytale characters are ageing and are not fashionable after sometime (Crha, Křížek, 2008, 142)

2.4 Grammar features

Specific grammar features are inseparable part of slogans. Not only catching devices but also grammar can be means of attraction. If pronouns, capitalization and negatives have the right use, slogans can achieve high effectiveness.

2.4.1 Pronouns

Possessive and personal pronouns are used in advertising discourse more often than in other discourses. It is cause by the fact that these pronouns shorten distance between and advertising and recipient.

The most powerful ones are pronouns *you* and *your* because they suggest personal relationship. The sender does not know who is a recipient. However, the recipient has to think the text is addressed only to him. In Czech language these pronouns can be expressed by the use of more polite form and they are written with the first capital letter *Vy, Váš*. Therefore, Czech slogans created with the help of these pronouns are more striking than English ones. (Čmejrková, 2000, 148)

Another often used pronoun in slogans is *We*. In English slogans this pronoun must be expressed explicitly only. However, in Czech we can use both variants, explicit and implicit use. (Čmejrková, 2000, 149) It is cause by the fact that Czech language is inflective. It is visible in these slogans:

*Everything **we** do is driven by you - Všechno, co **děláme**, řídíte vy.*

2.4.2 Capital letters

Capital letters are parts of graphology which is the study of writing system. (Miššíková, 2003, 86) This phenomenon is called capitalization. There are two types of it. First one, **initial capitalization**, has emphatic effect because it looks like a headline. All words have an initial capital letter to point out meaning of every word. However, it is typical for English language only, in Czech it would be felt as something unnatural. **Full capitalizaion** is used in advertising slogan for similar reason. If all letters in a slogan are capital, it is more probable we will mention it. (translationdirectory)

2.4.3 Negatives

Sometimes it is possible to use negatives with positive meaning. Firstly we can use two negatives which emphasize positive meaning of a statement as for example in slogan on Adidas: *Impossible is nothing*. There is also only negative with positive meaning. "The

negation plus noun or adjective serves to express a positive evaluation of a person or phenomenon.” (Miššíková, 2003, 70) However, in advertising slogans negatives are used sparingly because it is very important for a slogan to be positive.

2.4.4 Passive voice

It is very often occurring phenomenon in English language, therefore, there is no wonder that it could be found in 70% of English advertising slogans. It is a good way how to solve problem of long structures. On the other hand it almost does not occur in Czech slogan. If it is used there, it is perceived as something unnatural and it is mostly proof of not very good translation. It is visible in the slogan *krása není limitována věkem* which is not typical Czech construction.

3 TRANSLATION

“Translation is an activity that is growing phenomenally in today’s globalized world.” (Hatim, Munday, 2004, XVII) This statement is very typical for advertising because adverts are mostly international and sometimes it can be very difficult to translate it. Translators have to respect not only meaning of slogans itself but they should take into consideration also culture, history, people’s needs and motives, and general rules of language. If they will respect all these points, they will develop effective advertising slogan. However, advertising is very young branch in the Czech Republic. Advertising creators seem to be afraid of making some special construction. Therefore, they mostly prefer the use of evoked or semantic (literal) translation.

3.1 Semantic (literal) translation

This type of translation is usually described as word-for-word translation. It means that target text uses equivalent words of origin text. This translation is acceptable between languages which are close but it is not common when languages are distant. (Hatim, Munday, 2004, 11-12) Since the Czech is Slavonic language and the English is Germanic one, semantic translation should not be found in translation between these two languages. Nevertheless, this type of translation is very often used in Czech translations because it is the simplest type.

As far as a translation of advertising slogans, semantic translation is the most often used method in Czech language. “A literal translation is often not a good solution, precisely because of the independence of language and culture.” (De Mooij, 2004, 188) We can meet with this translation in Czech slogans mainly because of the short advertising tradition in this country. Advertising creators do not dare to devise a new imaginative slogan which could not be independent on the original one.

3.2 Translation with evoked meaning

“Evoked meaning arises from dialect and register variation. Different groups within each culture have different expectations about what kind of language is appropriate to particular situations.” It means that we are often confused by a speech which is not typical for us. As for example baby talk, economic speech or we can be unused to teenager’s speech. In some cases translator has the difficult task when he has to transform a speech into understandable form according to target group. (Baker, 2006, 16-17)

In advertising slogans, which are translated from English into Czech language, this translation is used quite often but according to my corpus the use of it is not very effective. Sometimes it makes a slogan less imaginative and too explicit. It is visible in these examples:

Two For Me. None For You - Twix.Twix. Dvě tyčinky v jednom;

It's time for real - Když je chuť skutečná;

Every little help - S námi ušetříte.

3.3 Translation with respect to culture

“Advertising is not made of words, but made of culture.” It was revealed at the turn of the century when standardized global advertising was found as not very effective. Not only languages but also values and needs of customers vary from country to country. Other cultural differences contain “symbolic reference, including myths, history, humor and the arts.” These are called schemata and they have to be encoded for a good adaptation. (De Mooij, 2004, 179-181) “Speakers of different languages not only say things differently, they also experience things differently.” Consequently, translators should avoid word-for-word translation. (De Mooij, 2004, 186)

The theoretical section deals with the main topics which are important to know for better understanding of following analysis of advertising slogans. Firstly, it gives information about basic features, style and functions of advertising text. Secondly, some stylistic devices and other catching features are described. Finally, there are 3 types of translation which are often used in translation of advertising slogan.

II. ANALYSIS

4 SEMANTICALLY TRANSLATED SLOGANS

Semantically translated slogans have not only the same meaning as a whole but all words or phrases have identical meaning in both languages, Czech and English. As for example in the slogan on Ford all words and phrases are identical: *everything = všechno, we do = co děláme, is driven by you = řídíte vy*. This type of translation does not give a true picture of real meaning because it does not reflect any cultural reference and language differences. It is visible in the slogan on Snickers. The phrase *have a break* includes only one meaning in the Czech slogan, which is the meaning of “have a rest”. But it does not include second meaning of “have a break a piece of chocolate off”. Therefore, these Czech slogans are less effective.

Everything we do is driven by you x Všechno, co děláme, řídíte Vy - Ford

This slogan has full semantic translation and almost all English words are equivalent with Czech words. Especially, the key words (*drive, řídit*) have the same meaning and both evoke traveling by a car.

From the syntactic point of view there is the use of passive voice in the English slogan, whereas, in the Czech one there is used active voice which is more typical for Czech slogans. Passive voice is common in English slogans as it is more common in English in general.

Lexically, both slogans use personal pronouns that are very effective in advertising because they shorten the distance between advertising and a recipient. They are more polite.

From the phonetic point of view the Czech slogan is completely different because in the English slogan there is used a half rhyme (*do x you*) and the number of syllables in both parts of the slogan is the same. It means that the English slogan sounds better than the Czech one, which has no rhythm and rhyme.

This example confirms the fact that semantic translation is supposed not to be as effective as other types of translation.

Have a break, have a Kit Kat x Dej si pauzu, dej si Kit Kat

It is complete semantic translation. Only collocation *have a ...* had to be adapted to Czech language because this collocation does not exist in Czech, so there is used verb and reflexive verb *dej si*.

From the syntactical point of view both languages used the same stylistic device called anaphor. In the English slogan it is *Have a..., have a....* and in the Czech one there is *Dej si..., dej si...* This sentence structure emphasizes the fact that if you have a Kit Kat, you are relaxed.

Semantically, the English slogan is ambiguous because the phrase *have a break* does not mean only “have a rest“, but “break a piece of chocolate off“. Unfortunately, this second meaning is not included in the Czech one and it is not as effective as the English one.

Créateur d'Automobiles x Tvůrce automobilů - Renault

English creators of advertising slogans kept this slogan in original (French) language. Generally, it is very typical for English speaking countries. French words evoke something noble and imposing. Furthermore, it was not necessary to translate this one into English because these English equivalents are almost identical and all Englishmen and Americans understand it. On the other hand Czech creators had to translate it into Czech since advertising slogans should be understandable and clear, and not every Czech knows foreign language. It is a full semantic translation and it is not as effective as the original slogan because French origin of these automobiles is not highlighted. Only the word *tvůrce* evokes quality of these automobiles.

Where there's life, there's Mattoni x Kde je Mattoni, tam je život

This slogan is interesting by the fact that it is translated from Czech into English language. English slogan creators translated it semantically but with the use of catching device. Repetition of the phrase *there's* seems to be very catchy and this is not used in the Czech one. They also changed the position of the words *life* and *Mattoni*. By this change they highlighted the word *life*. On the other hand, this Czech advertising emphasizes the brand.

Professional hair care x Profesionální péče o Vaše vlasy - Schwarzkopf

In both slogans we can see another typical device of slogan creation which is known as an authority reference. It is the word *professional*. This word almost guarantees quality of these products and the use of it is very effective in advertising. Moreover, Czech slogan creators added possessive pronoun *Vaše* which support the fact that everybody can use

professional products. Other Czech words are equivalent with the English ones including the collocation *hair care* which has almost the same collocation in Czech (*péče o vlasy*). Only structure of words is different. However, this collocation is more effective in the English slogan because it is a rhyme (*hair, care*) which is more easy to remember.

Icy Cool Breath That Lasts x Ledově svěží dech, co trvá a trvá a trvá - Winterfresh

At first sight, these slogans are semantically the same but each of them was created with the aid of other stylistic devices. In the English slogan there is an initial capitalization which is very often phenomenon in English advertising. It is used to catch attention. On the other hand in the Czech slogan the word *last* -> *trvá* is emphasized by means of a repetition. The word *cool* in the English slogan is polysemantic. This word does not mean only *cold* and *chilly* but it is expression of *super* and *great* which target this product to the young generation. Unfortunately, this second meaning is not included in the Czech slogan. We may suggest that Czech slogan creators should not have used only Czech word *ledově* but English word *cool* because nowadays this word is quite international and Czech teenagers know the meaning *super*.

Drive your way x Řídím svůj svět - Hyundai

Effect of these slogans is the same because they are very similar from the semantic point of view. Actually, two words (*way, svět*) have completely different meaning when they stay alone but as a whole phrase these two words are synonymous. This effect was reached by the fact that the English collocation *your way* was replaced by the Czech one *svůj svět*.

Syntactically, the English slogan has imperative structure. Czech creators rather used declarative structure that is not too obtrusive. Another difference on syntactic level is the change of person from the second in the English slogan to the first in the Czech slogan.

At the phonetic level, the English slogan sounds better because all 3 words have the same number of syllables and position of stresses. This phenomenon is not found in the Czech one.

Beauty has no age limit x Krása není limitována věkem – Dove Pro-age

This slogan is translated into Czech fully semantically and has the same meaning in Czech and in English. But this slogan is typical example of intertextuality because *Beauty*

has no age limit is famous American book for ageing women written by make-up artists, stylists and other experts. So the best possibility how to create the Czech slogan is to find a Czech book with similar theme and use the name of it. But Czech slogan creators did not know about this book, therefore, they only translated it. So effect of this slogan is as striking as the English one.

From the semantic point of view it was translated with the use of words with identical meaning.

Syntactically, Czech translators changed the structure of phrase from the English one adjective+noun (*age limit*) to the Czech one verb+noun (*limitována věkem*) because the structure adjective+noun is not typical in Czech language.

Czech creators used passive voice in the slogan. However, it is very rare in Czech advertising slogans. Here it is used mainly because of shortening.

No battery is stronger longer x Žádné jiné baterie nevydrží déle... – Duracell

This slogan is translated semantically. Only one word (*stronger*) is transferred to another meaning.

From the semantic point of view the Czech slogan is not very effective because only time (*vydržet, déle*) is emphasized there, but the English one highlights not only time but power of these batteries (*stronger*). In the Czech one there is no word that evokes this fact. The Czech slogan is not all right from the stylistic point of view because conciseness is not kept. The word *jiné* is absolutely useless and makes it less effective.

In both slogans we can see indirect comparison. In the English one it is mainly given by two comparative words (*stronger, longer*) and in the Czech one there is only one comparative word (*déle*) but this fact is supported by 3 dots at the end of the slogan. At the phonetic level, the English comparison created a rhyme, while in the Czech one this phenomenon was not reached.

The Czech translation seems to be really bad because Czech creators only translated it and did not try to find some special text with catching features.

Sheer driving pleasure x Radost z jízdy - BMW

The English slogan was translated to Czech language semantically, because the noun phrase *driving pleasure* has almost the same meaning as the Czech phrase *radost z jízdy*. Only difference is an ellipsis that was used in the Czech translation. The word *sheer* would

be useless in the Czech slogan because conciseness would not be kept. But in spite of the omitted word the final effect is the same because both slogans emphasize enjoying this car.

The Best a Man Can Get x Pro muže to nejlepší - Gillette

This Czech slogan is typical example of the fact that semantic translation is not always the best choice. The Czech slogan is without any creative idea and without stylistic features used for catching attention. On the other hand, in the English slogan it is possible to find perfect rhythm. All English words have only one syllable which is very pleasant to hear and people can remember it much more quickly.

Moreover, the use of articles in advertising slogan is very catchy but it is not possible to use something similar in Czech because articles do not exist in Czech language.

From the graphetic point of view, another striking device is capitalization, which is very often occurring phenomenon in English slogans. Unfortunately, this device was not transferred to Czech slogan. Consequently, the English one is more catching than the Czech one mainly because of better selection of words.

Maybe she's born with it. Maybe it's Maybelline x Možná se tak narodila, možná je to Maybelline

The Czech slogan is a full semantic translation of the English one. However, it is typical example of the fact that semantic translation is not always good choice. The Czech one does not include the main catching feature of the English one which is the word *maybe*. This word is not used in the English slogan because of its meaning, but due to the fact that *maybe* is the part of product's name. By the use of a pun English creators reached the highlighting of this brand and it is pleasant to see this text as well as listen to it.

Nonetheless, this effect is not achieved by the Czech slogan. It is only sentence without any catching device and it is not so striking as the English one.

Semantic translation is the most often occurring phenomenon in Czech advertising. My corpus of slogans makes 39 slogans. This translation is used in 12 of them, which is the most numerous group in my analysis.

It could be caused by the fact that advertising branch is not very developed in the Czech Republic. Czech slogan creators, in most cases, only translate slogans word by word and they do not think about covered ideas there.

5 SLOGANS ADAPTED TO CZECH WITH THE USE OF THE SAME CATCHING DEVICE

Here Czech slogan creators used the same catching device and usually the same main thought of slogan but not identical words and structure of slogan. This adaptation mostly attracts attention of the same target group. Moreover, constructions with catching device are very well memorable.

5.1 Phonetic devices

Phonetic catching devices are suggested the most effective devices. Pleasant words and sounds can influence even recipients who do not show interest in a product because they remember the slogan easily. Very pleasant words are homophones, especially, when they are created by the name of brand. Homophone represents the name and also another word. Rhyme and rhythm is pleasant and catching as well. Alliteration is very effective. Unfortunately, it is not often used in Czech slogans.

5.1.1 Slogans based on homophony

Go well. Go Shell x Aby váš motor dobře Shell

From the lexical point of view the English slogan is an imperative sentence which is not often used in Czech language, however, it is more appealing to recipient.

Both slogans are created mainly phonetically but each of them uses different stylistic devices.

The English slogan is based on a full rhyme (*well, shell*) with the same number of syllables and stresses are set in the same place. This structure emphasizes the fact that you can go well only if you use the Shell oil.

Czech advertising translators wanted to keep the same idea. Nevertheless, they used another stylistic device which is known as a pun. This type of pun is based on homophony with the use of homophones *šel - shell*. It means that an effect of these slogans is very similar because the key word *Go* in the English slogan evokes some movement as well as the Czech word *Motor*.

Consequently, the Czech slogan was adapted to Czech language with the use of linguistic device of the same nature.

Let's go West x Nech se West

This slogan is fully adapted to Czech language. It seems to be a very good adaptation. Both languages use the same phonetic features. It means these slogans have the same number of syllables and stresses, which have, moreover, the same position. Consequently, these slogans have an identical rhythm.

The English slogan is typical example of cultural reference where the word *West* does not mean only the brand of cigarettes but it includes part of America, which is almost untouched and hence it evokes freedom. Every smoker can say that the word "smoking" is nearly synonymous with "freedom". This effect can not be used in the Czech slogan because west of The Czech Republic does not evoke good feelings.

Therefore, Czech slogan creators changed the structure, but they kept the word *West* at the end of the slogan and they created a pun with homophonous verb *vést*. The effect of these slogans is quite the same because the word *go* from the English slogan evokes the move as well as the Czech word *west = vést*.

5.1.2 Slogans based on rhyme and rhythm**Nicorette, nicorette, you can beat the cigarette! x Místo cigaret – mysli nicorette**

At the phonetic level both slogans are based on rhyme (*Nicorette – cigarette*). In the English slogan the word *Nicorette* is mentioned twice because of better rhythm in the first part of slogan. Another reason for repetition of this word it sounds like chant on some strike.

The Czech slogan could not be translated semantically because Czech creators wanted to use the same device to catch attention and the same rhyming words. If they translated it semantically, there would not be rhyme because Czech language is inflective. Consequently, they adapted the slogan to Czech language with the same main idea.

What men want x muži vědí, co chtějí - Nivea for men

It is suggested this slogan is transferred to Czech language very well. The main idea and half rhyme were retained. Czech creators tried to adapt it to Czech and not only translate it. However, the English one looks better. It includes not only rhyme but good rhythm, where all three words are monosyllabic. Another advantage of this slogan is that the words *what* and *want* are not only rhyming but they sound very similar. On the other

hand the additional word *vědí* in the Czech slogan is used intentionally, because it raises their self-confidence.

TIX TAKES OUT WHAT LIFE PUTS IN x co den dal, TIX si vzal - TIX

This slogan seems to be a very good adaptation. Not only that a basic meaning of slogans is very similar but Czech creators used the same stylistic devices to catch attention of recipient.

Both slogans are created phonetically. The English one has a perfect rhythm because all words have only one syllable and the same position of stresses. The same phenomenon is visible in the Czech one. Moreover, both slogans have another phonetic feature, which is full rhyme in the Czech one, and the use of the same sounds in the first two words (*ks, ks*) in the English one.

From the graphetic point of view the English one has full capitalization in the slogan while in the Czech one this phenomenon is visible only on the word *tix*. It is supposed to be better because the main aim of advertising is to emphasize the name of product.

At the lexical level it is possible to see two opposite words (*in, out*) in the English one and in Czech one (*dal, vzal*). This device is very striking but English *in, out* is more emphasizing than Czech *dal, vzal*.

These both slogans are very effective, even though, each of them uses the same as well as different catching devices.

Milky Way today - at work, rest and play x Milky Way a s ní se směj

Both these slogans are created phonetically because they create a rhyme. Czech creators adapted this slogan to Czech with change of meaning because they wanted to keep rhyme which is very important in this case. This is slogan for children and children do not think about meaning of text but they are able to remember rhyming text. Consequently, Czech slogan seems to be very effective because it was created with respect to target group.

5.1.3 Alliteration

Today, Tomorrow, Toyota x Nic není nemožné - Toyota

Semantic meaning of Czech slogan is completely different than the English one which evokes the fact that Toyota is the car of future. On the other hand the Czech slogan tries to put up self-confidence of potential Czech owners of this car.

From the stylistic point of view, Czech creators wanted to retain the same device to catch attention. Therefore, they used alliteration, but with different letter (not “T“ but “N“). In the English it is possible to find there another stylistic device known as initial capitalization which points out the name of this product. However, Czech creators used different catching device, when they placed to this slogan three negations. It underlines the positive meaning of this slogan.

Phonetic devices are the most often transferred devices. From 11 slogans of my corpus, which was created with the use of the same catching device, 9 slogans were created with the help of phonetics in both languages. It could be caused by the fact that these devices are regarded as highly effective because we can remember it unconsciously. We usually listen what is pleasant for our ears without intention.

5.2 Professional reference

The Make-up of Make-up artists x Make-up maskérů filmových hvězd - MaxFactor

Common feature of these slogans is the use of the same device which is called professional reference. But the professional in the English slogan is different than in Czech one, which means that people can find here cultural reference. The English slogan emphasizes the fact that this slogan was created by real artists of make-up and all people know that every woman wants to afford something special.

The same effect is reached by the Czech slogan. Only another professional is mentioned there. Professional of make-up artist is replaced by film star. It is changed because we can not imagine any make-up artist due to the fact that in the Czech Republic make-up brands almost do not exist and Czechs find a film star more attractive. Another reason for substitution is repetition (*Make-up, Make-up*). In English slogans it is used on purpose to catch attention, while in the Czech slogan it would sound unfittingly repetitive.

5.3 Specific jargon

Hungry? Grab a Snickers! x Máš hlad? Jdi do snickers - Snickers

The English slogan is transferred to Czech language not only with the same meaning but with the same style. At first sight teenager jargon is used in both slogans. It means that Czech creators focused on the same group of people as English creators. In the first part of

the English slogan this style is recognizable according to type of question where a verb and a subject are omitted. On the other hand this Czech phrase is on standard level of Czech and colloquial features are used in the second part of the slogan.

From the lexical point of view the word *Grab* was adapted to Czech language. Czech creators used equivalent colloquial collocation which is typical for Czech teenagers (*jdi do...*).

Both slogans have the same effect mainly because of the use of the same style. This is given by the same target group.

This group of slogans is the second biggest one from my corpus. It is not very simple to create this type of slogans because slogan creators have to harmonize the same catching device and close meaning in order to reach similar effect of slogan. These slogans are very effectively accepted by recipients. They have the ability to influence our subconscious mind because we can remember it unintentionally. Therefore, it is one of the best possibilities of slogan creation.

6 TRANSLATION WITH EVOKED MEANING

English slogans are usually very implicit and have “covered” meaning. It means that a true meaning is hidden in slogan and we have to find it. It forces recipients to think about real meaning of slogans. Unfortunately, this function of slogans is not often transferred to Czech slogans, as is visible below. Czech slogan creators found the main thought of slogan and they created slogan that explains the meaning of English one. They used this sentence as a Czech slogan. Slogans, which are created by this technique, are too explicit and recipients need not think about them.

It's time for real x Když je chuť skutečná - Hellmanns

The Czech slogan has evoked meaning of the English one. The meaning, which is directly expressed by the Czech one, is evoked by the English slogan. It is a pity that our slogan is too explicit and clear. On the other hand the English one is very imaginative and it forces us to think about this product. And in spite of the use of the same key word (*real*), the Czech slogan is not as effective as the English one.

Beanz Meanz Heinz x Obyčené věci. Neobyčejně dobré – Heinz

This English slogan was fully adapted to Czech language, not only with respect to style and language but to Czech culture as well.

Stylistically, in the English slogan initial capitalization and alliteration is used for catching attention. A result of it there is intentional mistake (letter “z” instead of “s”). While in the Czech one another stylistic device to attract attention is used. It is known as oxymoron because two contradictory words (*obyčejné, neobyčejně*) are used there.

From the cultural point of view value of beans must have been adapted because in history meals from beans were very cheap and hence it is still regarded as food for poor people. By this slogan this presumption was overcome.

Effect of both slogans is very similar but the English slogan emphasizes the fact that only Heinz beans are the best, while according to the Czech one these beans are tasty. It could be caused by the fact that the Czech slogan was not created only for beans but for all Heinz products as for example ketchup or mayonnaise.

Every little helps x S námi ušetříte - Tesco

The Czech slogan is evoked meaning of the English one. The English one seems to be much more imaginative. It forces people to think about this hypermarket. People want to know what little help they can find there. However, the Czech one is without creative idea, it is only simple declarative sentence and Czech people need not think about it, they only say: „yes, it is cheap market as well as any other.”

Czech creators wanted to adapt it into Czech language simply; nevertheless, it could be better to translate it semantically.

Two For Me. None For You x Twix, twix. Dvě tyčinky v jednom

This slogan is fully adapted to Czech language. The English slogan is more imaginative and it forces recipients to think about product. On the other hand the Czech slogan is an utterance of the English one, and it is an idea that is evoked by the English one. The Czech slogan is too much clear and not very effective. It could be better to use only the first part of slogan (*Twix, twix*) because it itself evokes the number of bars.

At the graphetic level in the English slogan there is used an initial capitalization which has emphatic effect because it looks like a headline and attracts attention. For the similar reason there are used possessive pronouns. Unfortunately, these devices are not transferred to the Czech slogan.

In the English slogan a parallel construction is visible by means of a repeating phrase *for you, for me*. The expectation is broken because a recipient can expect the phrase *one for me, one for you*.

8 out of 10 cats prefer Whiskas x Kočky by kupovaly Whiskas

The main idea of both slogans is relatively the same but Czech creators adapted it. The English slogan is very funny because of the fact that this type of slogans is typical for washing machine advertising and here it is applied to pet food advertising. The fun of this slogan is not transferred to the Czech slogan. It can be caused by the fact that this situation need not seem to be funny in the Czech Republic. Therefore, Czech creators changed the structure of slogan with the use of condition. But they preserved the metaphor, which emphasizes the fact that cats can not buy it but if they were able to buy something, they would buy Whiskas.

Nobody does chicken like KFC, We do chicken right x Proklatě dobré kuře – KFC

The Czech slogan is evoked meaning of the English ones, because all slogans evoke the fact that this fast food has the best chicken. The Czech slogan seems to be more effective because it does not include only basic idea of KFC but the style evokes location of this company. The word *proklatě* is colloquial expression and it persuaded most people that it is typical speech of the Colonel from Kentucky. It is a pity that it is not represented in the English slogan. Consequently, the Czech creators transferred the basic meaning of the English one and added another meaning. Therefore, the Czech one is more striking and it captured attention of Czech children.

This type of translation occurred in my analysis 6 times. It is effective only if creators add some catching device. As for example in the slogan on KFC there is a speech of Kentucky. However, only evoked meaning without supporting devices are supposed to be not effective. Consequently, this type of translation is not appropriate for slogan creation.

7 CULTURAL REFERENCE

Adaptation with respect to culture is suggested as very effective. It means that Czech creators did not translate a slogan but they created a new one which is more fitting to Czech culture. It is usually visible in slogans of companies that have long tradition in foreign countries or companies that are typical for their home country. Consequently, these slogans have to use something what is close to Czech people.

Chevrolet. An American Revolution, See the USA in your Chevrolet, The Heartbeat of America x Velké plus - Chevrolet

It is another slogan which was adapted into Czech culture. All three English slogans included the word America or USA. The English slogans evoke the fact that this car has American origin and a long tradition. It is very effective in USA because US people are very proud of their nationality. On the other hand this type of slogan can not be used in another culture, especially in The Czech Republic, because the attitude of non-Americans towards the USA seems to be shaken in recent years. Consequently, Czech creators had to create completely different slogan which would evoke the same thing as the origin slogans evoke to US people. So, they created a simple and effective slogan *Velké plus*.

We keep your promises x Protože na čase záleží - DHL

It is suggested that this slogan is adapted to Czech with respect to Czech culture. Firstly, it is conventional in The Czech Republic to begin slogans with *protože* or other conjunctions.

From the semantic point of view the English slogan is based on confidence, however, the Czech one evokes the quickness. This phenomenon is caused by the fact that this Company has a good name and a long tradition in foreign countries, but in the Czech Republic it is not well known brand. Consequently, Czech creators had to take this fact into consideration and based this slogan on something which is important for Czech people, so they used time. They could not use confidence because people do not trust in something what they do not know.

Thus, it was a good choice to change the meaning of slogan, because in The Czech Republic it is much more effective than the original meaning would be.

WotalotIgot! x Barevný svět v hrsti – Smarties (Lentilky)

The first interesting thing in this slogan is different name of product. It is given by the fact that this product has been named many years ago and in that time Czech slogan creators wanted to use only Czech-sounding expressions.

The Czech name evokes a shape of the product. On the other hand, the English one says “you will be clever, if you eat Smarties.

Because it is well established name in The Czech Republic, slogans are fully independent. Here it is not possible to speak about translation.

The English slogan is more interesting and catching. It is word that is compounded from the phrase *What a lot I've got*. Here it is too difficult to name this word formation but we can say that it is compound word which is written as well as pronounced. This word is sometimes used in British English in real estate advertising with meaning *it includes...* It is effective because of a rhyme (*lot, got*) which is included here.

This word evokes the fact that we can find in box a lot of lentils and these lentils. On the other hand the Czech one evokes many colors that are sprinkled in the handful.

The DIY supplier x Když nevíte coby, najdete to v Obi

The Czech slogan is not translated but fully adapted to Czech language and Czech culture. Firstly, an acronym *DIY* expresses compound and idiomatic word “do-it-yourself” which has equivalent word in Czech. Czech translators rather used the phrase *když nevíte coby* that evokes someone who likes working and repairing at home. Despite of the use of different words, effect of these slogans is the same because the word *supplier* evokes the place where everybody can find everything necessary. Actually, in the Czech slogan the phrase *najdete to v Obi* evokes the same feelings.

At the stylistic level, the acronym *DIY* is here used not only for its meaning but to attract attention. It is very catching due to capital letters and rhyming sounds *aj-way*.

Czech creators wanted to use some stylistic device, which will attract attention but it was not possible to find equivalent acronym so they used full rhyme (*coby – Obi*) with the same number of syllables in both parts was the most appropriate.

Have a happy period x Aby byly vaše dny příjemnější - Always Ultra

The slogan is completely adapted to Czech language. The meaning of these slogans is quite same but each word has different meaning. In the English slogan there is a phrase *have a happy...* which is used in every day English. But if we use equivalent Czech collocation in Czech slogan, a funny situation will arise. The word *period* can not be used in Czech slogan because Czech equivalent *menstruace* is still considered a taboo word. Therefore, Czech translators had to avoid this word and they used more euphemistic collocation *vaše dny* which is more likeable for women. In spite of other meanings of key words (*happy, příjemný*), both evoke pleasant feelings.

From the syntactical point of view both slogans are typical for respective languages. It means they are conventional. Czech slogans often begin with conjunctions while English slogans usually have imperative structure.

Plug into service & price x Elektro z vaší ulice – Euronics

Here nobody can talk about translation because the English slogan is fully adapted to Czech language. In the English slogan there is a collocation *plug into* which evokes electrical appliances because this expression is typically used with it. And here it is used with the words *service* and *price*, so the whole slogan evokes the fact that Euronics deals with cheap products and professional service.

In the English speaking countries the sign & is typical means for headlines. Sometimes this sign can be found in advertising slogans to catch attention.

The Czech slogan is less imaginative than the English one. The Czech slogan creators used the word (*elektro*) that does not exist in English. However, it evokes the same stuff as the English collocation *plug into*. The phrase *z vaší ulice* evokes the fact that in Euronics people can find friendly staff and cheap products too. In spite of full adaptation, effect of both slogans is the same.

6 slogans of my corpus were created with respect to culture. This type of adaptation seems to be very effective but it is not very simple to create it. Czech slogans creators should find something what is typical for Czech tradition.

Cultural reference adaptation should be used in Czech advertising much more because Czech people are very conservative and refuse everything new. Therefore, slogan creators have to close a product to people by something what they admit.

8 TRANSLATION WITH DIFFERENT STRUCTURE

These slogans are translated semantically, they have only different structure and some words are added or omitted. Meaning of some words could be changed a little but it does not change meaning of whole slogan. Therefore, these slogans are not only translated but adapted as well.

Impossible is nothing x Nemožné neexistuje – Adidas

This slogan was translated with the same meaning. Only the word *nothing* was not semantically translated. Czech creators used more striking word *neexistuje*.

At the lexical level they take advantage of the English slogan and they used two negations which have an emphatic positive meaning. This stylistic device is known as a litotes and it is typical in English. Both slogans have the meaning that everything is possible including buying Adidas products.

Just imagine what Citroen can do for you x Překoná Vaše představy - Citroën

In spite of the fact that the Czech slogan is absolutely different than the English one, the main idea is very similar. The English slogan is too long and it is not very welcome in Czech advertising. Therefore, Czech slogan creators had to adapt it according to Czech general rules of advertising.

From the syntactical point of view the English slogan has again imperative structure while the Czech one is declarative. Not only key words (*imagine, představy*) have identical meaning but it forces people to think about this product. For these reasons both slogans seem to be really effective. It is not translation. However, it is a slogan with preserving the main idea.

This group is the smallest one in my study. It is created only by 2 slogans. It could be caused by the fact that semantic translation is simpler and from my corpus is obvious that Czech slogan creators are not very involved in imaginative slogan creation.

9 ADAPTATION WITH THE USE OF THE SAME KEY WORDS

These slogans were adapted to Czech with the change of structure, devices and some words. Czech slogan creators created completely new slogan. They only retained word that is the main in the slogan. In my study I called it as a key word. Actually, this word is the main thought of slogan and it has a meaning itself.

Move & More x Svět v pohybu - OMV

It was not possible to translate this slogan into Czech language with the use of the same stylistic devices. At the graphetic level in the English slogan alliteration (*Move & More*) is used. Phonetically, both words have the same number of letters and syllables. Moreover, almost all letters are identical and at the first sight it looks like the same word. So this slogan is very catching and easily noticeable. From the lexical point of view *Move* is typical word used in oil advertising because we can imagine driving the car. And the word *more* is an indirect comparison which evokes the fact that this company is better than others. The use of sign & even highlights this slogan.

Czech slogan creators had to adapt this slogan to Czech because it is not possible to use Czech equivalents with the same effect. So they kept only the word *move*->*pohyb* and they wanted to use a word that evokes, as well as the word *more*, greatness of this company. Therefore, they used the word *svět*.

Consequently, this slogan was fully adapted to Czech language without usage of the same stylistic device but with the same meaning. Unfortunately, the Czech slogan seems to be not so catching as the English one.

Ikea, love your home x Ikea, domov, nejdůležitější místo

Czech creators adapted this slogan into Czech language with change of meaning but with the same key word *home*. This word has to be used in all languages because company IKEA wishes the word *home* was synonymous with *Ikea*. However, the English slogan seems to be better. At the syntactic level, imperative sentence is used here. It is more striking than a simple sentence in this case. English one forces people to spend their money for home accessories and say „it is a good investment“. It is true that the Czech one tries to say something similar but the Czech creators chose as a catching device superlative which is not very insistent here.

From the lexical point of view, the word *love* is very powerful and possessive pronoun is suggested to be effective in advertising slogan. It is not possible to find these striking words in the Czech slogan.

It is noticeable that the English slogan has more features for catching attention than the Czech one.

Ideas you can't live without x Chytré věci nenahradíš - Tefal

The English slogan was translated to Czech language with the change of all words. However, the main idea of slogan was retained. Key words *ideas* and *chytré* have different meaning but both are placed here to evoke that is it really intelligent to work with this product. It is effective that both these words are placed at the beginning of the slogan. Consequently, it is the first word to take notice.

From the morphological point of view both slogans use the same catching device that is the use of negation.

Hello tomorrow x Krásnější zítřek – Avon

This slogan is not adapted only to Czech culture but also to Czech language because the word *tomorrow* would sound strange in Czech, if it was inflected according to Czech case system. Therefore, Czech creators left this word unchanged, only the first word *Hello* must have been substituted.

Semantically, English slogan has very positive meaning and it evokes the fact that if we use these products, other days will be better than before. And Czech creators used the word *krásnější* which is more explicit and at the same time it is indirect comparison which means the effect of both slogans is very similar.

My corpus has only 4 slogans that are created with the help of key word. In my opinion these slogans are very effective because key word is placed in slogan to be synonymous with the name of brand. Nowadays this type of slogan creation is not used in the Czech Republic very much because this branch is not developed here as in foreign countries. I think these no simple technique will be more used in the future.

CONCLUSION

My bachelor thesis has discovered some differences between Czech and English style of advertising. As I expected English slogans use passive voice much more frequently, however, it is given by the fact that English language itself is typical for the frequent use of the passive voice. Another stylistic aspect that is more often used in English slogans than in Czech one is the use of imperative sentences. Czech slogan creators may want to be more polite, therefore, they try to avoid it and use only declarative structures.

On the other hand, the use of conjunctions and prepositions at the beginning of slogans is very typical for Czech slogans. As for example: *Protože na čase záleží; Když je chuť skutečná; Pro muže to nejlepší* etc. This phenomenon is not visible in any English slogan from my corpus.

English slogans are usually much more imaginative than the Czech ones. Meaning of Czech slogans is explicitly expressed and it does not force people to think about it. This fact is visible in the slogan of Tesco: *Every little help x S námi ušetříte*. It is too clear and simple. People want to reveal the true meaning alone because they regard themselves cleverer. Unfortunately, this effect is not reached in many of Czech advertising. On the other hand, it is very typical for English slogan.

Consequently, it is hard to say if slogans are translated or adapted. In my opinion all translations are adaptations in a way. If we take into consideration that the translation is a semantic translation, than it is the most often used technique for transferring of slogans from English to Czech language. It makes one third of my corpus. Other slogans are adapted with a small or total change of meaning. On the other hand, it is very arguable to say what type of transfer is more effective. In some cases semantic translation seems to be more effective but mostly adaptation is better.

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