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The Semiotic Study of The Translation of Advertisements Into Turkish

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As companies today need advertising campaigns that appeal to large groups of people to better sell their products on a worldwide scale, they are mostly required to think globally but act locally. In this respect, advertising translation which is gradually becoming a professional translation practice is already substantial in amount and keeps increasing. In dealing with texts regarding advertising, translators, besides having sufficient knowledge about advertising, also need to have a prior knowledge of translation methods and techniques and enhance their linguistic and translation competence. To craft a successful marketing strategy, an accurate communication, branding and an innovative perspective seem inevitable. Advertising texts having extra linguistic features, it is necessary that they be treated differently in their translation. Auditory and visual features accompany the oral component of the advertisements broadcast on the radio or in tv. When all these elements come to interact with one another, they inspire ordinary people to purchase the product. As hybrid texts, advertisements that reflect cultural values should be examined comprehensively. Trade marks create certain symbols and colors for global use. What is not spoken orally is revealed through visual images in advertising to sustain a long term memory; and therefore, its translation requires that a semiotic approach be adopted. Advertisements are intended to transmit subliminal non-verbal messages to fascinate the consumers. This study admits that advertising texts are part of a strategic action to sell more products. The study seeks to highlight how significant it is to semiotically analyze these texts with visual figures. To this end, Barthes' concept of myth and the actantial model developed by Greimas have been used.

Keywords: Translation, Advertisements, Semiotic of The Translation, myth and the actantial model

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ABSTRACT BOOK

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