

AL-FARABI KAZAKH NATIONAL UNIVERSITY
International Relations Department
Chair of Diplomatic Translation
Translation business in the field of international and legal relations
“Simultaneous Translation of Monologue and Dialogical Speech”
2022-2023 academic year fall semester

Lecture 8

Module 2: Communicative situation in monologue and dialogical speech

Lecture 8: Cultural and consumer-oriented translation

Plan of the lecture

1. Introduction
2. Pragmatic adaptation in SI
3. Conclusion
4. References

Aspects of the lecture

1. Cultural differences
2. Different orientations
3. Customer oriented vs. product or service oriented
4. Different political background

Goals of the lecture

1. Explain cultural differences between SL and TL
2. Differentiate translation techniques for advertisement of customer oriented and service-oriented product
3. How the different political background influences SI

Basic concepts

Advertisement translation, culture differences, domestication principle and etc.

Advertisement, a widely used medium of communication in modern society, has direct effects on people's daily life in many aspects. Since it is an important driving force for the promotion of sales, it plays more and more critical role in enhancing the volume of domestic sales and international sales. Especially after China entering WTO, there are more opportunities of trade

communication with other country around the world. In order to convey the producer's message to the target language consumers, advertisement translation is working as a bridge.

Advertisements generally contain specific meanings of a particular culture. Therefore, when they are translated to another language, knowledge of the different values and customs in different cultures is essential to the creation of effective and fruitful advertisements. So, translation of advertisements is, in a larger sense, a means of cross - cultural communication.

Cultural differences mean that due to different living environments, history, customs, etc people have different ideas in belief, value concepts, and modes of thinking, morality, etc.

Advertisement is communication, not only a kind of which influence the economic activities, but also a kind of which influence people's life style and consumption patterns like invisible hands.

Advertisement takes many forms, including language, pictures and music etc. Advertisement is the active constituent in the whole market, and the advertising language is full of abundant culture. All languages are the carriers of their respective cultures and they inevitably will be stamped with their own cultural characteristics. Advertisement language is the most important carrier of message, which conveys to us not only the information of the commodity, but also the unique ideas, values and other cultural messages. Without a good command of different cultures, it is difficult to realize a perfect communication between different languages. So a qualified translator should complete a communication between different cultures, making the translation follow the thinking habit of target language cultures, and to build a bridge for them. He or she should know clear about the basic culture differences which can make the translated version well understood and arouse the sympathetic purchasing action. The cultural differences can exert influence over advertisement creation and advertisement translation in various aspects.

Follow-up questions

1. Describe the importance of cultural awareness in SL
2. Speak translation transformations for translation of advertisement texts
3. Comment on ideology in SI

References

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2. Nida, E. A. (2001). *The Theory and Practice of the Translation*. Shanghai: Shanghai Foreign Language Education Press.
3. Nida, E. A. (1993). *Language, Culture and Translating*. Shanghai: Shanghai Foreign Language Education Press.

