Is the Persuasiveness of Taglines Lost in Translation?

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Abstract. Advertising has become an important part of any business and it has got into our everyday life via different media channels. Sometimes it is a persuasive process directed towards a mass audience aiming at promoting a product or service. In order to guarantee a successful expansion and entrenchment of a company, brand or product into another market the localization process should be well planned. The advertising campaign of a new foreign product or service has to undergo the process of translating which could reformulate/localize the text of the advertisement in a subjective way. The persuasiveness is one of the functions of advertisements and it should be maintained in the source and target texts. The expression of persuasive elements in English taglines and their transposition in Lithuanian is a relevant object of the study. The problem of the article is whether the persuasive elements of the translated Lithuanian taglines retain the same persuasive influence as the original (the English language) taglines. Taglines (133 units) are grouped according to classifications of translation methods, syntactic aspects (sentence length, sentence functional type, tagline structure) and persuasive elements. The research of the taglines has revealed the tendency that the meaning of the original taglines has been maintained in the translated Lithuanian taglines, but the persuasive elements have undergone the qualitative changes.

Key words*: taglines, persuasive elements, advertising, translation transformations.*

Introduction

Advertising has occupied many spheres of everyday life. Very often people do not care and do not know if the advertisement is an original or a translated one. One of the important issues to the producers is whether their product or service is effectively and ethically promoted to the public. The customer's role is to recognize the original product or service and take the actions. The problem can be defined by a question if the chosen channel (the advertisement) and the message (the text) are considered to be effective in the communication process.

Usually, an advertisement is defined as an announcement, message, or other means of information and/or attraction of consumers. This is a part of a game the companies, organizations and firms play. They try to inform, to attract, to persuade the potential or an indifferent consumer or at least to get him/her interested in their products or services. The aim is to make people consume.

Every advertisement has its rules and every marketing expert knows what works in different societies and cultures. The structure and the elements of various types of advertisements have been analysed by different sciences: marketing, public service, communication, sociolinguistics, semiotics, etc. The new comers into the market bring and test innovations in reality. The biggest challenge is the advertisement which is created in a different country with different values, thinking, believes, and habits and which is brought straight forward into another culture without paying any attention to localization rules. There are several issues that should be evaluated: how to transmit that global message in an understandable way and how to localize that global message in a domestic way. This situation could be looked upon as double sided process.

A tagline is considered to be one of the most effective elements in the creation of an advertisement, which has a complex purpose: to define a company's activity in brief, to provoke a consumer's interest in a product or service and make him/her buy it. A company must adjust its taglines as a part of the ideology or philosophy and has to transmit it to the customers. If the company has ambitions to work in the international market, then, the question is if it is possible to transmit the original message in the translated version saving the original philosophy or whether there are other ways to inform, attract or persuade the targeted consumers.

There are many attempts to analyze the advertising language from different points of view. One of the attempts is to analyse a tagline in an advertisement from the linguistic perspective in order to reveal that a language can be applied as a persuasive device. There are a number of scientists who have worked on this perspective. Leech (1966) has researched the effectiveness and persuasiveness of the advertising language in terms of its grammatical structure and vocabulary. Myers (1994) identifies the features of sentence structure, the use of pronouns, metaphors and punning. Goddard (1998) has taken a semiotic approach for finding out persuasive signs in advertisements by analyzing attention-seeking devices created by the colloquial, spoken language and intertextuality.

There are several Lithuanian scholars who have studied the particular spheres of advertising. Šivickienė, Šiurkuvienė (2005) have analyzed effects of advertisements on consumer behavior; Švažienė (2010) has studied persuasive effects of a metaphor in advertising and Arbačiauskienė (1997) has written an article on the advertisement genre in a system of functional styles. Lithuanian scholars are more concerned with the advertising ethics and its compliance with the standard language (Smetonienė (2009) and Blažinskaitė (2004)); the relations between a sender and receiver of the advertisement message have been researched by Župerka

(1997), Girčienė and Ryklienė (2005), etc. However, the theoretical basis of advertising phenomenon in the society and its strategies in Lithuania still lack consistency and thoroughness.

The **object** of this article is the persuasive elements in the English (the source language) and Lithuanian (the target language) taglines.

The **problem** and question that arises are whether the source taglines have been translated to retain the persuasive elements of the source language or if those persuasive elements have been changed during the process of translating, and whether the same persuasive figures have the same effective impact and connotation on source and target language audiences.

The **aim** of the article is to investigate the expression of persuasive elements in the English taglines and their transposition in Lithuanian.

The research is a double sided process which has required the determination of translation transpositions and the elements of persuasiveness.

Theoretical Analysis of the Persuasive Elements of Taglines and Their Translation

Modern advertising (particularly in printed ads) tends to give preference to pictorial advertising means with minimum of wording (Forceville, 1998, p. 70), but language is still a key factor in determining which advertising message will be more persuasive and arouse more interest among the addressees. Therefore, advertisers attempt to couch their persuasive arguments in the best possible language.

The text of advertisement must perform the following functions: to capture reader's attention; to appeal to the reader; to create desire for the product and to stimulate action. In order to fulfil these tasks and to achieve the expected response from the audience, various rhetorical persuasive methods are applied in advertising texts. The main task of advertisers is to use associations that could invoke perception models, create strong mental picture and stimulate consumer's behavior in an expected way. The most powerful tool for triggering such changes is the application of right words (linguistic elements) in advertising texts: style and skilful use of language along with rhetorical devices is one of the phases of persuasion (Huber, Snider, 2005, p. 3).

Usually, a tagline is a short, attention-getting and easy to remember phrase which defines the company's activities, serve as a call to action, relay the benefits of a brand, and reconfirm a promise or sums up information provided in the advertisement. However, a good tagline should do more. It must motivate the customers to engage with company's product or service. So, taglines must employ particular linguistic means in order to attract client's attention and pursue him to buy a product (Miletsky and Smith, 2009, p. 23). To persuade him and/or her that they want or even need a product.

The taglines are analyzed to clear up the localization of the original taglines evaluating the changes of the persuasive elements. The taglines are investigated from lexical, syntactic and rhetorical points of views.

Spoken Language and Colloquial Speech Elements

All kinds of advertisements are communicative exchanges between the manufacturers of products and the consumers. Therefore, editors and creators of the taglines apply linguistic elements of spoken interactions in order to imitate a spoken and user-friendly discourse. The brief introduction of the spoken language elements is presented hereafter.

- *Short, simple declarative, exclamatory, interrogative and imperative sentences.* Short sets of words are easier to comprehend and make the text more striking, therefore both English slogans and their Lithuanian translations usually consist of several short, simple sentences that make them easier to read and remember. Interrogatives (yes/no interrogatives, wh-questions, rhetorical questions) act as means of a direct addressing, applied to engage the audience and to imitate a conversation with it. Questions (exclamatory sentences too) suggest the intonation patterns of taglines (Goddard, 1998, p. 42) that help to create an interactive dialogue and the answer is a consumers' response seen in increased sales. Imperatives in advertising are the most direct way of persuading, instructing or encouraging consumers to act. However, they are not strict commands, which would be too offensive; imperatives are polite requests or suggestions, which are applied in advertisements to command, request, entice and invite (Aikhenvald, 2010, p. 296).

- *Short words, abbreviations and acronyms.* Short sentences, words and abbreviations are common linguistic means found in advertisements for performing the appellative function (e.g., particular acronyms, used in internet communications as an artificial language). However, the wrong abbreviating may lead to misinterpretation of a conveyed advertising message.

- *Jargon and everyday language.* Editors apply jargon, slang and everyday language used in spoken interactions in order to attract a specific audience (e.g., it may be effective for attracting the younger audience). It adds a contemporary sound and shortens sentences (Wyckham, Banting and Wensley, 1984, p. 47), performs both social and stylistic purpose.

- *Familiar language* (the use of first and second person). Personal pronouns engage the audience, create a friendly-like relationship between a consumer and a product. A familiar language used in imperative advertising sentences transforms the possible offensive, commanding statement into a polite request.

- *Emotive and evaluative adjectives or adjectival phrases* (Mortensen, 2004, p. 92), i.e. words, stimulating *envy, dreams, desires* by evoking *vision, touch, taste, smell, sound* and other product features without misrepresenting a product, but rather carrying a great amount of information about it. Such words are: *new,*

good/best, free, fresh, wonderful, safe, etc. In addition, adjectives and adjectival phrases can be used as an overstatement as well (Vaičenonienė, 2006, p. 226).

- *Coined words (neologisms),* i.e., new and memorable words that have a special meaning in a specified context. Terminative neologisms are applied in advertisements to name new products and their functions that have been just developed and to replace used barbarisms. According to Gaivenis (1990, p. 130) a stylistic neologism is a word, which is not used, but created by an author to perform a specific stylistic function in a particular text.

- *Remakes* of well-known phraseology (common phrasal units, proverbs, adages, maxims, quotation, etc.) (Blažinskaitė, 2004). The most common methods of updating phraseology (Blažinskaitė, 2004, p. 64) are contraposition, addition of one or few lexical units and substitution of one or few lexical units. The application of remakes is a creative way to capture one's attention, amaze and engage.

- *Ellipsis* (Goddard, 1998, p. 42). Theoretically, this rhetorical figure is the omission of linguistic elements that can be inferred from the context (Aelbrecht, 2010, p. 1). The ellipsis results in abbreviated language, which means a shorter and easier grasp of information. It creates the effect of casualty, informality, surprise and sense of closer relations between the sender and the addressee. Johnson (2008, p. 1) defines an ellipsis as the consummate crowd pleaser.

- *Spatial and temporal deixis* (Goddard, 1998, p. 41) are demonstrative references common for spoken language, for example: *here, there, this, that,* etc. Just like weasel words, deictic terms confuse addressees because of their ambiguous referring function: they do not carry any important meaning or message. A deictic is an effective figure when the addressee has a clear picture of what is being referred to.

- *Present and active tense.* Editors try to avoid past tenses, as the present tense communicates a sense of immediacy and the active voice makes a text livelier (Drewniany and Jewler, 2007, p. 176). In cases when the past tense is used, it stresses the long traditions associated with a product or brand (O'Donnell and Todd, 1991, p. 109).

Usually, in order to create particular effects or to convey simple meanings in the non-traditional and unexpected way, the application of spoken language figures (such as jargon, occasional units, barbarisms or even swear words) violates common language rules on the grammatical, syntactical, lexical or even ethical level. However, according to Leech (1966, p. 27) unconventional use of language, misspelling, and jargon in advertising are one of the most effective means to attract client's attention.

Lexical and Semantic Elements of Literary Style (Rhetorical Figures)

The advertising borrows many rhetorical and semantic expressive devices from the literary style that help to appeal interest and surprise of the receiver. The application of this style in advertising aims at creating picturesque, dynamic and persuasive message by choosing particular semantic figures which perform stylistic function. Part of the persuasive power of advertisements depends on lexical and semantic elements of literary style.

- *Metaphor* (Vaičenonienė, 2006, p. 227). This semantic figure is a reference to one thing as another implying a comparison. They contribute to the aesthetics of an advertising text and emphasize the key idea. Its deviation from conventional usage (i.e., in literary style texts) draws receiver's attention.

- *Personification* (Whiteley, 2002, p. 216) is a way of describing non-human things using human terms, traits and abilities. In advertising, personification is relatively short, but still carries its stylistic quality of gripping, amazing and intriguing the customer (Johnson, 2008, p. 17).

- *Repetition* (repeating of same word, phrase, or the same idea but in different words) is a syntactic figure applied as a persuasive element. This rhetorical figure creates rhythm (Drewniany and Jewler, 2007, p. 189) that makes bigger impression on the audience and puts greater significance on the advertisement message.

- *Rhymes, assonance, alliteration.* These rhetorical means and figures are applied in advertising texts as attention grabbing devices. Assonance is a repetition of similar vowel sounds; alliteration is the sequence of similar initial consonants (McDowell, 2008, p. 5). Created rhythm assures conscious or subconscious recognition of the tagline.

- *Rhetorical questions* (Janoschka, 2004, p. 123) are rhetorical figures of persuasion, applied in advertisements for a particular impact on receivers. They are statements worded like questions. The main purpose of a rhetorical question is to attract the receiver and force him into contemplating about the raised statement.

A rhetorical figure performs a function that puts impact on a receiver's understanding the advertisement and on a receiver's will to consume. Rhetoric integrates and explains stylistic devices that may be used to accomplish the goals of the advertisement.

Other Persuasive Linguistic Means

In addition to persuasive linguistic elements that have been already discussed there are other speech elements widely used in advertisements. Those means are aimed at attracting consumers' attention persuading them on the emotional level. The following figures, according to Goddard (1998) are particularly common in advertising language:

- *Verb-driven language* (Mortensen, 2004, p. 99). In advertising text, verbs (such as *save, buy,* etc.) are usually applied imperatively and act as intensifiers or trigger words, they arouse a greater sense of action and motivation.

- *Attention grabbing (trigger) words* that appeal to person's emotions and are associated with the following motivations provided by Janoschka (2004, p. 146): curiosity, safety, giving support, receiving support, order, entertainment, gain, sex, emotions. Mortensen highlights 16 eye-catching words which are used for product selling (2004, p. 99): *benefit, free, guarantee, how to, money, now, results, save, easy, fun, health, love, new, proven, safe,* and familiar pronouns *you/your.* Among them, persuasive trigger words *new* and *free* are the most effective and get attention every time.

- *Positivity.* A positively loaded advertising message is more likely to trigger expected consumer actions. Also, they make the prospects feel more confident, safe or happy. However, negatives may appear in order to emphasize special merits of a product (O'Donnell and Todd, 1991, p. 109).

- *Weasel words* (Mortensen, 2004, p. 92). Briefly, weasels are words or claims used to confuse the audience. They appear substantial upon first look but disintegrate into hollow meaninglessness on analysis. For example, *help, like, as much as, looks like, the feel of, the best, may, possibly, improved*, etc. (Mortensen, 2004, p. 92) are the words that let the receiver justify and believe what he/she wants. Weasel words involve *inclusive words* (such as *all, every, always, everything*, etc.), which indicate that the reference is universal.

Due to various intercultural interactions, the advertising has become an important translation issue. Many companies develop their business in other countries and they encounter a problem of effectively transposing their ideologies into the other language. According to Newmark, translating of advertising texts is not a semantic but communicative activity (as cited in Anderman and Rogers, 1999, p. 99) that calls for shifts and transformations in translation in order to provide a translated tagline which is effective and corresponds to the aims of the company. In order to retain a difference between translation methods and translation transformations, in the article, Newmark's categorization of methods of translation will be used (word-for-word translation, literal translation and free translation). In this case free translation indicates changes in translation and, therefore, possibility of persuasive elements' modifications.

The translator, aiming to produce an adequate translation, performs inter-linguistic shifts that are called translation transformations (Louw, 2006, p. 54). However, in this article Louw's cultural equivalent is expanded and the term of adaptation (localization) is used. According to Katherine Reiss (as cited in Venuti, 2004, p. 176), it involves adapting psychological mechanisms and the use of the persuasive language to the needs of the target language community. The most evident transformations are used in the analysis: modulations or lexical changes with its subcategories: *antonymic, converse, translation of cause and effect, specification, generalization, modification*; transpositions of grammatical changes with its subcategories: *change of accidence, change of word class, change of syntactic function, change in word and clause order;* omission; addition; and adaptation (localization).

As it was indicated above, many linguistic means and figures are used in advertisements to appeal to consumers and help to achieve persuasion. This section has analyzed persuasive linguistic strategies which are applied in taglines to involve customers in the communication process, persuade them and get the expected response. The above mentioned advertising language features have been investigated to find out whether the translated tagline retains the same persuasive function and connotation, and whether the persuasion is achieved through the same persuasive elements.

Empirical Analysis of the Persuasive Elements of the Taglines

In order to achieve the objective results, two types of analysis have been performed for the data processing: descriptive and contrastive analyses. The object of the research has been analysed from different perspectives: the translation strategies and the rhetoric persuasive communication means. The analysis of the translation transformations used in translating English taglines into Lithuanian predetermined the classification of taglines in accordance with the persuasive elements. The classification according to translation transformations have been performed prior to the syntactic structure. Rhetoric persuasive elements are considered to be one of the effective means in the public communication, i.e. to persuade a person (persons) to act.

The aim of the descriptive analysis is to systematize and review the theories and attitudes about the subject of the study. This method enables to interpret the findings on the objective and logical way. The contrastive analysis has been applied to compare English and Lithuanian taglines for determining similarities or differences of persuasive elements.

The object of the research is a persuasive element in a tagline. The advertisements of various companies, products or services and their translations into Lithuanian have been chosen. To perform the analysis the purposeful sampling has been performed: 133 original taglines and their translations have been chosen. The sources of the samples are listed at the end of the article. The English examples have been selected visiting official web pages of particular companies. Respectively, the Lithuanian equivalents for English taglines are selected from companies' official web pages, brochures of agencies, shops and the articles about taglines and their impact on consumers.

Research Methodology

The urge to analyze the translation of persuasive elements emerged from the performed classification of the taglines according to translation methods: word-for-word translation, literal translation and free translation.

The results of distribution of translation methods reveal that the free method in translating taglines from English to Lithuanian is applied more often (85 %) than word-for-word (2 %) and literal translation (13 %). If the free

translation method is considered the most popular in the translated taglines, the assumption that the qualitative changes in the translated taglines could occur is objective and logical. So, what could be lost in the free translation?

Translating by word-for-word method, words are transferred singly retaining the syntactic structure of the source sentence, persuasive elements are transferred into target language (e.g. (SL) *Always Coca Cola* → (TL) *Visada Coca Cola*). This translation method can be problematic while translating the words without a context. That is why word-for-word method usually (not always) works just for short phrases, not sentences where relations between sentence parts must be retained.

The next category consists of taglines that are translated using literal translation method: 17 (13 %) taglines out of 133. The literal translation method can be compared to word-for-word method: the words are translated singly but the source language grammatical structures are transferred into their equivalents in the target language (e.g., (SL) *Beauty has a taste* → (TL) *Grožis turi skonį*). So, taglines translated in literal translation method retain the original persuasive elements. The literal translation method was applied in relatively small amount of translations. The main reason is that English and Lithuanian syntactic structures differ and the grammatical adjustment is not enough to provide a good translation without changing the word order of the target sentence. Therefore, the word-for-word and literal translation taglines can be ignored in the analysis of changes in taglines' persuasive elements, but they will be analyzed in order to determine the most common persuasive elements in both the target and source cultures.

The major part of taglines and their translations belong to the category of the free translation method. The translations vary from the changed word forms or meaning, e.g.

> (SL) *Sharp Minds, Sharp Products* → (TL) *Įžvalgus protas, įžvalgūs produktai*), to mangling (e.g., (SL) *Whiskas. What cats want* → (TL) *Katės tikrai pirktų Whiskas*)

or changing the meaning of the target text, e.g.

> (SL) *In the nature, the secret of beauty and wellbeing unveiled in ancient recipes.* → (TL) *Hortus Fratris – vienuolių išminties, grožio ir sveikatos receptai.*

All the mentioned cases include the qualitative changes of the persuasive elements that carry some local cultural notion. Some of the translated versions of taglines need a detailed analysis based on multi-perspective paradigm. Sometimes it could be based even on a rather subjective attitude.

The results suggest that the particular transformations in taglines translations are made in order to adjust taglines to the target culture by using persuasive elements that would trigger positive and expected actions of consumers of the target culture, as the persuasive elements applied in the original text may not be effective enough to make consumers act.

Table 1. The Multi-perspective Paradigm of the Translated Taglines

The source language	The target language	Multi-perspective change
Joy's inner beauty illuminates.	Džiaugsmo išraiška.	TL tagline loses the emotional aspect. It is very economical.
Redraw your rules of lip colour.	Pamirškite tai, ką žinojote apie lūpų dažus.	TL tagline is closer to the colloquial speech and loses the poetic shade.
Fit into your lifestyle.	Tinkamiausias multimedijos parinkimas.	TL tagline names the object and its superlative feature. SL tagline provokes the addressee without emphasising the object.
Be cool and stay connected	Viskas tiesiog pagal planą.	TL tagline sounds rather attractive but the nuclear of the persuasiveness is changed.
Small Phone, Big experience.	Tai, kas būtina. Nieko nereikalingo.	TL tagline is a subject choice of a translator: neither object, nor quality is mentioned.
Digitally Yours.	Skaitmeninis pasaulis Jums.	TL tagline is close to SL tagline but SL meaning implies the parallel with the closing phrase of a letter and has a different emotional charge.
Discover more in an instant.	Kiekviena diena kupina atradimų.	TL tagline has the different attitude towards time and is passive in action.

Syntactic Analysis of Taglines

Syntactic analysis of taglines is performed in order to determine tendencies in the source and target language taglines by criteria of syntactic structure, functional sentence types and sentence length. All these criteria are important for achieving the effect of persuasion as they affect readability and comprehension of the text, which also has influence on retaining customer's attention and remembrance of the tagline. It is closely connected with the personal cognitive structures.

Syntactic structure of taglines

Every analysis has its aims, but not all findings of the research can be easily predicted. All the 133 collected samples could be categorized into 2 groups: one sentence taglines and taglines consisting of 2 sentences; no cases of 3 or more sentences have been found. It means that the taglines follow the rules of the effective communication and the requirements of the advertisement structure. According to the results, 1 sentence taglines (hereinafter the first group) dominate both in the source (75 %) and target languages (77 %). One sentence taglines are perceived to be more effective in both cultures. However, based on these results no assumption can be made that a translated tagline will always have the same number of sentences as the source text tagline. The analysis shows that 1 sentence → 1 sentence type is the most common (95 %) in the first group; in the second group 2 sentences → 2 sentences way is mostly applied (81 %). However, the

existence of other translating ways provides presumption of appearing or disappearing persuasion elements in the translated taglines.

Functional sentence types of taglines

According to Lithuanian and English linguists, all sentences can be classified under 4 functional types: declarative, interrogative, imperative and exclamatory. An analysis of functional sentence types is performed to determine which functional types are more popular in the taglines of both languages. Some of these functional types may provide a greater emotional effect on a consumer than the others.

Results show that declarative sentences dominate in both tagline groups of 1 sentence and 2 sentences. In 1 sentence group declaratives dominate both among the original taglines (77 %) and translations (81 %) (e.g., (SL) *Gillette: the best a man can get* → (TL) *Gillette – Geriau vyrai nesuras*). While analysing taglines consisting of 2 sentences, 7 types of sentence combinations are distinguished. The biggest group is of 2 declaratives (61 % English taglines, 55 % Lithuanian taglines) (e.g., (SL) *Pure ingredients. Nothing else.* → (TL) *Švarūs ekologiški produktai. Daugiau nieko.*). The domination of declarative sentences in both groups can be explained on the basis of functions of this sentence type: to convey information, which relates to the ultimate aim of advertising – to inform potential consumers about the particular product and its qualities.

The samples of imperatives in both first and second group of the original and translated taglines have been determined. The interrogative group had only several cases. Imperatives are used as a command to prompt an action (e.g., in the 1st group: (SL) *Just do it* → (TL) *Padaryk tai*). In the second group (consisting of 2 sentences) combination of 2 imperatives is rather frequent (e.g., (SL) *Don't dream it. Drive it.* → (TL) *Nesvajok. Vairuok jį.*). These taglines contain double imperatives that are expected to increase the possibility of customers' positive actions towards the sales of the product. The source tagline could be considered to have a greater emotional impact because of the double alliteration. However, imperatives are delivered as a request, suggestion or encouragement rather than a strict command. It retains a friendly communication between advertisers and addressees. Advertisers use imperatives to imitate a dialogue between two persons where one suggests or requests something, also imperatives are one of attention grabbing ways.

The other way of attracting consumers' attention is using interrogative and exclamatory sentences. Questions and exclamatory sentences are applied in taglines for the same reason as interrogatives: to evoke a sense of a personal dialogue between advertiser and a consumer, which creates a necessary mood for achieving persuasion. Advertisers do not expect a direct answer from consumers. They provoke the interest and make consumers think about the product or the service. So, addressees have to find the answer themselves (e.g., (SL) *What will you do with it?* → (TL) *Ką su juo darysite?*). In some cases interrogatives could be applied in advertising because of presupposition about the product's quality, features and superiority over the rival's product conveyed in a question.

There are several cases of exclamatory sentences in the analysed taglines: in the first group 3 % of original taglines and 4 % of translations; in the second group 6 % of translations and 0 cases among original samples (e.g., in the 1st group: (SL) *Yes, we can!* → (TL) *Taip, mes galime!*). Exclamatory taglines appeal to customers emotionally and urge them to take expected actions. However, the analysed exclamatory sentences take relatively a small part suggesting that declaratives and imperatives have more persuasive force in both source and target languages.

Sentence length of taglines

The length intervals determined by Čičirkaitė (2005, p. 76) are applied as a measure unit for the analysis of a sentence: a sentence consisting of 1-4 words in an advertisement text is defined as very short, 5-9 words sentences are short and sentences of 9-17 words are considered of middle length. Čičirkaitė (2005, p. 76) distinguishes long sentences (17 words and more), however, there has been no cases of long sentences. The advertisement as an effective communication restricts the lengths of sentences. Therefore, it may be stated, that advertisement taglines vary just in 3 intervals of length.

The results of sentence length analysis highlighted the first significant differences between English and Lithuanian taglines syntactic structure. In the original language, short sentences composed of 5-9 words dominate (52 %) in the first group of taglines (e.g., (SL) *Redraw your rules of lip colour*), meanwhile, very short sentences dominate significantly in the first group of translations (e.g., (TL) *Rūpinkis savimi*). A difference between the length of dominating sentences in the English and Lithuanian taglines may be explained by language differences. A considerable application of contractions, ellipsis and acronyms is noticed.

Findings of the syntactic analysis reveal that both English and Lithuanian taglines resemble the colloquial speech as far as the syntactic level is concerned: the application of very short imperative, declarative, interrogative and exclamatory sentences which create a sense of a personal dialogue.

Analysis of colloquial speech elements in taglines

All kinds of advertisements are communicative exchanges between products and the consumers, editors apply linguistic elements of spoken interactions in order to imitate spoken and user-friendly discourse. Usually, in order to create particular effects or to convey simple meanings in an untraditional and unexpected way, the application of spoken language figures (such as jargon, occasional units, barbarisms or even swear words) violates common language rules grammatically, syntactically, lexically or ethically. Figures of the colloquial speech are identified both in the original taglines and in translations of the persuasive elements in order to determine tendencies of expression of the persuasion in the source and target languages (see Table 2).

The most popular persuasive elements used in the taglines are familiar language (~44 % in English and ~38 % in Lithuanian), present tense (~41 % and ~37 % respectively)

and evaluative adjectives (~32 % in both languages). The slang, acronyms and neologisms are used rather rarely.

Table 2. Colloquial Speech Elements in Taglines

PERSUASIVE ELEMENT	ENGLISH	LITHUANIAN
Ellipsis	32	34
Familiar language	58	50
Slang	1	2
Acronyms	2	2
Evaluative adjectives	42	43
Neologisms	2	1
Remakes	6	4
Spatial/temporal deixis	11	3
Present tense	54	49
Incomplete sentences	22	19
TOTAL	133	133

The analysis shows that the similar number of the various persuasive elements is used in both the English and Lithuanian advertising taglines. However, there is a slight difference in numbers of familiar language use (in English this persuasive element is used ~6 % more frequently than in Lithuanian) and in numbers of spatial/temporal deixis use (also ~6 % more frequent in English).

As has been mentioned, the advertising texts tend to break all existing lexical, stylistic or syntactic norms in order to attract a consumer's attention. One of these linguistic violations is the use of one word sentences or *incomplete sentences*. This is not a very frequent case in the analysed taglines (11 % in the original and 10 % in the translated taglines), e.g.

(SL) *Small but mighty* → (TL) *Negalėsite nuleisti nuo jo akių;* (SL) *A new breed of Lexus* → (TL) *Superautomobilio gimimas.*

The examples reveal not only the use of the incomplete sentences, but they reveal the localized text, which is emotionally charged, but different in meaning. The free translation strategy allows the transformations of the original text in accordance with the local social and cultural context.

Ellipsis in advertising is perceived as a crowd pleaser, which resembles spoken interactions. Its language economy function results in abbreviated language, which provides with shorter and easier to grasp information (32 cases in SL and 34 cases in TL), e.g.

(SL) *All ways look good on you* → (TL) *Jums tinka viskas;* (SL) *It's the Real Thing* → (TL) *Tai – tikra;* (SL) *Because you are worth it* → (TL) *Nes Jūs to verta).*

The cases of the ellipsis can be divided into: omission of the predicate; omission of the original subject; ellipsis may be used as a reduction or stylistic device.

The familiar language enhances the impression of personal interaction targeted at an individual user. Usually, it is expressed through the use of the *personal pronouns* that enforce the feeling that somebody speaks to you and somebody is interested in you (55 % in English and 67 % Lithuanian), e.g.

(SL) *Yes, we can* → (TL) *Taip, mes galime;* (SL) *Because you're worth it* → (TL) *Nes Jūs to verta.*

The difference between the use of the English and Lithuanian persuasive elements of the familiar language has been determined by the uncommon use of imperatives in the target language. It is a tendency to change *imperative into declarative* avoiding the familiar speech expressed by commands and directives, e.g.

(SL) *Make it great with Office 2010* → (TL) *Šaunu dirbti! Office 2010;* (SL) *Be cool and stay connected* → (TL) *Viskas tiesiog pagal planą;* (SL) *Experience a more beautiful web* → (TL) *Jūsų laukia dar puikesnis žiniatinklis.*

Advertisers/translators try to avoid informal communication and sometimes the translation loses the emotional impact. It could be concluded that the persuasiveness changes its primary idea. It becomes neutral, careful and rather cold.

Emotive/evaluative adjectives compose a big group of the persuasive elements in source (30 %) and target texts (30 %). These adjectives are used to create a positive image of the product or service by evoking positive addressee's emotions. The findings reveal that 82 % of all original taglines containing emotive/evaluative adjectives have been translated retaining them, e.g.

(SL) *Gillette: the best a man can get* → (TL) *Gillette – geriau vyrai nesuras;* (SL) *The perfect mix* → (TL) *Idealus derinys;* (SL) *Joy provides 365 perfect opportunities a year* → (TL) *Džiaugsmas suteikia 365 puikias galimybes per metus.*

Deixis is a demonstrative reference common for a spoken language (*here, there, this, that, šis, tas, čia, ten,* etc.). They reveal the attitude/distance towards time, discourse and space, e.g.

(SL) *Just do it* → (TL) *Padaryk tai;* (SL) *What men want* → (TL) *Tai, ko nori vyrai;* (SL) *The truth is out there* → (TL) *Tiesa slypi kažkur anapus.*

Remarks are defined as updates of common phraseological units, proverbs, maxims, quotations, etc. They are used to create a sense of novelty and surprise in the consumers' minds. This group of the persuasive elements is rather small (4 % in English, 1 % in Lithuanian), but it attracts consumers' attention by citing a known phrase. The pride occurs when the addressee recognizes that remark in the tagline, e.g.

(SL) *The Chocolate legend continues…* → (TL) *Legenda vis dar gyva;* (SL) *What Men Want* → (TL) *Tai, ko nori vyrai;* (SL) *Live on the coke side of life* → (TL) *Gyvenk su Coca Cola.*

The remarks in the Lithuanian taglines are not localized. So, the emotional affect and the power of the persuasiveness in the source and the target taglines are of different charge. The persuasiveness is partially lost in the translation.

Other groups of the persuasive elements (jargon, abbreviations/acronyms, neologisms, etc.) found in the taglines are rather small, but they reveal the effective communication of the advertisements. They address the consumers, expect their action and promote the product or service.

The English and Lithuanian taglines could be considered effective communication units that sustain the persuasive function of the taglines, but the choice of the persuasive elements (cultural, cognitive and emotional) differs. So, in some cases the persuasiveness (the emotional affect) is partially lost in the translation, but the texts are professionally contextualized and localized.

Conclusions

- The article is devoted to the analysis of the translation of persuasive elements in advertising taglines. 133 examples of the English taglines and their Lithuanian translations have been collected using the Internet as a valid media. Applying the systemized theory in practice, the taglines have been grouped in accordance with the sentence structure, functional sentence types and sentence length.

- The findings reveal that foreign companies tend to localize their products to the Lithuanian market: 100 % of collected English taglines have their translations in Lithuanian and 85 % of taglines are translated applying *free* translation method. The particular translation transformations of taglines are performed in order to adjust taglines to the target culture by using persuasive elements that would trigger consumer's positive and expected actions of the target culture.

- Findings of syntactic analysis show that both English and Lithuanian taglines resemble colloquial speech as far as syntactic level is concerned: application of very short imperative, declarative, interrogative and exclamatory sentences that create a sense of a personal dialogue.

- Analysis of persuasive elements of the colloquial language in the English and Lithuanian taglines highlight that the most popular persuasive elements used in taglines in the English and Lithuanian languages are familiar language, present tense and evaluative adjectives. The similar numbers of various persuasive elements are used in the English and Lithuanian advertising taglines. However, the familiar language and spatial/temporal deixis are used more commonly in English.

- The persuasiveness is partially lost in the translation, but the communication process is rather efficient but less emotional.

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Audronė Poškienė

Ar reklaminių šūkių įtikinėjimo elementai prarandami vertimuose?

Santrauka

Vienas iš reklamos įtaigumo ir paveikumo elementų yra reklaminis šūkis, kuriame atsispindi įmonės veikla. Šio poveikio priemonės gali būti skirtingos, priklausomai nuo kultūrinio šalies konteksto. Reklaminis šūkis, kuris yra paveikus vienoje kultūroje, nebūtinai turi išlaikyti įtaigumą kitoje. Keliamas klausimas, ar verstinių reklamų įtaigumas ar paveikumas yra prarandamas ar mažesnis. Tyrimui pasirinkti keli lietuviški ir angliški internetiniai šaltiniai, iš kurių išrinkti 133 originalūs angliški reklaminiai šūkiai ir jų vertimai į lietuvių kalbą. Reklamos kalbos klasifikacija remiasi jos ypatumais (lingvistiniais įtikinimo elementais), pagrįstais teoriniais šaltiniais. Tuo remiantis, atlikta sintaksinė, leksinė ir retorinė reklamos šūkio analizė. Visos analizuojamos įtikinėjimo priemonės yra pagrįstos ir paaiškintos reklamos diskurse. Tyrimas atliktas remiantis aprašomąja ir gretinamąja analizėmis. Siekiant išsiaiškinti reklaminių šūkių verstinio teksto pasikeitimus, remtasi vertimo transformacijų tyrimu, kuris atskleidė laisvo vertimo transformacijos pasirinkimą beveik visuose analizuojamuose vienetuose (85 %). Tai reiškia, kad laisvas vertėjo pasirinkimas gali nulemti reklamos šūkio įtaigumą. Vertėjas gali nevaržomai lokalizuoti tekstą. Reklaminiai šūkiai atitinka efektyvios komunikacijos reikalavimus: vyrauja vieno sakinio šūkiai-teiginiai, jie yra labai trumpi ar trumpi, juose dominuoja šnekamosios kalbos elementai, esamasis laikas ir vertinamieji būdvardžiai. Vertimo kokybė yra nekvestionuojama, tačiau emociniai įtikinėjimo elementai vertimuose perteikti tik iš dalies, keičiasi reklaminio šūkio pradinis sumanymas.

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