

Review of Advertisement Translation Problems: Some Solutions

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(Received: 7th, March, 2017, Accepted: 19th, August, 2017, Date of publication: August, 2017)

Nowadays, several companies offer their products domestically as well as abroad. Henceforth, translating commercials from the culture and language of the origin to the culture and language of the target has gained great importance. The producers of commercials employ various visual and linguistic elements to attract the attention of the audience and encourage them to purchase the advertised merchandises. Advertisement language is a creative language and the producers of commercials do their best to make the best use of words, idioms, etc. It should also be kept in mind that commercials are deeply correlated with the culture of the addressed country. Herein, two issues arise: first, whether it is possible to present commercials directly in the culture and target language, or changes in illustrations or the source language are required, and second, what issues a translator faces when translating commercials. This article attempts to address these issues and offer possible solutions for them.

Key words: Commercials, Translation, Translation Problems, Scopus Theory, Language Peculiarities of Advertisement.

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