

广州应用科技学院 高等学历继续教育

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Abstract

Advertising is an artistic blend of literature and commercial purposes, and advertising English is an extremely practical language that has become an independent and highly creative specialized language due to its unique characteristics.

This paper utilizes literature analysis and qualitative analysis methods to examine the characteristics of vocabulary, syntax, and rhetorical devices in English advertising from the linguistic perspectives of morphology, semantics, and pragmatics. Furthermore, it discusses translation strategies based on these language characteristics, focusing on language comparison, cultural comparison, and cognitive comparison. Specifically, this paper discusses the selection of three translation techniques, namely literal translation, free translation, and transliteration.

Moreover, this paper explores how translators can use effective translation strategies in different situations. When facing language differences, translators should focus on the logical expression of their language. When facing cultural differences, translators are required to pay attention to the cultural psychology, cultural values, and customs of the target country, and value the cultural differences of the target audience. When facing different ways of thinking, translators need to judge the thinking mode of the target country based on cultural differences, and accurately convey the information of the advertisement.

Keywords: advertising English; morphology; semantics; pragmatics; translation strategies

摘 要

广告是一门融合文学和具有商业用途的艺术，而广告英语更是一门应用性极强的语言，它的特殊性使它独立成为一门极具创造性的专用语言。

本文通过文献分析法、定性分析法从语言学视角中的形态学、语义学和语用学这三个分支入手，着眼分析广告英语的词汇特点、句法特点以及修辞手法；并根据其语言特点讨论其翻译策略的制定，分别从语言对比、文化对比、思维对比三个角度来讨论三种翻译技巧的选择使用：直译、意译、音译。

本文还探讨了译者在不同情况下如何使用有效的翻译策略，面对语言的不同时，译者要注重其语言的逻辑表达；面对文化差异时，则要求译者要关注受众国的文化心理、文化价值和风俗习惯，重视受众国的文化差异；思维不同则需要译者根据文化差异去判断受众国的思维方式，恰到好处地传递广告的信息。

关键词：广告英语；形态学；语义学；语用学；翻译策略

I .Introduction

Advertising English is a very rich topic. It has been discussed by scholars at home and abroad. They have different but similar summaries of the definition of advertising English, as well as language characteristic principles with different emphases.

A. Brief introduction of the research area

Advertising is an art form that integrates various elements and is used for commercial purposes. The purpose of advertising is to guide consumers into the world of goods, while also serving as the primary means by which companies establish a positive image and generate sales. Thus, advertising has become a pervasive social phenomenon in modern society and an indispensable part of the business market and enterprise system, seamlessly integrating into every aspect of our lives.

B.Significance of the study

As a medium of commercial communication between China and the international community, advertising English serves not only as a language for promoting products, but also as a means of conveying information about goods and cultural values. This paper aims to explore the linguistic features of English advertising from the perspectives of vocabulary, syntax, and rhetoric. Through this study, the author hopes to strengthen awareness of the importance of flexible application of vocabulary, sentence structure, and rhetorical devices in English advertising, in order to provide readers with insights and references for understanding English advertising discourse and engaging in English advertising creation.

1. The definition of advertising

The word “advertising” is derived from the Latin “advertere”, which has the meanings of “promoting products”, “attracting public attention”, “promotion needed”, etc. Advertising can be defined as “non-economic advertising” and “economic advertising”. Non-economic advertising refers to advertisements that are not for profit while the other one refers to advertising for profit, usually

commercials.

V.Conclusion

A.Major findings

This paper examines the linguistic characteristics of contemporary English advertising and formulates corresponding translation strategies. Although the focus is on cross-cultural communication between English and Chinese, the approach can be applied to any two languages, generating more benefits. Chapters 2-4 explore the linguistic characteristics of English advertising, analyze the composition rules and combinations of English advertising from a linguistic perspective, and utilize these language features to determine the intended meaning behind advertising slogans, thereby formulating corresponding translation strategies to achieve the best translation effect.

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