

and Yandex's Alice (66.7%). When asked whether voice assistants improve brand interactions, 26.7% of participants responded negatively, 22.2% agreed, and 51.1% were undecided. The study also showed that voice assistants are most effective in customer support, market research, and facilitating product purchases. However, their limited adoption suggests untapped potential for further development.

The research findings indicate that voice assistants significantly influence marketing communications by fostering personalized brand-consumer relationships. A wide known company Domino's Pizza have successfully integrated voice technologies to streamline ordering processes and enhance customer convenience [4]. The main benefits of voice assistants in marketing include emotional engagement, behavioral influence, and cognitive impact, all of which contribute to increased customer retention and brand trust.

As technology advances, further research should explore the long-term impact of voice assistants on consumer decision-making compared to other digital marketing tools. Additionally, businesses should focus on optimizing voice interactions to align with customer preferences and improve accessibility.

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ADVERTISING SLOGANS IN CHINA: LANGUAGE ADAPTATION TO CULTURAL REALITIES

China is a significant economic partner for many countries, including Belarus. This is confirmed by the structure of Belarus' foreign trade turnover with individual countries.

Effective trade with China requires considering cultural factors, especially in advertising. Marketing, with its focus on advertising slogans, plays a key role in shaping brand image and attracting audiences. Figure 1 shows the dynamics of marketing expenditures in the Chinese market in 2022–2023.

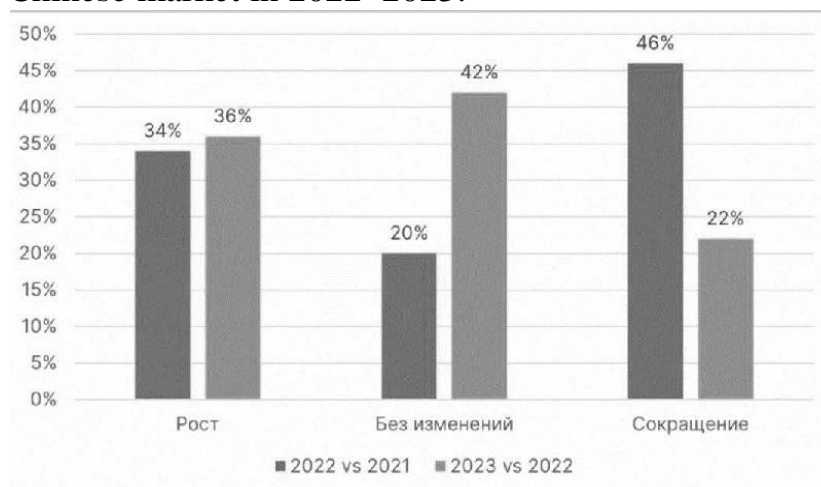


Figure 1 — Change in marketing expenditure among brands in China in 2022–2023

Note — Source: [1].

The purpose of this article is to analyze the cultural and linguistic aspects of adapting advertising slogans for the Chinese market and to demonstrate which translation methods (functional equivalence, transcreation, creative, and literal translation) help make advertising more effective.

Effective adaptation of advertising for the Chinese market requires cultural and linguistic localization, not just translation. Chinese consumers value authority, family, and tradition, favoring ads that emphasize stability and reliability. In contrast, Western advertising focuses on individualism and innovation. These differences make it essential to tailor slogans to align with Chinese consumer preferences.

Nida's functional equivalence theory highlights the need to adapt messages to the target culture. In advertising, slogans should evoke similar emotions across languages, ensuring an equivalent consumer response. In advertising, the primary goal is to generate interest in a product; therefore, a slogan should evoke similar emotions and associations among consumers, regardless of the language. This approach is particularly effective in advertising slogan adaptation, as it aims to create an equivalent emotional response in the target audience [2].

Given that Chinese culture is characterized by a high level of uncertainty avoidance, local consumers tend to prefer well-established and reliable brands. As a result, advertising slogans that promote risk or adventure may not be as effective. A more successful strategy would be to emphasize security and brand authority.

Land Rover's Chinese slogan, “路虎，实力派越野王者” (lù hǔ, shí lì pài yuè yě wáng zhě), meaning “Powerful king of off-road,” highlights reliability and status, appealing to Chinese consumers who value safety and trust.

The Western-oriented slogan “冒险是我们的天性” (mào xǐ n shì wǒ men de tiān xìng), meaning “Adventure is our nature,” resonates with risk-taking cultures. But in China, the slogan would not be effective.

One of the most effective methods of advertising adaptation is transcreation. This process not only conveys the meaning of the text but also preserves its stylistic and emotional qualities, which is especially important in marketing communications. In China, it often incorporates proverbs and familiar expressions to strengthen brand connection. Beyond translation, it adapts visuals, metaphors, and tone to evoke the right emotions and prevent misinterpretation.

Effective transcreation involves careful language adaptation, considering dialects, idioms, and slang while avoiding distortion. Visual elements are also crucial, as color and symbolism perceptions vary across cultures.

Creative translation goes beyond the literal meaning, requiring cultural understanding to retain the emotional impact. For example, Dayang's slogan "心随我动, 大阳摩托" (literally "Mind follows me") becomes clearer when adapted as "Dayang Motorcycle – Deep in Your Memory."

Literal translation is used for slogans with straightforward information, preserving structure, meaning, and metaphors to ensure clarity without additional adaptation.

Adapting advertising slogans for the Chinese market faces two main challenges. The first is the high power distance, which means Chinese consumers respond better to messages that emphasize authority, status, and respect for traditions, unlike the Western focus on individualism. The second is the conservative attitude toward novelties: the Chinese audience prefers reliable and established brands, so advertising focused on innovation and adventure may not generate the expected interest. More effective are formulations that convey stability, safety, and brand reliability.

In conclusion, effective adaptation for the Chinese market requires considering both linguistic and cultural factors. Using methods like functional equivalence and transcreation ensures resonant messages, boosting brand recognition, trust, and sales.

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