

L. Usenko, V. Sharmanova  
Л. Д. Усенко, В. В. Шарманова  
БГЭУ (Минск)  
Научный руководитель Ю. В. Маслов

## THE PROBLEM OF TRANSLATION VARIABILITY IN ADVERTISING TEXTS: PRESERVING EMOTIVE IMPACT VS. RATIONAL ADAPTATION

### Проблема вариативности перевода рекламных текстов: сохранение эмоционального воздействия и рациональная адаптация

This material was prepared as part of the activities conducted in the framework of the research program at the *Communicator* student research laboratory (2025/2026). Advertising translation represents a specific type of intercultural mediation whose objective is functional equivalence, not literal accuracy, requiring the translator to recreate the original's persuasive effect for a different cultural audience. This creates a core dilemma: balancing preservation of the original's emotive and stylistic impact against rational adaptation for cultural and linguistic clarity. Advertising relies heavily on imagery, connotation, rhythm, and cultural references, so direct translation is often impossible, necessitating strategic choices.

The goal of our research is to analyze the conflict between emotive preservation and rational adaptation in advertising translation and to identify strategies that allow for an optimal balance ensuring both brand consistency and effective audience engagement. There are several aspects of the problem. One is cultural and conceptual constraints: literal translation of certain concepts fails if the audience lacks that background, making rational adaptation essential. Another aspect is the need for linguistic creativity when translating wordplay. Semantic accuracy also requires sacrificing literal meaning to preserve persuasive force of the original.

Translation Strategies include standardization, adaptive translation, transcreation and interpretative-communicative translation.

As part of this study, translations of the 1921 «Somewhere West of Laramie» advertisement were analyzed across among the students of the 3rd year of FMBK. The results revealed several recurring tendencies.

Literal transfer of cultural realia ( $\approx 72\text{--}78\%$ ): *Laramie, funt, avenue* were translated mechanically, without cultural adaptation, reducing comprehensibility for the Russian-speaking audience.

Semantic and image-level inconsistencies ( $\approx 60\%$ ): contradictions such as «багровый горизонт в сумерках», misuse of metaphorical elements, and imagery incompatible with advertising discourse.

Loss of rhythmic and stylistic integrity ( $\approx 40\text{--}45\%$ ): inability to reproduce the cadence of the original, leading to heavy, non-advertising structures.

Overly literary or inflated style ( $\approx 30\%$ ): excessive poetics weakened functional clarity and made the text unsuitable for persuasive communication.

Functionally adequate solutions ( $\approx 10\text{--}12\%$ ): only a small number of students achieved near-functional equivalence, demonstrating balanced emotive and rational strategies.

These findings confirm that translation variability depends on navigating cultural connotations, style, and persuasive intent. Novice translators often fixate on surface imagery, neglecting the functional needs of advertising. Effective translation is not about a single correct answer, but a spectrum of choices that balance emotive resonance with rational adaptation. The translator becomes a cultural strategist, using methods like transcreation to align the brand with the target culture, as failure to do so results in a loss of persuasive power.

Thus, successful translation of advertising messages requires not only linguistic competence but also cultural literacy, interpretative flexibility, and an understanding of persuasive discourse as a multimodal phenomenon.

**D. Filipenko**

**Д. В. Филипенко**

БГТУ (Минск)

*Научный руководитель Т. П. Радион*

## **CLICHÉ PHRASES IN BUSINESS CORRESPONDENCE**

### **Фразы-клише в деловой переписке**

Business correspondence is communication between employees and companies to solve problems, exchange information and achieve goals. It's accessible and confidential, allows you to save time and document agreements. The main principles are clarity, formality and a respectful tone. These principles dictate the use of specific, standardized speech patterns, which we know as cliché phrases.

Linguists such as Eric Partridge, M. V. Lunev, R. K. Minyart-Beloruhev and N.G. Bulankina describe clichés as stable expressions with specific situational associations. They include idioms, stereotypes and fixed phrases that are brief and context-dependent. Situational clichés appear in specific contexts, serve as ready-made responses, and are complete utterances. Mastering these expressions enhances naturalness and effective communication in foreign language use.

A business letter includes a greeting, introduction, main text and conclusion. Here are common standard phrases for each part.

At the beginning of any business conversation, it's important to use a greeting. Your opening should reflect the level of formality of your relationship with the other person.