THEORETICAL APPROACHES TO TRANSLATION OF ADVERTISEMENTS FROM THE PERSPECTIVE OF PRAGMALINGUISTICS

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Abstract. This paper explores the theoretical approaches to the translation of advertisements through the lens of pragmalinguistics, emphasizing the interplay between linguistic meaning, context, and communicative intent. Drawing upon the frameworks of pragmatics, including speech act theory, implicature, explicature, and relevance theory, the study highlights how translators mediate meaning beyond lexical equivalence to achieve functional and persuasive equivalence in the target language. Special attention is given to Ernst-August Gutt's relevance-theoretic model, which conceptualizes translation as an interpretive act of communication shaped by contextual assumptions and cultural expectations. The paper also examines Leech's distinction between pragmalinguistics and sociopragmatics and their application in advertising discourse, focusing on features such as persuasion, metaphor, implicature, and presupposition. Finally, the role of pragmatic principles in Uzbek linguistic culture is discussed to illustrate cross-cultural variability in communicative norms. The study concludes that successful translation of advertisements requires sensitivity to pragmatic meaning and cultural context to preserve the intended persuasive impact.

Keywords: pragmalinguistics; translation studies; advertising discourse; relevance theory; speech act theory; implicature; explicature; cross-cultural communication; Uzbek pragmatics; persuasive language

INTRODUCTION

Pragmatics is a subfield of linguistics that studies how context affects the interpretation of meaning in language. It focuses on how people use language in context to convey intended meaning, as opposed to the literal or dictionary meanings of words and grammatical structures. Pragmatics involves the study of language use, speech acts, information structure, presupposition, implicature, and deixis.

Speech acts refer to the actions performed through the use of language, such as making promises, giving orders, requesting information, and expressing feelings. Information structure deals with how speakers organize information in order to convey a message effectively. Presupposition refers to implicit assumptions shared between speakers that are not explicitly stated but are necessary for communication to occur. Implicature refers to meaning that is conveyed indirectly, for example, through inference or implication. Deixis refers to the use of language to refer to things in the surrounding context, such as using personal pronouns like "I" and "you" or spatial adverbs like "here" and "there".

MATERIALS AND METHODS

Pragmatics is concerned with the study of language use and the context in which language is used. It helps to explain how people understand each other and how meaning is conveyed through language beyond the literal meaning of words and grammatical structures.

Pragmatics is often grouped with other areas of language study such as semantics, syntax, and semiotics, but these fields have distinct meanings. Semantics is focused on the rules that dictate

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the actual linguistic meanings of expressions, while syntax examines the way words are combined to form meaningful sentences. Semiotics is concerned with the study and interpretation of signs and symbols. Pragmatics, on the other hand, studies both literal and nonliteral aspects of language and how they are used in various contexts. The physical or social setting plays a critical role in determining the meaning and use of linguistic expressions.

Pragmatics is a subfield of linguistics—the study of language—that focuses on implied and inferred meanings. This branch of linguistics involves many concepts, including these major areas:

Conversational implicature: This concept is based on the idea that people in a conversation are cooperating to reach a common conversational goal; therefore, implications can be derived from a speaker's responses to questions. For example, if a parent asks a child whether they finished their homework and the child responds that they've finished their math homework, the parent might infer that the child still has homework in other classes to finish. Philosopher Paul Grice is credited with developing both the term and concept of implicature around 1975, and other scholars have since refined his ideas.

Cognitive pragmatics: This area focuses on cognition or the mental processes (also called cognitive processes) of human communication. Researchers studying cognitive pragmatics may focus on language disorders in those with developmental disabilities or those who have suffered head trauma that affects their speech.

Intercultural pragmatics: This area of the field studies communication between people from different cultures who speak different first languages. Similarly, interlanguage pragmatics works with language learners who are acquiring a second language.

Managing the flow of reference: In conversation, listeners track syntactic (relating to syntax) clues to understand what happened or who performed an action—this is called managing the flow of reference. For example, if someone were to walk up to you and say, "John is inside. He told me to greet you," you will likely understand that John is the person who told the speaker to greet you.

Relevance theory: One major framework in pragmatics is relevance theory, which Dan Sperber and Deirdre Wilson first proposed. The theory, inspired by Grice's ideas about implicature, states that a speaker's every utterance conveys enough relevant information for it to be worth the addressee's effort to process the meaning of an utterance.

Sociolinguistics: Sociolinguistics focuses on how native speakers of the same language may speak differently from one another simply because of the different social groups to which they belong.

Speech acts: In linguistics, the phrase "speech acts" is more philosophical in concept and is not related to phonology (the branch of linguistic study concerned with the specific phonetic sounds or dialects of a language). Speech act theory states that people use language and the rules of language to accomplish tasks and goals. While a physical act would be drinking a glass of water, and a mental act would be thinking about drinking a glass of water, a speech act would include things like asking for a glass of water or ordering someone to drink a glass of water.

Theory of mind: David Premack and Guy Woodruff originally proposed this theory in the 1970s. Theory of mind centers on how understanding someone's mental state may also help explain their use of language.

RESULTS AND DISCUSSION

The pragmatics of Uzbek language deals with the use of language in social and pragmatic contexts. It encompasses the study of meaning in language use and how it is affected by context, culture, and individual factors. Some of the key aspects of the pragmatics of Uzbek language are:

1. Politeness: Uzbek language culture emphasizes politeness and respect in communication. Speakers are expected to use honorifics and titles to address others based on their position, age, and social status.

2. Directness: Uzbek communication is often direct and straightforward, with a preference for clarity over ambiguity. However, indirect speech acts, such as hints and polite requests, are also common.

3. Nonverbal communication: Nonverbal cues, such as facial expressions, tone of voice, and body language, are important in Uzbek communication. They can convey nuances of meaning and emotions that may not be expressed through words alone.

4. Context sensitivity: Uzbek language use is highly sensitive to context, such as the relationship between speakers, the topic of conversation, and the setting. Speakers may adjust their language use to fit the situation and avoid causing offense.

5. Code-switching: Due to its history of linguistic influence from Arabic, Persian, and Russian, code-switching is common in Uzbek communication. Speakers may switch between languages or dialects based on the topic, audience, or purpose of communication.

Overall, the pragmatics of Uzbek language is complex and influenced by various cultural and linguistic factors. Understanding these factors is crucial for effective communication in Uzbekistan and other Central Asian countries.

In translation, these pragmatic principles are vital since the translator needs to take into account the communicative context and expectations of the target audience. They have to make sure that the translated text conveys the same implicatures as the source text to avoid any loss of meaning or misunderstanding. This requires the translator to have a good understanding of not only the linguistic aspects of both languages but also of the cultural and social factors that affect communication.

The principles of pragmatics have become increasingly relevant in translation studies due to the realization that translation is a form of communication that involves more than just a word-for-word translation. These principles help the translator to consider the context, communicative intentions, and expectations of the target audience to ensure that the translated text conveys the same meaning and implicatures as the source text.

Knowing the conditions a verbal communication requires, I now go back to the understanding of translation as an act of communication and this enabling the same pragmatic principles to be applied to translation as any other instance of verbal communication. Ernst August Gutt is regarded as "the chief proponent of [...] application of pragmatics to translation".[1] His assumption that translation is yet another matter of communication is rooted in the fact that context is crucial in connection. So, contextual assumptions function the same way in the study of translation as in any other pragmatic analysis.

Following Carston, implicatures and explicatures are "assumptions [or propositions] communicated by a speaker". These terms are defined in the following way:

(I)   An assumption communicated by an utterance U is explicit [hence an 'explicature'] is and only if it is a development of a logical form encoded by U.

(II)   An assumption communicated by U which is not explicit is implicit [hence an 'implicature'].[2]

Translation is an interpretive use of language, as the translator's interpretation is involved in determining the degree of resemblance between the original and the translated utterance. This degree depends on the mutual implicatures or explicatures present. Explicatures refer to the encoded meaning of an utterance on a linguistic level, while implicatures are the communicated meaning that depends on the context. The principle of relevance guides the translator's decision-making process, as he must consider what is optimally relevant to the target audience and their

expectations of consistent information. However, this can be complicated by differences in cultural backgrounds and contexts between the original and target audiences.

Leech in Oka explains that pragmatics is a science that studies the advertiser meaning connected with the situation. Leech also explains that pragmatics is connected with grammar and language utilization is connected with the certain social situation. The pragmatics connected with grammar is called praginalinguistics, and that connected with certain social situation is called sociopragmatic. Based on the statements above, it can be concluded that the study of pragmatic refers to the utterance expressed by the speaker connected with the contexts. The utterance in pragmatic is divided into two, performantiveutterance, the simultaneous utterance in an act, and constantive utterance, the utterance used to state something. The performantive utterance contains true value or false value. The pragmatic study of advertisement always involves text analysis because advertisement is a kind of text. A text is a complete communication which has the elements of sender, receiver, and message bound with the certain aim, so the analysis used is text analysis. The text analysis conducted by using pragmatic approach is called pragmatic analyses.[3]

Pragmatic features of advertisements refer to those elements of an advertisement that are concerned with how language is used to achieve communicative goals in a particular context, such as promoting a product, service, or idea. Some of the key pragmatic features used by advertisers include:

1. Slogans: Advertisers use succinct and memorable phrases to capture the essence of their message. Slogans often incorporate wordplay, alliteration, or other devices that make them more appealing and memorable.

2. Persuasion: Advertisements aim to persuade the reader or viewer to take a particular action, such as buying a product. Advertisers use various techniques to create persuasive messages that appeal to emotions, values, and desires.

3. Implicature: Advertisers may imply certain meanings or messages through language that is not explicitly stated. For example, an advertisement for a luxury car may suggest that owning the car conveys a sense of status and sophistication, without stating this explicitly.

4. Metaphor: Advertisers often use metaphors to compare a product or service to something else that is more familiar or desirable. For example, a shampoo advertisement might compare shiny hair to a diamond.

5. Irony and humor: Advertisers use irony and humor to create memorable and engaging commercials. Humor and irony can be used to make a product more relatable, or to create a positive image for a product.

CONCLUSION

Overall, pragmatic features are an essential aspect of advertisements as they create specific meanings that can persuade and engage the target audience.

Other pragmatic features of advertising texts include presupposition, which refers to the assumptions that are built into the language used in the advertisement, and deixis, which refers to the way that language is used to refer to specific people, places, or things. All of these pragmatic features play a crucial role in shaping the meaning and impact of advertising texts, and they are an important area of study for scholars interested in the intersection of language and marketing.

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