

RESEARCH ARTICLE

Correspondence Of Text And Content In Advertising Translation

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Abstract

The article explores how to maintain coherence between form and content in advertising translation. It highlights the need to harmonize linguistic, cultural, and pragmatic factors when adapting messages for the target audience. The study also examines the importance of equivalence, adaptation, and localization.

KEY WORDS

Advertising translation, Content consistency, Functional equivalence, Localization, Adaptation, Slogan translation, Semantic subtlety / Semantic nuances.

INTRODUCTION

Global kommunikatsiya jarayonining jadallashuvi reklama matnlarini turli tillarga tarjima qilish talabini keskin oshirdi. Reklama tarjimasi oddiy lingvistik jarayon bo'lib qolmay, balki maqsadli auditoriyaning madaniy, psixologik va marketing xususiyatlarini hisobga oladigan murakkab kommunikativ faoliyatdir. Reklama matnlarining asosiy funksiyasi axborot yetkazishdan tashqari iste'molchiga ta'sir o'tkazish, uni harakatga undashdan iborat. Shuning uchun reklamani tarjima qilishda matn va mazmunning mosligini ta'minlash tarjimonning asosiy vazifasiga aylanadi. Ushbu maqolada reklama tarjimasining lingvistik va pragmatik jihatlari o'rganilib, matnning ta'sirchan mazmunini saqlashga qaratilgan yondashuvlar amaliy misollar bilan tahlil qilinadi.

1. Reklama tarjimasida mazmun va ta'sirchanlikning mosligi

Reklama matni informativ matnlardan farqli ravishda auditoriyani aniq harakatga undashga qaratilgan. Tarjimon nafaqat so'zlarning lug'aviy ma'nosini, balki matnning emosional yukini, uslubiy ohangini va marketing maqsadini ham to'liq yetkazishi kerak.

Misol:

Original (English): "Refresh your day with the taste of real

energy!"

So'zma-so'z tarjima: "Kunimni haqiqiy energiya ta'mi bilan yangilang." Moslashtirilgan tarjima: "Haqiqiy energiya ta'mi bilan kuningizga kuch bag'ishlang!" So'zma-so'z variant original reklamanning energiyali ohangini bera olmaydi, moslashtirilgan tarjima esa reklamanning chaqiruvchan ruhini saqlab qoladi.

2. Lingvistik moslik va kreativlik zarurati

Reklama matnlari metafora, poetik iboralar va qisqa shiorlarga boy bo'ladi. Shuning uchun tarjimon ko'pincha so'zma-so'z tarjimadan voz kechib, funksional ekvivalentlikni tanlaydi.

Misol:

English slogan: "Think Different." (Apple)

So'zma-so'z tarjima: "Boshqacha o'ylang."

Funksional ekvivalent: "O'zgacha tafakkur qiling."

Funksional ekvivalent o'zbek tilidagi reklama ohangiga mos keladi va estetik jihatdan samaraliroq.

3. Madaniy moslashtirish (Localisation) Reklama tarjimasida madaniy ishoralar muhim ahamiyatga ega. Auditoriya

madaniyatida mavjud bo'lmagan tushunchalarni aynan tarjima qilish mazmunning buzilishiga olib kelishi mumkin.

Misol:

English: "Upgrade your home for the holiday season!"

So'zma-so'z: "Bayram mavsumi uchun uyini yangilang!"

Madaniy moslashtirilgan: "Yil bayramlariga uy jihozlaringizni yangilang!" O'zbek auditoriyasi uchun "holiday season" ko'proq yil oxiri va Yangi yil bilan bog'liq, shu sababli moslashtirish talab qilinadi.

4. Qisqa shiorlarning tarjimasi

Shiorlar (sloganlar) reklama matnining asosiy elementidir. Ular qisqa, esda qolarli va ritmik bo'lishi kerak. Tarjima jarayonida ohang, ritm va motivatsion ma'no saqlanishi zarur.

Misol:

English: "Just Do It." (Nike)

So'zma-so'z: "Faqat buni qiling."

Moslashtirilgan: "Shunchaki boshlang." yoki "Harakatga tushing!"

Bu variantlar shiorning motivatsion mazmunini o'zbek tilida to'g'ri aks ettiradi.

5. Semantik nozikliklar va noto'g'ri tarjima xavfi Reklamada nozik semantik farqlar muhim. Birgina noto'g'ri yoki keraksiz keskin ibora reklama mazmunini salbiy qabul qilinishiga olib kelishi mumkin.

Misol:

English: "Made for real people."

Noto'g'ri tarjima: "Haqiqiy odamlar uchun yaratilgan."

Mos variant: "Siz uchun yaratilgan." yoki "Hayot uchun yaratilgan."

Bu moslashtirish reklama xabarining yumshoqligi va universalligini tiklaydi.

6. Adaptatsiya orqali mazmunni kuchaytirish

Ba'zi hollarda reklama mazmunini kuchaytirish uchun struktura o'zgartiriladi.

Misol:

English: "Unleash the power within."

So'zma-so'z: "Ichingizdagi kuchni bo'shating."

Adaptatsiya: "Ichingizdagi kuchni uyg'oting."

Bu variant o'zbek tilida emosional va motivatsion ta'sirni kuchaytiradi.

7. Ovoz va ritm mosligi

Radio va video reklamalarda talaffuz qulayligi va ritmik ohang katta rol o'ynaydi. Tarjimon matnning fonetik osonlik bilan aytilishiga e'tibor qaratishi lozim.

Misol:

English: "Smart choices. Better living."

Ritmli moslashtirilgan: "To'g'ri tanlov — qulay hayot."

Ohangning tabiiyligi reklamanning audio variantlarini samaraliroq

Xulosa

Tadqiqot natijalari reklama tarjimasida matn shakli va mazmunining mosligini ta'minlash tarjimonning lingvistik mahorati bilan birga madaniy va pragmatik omillarni chuqur anglashini ham talab qilishini ko'rsatdi. Shiorlar, metaforalar va madaniy ishoralar tarjimasida so'zma-so'zlik ko'pincha samarasiz bo'lib, funksional ekvivalentlik va moslashtirish yondashuvlari yuqori natija beradi. Misollar shuni isbotlaydiki, reklama matni tarjimasida asosiy maqsad — mazmunning ta'sirchanligini saqlagan holda uni maqsadli auditoriyaga mos shaklda qayta yaratishdir.

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