

Localized Advertisements by International Companies in Slovakia: A translational study

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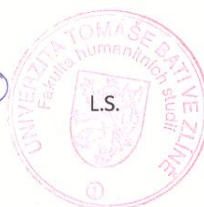
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ABSTRAKT

Bakalárska práca sa zaoberá sloganmi vytvorenými nadnárodnými spoločnosťami, ktoré prišli na Slovensku a založili tu aspoň jednu svoju pobočku. Tieto spoločnosti vytvorili tri typy sloganov: preložené, nepreložené a prispôbené slovenskému trhu.

Nahromadila som veľké množstvo sloganov z letákov reklám a propagačných brožúr, ktoré sú spojené so slovenským trhom a rozdelila som ich do týchto troch skupín, ktoré sa stali predmetom analýzy v praktickej časti. Táto práca je teoretickým a analytickým pohľadom na vplyv marketingových sloganov, ktoré ovplyvňujú náš výber tovaru. Tiež sa vzťahuje na hlavné skupiny priemyslu, ktoré som vytvorila pre zistenie a porovnanie ich vplyvu na nás.

Cieľom bakalárskej práce bude na základe analýzy zistiť, či spoločnosti využívajú adaptáciu sloganov, ktorá môže priaznivo ovplyvniť vnímanie sloganu cieľovou skupinou. Teoretické definície som čerpala z odbornej literatúry v tlačenej a internetovej forme. Praktická časť je vytvorená na základe analýzy bez použitia iných zdrojov.

Kľúčové slová: Slogan, Reklama, Copywriter, Translatológia, Adaptácia sloganu, Preklad sloganu, Cieľová skupina, Vplyv reklamy.

ABSTRACT

The bachelor thesis deals with slogans created by multinational companies which came to Slovakia and establish their branches here. They introduced three types of slogans: translated, untranslated or adapted to Slovak market.

I collected a high number of slogans from leaflets, advertisements and brochures related to the Slovak market and I divided them into these three large groups which became the subject of analysis in the practical part. This thesis is a theoretical and analytical view on the marketing impact of the slogans which affect our choice of goods. It also relates to the main groups of industry which I created in order to compare their impact on us.

On the basis of my analysis, aim of this bachelor thesis is find out if companies are using adaptation of slogans which can favourably influence the perception of the slogan by the target group. Theoretical definitions are derived from the scientific literature in the printed and online forms. Practical part is created on the basis of analysis without using of other sources.

Keywords: Slogan, Advertisement, Copywriter, Translatology, Adaptation of slogan, Translation of slogan, Target group, Impact of Advertising.

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INTRODUCTION

Currently, we live in the time period which is dependent on demand and offer. People look for high quality goods which are useful and cheap or goods which can simplify their lives. We, as a consumer population, often buy products which we do not need in our households but we buy it just because it has a low price or we simply like it. Advertising slogans often contribute to the unnecessary purchases which are done on a daily basis. People are affected by them and believe that the particular product can enhance their life. As a matter of fact, advertisement slogans are highly connected to the market as a whole because it is a marketing tool for increasing of the turnovers. Therefore, I will dedicate my thesis to the impact of the advertising slogans to the potential customers.

My thesis will start with the theoretical part concerning the definition, general division and classification of slogans. Further I will mention some tropes and figures, rhyme, definition of the copywriter and slogans as a part of the everyday life. The end of the theoretical part is dedicated to the translation of slogans. By this all, I would like to approach the issue of the real purpose of the slogans and analyze slogans which are not always properly designed to attract the customer.

In my practical part, I decided to apply my theoretical knowledge to the analysis of my collected slogans in order to bring the clue how each slogan separately influence us as the potential customer of the particular company. In many cases, I researched company approach to selling and I will talk about common features of the slogan groups which were really necessary to create. By this research, I want to prove that majority of the multinational companies does not use the adaptation of the slogan which can positively influence the target group of customers. This thesis also clarifies the present situation of the Slovak market within the marketing field.

I. THEORY

1 INTRODUCTION TO THE ISSUE

1.1 Definition of the term advertising

“In contemporary society, advertising is everywhere. We cannot walk down the street, shop, watch television, go through our mail, log on to the Internet, read a newspaper or take a train without encountering it. Whether we are alone, with our friends or family, or in a crowd, advertising is always with us, if only on the label of something we are using” (Cook 2001, 1).

Advertising is a huge complex market that covers millions of companies on the whole planet. This market has many branches: printed advertisement, TV advertisement, radio advertisement, Internet advertisement and many others. It covers items from a printed ad of school theatre performance to an expensive prime time TV ad promoting a telephone company and their products. Advertisement is a tool for enhancing sales of a particular company. Certainly, we know the newest TV ads which are often catchy and entertaining. This fact helps companies to be popular and successful because customers are interested in ads which contain the creative idea.

“Modern companies are very complex organisations with very diverse business needs. But whether they are involved in printing newspapers, refining sugar, baking bread, brewing beer or developing personal digital assistants (PDAs) the fundamental reasons why they advertise today are essentially the same as they were for businesses three hundred years ago. These reasons are to do with the micro-economic needs for business and primarily the need to stimulate the demand” (Brierley 2002, 3).

1.2 Definition of the term slogan

According to Angela Goddard (2002, 127), slogan is a phrase designed to be memorable, attaching to a product or service during a particular advertising campaign. Further on, she notes that the first requirement of the slogan is that it needs to be memorable. If people memorize it, there is a higher probability that they buy this product. It also means that this advertising campaign was successful. On the other hand, according to Taylor (2012, 15), a slogan is the beginning of a brand’s message, but it is not the end. A slogan or tagline can state a central benefit or a core philosophy. But it will take a lot more communication and brand touches to build the whole idea of the brand. A slogan is an integral part of

marketing campaign of almost every strong multinational company which knows how to sell their products or services. Some examples of these successful campaigns are Nokia and their worldwide slogan *Connecting people*, Volkswagen with *Das Auto* or Toyota with *Today, Tomorrow, Toyota*.

In this bachelor thesis, I will deal with the translation of slogans produced mostly by multinational companies. I will comment on its form and sometimes on the fact if it left untranslated. With reference to the slogans from preceding paragraph, it should be pointed out that these slogans were not translated to the Slovak customers because they were not so catchy and accurate in the Slovak language.

1.3 How to attract potential customers?

This is the main problem in the majority of the marketing campaigns. Everyone wants to be creative and wants to sell as many products as they can so people try to use tools which are in some way unusual. Problem with how to gain attraction of the customer was important already in the ancient times. Public speech was the only way how people were informed about significant affairs, therefore in those times schools where you could have learned how to be an interesting speaker existed. This is how nowadays jobs in advertisement and marketing have been created.

“The first assumption for a successful advertising text is the art of interest” (Křížek and Crha 2012, 16). A successful advertisement has to attract the customer. If they do not stop on the street to see or read your campaign, it is not interesting enough. There are thousands of advertisements so it is normal that people overlook them. The marketing managers have to find the way of capturing the interest and the best method is to force their ads to the people’s attention.

Flattery may be one of the strategic means of how to get what you want. Everyone uses it from time to time to achieve his or her goal because people want to hear good words. They will behave kindly and you can get everything. For instance, if somebody wants a discount for their purchase they could flatter to the salesperson and they could get it. In marketing, it is the same. You need to use proper words to attract people. Some examples of the following slogans are L’oréal’s with the popular slogan *Because you’re worth it* or Wrigley’s with their product Orbit and the Slovak slogan *Pristane Vám* (in English *Suits*

you). These companies know that their customers want to think that they will look better with their products so they adapt slogans to this need.

Other method of catching customer's interest is to be innovative or funny. If people are surprised by some special and new ideas, they would buy more of these products because they look modern or have modern and funny advertising campaign. Especially young people are influenced by TV and Internet advertisements so if your company has innovative TV ad, there would be bigger probability of affecting them. For example TV advertisement of the yoghurt Müller mix where they used the silly blond girl who does not know how to eat it. They also used a slogan *Tú chut' proste müllujem*. This slogan cannot be translated to English because people from Müller used a German letter *ü* which phonetically corresponds with Slovak *i* and replaces it so it does not make sense in English.

One of the most important methods of attracting people is creativity. "Advertising creativity is the ability to generate fresh, unique and appropriate ideas that can be used as solutions to communication problems. To be appropriate and effective, a creative idea must be relevant to the target audience. Many ad agencies recognize the importance of developing advertising that is creative and different yet communicates relevant information to the target audience" (Belch and Belch 2003, 241). It is highly important to create a slogan which finds its way to the target audience. For instance, if I want to sell my brand which produces a glue for the denture, I would try to attract a senior audience just like brand Corega which used a Slovak slogan *Jedzte, hovorte a smejte sa s istotou* (in English *Eat, speak and laugh with a confidence*). This slogan is likely to be successful because it provides information which may be useful for seniors. Their advertising agency was creative to a large extent because they brought something that is needed at this kind of market.

Another type of creative advertising campaign was from company Kia Motors. They used TV commercials which were adapted to the Slovak market. This commercial says that every Slovak needs to know that Slovakia has common borders with 5 states and 5 is the number of stars which Kia Cee'd gained for its security. Kia has also some other commercials of this kind. It was a great way how the company can get closer to the Slovak customer. It was tailored for the Slovak market but they keep using their English slogan *The power to surprise*. This is an amazing example of the advertising campaign which was creative and also adjusted to the Slovak market.

2 DIVISION OF THE ADVERTISING SLOGANS

2.1 Types of slogans

As was already mentioned, slogans are used for product promotion to make the particular product or some campaign of the specified company memorable. We can divide them into 3 groups:

- Business- they are an unifying element for the company as a whole (Philips- *Robme veci lepšie*, McDonald's- *I'm lovin' it*)
- Focused on product- they promote concrete product or product series [Hera- *Pečenie je radosť. Hera je pečenie* (*Baking is a pleasure. Hera means baking*), Schwarzkopf – *„Takže buď... alebo...* (*So either... or...*)]
- Slogans related to a specific campaign or event [Nike AIR- *Bež na vzduch* (*Run out to the open air*)] (Podstupková 2011, 18).

“Other classifications of slogans are also possible, e.g., dichotomous division of the advertising appeals. This division splits slogans into two groups- rational and emotional” (Vopálenská 2009, 37). Rational slogans mainly contain some strict information. These slogans are mostly used in promotion of cars, electronics or pharmaceuticals when they promote special features of the product (e.g. Volkswagen- *Das Auto*). On the other hand, emotional are used to create some pretended emotions which try to affect customer and his or her choice. We can match them with campaign of food companies, travel agencies or cosmetics (e.g. L'oréal- *Because you're worth it*). Every advertising slogan can be included in these two groups.

2.2 Length, form and modality

Length, form and modality of the advertising slogans are an essential part of the analysis of the advertising text. There are thousands of slogans outside and every slogan differs in these three features.

Length is the first attribute to be discussed. It may differ considerably. A slogan can have one noun, such as the slogan of Volkswagen- *Das Auto*; or three nouns in a row like Toyota- *Today, Tomorrow, Toyota*. There are also some shorter slogans which are concise and eloquent like Nike- *Just do it*; or McDonald's with *I'm lovin' it*. A review of collected

slogans reveals that the most common are slogans with two words, e.g.,- LIDL in English *The right choice*; Castrol- *Liquid engineering*; KFC- *So good*; Holiday Inn- *Stay you or* Škoda- *Simply clever*.

In some cases a whole sentence which says more to the customer is not uncommon, e.g.,: Gillette- *The best a man can get*, L'oréal- *Because you're worth it*, Burger King- *Have it your way*, Ford- *Feel the difference* or AVON- in English *A perfect day for the beauty*. Advertising campaigns may contain some longer compound sentences: Kofola- in English *If you love it, there's nothing to deal with* or Mastercard with slogan *You cannot buy some things, for everything else is here Mastercard*. Longer slogans can be hard to read or hard to understand because they are not short and brief so some customers can be distracted. Concise slogans are usually apposite and short therefore people remember it and use it in daily life.

Another important feature is the form. Form is understood as spoken or written, i.e., how the slogan is presented to people. Spoken form is presented mainly in the radio broadcasting but also in the television, cinema, CDs and DVDs. TV and cinema are environments where you can see also written form of the slogan. Spoken form is challenging in its vocal features because the speaker has to speak, articulate and emphasize some words correctly. Written form is easy to present and it is usually supported by a logo of the company which is often colourful and graphically interesting because of the attraction of the customer. This form can be observed on TV, billboards, magazines, newspapers, articles, business cards or catalogues.

The third feature is modality, i.e. whether the slogan is in interrogative, imperative or indicative form. The most common form is an indicative. The vast majority of all advertising texts are indicative: Schwarzkopf- *Professional hair care for you*; Whiskas- *Cats would buy Whiskas*; Pampers- *Inspired by children*; Fiat- *Driven by passion*; Adidas- *Impossible is nothing* and many more. The less common are interrogative slogans. I found just a few of them: Ryba- *A čo dneska? Treska!* (What today? A cod!) or Ford- *Have you driven a Ford lately?*. Interrogative slogans try to engage the attention and generate interest with the question mark. More common than interrogative slogans are imperative slogans: Samson- *Let's twist again!*, Suzuki- *Way of life!*, Jaguar- *Don't dream it. Drive it!*. These slogans entice people to do what the company wants. It is important to choose the right punctuation mark for the slogan.

2.3 Tropes and figures

In this section, tropes and figures which could be used in the advertising slogans to make it successful are mentioned. I will explain them and present some examples of each trope or figure which suit to the characteristics.

2.3.1 Alliteration

The first one of tropes is alliteration. "Alliteration is created by the intentional shift of words with the same beginnings; it is the repetition of the same consonant at the beginning of the word. The effect of alliteration can be acoustic, rhythmical and can be also used in graphic processing" (Vopálenská 2009, 97). Alliteration looks nice and brings some peculiarity to the given slogan. The main feature is that when people see it they will immediately remember its acoustic form. Some examples of this type of slogans are: Lexus- *The Passionate Pursuit of Perfection*, Toyota with well-known slogan *Today, Tomorrow, Toyota* or Schiedel- *Enables energy efficiency*.

2.3.2 Anaphora

"An anaphora is created by the repetition of the words at the beginnings of the close word units. You can indicate it by a schematic formula AB//AC" (Křížek and Crha 2003, 106). This is represented by a Slovak slogan of DM Drogerie-markt- *Tu som človekom, tu nakupujem*. A word *tu* (here) is repeated at the beginning of the every part of the compound sentence.

2.3.3 Metaphor

A metaphor expresses the relationship between two phenomena or objects. We use the name which is created by our perception instead of the real name. Personification is a kind of metaphor. It means to give the animate features to the object which are inanimate. These slogans contain a metaphor: Vichy- *Zdravie pristane aj pokožke* (The health suits to your skin), Castrol- *Driven by passion*, Velux- *Doprajte si kúpeľ v dennom svetle* (Treat yourself to a bath in the daylight), Always- *Hovorí rečou Vášho tela* (Speaks your body language), Calgon- *Dlhý život pre Vašu prášku* (Long life for your washing machine), Lentilky (Nestlé)- *Farebný svet v hrsti* (A colourful life in your hands), Metaxa- *Dotkni sa slnka* (Touch the sun), Redbull- *Redbull ti dáva krídla* (Redbull gives you wings), Toffife- *Radosť sa skýva v Toffife* (Joy is hiding in Toffife).

2.3.4 Hyperbole

Hyperbole is a kind of metonymy and it means an exaggeration of some situation or product. Many companies use this tool to bring the feeling of something special and fantastic. In today's advertising it may seem as a cliché but nevertheless there are still some slogans which are successful, e.g., Gillette- *The best a man can get*, Redbull- *Redbull gives you wings* or Hellmans with slogan *Bring out the best*.

2.3.5 Ambiguity

Despite the fact that ambiguity not belongs technically among tropes its defining seems to be inevitable here. Many firms use ambiguity in their advertising campaigns because they know that it is catchy and it attracts attention, especially attention of the young customers.

Some examples of ambiguity in advertising campaigns: Chevrolet- *Velké plus* (Big plus) which refers to the company logo with the sign plus and also to some special features of this car. Another example, Slovak newspapers called SME with the slogan *Myslíte, teda SME*. This slogan is an allusion for the well-known Cogito ergo sum. SME means the name of the newspapers and also it refers to the existence of it thanks to their readers who probably read it a lot or somehow contribute to the existence of it. The third example of ambiguity in the advertising is the campaign of the sweets Fidorka with slogan *Ked' musíš, tak musíš*. It refers to the need of eating something sweet and also weird meaning with the sexual touch-tinge. From the professional point of view, his slogan is one of the unlucky ones but fortunately it had some kind of success at customers. Slogans which contain ambiguous tones are prevailingly strong and effective because the general sample or average customer is becoming more and more sympathetic and accepts the modern way of advertising products.

2.4 Rhyme

“Rhyme is a direct instrument of rhythm, sound, structuring, gradation and melody. It is a useful tool to remember the text that makes the rhythmic structure even stronger” (Vopálenská 2009, 59). Rhyme is highly widespread in the advertising. Many companies decided to use it just because they know that it works. Advertising slogan which has rhyme in its structure is easy to remember and has its own melody which even more enhances a memorization of it. It is mostly short and arranged in two verses.

Using a rhyme has its advantages and disadvantages. The main advantage, as I said, is that it is easy to remember. Mostly it has entertaining feeling and melody which is important for the “customer’s ears”. On the other hand, there are many slogans which exist, people register it but they are not rhythmic enough. Sometimes it has garbled its word order just behalf of creating the rhyme like in the slogan on the Vanish- *Škvŕn a špiny sa zbavíš* (You will get rid of the stains and dirt). Object stands the first instead of the subject. Another example of the slogan with rhyme is the one from Lanza- *Biela belšia, bielizeň čistejšia* (White colour will be whiter and laundry cleaner). This slogan is not wrong but it lacks verbs in Slovak. Or the one from Modafen which says *Modafen- už bez chrípky len!* (No flu anymore). Problem with this slogan is that there was considerably changed word order just to make the rhyme so it sounds a little bit weird. One of the grammatically correct and melodious advertising slogans is from Coop Jednota- *Obchod plný života* (Shop full of the life). It sounds nice and has not changed the word order.

In many cases, rhymed slogan is used by less famous brands. Maybe these brands do not have enough money to pay for the professional advertising agency so they are trying to create slogan by themselves. They want to get closer to their customers who belong to particular social or culture group. More popular and richer companies try to use basic slogans without rhymes created by specialized agencies which represent the brand properly. Rhymed slogans are mostly naive and popular among children so it is common that companies which make products for them use this kind of promotion; e.g., *S Hami prospievam, preto sa usmievam* (I flourish with Hami, therefore I smile). Kids like naivety so they memorize it immediately which is useful for selling of products.

3 COPYWRITERS AND ADVERTISING AGENCIES

By definition, copywriting is a combination of the words “copy” and “writing”. I think that it is clear what the word “writing” means because people in this position create the text. Word “copy” means that this text is intended for printing.

“The creative services department is responsible for the creation and execution of advertisements. The individuals who conceive the ideas for the ads and write the headlines, subheads, and body copy (the words constituting the message) are known as **copywriters**. They may also be involved in determining the basic appeal or theme of the ad campaign and often prepare a rough initial visual layout of the print ad or television commercial” (Belch and Belch 2003, 82). „In the frame of work on advertising, copywriter is usually here once is set a target of a campaign, confirmed budget and requirements for campaign and chose media. Writer is sometimes more or less bound by typing from the agency” (Ambrož 2009, 13).

Copywriters are basically people responsible for the whole text pertaining to the printed advertisement or TV commercials. They work together with other employees of the advertising agency (graphic designers and producers) to ensure the success of the given plan or layout of the client. They work under the supervision of their director who usually sets the main direction of the employees work. If it is a large agency with many clients, they would need many employees in many sections to arrange the smart and effective advertising campaigns which ensure the return of the investments of their clients. Huge campaigns need to be financed properly so that’s why they receive and use large financial resources. There are many successful advertising agencies which employ people with marketing and management education. Their job positions are assessed above average. Of course, appropriate copywriter needs to have assumptions and conditions for this work. Subjective conditions for the creation of the right advertisement text are:

- Ability to think
- Ability to formulate thoughts in written form
- Relationship to the language
- Broad general education
- Ability to think commercially

- Ability to put yourself in the position of the recipient
- To have ideas in the given topic
- To have strong health and mind
- Experiences and overview in the advertisement
- Ability to work in team or for the team
- Relationship to the object of the advertisement

Objective conditions for the creation of the right advertisement text are:

- Materials
- Deadline
- Approval
- Fee
- Place and time
- Technical equipment (Křížek and Crha 2003, 61-75)

Of course, it depends on the various factors and each copywriter separately. Someone can have different abilities and conditions which can be also beneficial but these are the most important ones. If is copywriter missing some of them it is not crucial but still there are better employees who can work harder and can come up with slogan which is more successful and better paid.

4 SLOGAN AS THE COMPONENT OF EVERYDAY LIFE

4.1 Slogan as a part of popular culture

In this section, the centerpoint are on the slogans which succeeded in the general public. It is common to hear people to use popular slogans in their speech. Slogans which have strong message and meaning, which means something what makes it different and visible, succeeded and people may apply it to their everyday life.

On purpose or not, brands created slogans which fit into people's conventional speech. When someone uses it in public it can contribute to the marketing campaign of the particular brand. This means that this slogan was successful and has something specific which enhance people to cite it. There are not many of these slogans but I will try to mention the more important ones:

- Deli: *A čo teraz? Teraz si dáme Deli!* (And what now? Now we have Deli!)- This slogan became famous because of the TV commercial about woman who finds out that she is pregnant and came to her boyfriend who said about this situation that now they have Deli. It is widely used by young people in specific situations when they do not know what to do next.
- Kofola: *Keď ju miluješ, nie je čo riešiť.* (When you love it, there is nothing to deal with)- Slogan from Kofola encourages you to drink their beverage. People cite it in situations when someone talks about something that he/she loves and from my experience, it is followed by laughter.
- Nokia: *Connecting people*- This slogan is not heavily used in the speech but it is used in the social networks where people share it in the form of pictures. Brand Nokia is there replaced by the spirit called Vodka. Then it has the special entertaining meaning which is sometimes printed also on T-shirts.
- Maybelline: *Maybe she's born with it. Maybe it's Maybelline.* People use the slogan from Maybelline in situations related to beauty or when someone talks about unique features of a specific woman (often negative features) so frequently it is meant like a joke or sarcasm.
- Political party SDKÚ: *Modrá je dobrá.* (Blue is good)- I sometimes use this slogan in situations regarding to the given object which has the blue colour. People cite it

when they hold or own blue object and this slogan represents their positive attitude to this object. It is a hidden advertising for the political party and there are always people who do not like this slogan just for this reason.

- Sprite: *Imidž je nanič, počúvaj svoj smäd.* (In English just- Obey your thirst)- This slogan was transformed to Slovak market by adding the first part- *Imidž je nanič.* It means that image is useless. It rhymes in the Slovak language so people tend to remember it and use it in situations where it has the right meaning, for example when you are talking about your image or appearance. It was a great marketing gimmick which caused that people still use it despite of fact that it is already a few years old.
- KFC: *Proklatě dobré kuře.* (Damn good chicken)- I have to mention this Czech slogan from KFC because it is the well-known one. I heard people in public to use it, especially in situations when you are talking about chicken or eating it.
- Perwoll, Jar, Vanish- This is a special category which includes washing and cleaning products. People sometimes try to perform TV commercials just because it has entertaining tone for their friends. They do not use slogans but only the moments from TV when actors (in strange situations) show their favourite product to their friends. Frequently, it is a woman who pulls it from her purse. It is a quite amusing moment because I personally cannot imagine that I would carry a heavy cleaner in my purse, especially in the social events like in the commercials, that's why it is in the centre of interest of many people. We can say that it became a part of the popular culture.

Obviously, people spend a lot of time by watching television where advertisements slowly become a major part of the broadcasting time. People tend to remember the most amusing or important ones which they can use in their everyday life and entertain their friends.

4.2 Slogan as a part of world cultures

4.2.1 Culture

“The broadest and the most abstract of the external factors that influence consumer behavior is culture or the complexity of learned meanings, values, norms, and customs shared by members of the society. Cultural norms and values offer direction and guidance

to members of a society in all aspects of their lives including their consumption behavior. It is becoming increasingly important to study the impact of culture on consuming behavior as marketers expand their international marketing efforts. Each country has certain cultural traditions, customs and values that marketers must understand as they develop marketing programs” (Belch and Belch 2003, 127). Marketers have to adapt their campaigns and marketing ideas to the given culture. They need to consider various types of behaviour, customs, traditions and possible status or position of the target culture. They also have to think about many changes which occur in cultures during the years and react on them. I think that every culture is developing, whether in thinking, behaviour or customs and it means that marketers need the deep analysis of this culture to avoid any misunderstanding.

4.2.2 Subculture

As Belch and Belch wrote in their book, culture is divided on many parts called subcultures. These subcultures may be based on age, geographical, religious, racial and/or ethnic differences (2003, 128). This unit is, of course, smaller than the great culture unit but it is equally important to the marketers who want to sell their products and engage the attention of the consumer. As an example may serve the Slovak culture as a whole and subculture may be the Bratislava region. Many Slovaks know that the culture in the capital city is a bit different from the other parts of the Slovakia. They are used to see many advertisements so it is hard to create one which would be original and resourceful. On the other hand, we can have culture, in this example nation, of North Korea which is not used to see foreign advertisements and they would probably react on every basic advertisement if they could see it. This is the difference which is a little bit exaggerative but the contrast of these two cultures is more visible.

4.2.3 Social class

“The third external influence on consumer behaviour is the social class. Social class refers to relatively homogeneous divisions in a society into which people sharing similar lifestyles, values, norms, interests and behaviors can be grouped” (Belch and Belch 2003, 128). Social classes are similar to groups of neighbours, large families, friends sharing similar interests or just a community of people from your surroundings. These groups can differ from others in the amount of shopping, types of purchased goods and the consumer behaviour as a whole. Cultures contain many kinds of groups like these so when you want

to sell products in a large-scale it is difficult to create advertisements oriented on the small groups because there are many of them and every one of them is diverse.

Companies want to adapt their advertisements to given group of people because they want to have as high profit as they can. They can apply it on religious people who love their God and maybe they would buy product which has a picture of him on it. In this case, they become a target group of this company. Usually people do not believe to advertisements of this kind but it is closer to their culture so it is likeable and they have a need to buy it. For instance, McDonalds adapted their menu to every culture where they have a branch. I saw their TV commercials in Czech Republic which are about two men from Moravia dressed in typical regional costumes ordering '*McBuček*' - favorite Czech type of meat. On the other hand, McDonalds do not sell the beef in countries where a cow is a sacred animal. Another example of adapting to culture is variety of commercials and slogans from Kia Motors in Slovak Republic which I already mentioned. Commercials say that you are not a Slovak if you do not try a car from Kia and they are comparing many facts about Slovakia with the facts about their car models. It is a great example of adaption but I need to say that some people may feel attacked by this direct and urgent kind of advertisement. It is a creative idea how to sell cars in Slovak Republic. All these ideas are examples of adapting to the given culture. Of course, there are many cases of this way of selling, you can just open a magazine or turn on a TV. Advertisement is almost everywhere and at this time we cannot overlook it.

5 TRANSLATION OF THE ADVERTISING SLOGANS

Firstly, I would like to talk about the history of translation. “The growth of Translation Studies as a separate discipline is a success story of the 1980s. The subject has developed in many parts of the world and is clearly destined to continue developing well into twenty-first century. Translation studies bring together work in a wide variety of fields, including linguistic, literary study, history, anthropology, psychology and economics” (Gentzler 1993, ix). “Interest in translation is practically as old as human civilization and there is a vast body of literature on the subject which dates back at least to Cicero in the first century BC. However, as an academic discipline, translation studies is relatively young, no more than a few decades old” (Baker 2009, 277). From the old times, translation became to a great extent more important for people living in larger cities because these cities are more globalized than before.

Our society has become considerably multinational. Many nationalities are mixed together and we are pushed to learn foreign languages. Thanks to this fact, copywriters need to translate their advertising slogans to many languages for cultures where their slogan is presented. This further translation can be very crucial because translators have to avoid grammatical or semantic mistakes. In many cases, slogans are translated properly but it is not always the case. So we can come across slogans which are amusing rather than successfully meeting their requirements, e.g.: Garnier- *Staraj sa o seba* (in English- Mind your own business).

Many companies need to decide if they leave their slogan in the original language and present their culture or translate it and address closer to the target group of customers. The third option is to adapt it to the particular target group and accustom it to the requirements of these people. According to Mona Baker, adaptation may be understood as a set of translative interventions which result in a text that is not generally accepted as a translation but is nevertheless recognized as representing a source text (2009, 3). Unfortunately, many companies decide not to translate or just translate it literally. As an example, I will use the slogan from Corega which is *Jedzte, hovorte a smejte sa s istotou* (in English- Eat, speak and smile with a confidence). This slogan was tailored to the senior population who are the target group of customers. The slogan is translated to Slovak language because seniors are part of the population who mainly do not speak English. This brand knows it and in this case the translation was really necessary.

Basically, some slogans are more interesting than others. “People tend to remember memorable facts or numbers rather than theories or abstract ideas. Beginning with a relevant factor or statistic can be an effective way to grab the audience’s attention and provide them with an easy-to-remember point” (Mastovich 2012, 22-23). I will refer to some of the most memorable ones later. In my practical part, I will also analyze three groups of slogans which I mentioned because I want to prove that companies are not using adapted slogans and this group is the least numerous.

II. ANALYSIS

6 ADVERTISEMENT SLOGANS WHICH ARE NOT TRANSLATED

After long reasoning about my practical part, I decided to focus on various groups of slogans. I collected quite a high number of slogans from magazines, newspapers, leaflets and brochures and I divided them into different sections based on the industry. By this analysis, I would like to prove that companies use mainly untranslated and non-adapted slogans. I focused on the translation of them because it is visible that many companies use their original slogan instead of some adapted one which would impress more and have a larger impact on the customers. In each category, there is a smaller number of slogans which have the same characteristics. In this part, I will provide the analysis of these groups separately.

The first and highly significant group covers untranslated slogans. These slogans were brought to the Slovak market and retained in their original form. There are many reasons why is it like this so I will try to analyze it the most comprehensively as I can.

6.1 Slogans connected to car industry

The first group deals with slogans from car industry. It is the most abundant group because almost every automobile brand is presenting their car models with slogan in English language. On the other hand, translation of these slogans would cause that some of them would sound comical. I cannot imagine translation of slogan from Renault- *Drive the change*. It is nearly impossible.

The other common feature which I discerned was the fact that automobile slogans are considerably short and eloquent, e.g. Suzuki- *Way of life!*; Ford- *Feel the difference*; Škoda- *Simply clever*. In my opinion, creators of given slogans wanted to represent their brand with a simple slogan which says everything just in a few words. Actually, there is also a current fact that short slogans are likely to be remembered faster than long ones. Personally, I think that slogans like *Simply clever* (Škoda) or *Das Auto* (Volkswagen) are more popular among customers than *New thinking, new possibilities* (Hyundai).

Another important feature is that almost every brand offers change, difference, new thinking or emotions. They are trying to differentiate from other brands and simultaneously impact on customers view and feelings. Volkswagen is the only one which bet on simplicity. Slogan *Das Auto* refers to the special features of this car and essence of the car from Volkswagen. If I hear their slogan I imagine the only real car which was made

honestly and by fair means. This is the impression which I took from it. Their slogan remained in German language which has also some impact on my impression because they are proud to be German and proud to made German cars. It is the same as for Opel- *Wir leben Autos*.

Again, I need to refer to German slogan from Volkswagen. At certain time, slogan *Das Auto* was translated to Slovak market as *To auto*. Probably, people from Slovak branch thought that this kind of translation would signify the same meaning as the German one. But later, they changed it to the original- German translation. I think that someone gained that Slovak translation do not mean or present the same value as the original. Slogan *To auto* does not have the similar meaning and importance so they changed it back. Another untranslated slogan which I found interesting is the one from Citroen- *Créative technologie*. I think that they have the same reason for the slogan in original language as Volkswagen or Opel. It represents the country where the brand is from.

There are two similar slogans which I will comment on. First one is from Honda- *Power of dreams* and the second one from Kia- *Power to surprise*. Honda's slogan evokes that your dream is so powerful that it will become a reality a you will buy a Honda car. Slogan from Kia says that you will be surprised maybe even after many years of driving their car. It may also refer to their great offer concerning to 7-year guarantee for the quality of their cars. For me, slogan from Kia is much stronger than Honda's one because for nowadays people, saying about dreams is not relevant. They want quality and guarantee because they do not have extra money for paying reparations. That is why I prefer the slogan from Kia.

As I emphasized before, many car brands bet on slogans which impress the feelings and emotions of customer. They introduced slogans like *Motion and emotion* (Peugeot); *Way of life* (Suzuki); *New thinking, new possibilities* (Hyundai); *Driven by passion* (Fiat); *Feel the difference* (Ford). All these slogans refer to our emotions which should influence our choice of car. But I need to say that this kind of influence is the best way how to attract people and produce higher profit of the given company.

6.2 Slogans including products for the home and household

In this section, I would like to focus on products and materials which we can use in our households. I collected many slogans belonging to this chapter so I will try to comment on the most important ones.

6.2.1 Slogans about products for home (appliances are not included)

I created this section to provide information about products which we can use in our households. One of them is slogan from Elleci (producer of sinks and faucets) which is the only one which stayed untranslated (I mean not in English) - *Idee in evoluzione*. It is the same case like the German cars which I mentioned before. They are selling products with the feeling of Italian quality.

Many slogans which belong to this section are trying to persuade us that they are the best from their field. These brands are using words which give us the sense of perfection- better world, world of..., innovation, efficiency, expert, design and so on. Customers want to hear that they are buying the best product which they can find in the particular segment and companies use it despite of the fact that they are not the best in their field. Examples of slogans from the household environment are: Domotex- *The World of Flooring*; Schiedel- *Enables energy efficiency*; Viessmann- *Climate of innovation*; Kludi- *Perfect balance*; ABB- *Power and productivity for a better world*; Zepter- *Live longer*; Palme- *Design for senses*; Niko- *Illuminating ideas*; IKO- *The Shingles Expert*.

Here are two slogans which are selling the same kind of the product. Company ABB and Niko are producing electrical installation for households which saves energy and money. First slogan of ABB is longer than the second one and I, as the customer, would not remember it. It wants to have an impact to the fact that probably you have children and you are saving energy and money for their future. On the other hand, this product is eco-friendly and you- as their customer, are making the world better. The second slogan from Niko is shorter and tries to say that they are more creative and they are coming with new ideas for their kind of industry. Both of these slogans refer to the future and saving of the energy but they are completely different. I would like to recommend to shorten the slogan from ABB to only *Power and productivity* because when you are referring to productivity almost everyone knows that it means referring to better world.

6.2.2 Electrical appliances

In this chapter, I will introduce slogans of products which are necessary for our households. Market is full of brands which offer many types of appliances. I will mention some of them. This type of market creates slogans which contain words similar to ones in the section before. They refer to your life, senses and different views. Slogans which belong to

the brand producing electrical appliances are: LG- *Life's Good*; Electrolux- *Thinking of you*; Panasonic- *Ideas for life*; Philips- *Sense and simplicity*; Indesit- *We work, you play*; Whirlpool- *Sensing the difference*. As you can notice, these slogans are mainly made of two words- noun and verb, verb and pronoun or noun and adjective. The only one which is slightly different is slogan from Indesit. I really do not know what means the verb *play* in this slogan because appliances are not made for playing with them. Maybe it means that you are so happy to own their product that you are playing with it, but I really do not know how to play with the refrigerator or washing machine. This implies that I will recommend them to change their slogan. I propose to change it to *We work, you experience* or *We work, you enjoy*. I think that it sounds much better than the original text.

It is visible that all brands want to catch the interest of potential customer. As to the real meaning of the slogan, I need to point out that not all of the slogans relate to the real features of their target product. Slogan from LG which represents mainly televisions does not relate to them at all. I think that this brand just wanted to contrive slogan which has the same initials as the brand itself. On the other hand, slogan from Panasonic means the absolute opposite. Slogan *Ideas for life* describes the brand and says that they are inventing new technologies which will enrich your life. It is amazing how two slogans can be so diverse but both of them are definitely successful and well-known.

6.3 Slogan connected to cosmetics

I would like to introduce a few slogans which belong to cosmetic industry. There are not many of them because majority of the cosmetic companies are trying to translate and adapt their slogan to particular market. This means that many companies which interfered to the Slovak market present slogans which are translated. I will introduce it later.

Cosmetic companies have mainly slogans which refer to professionalism because people want to hear that they are buying high-quality products and maybe products which are used by professionals. This is the case of Schwarzkopf which uses slogan *Professional HairCare for you*. You can see that the word *HairCare* is written in capital letters which mean that they are drawing attention to the main function of their products. Professionalism takes place in the slogan of Daylong sunscreen- *Swiss made*. Almost everyone knows that products from Switzerland are the highest-quality products and customers are feeling the image of the real professional product. On the other hand, brand Dóliva comes with another type of slogan. Their slogan is *Skin in balance* which says that

they are focusing on the effect of their products. They are not introducing the country where it is from or the professionalism. They are using features of products to make it more visible.

6.4 Slogan connected to fragrances

In this short part I would like to comment on two untranslated slogans which I found interesting. The first one is slogan from Zippo fragrances- *Light your passion*. It refers also to visual side of this fragrance because it looks like a lighter. As you already know, Zippo is a type of lighter which has an opening for upper part. This brand has the same name and also the same visual side. The verb *light* just refers to this look. It is a very creative slogan.

Another one is from Boss. Fragrance is called Orange and has a slogan- *Today. To help. Together*. This fragrance was created to support the project of UNICEF which builds schools for children in Africa. I found this advertisement in the magazine and it includes also a short article about the aim of UNICEF and this fragrance. For the comparison with the first one, I think that their slogan is completely different. They adapted it to the aim of the project and it has an interesting intention. I will mention more about fragrances in the later sections dedicated to translated slogans.

6.5 Slogans connected to clothing brands

In this part of my thesis, I would like to look to clothing brands and their slogans. Many slogans are focused on the field or their target group of customers. If it is a brand which sells sportswear they are represented by sports-oriented slogan, e.g. Nord Blanc- *We are outdoor, we are sport*. Another example of particular slogan is the one from Bushman- *Respect for nature*. Bushman is a brand which sells natural and earthy coloured clothes mainly for customers who like to discover nature.

Now, I would like to analyze two nearly similar slogans. One belongs to Nike- *Just do it* and second one to Adidas- *Impossible is nothing*. These two brands sell mostly equivalent clothes oriented to the various sports. Both brands are slightly more expensive than usual prices of standard clothes. In fact, they are trying to overcome each other by innovative products mainly because they are the greatest competitive companies (maybe except from Cola-Cola and Pepsi). I have to point out that both slogans contain the same message. Nike's slogan encourages you to buy their clothes, to be more active in your life or do some sport. Slogan from Adidas says that you can do everything you want and you can reach

your goals. It is mostly connected to sports. That means that if you buy their clothes you can do what you need to be successful and fit. I think that both of them are strong and effective.

Second pair of similar advertisement slogans are from New Yorker- *Dress for the moment* and from DC Shoes- *Prepared for the now*. First slogan expresses that you can buy clothes for the special moment there and the second one says that you can be always prepared to look great with their shoes. Both of them talk about some special occasion where you can use their products. In contrast, I found one slogan which is absolutely different from the ones which I mentioned. Company called Orsay had a campaign where they used a slogan *Thank God, I am a Woman*. It reflects an idea that you can thank to God that you are woman therefore you can buy the beautiful clothes which they are offering. This kind of slogan tries to give you the feeling that you are thankful to be in their shop and you can enjoy everything that it provides. It is one of the most creative slogans I heard about because mostly every woman who sees it smiles and therefore has a positive sense about the shop which encourages her to return repeatedly.

6.6 Slogans from food industry

There are not many slogans from food industry which remained untranslated because companies try to be as close to the customer as possible so they are translating their slogans to language of the target country. In Slovakia, there is a small percentage of slogans which are presented in English language. These slogans belong to huge multinational companies with many branches in many countries. If they are known worldwide they can afford to come with a slogan in English.

I determined a few companies which have the same meaning of the slogan. These companies are: McDonald's- *I'm lovin' it*; KFC- *So good*; Coca-Cola- *Always Coca-Cola*. As I noticed, these three slogans are same in one feature- they are persuading us that their products are the best you have ever tried. McDonald's says that you love their food; KFC says that their food is delicious and Coca-Cola tries to persuade you to always drink this beverage. Unfortunately, there are many people who trust it and they are regularly eating and drinking it. I think that given companies rely on the fact that if you once try their food, you will eat or drink it always because it can be addictive. In contrast, there is one slogan which has completely different message. It is a slogan from Subway- *Eat fresh*. As I know, this company is well-known for the fresh and healthy salads and baguettes. Their slogan

points out that they are selling something healthy, it does not persuade us that we love it despite the fact that we do not love it. They are highlighting the main feature of their products. Other companies which I mentioned before cannot use the features because their food has no positive features except from the good taste caused by chemical preservatives and food additives.

As to the slogan from McDonald's, they are very specific example of slogan which was not translated. Their slogan- *I'm lovin' it* contains a grammatical mistake. It is used in the English slang but generally it is a mistake. I think that it is a cause for not translating it. Other languages do not know this kind of shortening so they decided to leave it untranslated. It can be interesting to see how they translated their slogan to Russian or French language because these countries have specific rules for the maintaining of the national language and translation. Russian version of the slogan is- *вот что я люблю* which means That is what I love. French version is *C'est tout ce que j'aime* which means It's everything that I love (Lexiophiles, 2011). Obviously, these slogans do not contain the grammatical mistake which is used in the English version because it is not possible to translate it like this.

6.7 Partial conclusion

I mentioned many untranslated slogans in this section. There were really many slogans which were introduced to the Slovak market in untranslated version. It may be caused by the fact that companies want to represent their original country because they represent the language which they are speaking. Another fact can be that companies used untranslated slogans because original slogans were not created to be translated. They can contain some specific linguistic features which do not allow companies to translate it because it would not have the same meaning in other language.

Other reason for untranslated slogans is that some slogans are just aimed at a separate group of customers which speak English or other language in which the slogan remained. Some companies produce goods for young generation of people who mainly speak English and they can understand the meaning of the slogan and this is the fact which these companies want to achieve- sell they products to the young people and be successful. Further, the reason for not translating is also particular grammatical feature or mistake which cannot be translated as I previously mentioned the case with McDonald's.

7 ADVERTISEMENT SLOGANS WHICH ARE TRANSLATED

The second largest group of slogans covers translated slogans which I will analyze in this section. I found many translated slogans of multinational companies so I will try to divide them into several groups and analyze separately according their industry. To each slogan, I will mention also its English version and sometimes a version in source language which was in many cases available too. Majority of the groups are divided into literal translation and slightly adapted.

The choice of a suitable equivalent will always depend not only on the linguistic system or systems being handled by the translator, but also on the way both the writer of the source text and the producer of the target text, i.e. translator, choose to manipulate the linguistic systems in question (Baker 1992, 18). It is always hard to find the suitable equivalent for your translation and in this section I will outline many slogans which are translated correctly.

7.1 Slogans related to cosmetics

In this part I would like to mention and analyze slogans which belong to the cosmetic companies. I divided them into two groups- slogans which are the same in target and source language and slogans where you can see some divergence between versions in these two languages.

First group includes 6 slogans which I collected. These slogans are the same or almost same in the both languages: Schwarzkopf- *Profesionálna starostlivosť o Vaše vlasy* (*Professional haircare for you*); L'oréal- *Pretože Vy za to stojíte* (*Because you're worth it*); Nivea- *Jednoducho krásna pleť* (*Simply beautiful skin*); Rexona- *Nezradí Ťa* (*It won't let you down*); Garnier- *Staraj sa o seba* (*Take care*); Avon super extend mascara- *Nekonečne dlhééééé!* (*Impossibly long*). These slogans mostly say about particular features of the brand or their product. Only L'oréal is trying to persuade you that your beauty worth to be pampered by their products and Garnier tries to encourage you to take care about you together with their products.

Second group covers slogans which were slightly changed when translating into target language. These slogans are: Vichy- *Zdravie pristane aj pokožke* (*La santé passe aussi par la peau; Health is beautiful*); Avon- *Deň ako stvorený pre krásu* (*Hello, tomorrow*); Vichy Idéalia- *Sen o ideálnej pleti sa stáva skutočnosťou* (*La peau idéale n'est plus un rêve; Ideal*

skin in no longer a dream). As I noticed, Vichy changed their slogans when translating to Slovak language. In English, the first one is changed from *Health is beautiful* to *Health suits to your skin* and second one is changed from *Ideal skin is no longer a dream* to *Dream of an ideal skin is becoming a reality*. I think that it is caused by the fact that Slovak language is more descriptive than English language so the translator has to use more words to describe what was needed to say. On the other hand, slogan from Avon was completely changed from *Hello, tomorrow* to *A perfect day for beauty*. Message of the slogan modified the day which it talks about and changed it from tomorrow to today. Both slogans are relevant but they have absolutely different message.

7.2 Slogans connected to chain stores

Another group of untranslated slogans is group which covers chain stores. Slogans from this group are mostly about ensuring people that they are the store with the lowest prices available. Nowadays, customers tend to buy products as cheapest as they can find. It is caused by low incomes, pensions and high unemployment rate. I know people who are reliant on the reading of discount leaflets every single day and then they are buying discounted goods which they found there. According to this fact, chain stores are trying to overtake each other in becoming the cheapest store so they are also adapting their slogans. Now you can see almost everywhere sales or advertisement texts which invite customers to particular store. Some of them base their tactics on the quality or pleasant feeling which you can enjoy but there are not many of them. Advertisement slogans which I found and they are talking about cheap goods are: Baumax- *Najnižšie ceny každý deň* (*Large value+ low price; Großer wert+ kleiner preis*); Lidl- *Správna voľba* (*Where quality is cheaper; Lidl lohnt sich*); Carrefour- *...ten je lacnejší* (*Low in price...but high in trust; Les prix bas...la confiance en plus*); Tesco- *S nami ušetríte* (*Every little helps*). One slogan which is based on quality and pleasant feelings and its original version corresponds with the Slovak version is slogan from dm- *Tu som človekom, tu nakupujem* (*Hier bin ich mensch, hier kauf ich ein*). Only this one does not talk about cheap goods, nevertheless I think that it is successful. You can also see that all these slogans differ in their Slovak, English and original form. Mainly the Slovak translation is different from the other. English and original forms are talking about quality and value but the Slovak ones not. That means that chain stores know that for Slovak customers the price is more important than the quality of the goods and they are sending here cheaper product which are lower in quality. These

slogans also belong to the section about adapted slogans to Slovak culture which I will talk about later.

7.3 Slogans about products for households

This part is about analyzing the slogans related to household products. It covers many items and systems which are important parts of houses. I divided it into two groups; the first includes slogans in which the Slovak version corresponds with the original version and the second group where these two versions are different. Slogans from the first group are: Ravak- *Keď kúpeľňu, tak Ravak* (*Thinking bathroom? Think Ravak; Když koupelnu, tak Ravak*); Mediterran- *Farebný svet striech* (*Peaking colors in your home; Szinekkal tetőzi otthonát*); Helios- *Upravte si svet po svojom!* (*Create a world of your own!; Uredite si svet po svoje!*); Quick•Step- *Objavte svet, v ktorom by ste chceli žiť* (*Discover a world you'd love to live in; Découvres le monde où vous rêvez d'habiter*); Baumit- *Myšlienky s budúcnosťou* (*Ideas with future; Ideen mit Zukunft*); Knauf Insulation- *Čas chrániť energiu* (*It's time to save energy; Energie sparen, jetzt!*); Velux- *Prinášame Vám svetlo* (*Bringing light to life*). In all these slogans, versions almost correspond to each other. But only first two and last two company slogans express the field which given companies operate in. Other slogans are too general and we do not know what these companies sell.

The second group is slightly smaller. It contains only two slogans where original and Slovak versions do not correspond. First slogan is from iRobot- *Keď je upratovanie hrou* (*Making robots work for you*). Slovak version says about cleaning being a play but English version does not. It talks about the main field and you know that they are making robots so I think that English version is more suitable for this company and I would translate it literally. The second slogan is from Wienerberger- *Tehly. Pre Váš domov* (*Building material solutions*). Both slogans represent the main field of the company but they are different. Slovak one says that they are making bricks for your home and English version says that this material is a solution. Both slogans express the same idea but the formulation varies. In this case, I think that the first and the second one are appropriate.

7.4 Slogans connected to food industry

Another group of slogans which I have collected is about food products. Here I have three different slogans. Each of them stands for different way of translating the slogans. First one is connected to Tassimo and Jacobs Krönung- *Zakaždým iná káva stlačením jedného*

tlačidla (Countertop café at the touch of a button), second one is about Orbit Complete- *Skvelá chuť pre zdravé zuby (Healthy, clean and fresh)* and the third one is from Redd's Apple- *Chuť stvorená pre ženy (Too tasty for men)*. As you can see, every slogan was translated differently. First one mostly corresponds with its original version but the second one already has some distinctions. Slovak version says about the great taste and the healthy teeth but the English version says about the clean teeth and probably the fresh taste that means that they vary in the choice of the words. The third one is completely different. Slovak version says that its taste is made for women but the English version says about the fact that it is too tasty for men so you can see two different ways how to say that this kind of beer is made for women. English copywriters took it from the different perspective and Slovak translators chose the easier way. So here you can see three slogans that were translated differently.

7.5 Slogans connected to the producers of household appliances

In this part, I want to analyze just three slogans which I collected and belong to this group about producers of household appliances. Actually, one of them is from Panasonic and includes the camera with the name of Lumix- *Vitajte v prvej rade (Welcome to the front row)*. Second one is connected to Gorenje SensoCare- *Plne prispôsobené pranie (Fully customized washing)* and the third one is from Miele- *Všetko ostatné je kompromis (Immer besser; Always better)*. The first and the second slogan is the same in the Slovak and English version but as you can notice, the third one is different in original and Slovak version which says that everything else is a compromise. Main meaning of this slogan is that if everything else is a compromise we create products which do not need it because we make something perfect.

7.6 Partial conclusion

This is the end of the section dedicated to the translated slogans. There are fewer slogans than in the previous section about untranslated slogans. This is caused by the fact that companies use more untranslated than translated ones. Obviously, there are mentioned companies which translated slogans literally- word for word. In majority of the categories, I isolated them from slogans which were newly created. Translating is the easier way how to create a slogan but sometimes they have no choice and they must change it in some way because original version cannot be translated to the target language. This is caused by

specific grammatical features which do not have the right equivalent in the target language. So they are creating new slogans which are similar to the original ones. But mostly, they are just translating them.

Every part of this section includes slogans from particular group of the industry. Except from the different field they also differ by the target group of customers. Cosmetic industry is mainly oriented to women who like to look pretty. Chain store slogans are oriented to women too but just for those who need to do shopping for their families. Slogans connected to household and producers of household appliances are oriented to men who would like to own the best products on the market or men who enjoy repairing of their homes. Food industry is a specific group which is interesting for the whole population but as I mentioned some products are just for women or adult women, e.g.: Redd's.

Compared to the adapted slogans which I will mention in the further section, there are more slogans which are translated. I wanted to show that companies which are translating their slogans are not using their opportunity to adapt it to the Slovak market which can be really beneficial.

8 SLOGANS ADAPTED TO SLOVAK MARKET

Slogans are here to give us particular information. According to Vysekalová and Mikeš, on the first side we have someone who sends the information and on the other side stands someone who is it addressed to. Point is, if they both are tuned to the same ‘radio frequency’ and if the addresser heard this information and also understand what was send (2007, 53). Adapted slogans mostly fulfil these requirements.

This part will deal with slogans which were adjusted to Slovak customers. Majority of them were entirely created in order to be introduced to the Slovak market. I will classify them into two groups.

8.1 Slogans with message connected to Slovak nation and language

Firstly, I would like to specify three campaigns which belong to this group. First one is the slogan from Apple connected to iPad- *iPadneme si do oka* (in English- *We like each other*), second one is about Peugeot 207- *Rodený Slovák* (in English- *Born Slovak*) and the third one connected to specific advertising campaign of Kia- *Kto nevyskúšal Kiu, nezažil Slovensko* (in English- *Who has not tried Kia, has not experienced Slovakia*).

The first one was made to catch the attention to the blending of the words *iPad* and *padneme*. The last three letters from the first word correspond with the three beginning letters from the second word so copywriter was really creative and blend these words together. The second slogan from Peugeot points out that these cars are made in Slovakia. Customers may feel satisfied with buying cars made in their country because they know that they are supporting the Slovak economy. I already mentioned the third one but it also belongs to this group of adapted slogans. It is very controversial because this campaign was presented only in Slovakia. I think that people may feel attacked by it because many inhabitants of Slovakia are patriots and this company tries to tell you that you are not a right Slovak if you did not tried cars from Kia. They are also mentioning some numerical facts about Slovakia and comparing it with numerical facts about their cars. I know that they are producing their cars here in Slovakia but they do not have the right to tell you that you need to try their cars in order to be a Slovak. All these slogans are adapted to Slovak market to catch the interest of the Slovak customer but I think that they have to choose the right way of doing it.

8.2 Slogans which do not have their original version (created only for the Slovak market)

During my research, I tried to find original versions of translated slogans which I collected. But in case of a few slogans, I did not find any original version which would belong to particular slogans so I decided to establish a separate group including slogans like these. Slogans come from various fields but they cannot be classified to the groups of their sector. These slogans are: UPC- *Doprajte si aj vy len to najlepšie!* (in English- *Indulge yourself in just the very best!*); Duratop- *Povrch škridly prepisujúci dejiny* (in English- *Roof tile surface which overwrites the history*); Babor- *Naordinujte si krásnu pleť* (in English- *Prescribe yourself the beautiful skin*); Vaillant- *Pretože Vaillant myslí dopredu* (in English- *Because Vaillant is a forward thinking company*); Protherm- *Vždy na Vašej strane* (in English- *Always on your side*); Adidas supernova glide 4- *Podmaň si betón* (in English- *Master the concrete*).

These slogans show that some brands are trying to influence customers just because they do not have original version of the slogan which they introduced in the Slovak market. Maybe they know that Slovak customers are accustomed to see them and receive some kind of the external information so they decided to come up with the new slogan which would succeed.

8.3 Partial conclusion

The mentioned slogans are from various fields and also refer to various facts about the brand and products. But they have one thing in common- all slogans are trying to persuade us that they are the best, the cheapest or the most useful ones that we can find.

I really cannot find more slogans which are adapted so it means that companies are not utilizing the opportunity to engage the attention of the Slovak market. They can create some adapted slogan but instead of it they are just translating the original ones or creating new slogans. By this analysis, I found out that majority of the multinational companies in Slovakia are not adapting their slogans to this market.

CONCLUSION

At recent times, companies cannot rely on the fact that they will sell everything what they produce. Surely, they need to come up with the new way of promoting their products. Increasingly, they are focusing on requirements of the customers. Their aim is a close cooperation with the customer. Concerning the main features of particular products, many of them introduced slogans which are accurate and appropriate but still there are some companies which choose the less suitable method of creating their advertising slogans. I mentioned some of them in my thesis.

The main goal of this thesis was through a deep analysis of particular advertising slogans prove that multinational companies are not using adaptation to create a slogan which is focused on the target group. I submitted a few suggestions aimed at enhancement of communication which can contribute to improving of some slogans. In the theoretical part, I defined main terms connected to marketing and advertising which were really necessary to mention. Further in the analytical part, I introduced three main groups of slogans which were divided into many smaller groups according to their industrial sector.

A marketing sphere is a huge field which includes many other branches. I chose creating of advertising slogans which is an important part of attracting customers. Many slogans relates to the positive long-time practice because successful companies often changed them and now they know which one is the strongest one. These strong slogans frequently contain the most useful feature of the product and almost always people are attracted by some new inventions which came to our market. Slovak market is not very wide but it can offer advertisements and commercial which are known worldwide. Some companies know how slogan can affect us if they adapt them into particular market. People feel appreciated and they buy products oriented to Slovak customers.

By this research, I showed that untranslated slogans are common in many features. The target group of these slogans can be only people who understand English and its specific linguistic features which are used in it. It also has an impact on the market which is becoming more multinational. On the other hand, translated slogans are understandable for the whole Slovak nation and concerning the process of translating, it allows translator to be creative and use features which are well-known in the Slovak language. As I said before, there are not many adapted slogans but if so, it is a strong and successful tool for promoting and selling goods.

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