

## THE ROLE OF TRANSLATION IN ADVERTIZING

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**Abstract:** *The article explores key challenges such as maintaining brand identity, preserving the intended message, and addressing cultural nuances. It also provides examples of successful and unsuccessful advertising translations, illustrating the impact on brand perception and consumer behavior.*

**Key words:** *advertisement, audience, translation, audience, consumer, brand, international marketing*

Advertising translation is the process of converting an advertisement designed for one specific audience into a format that resonates with an audience that speaks another language. Expanding Market Reach: Effective translation allows businesses to communicate their messages to a wider audience by adapting their advertisements for different languages. Cultural Sensitivity and Localization: Simply translating text from one language to another is not enough. Cultural localization involves modifying content to suit the tastes, cultural norms, and consumption habits of different regions.

There are some types of translations in language. The two most common types of translation services that we see are:

- Literary translation
- Professional translation

Literary translation. This type of translation is often considered the hardest or most comprehensive, as the translator not only needs to get the meaning of the words right, but also the context, sound, and feeling behind the words:

In English:

1. The sun also rises. (Ernest Hemingway)

In Uzbek:

1. Quyosh ham chiqadi.

Professional Translation. The next type of translation is professional translation. Any type of translations that are used for professional purposes, we would usually fit into this category.

In English:

1. The efficacy of the treatment was confirmed by multiple clinical trials.

In Uzbek:

1. Davolashning samaradorligi ko'plab klinik tekshiruvlardan o'tgan.

Language of advertisement. Focuses on the interrelation of language image and layout explores the discourse between 'reader' and advertisement examines advertising strategies such as puns and connotations looks at the relationship between advertising and culture draws on literary and linguistic theory for analysis of texts.

Cultural Sensitivity: Understanding the cultural norms, values, and sensitivities of the target audience is crucial. What might be acceptable or appealing in one culture could be offensive or irrelevant in another. Visual Elements Advertisements are not just about words but also about visuals. When translating for TV, visual elements such as imagery, colors, symbols, and gestures should be culturally appropriate and meaningful to both English and Uzbek viewers.

In English: LG – life is good , In Uzbek: Hayot LG bilan go'zal.

In English: Life tastes good, In Uzbek : Coca-cola hayot lazzati.

In conclusion, translation in advertising is a critical tool for businesses seeking to thrive in a global marketplace. It extends beyond mere linguistic conversion, requiring deep cultural sensitivity and understanding to effectively engage diverse audiences. Effective translation ensures that marketing messages are not only heard but also resonate across cultural boundaries, maintaining brand consistency and enhancing customer loyalty. Moreover, it protects businesses from legal repercussions and avoids potentially costly miscommunications.

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