

STUDENTS TRAINING IN CREATIVE WRITING AND TRANSLATING: MASS MEDIA TEXTS AND ADS

The article presents some aspects of students training within the analysis of media texts and ads to promote creative translation and writing.

Key words: idiom, advertising message, creative writing, culture.

Стаття розглядає питання навчання студентів аналізу текстів СМІ та реклами з аналізом фразеологічних одиниць з метою розвитку навичок творчого письма та перекладу.

Ключевые слова: фразеологические обороты, рекламное обращение, творческое письмо, культура.

Стаття розглядає питання навчання студентів аналізу текстів мас-медіа та реклами відносно фразеологічних зворотів з метою розвитку навичок перекладу.

Ключові слова: фразеологічні звороти, рекламне звернення, творче письмо, культура.

We consider advertising to be a form of communication used to encourage or persuade an audience (viewers, readers or listeners). Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. Mass media is referred to all media technologies that are intended to reach a large audience via mass communication. Broadcast media transmit their information electronically and comprise television, film and radio, movies, newspaper, magazines, brochures, newsletters, books, leaflets and pamphlets. In our daily life we can find a lot of idioms in press. They are used *to attract attention* of the audience. Thus idioms are very popular phenomenon in Mass Media and advertising.

Mass Media texts are known to be the texts of informing, descriptive and convincing character. In our course of lectures "Lexis of Ads" we suggest students follow this position while teaching them how to write (to create) ads/slogans and translate them into the English / native language. They are recommended to use numerous Mass Media texts researches as such, and advertising in particular, practical recommendations on effective texts creation and translation. We believe slogan to be an indispensable part, a major structural component of any ad, as a cultural code of a country wherever an advertisement is put up. The matter of students learning to the analysis of short texts/slogans creating and translating them in/into native and foreign languages until now was not enough studied.

Hereby the paper deals with ads' idioms as a part of ads lexis and some problems of their (idioms) translation into the target language. The purpose of the paper is to elucidate what way idioms assist in realizing the main functions in Mass Media and advertising texts, and find out the problems which arise in the process of their translation.

The material of the investigation included idioms taken from social and political articles in the British and American newspapers, namely *The Observer*, *The Times*, *The Financial Times*, *The Independent* and the ones selected by the students.

Firstly, we should determine and identify the essence of idioms [3; 4; 8; 9]. Idioms come from any language and generally cannot be translated literally (word for word).

On the basis of the theoretical material analyzed the following thematic classification of the idioms could be presented where they are classified into three groups: phraseological fusions, unities and phraseological collocations. Students are taught that *phraseological fusions* are completely non-motivated word – groups, such as "kick the bucket" – "die". The meaning of the components has no connection whatsoever, at least synchronically, with the meaning of the whole group. Idiomaticity is, as a rule, combined with complete stability of the lexical components and the grammatical structure of the fusion. *Phraseological fusions* are called "traditional", "set expression with fixed nomination", "combinations", "set expression" in the works of the researchers[3; 5; 7]:

Hugh Young, managing director at Aberdeen Asset Management Asia, told the BBC: "There's a great deal of interest in Burma, foreign investors are getting on the bandwagon as they say." – Х'ю Янг, управляючий директор компанії Aberdeen Asset Management в Азії, сказав журналістам ВВС: "Зараз багато цікавого є в Бірмі, іноземні інвестори приєдналися на сторону лідируючої партії, як вони говорять".

The police detained a bad bath of gold near the Polish border. Поліція затримала партію дешевоїх виробів золота біля Польського кордону.

Our findings confirm that *the Phraseological unities* are partially non – motivated as their meaning can usually be perceived through the metaphoric meaning of the whole phraseological unit. The illustrations could be *to show one's teeth, to wash one's dirty linen in public*. If interpreted as semantically motivated through the combined lexical meaning of the component words they would naturally lead one to understand them in their literal meaning. The metaphoric meaning of the whole unit, however, readily suggests "take a threatening tone" or "show an intention to injure" for *show one's teeth* and "discuss or make public one's quarrels" for *wash one's dirty linen in public*. Phraseological unities are as a rule marked by a high degree of stability of the lexical components:

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The main factor that is depressing prices is the large stock of property on estate agents' books relative to the pool of able buyers rather than any surge in distressed selling," said the survey. – Як було сказано в дослідженні, – "Найголовніший фактор – це те, що зниження цін на майно впливає негативно і залишається в руках агентств нерухомості, відносно великої кількості покупців, але це краще, ніж його продаж за дуже низькими цінами".

While discussing *phraseological collocations* with the students we consider them to be motivated but they are usually made up of words possessing specific

lexical valence which accounts for a certain degree of stability in such word – groups [5]. Variability of member in phraseological collocations – words is strictly limited. For instance, *bear a grudge* may be changed into *bear malice*, but not into *bear a fancy* or *liking*. We can say "take a liking" (*fancy*) but not "take hatred" (*disgust*). These habitual collocations tend to become kind of cliché where the meaning of member – words is to some extent dominated by the meaning of the whole group. Due to this, phraseological collocations are felt as possessing a certain degree of semantic inseparability.

He argues this defeated the whole point of creating a language allowance program to work hardly. – Він стверджує, що це створить умови для кращої праці, якщо працівники матимуть **надбавку за знання іноземної мови**.

Professor N.Shanskii added one more type – phraseological expressions [8]: *share one's last shirt with somebody* – give the last thing that you have, *run after two hares* – not to have good results.

In the process of study mass media and ads lexis and translation the students confirmed the four basic ways of translating idioms: 1) translation by absolute equivalent, 2) translation by idiomatic analogue, 3) word-for-word translation or calque, 4) descriptive way of translation.

1. Translation by absolute equivalent. This is the method of translating by which every component part of the source language idiom is retained in the target language unchanged. The component parts include all notional components and also the lexically charged functional components which contribute to the lexical meaning of the idiomatic/phraseological expression. The notional components also create the *main images, the expressiveness and the figurative (connotative) meanings* of idiomatic expressions. Translating with the help of equivalents is resorted to when dealing with idioms which originate from the same source in both languages. When using this method, students should observe that an equivalent is properly selected from the dictionary.

China Daily's editorial warns Manila not to "play with fire", while the Global Times' bilingual editorial says China will "resolutely fight a war". – Щоденне редакційне видання Китаю попереджає місто Манілі не **"грати з вогнем"**, у той час двомовне видання *Global Times* заявило, що Китай буде **"рішуче вести війну"**.

"In this case it was an F15, an awesomely superb ground attack aeroplane but if you don't want that you have to provide enough troops on the ground... such as you don't need to call on the Americans to pull your chestnuts out of the fire," he said. – В даному випадку це було F15, грізно величезний штурмовий літак, але якщо ви не хочете, то ви повинні надати достатньо війська на землю ... , так вам не потрібно закликати американців **тягти каштани з вогню"**, сказав він.

2. Translation by idiomatic analogue. An overwhelming majority of English idiomatic expressions have similar in sense units in Ukrainian. Sometimes these lexically corresponding idiomatic expressions of the source language may also contain easily perceivable combinations of images for the target language speakers as well as similar or identical structural forms. These idiomatic expressions, naturally, are in most cases easily given corresponding analogies in the target

language. As a matter of fact, such expressions are sometimes very close in their connotative (metaphorical) meaning in English and Ukrainian as well.

Why would anyone want to sell if they get less money than the promised compensation? – Like the old adage says, a bird in the hand is worth two in the bush. – Чому кожний хотів би продати, якщо вони отримають менше грошей, ніж обіцяні компенсації? – Як говориться в старому прислів'ї, краще синиця в руках, ніж журавель в небі.

Good parents will move heaven and earth (and home, too) to ensure their children get a good – and free – education. – Хороші батьки звернуть гори на шляху (і вдома теж), щоб забезпечити своїм дітям отримання хорошої – і безкоштовної – освіти.

3. Word-for-word translation is the rendering of text from one language to another "word-for-word" rather than conveying the sense of the original. We can use this way of translation only in that case when in result of calquing we have an expression which figurativeness is easy perceived by Ukrainian reader and it doesn't cause the image of unnaturalness and unusual to generally accepted norms of the Ukrainian language.

4. Descriptive way of translation. The meaning of a considerable number of idiomatic as well as stable/set expressions can be rendered through explication only, i.e. in a descriptive way.

Mr. Howe said: "Somebody said to me "Herbert, we will find skeletons in your cupboard". – Містер Хоу заявив: "Хтось сказав мені, "Герберт, ми знайдемо твою сімейну тасмницю".

In the course of our discussion with students on ads and mass media language and idioms in particular we have determined that the most frequent way of translating idioms is translation by means of an absolute equivalent. The aim of translation will always remain the same, that is to render completely the lexical meaning and where possible also *the structural peculiarities, the picturesqueness, the expressiveness, thus drawing attention to the said, and the connotative meaning* (if any) of the source language idiomatic or stable expressions in the target language.

In the view of the above we can summarize that phraseological units represent a quite interesting and multilateral phenomenon especially in mass media and advertising texts. Being very flexible English and Ukrainian languages constantly enrich their vocabulary with the words invented by the language speakers, making it more colorful with new idiomatic expressions, and at times refills its stocks with the borrowings and neologisms. The problem will always retain its topicality since idioms assist in realizing the main features of the advertising texts and attracting the consumer's attention.

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