The Translation of Wordplay in Persuasive Texts: Categorizing Translation Techniques

Trabajo de titulación presentado en conformidad a los requisitos para obtener el grado de Licenciado en Idioma Inglés y Traductor Inglés-Español.

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Copiapó, Chile 2022

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Abstract

In the world of translation, it is inevitable to find difficulties whilst doing the simplest of translation such as, a small wordplay, a cultural difference, the classic multi-word term, grammatical complexities, and others. Even if said problems repeat themselves, there is no certainty that they can be approached with the same procedure as before. That is when the translation techniques come into play in order to help the translator to approach different types of problematic situations through different approaches associated to specific types of problematics through all sorts of texts. In this thesis work the main focus was to explore the translation techniques within persuasive texts, more specifically wordplays in advertisement. The results suggested that the usage of each technique correlates to the specific nature of the problem present in the wordplay. In terms of the actual use of each technique the most present were the ones relating to either cultural or linguistic problems; which is also related to an impossibility of replicating the wordplay with the original structure.

Keywords: ADVERTISEMENT- SLOGAN- CULTURE- TRANSLATION TECHNIQUE

Resumen

En el mundo de la traducción encontrar dificultades es inevitable, incluso a la hora de realizar la más sencilla de las traducciones, como un pequeño juego de palabras, una diferencia cultural, el clásico multi-word term, las complejidades gramaticales, entre otros. Inclusive si dichos problemas se repiten, no hay certeza de que se aborden con el mismo procedimiento que antes. Aquí es cuando las técnicas de traducción toman parte, con el objetivo de ayudar al traductor a abordar diferentes tipos de problemáticas a través de todo tipo de textos. En este trabajo de tesis el objetivo principal fue explorar las técnicas de traducción dentro de los textos persuasivos, específicamente los juegos de palabras en las publicidades. Los resultados sugirieron que el uso de cada técnica se correlaciona con la naturaleza específica del problema presente en el juego de palabras. En términos del uso actual de cada técnica, las más presentes fueron las que se relacionaban, ya sea, con problemas culturales o problemas lingüísticos; lo que también se asocia a la imposibilidad de replicar el juego de palabra con la estructura original.

Palabras clave: PUBLICIDAD- ESLOGAN- CULTURA- TÉCNICA DE TRADUCCIÓN

1.Introduction

The world of advertisement is very important all around the world, therefore finding the perfect words to catch the customers' attention is crucial. In the advertisement world it is common to see wordplays in the slogans of most advertisements, due to this the work of a translator is very important in order to internationalize the advertisement to reach more people and also generate the same reaction in customers from different cultures. Consequently, the main focus of this investigation is the translation of wordplays in persuasive texts, advertisement in the case of this work, and also categorizing the translation techniques.

In order to accomplish the translator's objectives different tools are needed to reach the best transfer process for an advertisement, so the original message is not lost whilst at the same time reaching a comprehensible translation for the target culture. Through the years the concept of translation technique has changed not only thanks to time, but also due to different authors developing their own views on what the translation techniques are, how they work and even how many there are. In this thesis work the intention is to explore different approaches to the translation techniques, use them, analyze the number of times each one was used and finally analyze the data gathered to reach a conclusion.

Likewise, the general objective of this work is to provide translation proposals on persuasive texts which include wordplays, and the specific objectives are to analyze the difficulties present in the task of translating persuasive texts and to identify the use of different translation techniques in persuasive texts.

Therefore, the methodology consisted in an exploratory approach to different slogans that had wordplays, each one with their particular problematic provided for an interesting study subject. With this approach not only the proclivity for specific translation techniques in persuasive texts could be seen, but at the same time with the amount of study subjects provided a quantitative exploration could be developed, providing a wide understanding of which situation called for the usage of certain technique and also which translation techniques did not contribute for this specific text type.

In chapter one the first subject to be discussed is the research problem, where the first step was to contextualize the problem, followed by clearly stating it, contextualizing it, and so forth. Chapter 2 is the theoretical framework, where the main focus of this section is to explain the concepts of the explored problematic (wordplay, puns, persuasive text, and others.) and to also explore the translation techniques, some examples and finally the ones used in the study. Chapter 3 focuses heavily on supplementing the examples that show how the translation techniques are used in order to solve a problem. In chapter 4 quantifying results is crucial in order to analyze and discuss the data of the translations from the previous chapter, this leads to very interesting discoveries. Finally, chapter 5 ties this study together by offering the conclusion of this thesis work, some closing ideas and the answers to the research questions.

1.1. The research problem

1.1.1. Context of the problem

The intention of advertising is to offer a product that draws attention to customers by means of different strategies, one of them being wordplays. As stated by Delabastita (1996) wordplay can be defined as "the general name for the various textual phenomena in which structural features of the language(s) used are exploited in order to bring about a communicatively significant confrontation of two (or more) linguistic structures with more or less similar forms and more or less different meanings." In the field of translation, these elements can pose a challenge since several factors must be considered when translating these persuasive texts, such as cultural references, identity, wordplay itself, among others. On account of this, the focus of this study is based on exploring wordplays in different advertisements, since these types of texts mostly rely on the use of these resources in order to achieve their inherent goals (attract customers). The idea of translating wordplays is that neither the identity nor their persuasive nature must be lost in the process. Also, it is important to know how the translation of these wordplays works considering cultural references, knowing how to keep them, and how to change them so that the product does not lose its identity in the second language.

1.1.2. Statement of the problem

Due to the nature of advertisement, a new added difficulty arises, namely the translation of cultural references. This new added difficulty lies in the fact that cultural references are

somewhat exclusive to some languages (considering cultural backgrounds) and meaning might be affected by lack of equivalents in the second language. This generates a dilemma among translators of either erasing the reference or to look for the equivalent, but what can be done if there is none?

This phenomenon occurs thanks to the niche nature of some of the cultural reference used in advertisement, in this case the wordplays that are supposed to give persuasive power to the product, are not being well received, not for the inefficacy of the message but for the sole reason that the message itself has not been understood. Now there is the dilemma of either using omission to remove the wordplay or looking for an equivalent as mentioned above (or the use of other techniques).

In the world of advertisement, it might be unethical to disturb the identity of the text by eliminating the "problem" and a waste of time to look for an equivalent that does not exist. Both of these options are unsatisfactory in the task of translation, because one affects the text negatively and the other is not always available.

1.1.3. Relevance of the problem

After many years of debates in the field, uncertainty persists when speaking about wordplays or puns, more specifically, about how to translate them, since having the right mindset and translation skills is crucial, due to the cultural and linguistic nature of wordplays.

If the message loses its identity, it also loses the meaning, making the translation lose its purpose. Moreover, using the translation techniques is crucial when working with wordplays, due to the intention of the wordplay relying so heavily on the identity of the message. In this respect, the only way a satisfactory and effective solution can be reached is by applying the translation techniques with the correct intent, by trying to adapt or create a new reference that can be used as equivalent in the translation of wordplays. The relevance of this study lies in the fact that the original message and intent in wordplays can be easily disrupted if translation techniques are misused, ignored or even rejected. Therefore, the determination of proper strategies in translation particularities becomes crucial.

1.1.4. Delimitation of the problem

This investigation addresses the use of translation techniques in persuasive texts. The main focus will be directed to publicity and advertisements; therefore, the rest of the persuasive texts are not going to be explored. How the translation of the wordplays affects the sales of the products is a topic that is also going to be dismissed.

Thus, the following study discusses the definition of wordplay, how the translation techniques have been used to solve them (or not), how the use of these techniques has been changing (or not) throughout the years and to determine the reason why these changes have been applied to the modus operandi of the translation process.

1.1.5. Research questions and researcher's assumptions

The research questions according to the objective of this investigation are:

- What are the difficulties a translator faces when working with persuasive texts?
- Which translation techniques are most used?

1.2 Objective

1.2.1 General objective

The general objective from the present investigation is: To provide translation proposals on persuasive texts which include wordplays.

1.2.2 Specific objectives

The specific objectives according this investigation are:

- To analyze the difficulties present in the task of translating persuasive texts.
- To identify the use of different translation techniques in persuasive texts.

1.3 Motivation

The biggest factor that motivated the development of this thesis work was to explore the particular difficulties tied to the nature of persuasive texts. How a cultural reference affects the

whole process of a translation was also a very inspiring idea, in particular when doing the actual experiment of finding said cultural references, approaching the challenges that each one presents to the translator and exploring the different options to solve the problem, to carry the message and to recreate the intention of the original advertisement to a different culture. In order to help the complications present in these types of translations where culturism, humor and other linguistic difficulties arise, the categorization of the translation techniques and examples of how they can be used on said texts was the objective that was set up for this study. The previous leading to the analysis of translation techniques, the wordplay phenomenon and how the use of said techniques can affect the result of a translation.

2. Theoretical Framework

2.1 Introduction

In this section of the study, definitions and information on wordplay and subsequent details will be provided in four specific points within this investigation, which are: the concept of wordplays, the translation of persuasive texts, wordplay translation and translation techniques. Each definition or concept is based on previous research and studies that provide information on each of the four points about the research mentioned above.

2.2 The concept of wordplay

Finding a definition for the concept of wordplay is a challenging task, the broad nature of the categorization of wordplays shows that there are many humorous interactions in text that fit in the description of what a wordplay is or could be, or as Nina Matošević (2019) explains "Wordplay does not only differ by various contexts in which it can be used, but in its very definition. Since there are numerous subcategories of wordplay, it is necessary to approach it from the broadest perspective possible."

Although complicated and confusing, a definition proposed by the same author, Nina Matošević (2019), can be found: "as a linguistic phenomenon, wordplay is a special type of verbal humor used in many different contexts." Now, a very interesting factor that supports the idea of how hard it can be to define the concept of wordplay, can be found in the same thesis by Nina Matošević (2019) that quotes a work from a different author (Thaler, 2016: 50), in which the following definition is proposed "wordplay in the broadest sense can be defined as the action of playing with words (or the result thereof), which is based on the variation of linguistic units without involving formal similarities. Wordplay in that sense can concern all kinds of linguistic material that is modified in a playful way." Even though these definitions are different from one another, they do reach a consensus when describing wordplays as linguistic phenomena where a message is expressed in an unorthodox way with humor or playfulness.

Although the previous definition may not constitute a precise answer, it is one of the ways in which wordplays can be described. One issue that is noted in the investigation of Kuchařová

(2013) was the humorous side of the concept of wordplay, this amusing function is a crucial part of the definition due to the humorous nature of wordplays and the expected result of causing a humorous response on the individual receiving the message. In order to truly understand the concept of wordplay, it is important to explore the characteristics of wordplays. According to Kabatek (2015) there are two main characteristics which are:

- One of the main characteristics is that the message itself is the focus of attention, not the contents of the message. This makes sense when analyzing the intention and reaction of a wordplay. The receptor shows a different reaction from a normal interaction thanks to the structure of the message intended, in essence if an opportunity for a wordplay is presented, the content of the message on which the wordplay is placed does not make the receptor react, but the fact that there is a wordplay on the message is what causes a reaction.

- The next characteristic, although simple is still relevant because it explains how the reader is able to process and understand the wordplay. The way a wordplay is processed is through the association of phonological similarities to well-known morphological endings. In conclusion, the receptor of the wordplay does an analysis of the morphological and phonological elements of the wordplay, that lead them to understand the comedic interaction.

2.2.1 The distinction between wordplays and puns

At the beginning of this research on wordplays the word pun is also mentioned, and the fact that it could be recognized as a synonym of the word wordplay becomes visible, but as the research progresses, it tends to be a confusion because there are authors who have different opinions about it. For instance, Delabastita (1993) suggests in his work that he uses these words as synonyms and other authors such as Scott (2009) and Jing (2017) explain that there is a difference between them.

In the following paragraphs, the distinction between these concepts is highlighted:

Firstly, as Scott (2009) mentions when considering wordplay in the investigating field, many authors and linguists felt that linguistics had largely failed to offer a fully coherent explanation of wordplay. This comment shows that in the linguistic field there is not a strong consensus of what is the full definition of wordplay, therefore in order to have a grasp of the difference between wordplay and pun, it can be stated that wordplay in this context is any language used

with the purpose of amusement. In short, the linguistic phenomenon known as wordplay can be defined as a special type of verbal humor that consist of altering the linguistic structure of a sentence, by using similar sounding concepts, that are distinct of one another, causing a humorous instance in which the receptor proceeds to analyze the altered structure, find the similarities, assimilate it and answers accordingly. Thus, it should be also taken into account, as mentioned by Chiaro (1992) cited in Ushurova (2012) "comic situations which are too culture-specific will not be considered amusing outside the culture of origin"

This linguistic phenomenon has two very important characteristics that highlight its nature. First, the focus of the wordplay should not lie in the content of the message, but the message itself. The second characteristic is how the wordplay is analyzed through the phonological similarities to well-known morphological endings.

Secondly, Scott (2009) defines puns as a play on words in which two different terms that have similar sounds can create a bisociative play that can generate different sound sequences which may sometimes affect meaning. Also, Scott (2009:1795) explains that "all verbal puns are based upon the same fundamental mechanism: they are plays on sounds, or rather, on the resemblance between two sets of sequences of sounds" and highlights that puns are not generated with single words but in extended discourse units. Based on this the author provides two different kinds of puns and classifies them as exact puns and near puns:

> "In an exact pun, two sound sequences which are identical are called into play, whereas in the near pun, two sequences are involved which resemble each other phonologically (sometimes visually)" Scott (2009:175).

It should be noted that within these categories there must be double sound sequences and double meaning in the sentence in order to generate the relationship between one meaning and the other, being this the main point in which the quality of the pun will be defined if it generates a bias of humor or not for the hearer/reader. There are many characteristics that define puns, in fact the author Scott provides two classifications for puns that are easily comprehended, however they do not explore the full nature of puns, as the author Jing does.

Jing (2017) explains that puns are a concise way of expressing humor and wit. After providing a small definition the text proceeds to develop its way into advertising and then to a more specific classification of puns. Jing provides a list for the classification of puns that mainly

focuses around advertisement, as a matter fact it goes so far as to say that there are many kinds of puns existing in English advertisements, four to be specific and these are: homophonic puns, paronomasia, grammatical pun, and idiomatic pun. For the sake of organization, the classification was arranged next to their respective definitions and some examples provided by Jing.

Table 1. Jing's Classification of puns

Name	Definition	Example
Homophonic pun	Homophonic refers to two or more words having the same or similar sound but at the same time they have different meanings. Note: Jing mentions that this type of pun is used to attract the customers' attention.	"With so many carrots, I'll be a real gem!"
Paronomasia	Paronomasia is crucial for the creation of any type of pun, the pun itself is created by the homography of a word.	"Money doesn't grow on trees. But it blossoms at our branches."
Grammatical pun	When a grammar problem is present, a grammatical pun is born. Some verbs can have a flexible meaning, leaving the possibility for a grammatical pun.	"Book at any station."
Idiomatic pun	All the countries around the	"An apple a day keeps the

	world have their own particular proverbs, which are usually relatively fixed phrases in order to make a rhyme that in terms makes a pun.	doctor away."

Source: Jing (2017)

As mentioned by the authors Scott (2009) and Jing (2017) above, in the concepts of wordplay and pun, there is a particular distinction that fills the gap in depicting a main difference between the two concepts. A basic difference is that puns play with the form of words and wordplay involves their meaning. There is also the fact that a pun manifests in a very similar way to a joke, having a specific structure to follow in order to deliver a punchline. As a concluding idea it can be stated that the distinction between wordplay and pun is that wordplay is approached as a more general linguistic study and puns are a subcategory of wordplay that are classified depending on a wide arrange of linguistic phenomena as mentioned above.

2.3 The translation of persuasive texts

2.3.1 Persuasive texts

To begin with, it should be clear what persuasion means, as defined by, Kurudayıoğlu, M., and Yılmaz, E. (2014:76) persuasion is "a way of influencing people's beliefs, thoughts, behaviors, motivation, desire and wishes by images, words, and varied techniques, strategies, methods." Therefore, when referring to persuasive texts, it is understood that they are texts composed in such a way that they exert an influence on their readers. Some examples of persuasive texts are: scientific or academic speeches, editorial texts or opinion articles, political speeches, advertisements, along with others. Regardless of what kind of persuasive text is read or written it should have the same structure. According to the aforementioned authors, they present a structure which differentiates this type of persuasive texts from any other, where they explain

that these texts are composed of four basic components and two sub-components, which will be mentioned one by one with a brief explanation in the following table:

Table 2. Persuasive text's structure

Name	Definition
Introduction	This part is used to take readers attention to the text, to share information and to generate persuasion.
Claim	Proposal or suggestion written by the author that generates the readers' acceptance.
Main Arguments	Various arguments to support the claim and to generate readers' approval (the arguments must be in line with the claim).
Decision/Conclusion	Part in which the writer shares the claim and a conclusion for the reader by summarizing the text.
Counter Claim	In this part the writer uses claims in the process of forming text considering the opposite claims that readers can make and it tries to corrupt them.
Support Arguments	It has less effect than main arguments which support the claim.

Source: Kurudayıoğlu and Yılmaz (2014)

2.3.2 The translation of wordplay in persuasive texts

In the present study some linguistic phenomena have been investigated and there is a main topic that needs to be addressed. To begin with, the idea of language needs to be addressed in order to understand the process a translator faces when approaching a translation. As Alshami

(2019:1) cites the definition of language from Richards and Schmidt (2011) "the system of human communication which consists of the structured arrangement of sounds (or their written representation) into larger units, e.g., morphemes, words, sentences, utterances. In common usage it can also refer to non-human systems of communication such as the "language" of bees, the "language" of dolphins." Languages are used every single day, in every aspect of people's daily lives; for example, when writing a letter, in speeches, conversations, and so on. Therefore, language is a natural way to understand each other in order to generate communication, consequently it is very important to mention that there are many different languages which have their own unique structures in terms of semantic, cultural, pragmatic elements, among others. Considering these differences regarding the linguistic components in communication, should this crucial information be lost against a language barrier? This is when translation comes into play because, in the words of Nida (2009) when two humans communicate, sometimes they can run into the problem known as a "language barrier", this is when two parties do not communicate in the same way, meaning that they do not speak the same language. This is when a translator comes into play as the middleman, that will help both parties to communicate to the best of his abilities.

Now that the importance of translation has been stated, the general process of translating a message can be approached. As different topics and ideas have been explored, the importance of translation is more than clear, however the concept of translation process has yet to be addressed in this study. This concept could be interpreted in many ways and like in many other instances, although there is not a clear definition of what is the "translation process", there is a shared idea of the concept that different authors agree on (Nida, 2009; Scott, 2009; Nord, 1991). This being that the translation process is a series of options on how a translation can be approached, in other words, is the strategy or plan a translator may use to work on a project.

This information provides a rough idea on why it is so hard to explain the concept itself, however as stated before the translation process refers to how a translation is approached and how a strategy is implemented to confront the problems a text may pose. When translators are going through the translation process it is inevitable that they will find certain difficulties, but the main topic of this study that needs to be addressed is the challenges a translator finds in persuasive texts. As stated before, there are many factors that can change not only the way a translation is approached but at the same time, these factors come with different and sometimes unique challenges the translator has to face and in term resolve.

Specifically speaking, when persuasive texts are being translated there are many general challenges that can be identified and even expected from this specific text typology; however, there are some main concerns that must be discussed and explained. A simplistic yet effective way to start the exploration of the difficulties surrounding the translation of persuasive texts, would be a common denominator which is the "cultural difference." This simply consists in the lack of an exact equivalent due to the inexistence of a concept in one of the languages, as Sárosi-Márdirosz (2015:169) says "the specific scope of these texts may explain the use of long phrases which present a hard task for the translator to deal with. To understand and, furthermore, to translate these texts one must interpret them." and also says "the problem is even more considerable if the lack of clarity is due to the differences between the two language systems." (2015:169)

Another relevant difficulty than can be frequently found in persuasive texts such advertisement, would be when there is an equivalence or a similar structure to the translation subject; however, it does not have the same effect, just as Bezuidenhout (1998) says that in the persuasive advertisement the work of the translator is to accomplish the function of the original advertisement in order to have a similar effect in the target text. Although sometimes it is not hard to find equivalences that fulfill the function of the original piece, this does not mean that the receivers will have a similar or exact reaction to the new message, this makes the effort of finding an equivalence meaningless, could make the translation ineffective and the message could also be lost.

Therefore, in conclusion, there is a system where a set of instructions dictates how a translation project is approached, however it does not always work due to the specific features of some texts. A way to overcome this problem is to re-interpret the message, not focus on the words but to prioritize the message. One main objective that should be prioritized through a translation task is to cause a proper response from the receptor of the message. To support this claim, there is a quote from Leonard Foster (1958) that goes along the lines of, a good translation is one "which fulfills the same purpose in the new language as the original did in the language in which it was written."

2.4 Translation techniques

Given the difficulties analyzed in the previous section, it is important to mention the strategies used to solve these problems that translators have had to deal with, through the years. The duty of a translator has become more complicated due to the expansion of topics and information that new translations explore, but at the same time, new tools for approaching these translations are being developed. Due to the extensive and deep study that a translator has to put into his or her work, different structured ways of approaching a translation have been developed and taught, to each generation of translators, leading us to the vastly known tools the "Translation Techniques". Although a simple concept in essence, the translation techniques can be interpreted and used in vastly different ways. As a matter of fact, different authors define them differently, mix concepts and sometimes think that translation methodology, translation processes and translation techniques are the same idea.

In this investigation process some authors have been mentioned in order to explain the differentiations they have about translation techniques.

Since Vinay and Darbelnet (1958) named and classified these types of techniques, these have been known by different names. Authors Nida, Hurtado, Molina, etc., have proposed different names, definitions and processes to describe the techniques. Vinay and Darbelnet, as mentioned in Molina and Hurtado (2002) understand the concept of "technical procedures" like all the processes that come into play, when a piece of information has to be used in a different language. They define seven basic procedures operating on three levels of style: lexis, distribution (morphology and syntax) and message. These procedures have been classified as direct (or literal) translation and oblique translation.

Direct translation is used when there is an exact equivalence within two languages, which can be structural, lexical and even morphological. Some of the literary techniques would be (for example) borrowing, calque and literal translation. On the other hand, oblique translation is when there is no way to translate word for word. Some of the oblique translation techniques would be transposition, modulation, equivalence and adaptation. Some of these are included in Vinay and Darbelnet's (1958) classification as follows:

- Borrowing (literal translation): The word *"bulldozer"* has been used in many other languages.
- Calque (literal translation): The French concept *"fin de semaine"* to the English concept "weekend."
- Literal translation (literal translation): "The ink is on the table", turns to *"La tinta está en la mesa."*
- Transposition (oblique): A shift of word class, i.e., verb for noun, noun for preposition.
- Modulation (oblique): A shift in point of view. Whereas transposition is a shift between grammatical categories, modulation is a shift in cognitive categories.
- Equivalence (oblique): This accounts for the same situation using a completely different phrase, e.g., the translation of proverbs or idiomatic expressions like, "*Comme un chien dans un jeu de quilles"* and "Like a bull in a China shop."
- Adaptation (oblique): "Cycling" for the French, "cricket" for the English and "baseball" for the Americans.

In Vinay and Darbelnet's (1958) classification these seven basic procedures (mentioned above) are complemented by other seven procedures: Compensation, Concentration vs. Dissolution, Amplification vs. Economy, Reinforcement vs. Condensation, Explicitation vs. Implicitation, Generalization vs. Particularization, Inversion.

In contrast, Nida (1964), as mentioned in Molina and Hurtado (2002) states that in the study of biblical translation, he refers to these techniques as "technical adjustment" where he categorizes them into three proposals and names as, additions, subtractions and alterations.

These proposals are used in order to 1) generate an adjustment in the form of the message to the characteristics of the structure of the target language; 2) to create structures semantically equivalent; 3) to develop appropriate stylistic equivalences; 4) to provide an equivalent communicative effect.

These proposals given by Nida are named with their respective definition and example in the following table.

Table 3: Nida's Technical Adjustment

Technique	Definition	Example
Additions	Different circumstances that might force a translator to make an addition. Some of them are transposition, explicitation, etc.	From St Paul's Epistles, it is appropriate to add the verb "write" in several places, even though it is not in the source text.
Subtractions	Nida mentions four types of situations where they should be used: unnecessary repetition, specified references, conjunctions and adverbs.	The word God on verses of Genesis was named thirty-two times, therefore Nida proposes to use pronouns or omit the word.
Alterations	There are three main types that can be used when there is none compatibility between the two languages. 1) Problems caused by transliteration that provoke changes when a new word from the source text is introduced. 2) When structural differences through the two languages	e.g. 1) In the Loma language the transliteration of Messiah means "death's hand" so it was replaced for *"Mezaya."* 2) Word order changes, grammatical categories, etc. 3) in Maya language

	create changes.	"desire what another man has" for *"covetousness."*
	3) Semantics misfits changes, in particular with idiomatic expressions. A suggestion to solve this problem is the use of descriptive equivalents.	

Source: Nida (1964)

Nida includes footnotes as another adjustment technique and points out that there are two main functions: 1) it is used to correct cultural and linguistic differences, as for example to provide equivalents for weights and measures; 2) to give extra information for the text in question as for example historical and cultural context.

Other authors have different opinions, such as the proposal of the authors Molina and Hurtado (2002) that is based on two premises: 1) the need to distinguish between method, strategy and technique; 2) the need for a solid concept of translation technique.

The definition that the authors mentioned above propose says that the translation techniques are "procedures to analyze and classify how translation equivalence works." In the same note they propose that they have five basic characteristics:

1) They affect the result of the translation

2) They are classified by comparison with the original

3) They affect micro-units of text

4) They are by nature discursive and contextual

5) They are functional

Thanks to their proposal and characteristics given to the translation techniques, they can achieve a dynamic and functional concept of translation techniques. The following table provides a detailed explanation of the proposal given by the aforementioned authors.

Table 4. Molina and Hurtado's (2002) Translation techniques proposal

Technique	Definition	Example
Adaptation	To replace a ST cultural element with one from the target culture.	Baseball for *"fútbol."*
Amplification	To introduce details that are not formulated in the ST: information, explicative paraphrasing.	From Arabic (to Spanish) to add the Muslim "month of fasting" to the noun *"Ramadan."*
Borrowing	To take a word or expression straight from another language. It can be pure (Without any change).	To use the English word "lobby" in a Spanish text, or it can be naturalized (to fit the spelling rules in the TL).
Calque	Literal translation of a foreign word or phrase; it can be lexical or structural.	English translation "Normal school" for the French *"École normale."*
Compensation	To introduce a ST element of information or stylistic effect in another place in the TT because it cannot be reflected in the same place as in the ST.	The French translation of "I was seeking thee, Flathead." from the Jungle Book Kipling used the archaic "thee", instead of "you", to express respect, but none of the equivalent French pronoun forms *(tu, te, toi)* have an archaic equivalent, so the

		translator expressed the same feeling by using the vocative, O, in another part of the sentence.
Description	To replace a term or expression with a description of its form or/and function.	Translate the Italian *"panettone"* as "traditional Italian cake" eaten on New Year's Eve.
Discursive creation	To establish a temporary equivalence that is totally unpredictable out of context.	The Spanish translation of the film Rumble fish as *"La ley de la calle."*
Established Equivalent	To use a term or expression recognized (by dictionaries or language in use) as an equivalent in the TL.	To translate the English expression "They are as like as two peas" as *"Se parecen como dos gotas de agua"* in Spanish.
Generalization	To use a more general or neutral term.	To translate the French guichet, *"fenêtre"* or *"devanture"*, as window in English.
Linguistic Amplification	To add linguistic elements. This is often used in consecutive interpreting and dubbing.	To translate the English expression "No way" into Spanish as *"De ninguna de las maneras"* instead of using an expression with the same number of words, *"En absoluto."*
Literal Translation	To translate a word or an expression word for word.	They are as like as two peas as *"Se parecen como dos guisantes"*, or, "She is reading" as *"Ella está leyendo."*
Modulation	To change the point of view, focus or cognitive category in relation to the ST; it can	To translate as "you are going to have a child", instead of, "you are going to be a father."

	be lexical or structural.	
Particularization	To use a more precise or concrete term.	To translate "window" in English as *"guichet"* in French.
Reduction	To suppress a ST information item in the TT.	"The month of fasting" in opposition to *"Ramadan"* when translating into Arabic.
Substitution (linguistic, paralinguistic)	To change linguistic elements for paralinguistic elements (intonation, gestures) or vice versa.	To translate the Arab gesture of putting your hand on your heart as "Thank you."
Transposition	To change a grammatical category.	"He will soon be back" translated into Spanish as *"No tardará en venir"*, changing the adverb "soon" for the verb *"tardar"*, instead of keeping the adverb and writing: *"Estará de vuelta pronto."*
Variation	To change linguistic or paralinguistic elements (intonation, gestures) that affect aspects of linguistic variation: changes of textual tone, style, social dialect, geographical dialect, etc.	To introduce or change dialectal indicators for characters when translating for the theater, changes in tone when adapting novels for children, etc.

Source: Molina and Hurtado (2002)

*TT: Target Text

*ST: Source Text

*Target Language

Through the recompilation, analysis and explanation of the information, one statement has remained true until the end, that statement being that there is no real conclusion or agreement on what is the unique concept covering a general translation technique sphere. Every author has his/her own perspectives, examples and definitions, which gives more scope to the concept in the translation field. The main definition on what the translation techniques are follow a similar line of thought, which is that translation techniques are used in order to solve linguistic issues, to provide the message intended, overcoming the problems faced by the translators throughout the translation process which can be related to text typology, and therefore present a consistent work which is faithful to the original text.

3. Methodology

This exploratory investigation addresses the use of translation techniques in persuasive texts. The main focus is directed to advertisements.

In the present study the methodology consisted of the analysis of a corpus which incorporates a different range of advertisements. The selection of this corpora lies on two criteria: the presence of wordplay and the lack of a Spanish translation. All the previous steps seek to cover the different objectives which are: provide translation proposals on persuasive texts which include wordplays, analyze the difficulties present in the task of translating persuasive texts and identify the use of different translation techniques in persuasive texts.

The procedure mainly consisted of looking for advertisements containing wordplay without official translation. The advertisement selection criteria were based on two main reasons: the presence of wordplay and the lack of a Spanish translation. Also, an internet search was undertaken using keywords in "Google images" such as "puns", "controversial", "advertisement", among others. Having the corpora selected, the procedure continued in a table in which the wordplay of each advertisement was analyzed to achieve an adequate translation to the context. This table contains the English slogans, their context and the proposed Spanish translation.

The translation proposal was focused on a neutral Spanish translation, and for the data analysis was directed by Molina and Hurtado's classification (2002) of the translation techniques, that was mentioned in the section above. With this classification the slogans were analyzed and then a proper translation of the selected corpora was proposed. This process is presented in the table below.

Table 5. Analysis of slogans and translation proposals.

	English Slogan	Context	Proposed Spanish translation
1	I've already had one ice cream today, so this is my secondairy	Advertisement of ice cream brand.	Ya me comí un helado hoy, este sería mi secuelado
2	Martin loofah king	This advertising was for a bathing product that has the face of Martin Luther king on it.	Martin raspa king
3	Whale hellooo there	Natural History Museum advertisement invited people to see the whale fossils.	Ballen al museo
4	Cheap enough to say, Phuket I´ll go	An advertisement for a flight company.	Tan barato que te vas a kagar
5	Wanted: One night stand	This is a furniture advertisement.	Se busca: un velador
6	Our products suck	This is a pun on the sign of a vacuum store.	Nuestros productos chupan
7	Our hardware runs better without windows	Advertisement of the BMW cars brand.	Nuestros equipos corren mejor sin windows

8	Snaxi	A wordplay between a snickers bar and a taxi. Is a snickers advertisement.	Chocotaxi
9	Lettuce meat olive your eggspectations	A subway advertisement. Is a wordplay of the ingredients that can be used on a sandwich.	Lechuganos carnemplir aceitodos tus antojos
10	Wok this way	An advertisement for a cooking product called wok, it is used to saute food in Asian cuisine.	Saltea para acá
11	Let's raise a toast	An advertisement for bread. It uses the same sounding word of "toast" and is accompanied with a picture of a slice of bread to support the pun.	Arriba las tostadas
12	Loaf is in the air	An advertisement for bread.	Moldea tu corazón
13	Shave time, shave money	An advertisement for shaving razors.	Pela tu cara, sin pelar tu billetera
14	Wine not?	A wine advertisement.	DiVino

15	No time Toulouse	European delivery company advertising.	Toulouse tus paquetes a tiempo
16	Be kind to your dentist he has fillings too	This advertisement is for dental care.	Sé amable con tu dentista, que tiene sensibilidad
17	Shift happens	This advertisement is for an old video game about cars.	Cambios Pasan
18	Holy crepe	Advertisement of a café in London selling vegan crepes.	Santa crepa
19	What the flock at you looking at?	Advertisement of a Real Estate agency called Lamb & Co property.	No tienes manada que mirar
20	Life's a beach	Advertisement for a campaign launched by a travel agency.	La vida es playa
21	Did you sleep last flight?	Advertisement of the brand British Airways that made a campaign for the transport industry.	El viaje se pasó volando
22	Spare me the guilt chip	An advertisement for a potato chip product.	Ahórrame la culpapa
23	Dealicious	An advertisement for	Riconomico

		Dunkin' Donuts iced tea.	
24	Think outside the Bun	Taco Bell advertisement.	Piensa fuera del Pan
25	Its ama-zinc	Publicity for vitamin water.	Es fantastZINCo
26	Is kind of a big dill	An advertisement for a pickle brand.	Me importa el pepino.
27	Coup soup just got better, hip hip puree	This is an advertisement for the famously known Heinz ketchup brand.	La sopa en lata se puso aún más buena, he he he purhee
28	Happy valenheinz	Another Heinz advertisement.	Feliz San Valenheinz
29	Amoyzing Noodles	An advertisement for a noodle brand.	Fideos Fideotasticos
30	InaugurAle	An advertisement for an ale beer brand.	Alegrate (La pronunciación de este wordplay sería "Ailegrate")
31	We bake to differ	Advertisement of a brand of sliced bread called Warburtons.	Estamos de acuerdo en que horneamos distinto
32	Sea food different	This is an advertisement for red lobster, which is an american restaurant chain.	Un mar de opciones

33	Beware of pickpackets	A McDonalds advertisement.	Cuidado con los sacapapas
34	Surelock homes	Camera and home security company.	A gustín sierra
35	Lettuce deliver	Advertisement of an online grocery store offering local delivery services for organic and locally-grown foods.	Organientregas
36	Nice to meat you	Advertisement of a restaurant that sells a variety of meat products.	Encarnentado de conocerte
37	Get a degree in snackonomics	Another snickers advertisement.	Consigue un magíster en snikerologia
38	HaveMoorefun	Advertisement of an art gallery where the artist's last name is Moore, so his last name is part of the pun.	A Moore por el arte
39	Listen your Sub-conscience	Advertisement of the subway brand.	Escucha tu Sub-consciente
40	I take a sheet in the pool	Advertisement for a brand of energy strips called "Sheets."	Saco una hoja en la piscina.

41	7 days without pizza makes one weak	Advertisement outside a "Pizza Hut" pizzeria	7 días sin pizza te puede pizzar a llevar.
42	The best just got batter	Advertisement of an ice cream brand.	No hay mejor mezcla. Helado con sabor a pastel
43	Gooie looie: Pick a winner	This is an advertisement for a children's toy. Is a puzzle-like toy, on which the objective of the game is to get the boogers out the toy's nose without making it sneeze.	Mocoso Larry: Sacate un ganador
44	ready.set.GROW	Advertisement for a hair restoration product	Cabelleros en sus marcas, listos, crezcan.
45	Light Beer	Advertisement for a beer, the advertising shows an upside-down light bulb, as if it were a glass with beer in it.	Claramente Cerveza
46	A truly moving experience	Advertisement for a moving company called roadway moving.	Una mudesta experiencia

47	Culinary monsterpiece	Advertisement of a Mexican food restaurant franchise called Chipotle, where a giant burrito can be seen in the publicity photo.	Una comida maestra
48	I dew	An advertisement for the soda Mountain Dew, where two bottles of soda are getting married and the classic phrase "I do" is parodied with the name of the soda.	PepSI
49	Enroll at city chocollege	An advertisement campaign for the candy bar snickers.	Inscríbete en la chocoescuela
50	Your cherriot awaits	Advertisement of a flavored water brand.	Su cereza espera

Source: Researchers

4. Data Analysis and Discussion

In the following table the slogans previously seen are going to be subject to an analysis, in which the problems and difficulties that appeared in the table above, during the translation process, will be explained. At the same time the problems solving process and the translation techniques used will also be discussed. The table consists of three columns: in the first column the numbers represent the slogans from the previous table, the second column contains the problem that each slogan presented and the last column provides the translation techniques used.

Table 6. Translation technique analysis

English slogan	Problems	Translation technique selection
1	The biggest problem presented by this slogan, more specifically a "pun", is that the word dairy has a vastly different counterpart in Spanish. Due to the vast difference between both words, a substitute for the wordplay had to be found. Instead of "Second", that would be *"segundo"* in Spanish, the synonym *"Secuela"* was used, in order to fit the original slogan idea.	Generalization
2	With this particular slogan, the difficulty lies in the cultural difference on the name of the product. In Latin America the product known as "loofah", has a more literal and simplistic name.	Description
3	This slogan refers to a greeting, for example when you have not seen someone for a long	Discursive Creation

	time, and it can be said "well, hello there." The problem here lies in the word "whale" since the translation in Spanish is *"ballena"* and changes the pun completely, in that case in the word *"ballena"* the letter "a" at the end was removed to create the word *"Ballen"* which is close to the Spanish word *"vayan"* that means "go to."	
4	The main problem of this slogan is the fact that the main object of the pun is a location that has a similar sounding pronunciation to another word in the English language. The principal word in the joke is "Phuket" which is a location in Thailand, in United States there is a very common saying that goes like "fuck it, I'll go" and it is used to implied that the subject should act without over thinking its course of action. The approach to solve this problem was to find a location that would work in function of the original slogan, which in this case was "Kagar", a German town that has a similar sounding name to the word *"cagar"* (vulgar way to communicate the need of using the bathroom).	Transposition
5	The main problem in this slogan is the meaning of the phrase "one night stand" that makes reference to stay one night in some place, since the main word here is "stand" because the advertisement sells nightstands. This caused difficulty in creating a translation that produced a similar wordplay in Spanish due the word *"velador"* did not generate the	Adaptation

	same purpose as in English.	
6	Now a very interesting phenomenon is present in this slogan, in which a slogan has a pun that works in two different ways. For the first scenario, the slogan "our products suck can be interpreted as the main function of the object, to suck dirt, dust and other residues. The second scenario comes to play in the secondary meaning of the word "suck", which is related to smell. Now a more in detail explanation is required. In United States culture it is very normal to call or associate something negative with the smell of it, meaning that if something has an unpleasant smell, it is bound to be of bad quality, bad state or bad in general. Thanks to that association, the pun has a new meaning in which it has a sarcastic outlook, trying to insinuate that their products are of bad quality because they "suck."	Adaptation
7	The main problem present in this slogan is that this phrase has double meaning due the words "hardware" and "windows" can also refer to computer elements, but in this case this phrase makes reference to car elements, so had to decide on a translation that has to do with cars and also computers to not lose both references.	Borrowing
8	The slogan in this advertisement was rather odd, because the context and the slogan don't really add up. The advertisement is a capstone	Particularization

	for the famously American treat "snicker", in which a wide range of different slogans were spread out through a city, one of those was located on top of a taxi. The slogan makes a "play on words" with the word taxi and the name of the candy "snicker", that turns into "snaxi", which if not for the color palette of the sign that the slogan was printed, wouldn't really give the idea of a "snickers" slogan, pun or wordplay. This unusual choice for a pun leaves us with a quite difficult problem, after some extensive discussion the final choice was to simplify the idea of the pun and use the general component of the treat, to achieve a similar yet simpler slogan.	
9	By far one of the hardest slogans present in the research, due to the combination of words in order to reach a wordplay. The main problem was to find the right combination of words in order to achieve a wordplay and at the same time to convey the same meaning.	Variation
10	The word "wok" has a very limited roster of options to work with and that makes finding a suitable translation for the wordplay harder. The problem was solved however, by using the function of the object instead of the object, that way the wordplay and the message was translated successfully.	Discursive Creation
11	In this slogan the purpose is to copy the	Generalization

	expression "let's make a toast", here the word "toast" did not generate major problem since the advertisement is for a bread brand so it was not difficult to give the proper translation, but the problem relies in the expression itself, since in Spanish the equivalence is *"hagamos un brindis"* that do not generate any wordplay related to what the brand wanted, so the main idea in English lose it sense in the target language.	
12	The main problem in this slogan is the word "loaf" this word is clearly creating a pun to the word "love" in the phrase, due to this it generates a difficulty in translating because there is not a word in Spanish that sound similar to the reference in English, so the given solution to this was to find an equivalence of the word "loaf" that in this case was *"molde"* since the literal translation is *"pan de molde"* and the pun was changed completely maintaining the reference to the main word.	Discursive Creation
13	One phenomenon that is present in many instances of translating wordplays, is to try and reinvent the wordplay. This slogan led to this phenomenon due to the words and function of the product being advertised, the equivalent in Spanish was very limited when translating the slogan and keeping the message.	Adaptation
14	The slogan pun plays with the name of the product and with the phrase "why not?" So, the main problem here was maintaining the pun in	Transposition

	the target language, this was difficult to do because the translation in Spanish for "wine" is "*vino*" so that changes any possibility to create a similar pun in Spanish. Therefore, the translation proposal opted to look for an equivalence and create a pun based on the equivalence.	
15	The main problem in this slogan was the cultural difference due "Toulouse" is a city in France for which no equivalence was found. In the translation proposal the word was kept in order to use its word sound as a pun, in which "toulouse" gives the meaning of *"todos"* in the proposal translation "*Toulouse tus paquetes a tiempo*."	Modulation
16	The problematic in this example is quite direct, due to the fact that the words in both languages are two distinct to find an equivalent slogan, so the solution was to use the intention of the slogan (which was to promote a dentist office through the humor of a wordplay) and build a new slogan with similar dental lingo, in order to pursue a humoristic response.	Substitution
17	Another clear example on which an idiomatic expression is not as present in the target culture. The problem repeats itself in which it is quite difficult to find an equivalent to an expression that is either not expressed in the same way, context or does not even exist. The solution to the problem in question was to find the closest expression by looking at the	Literal Translation

	meaning and how close it was to the message that the original slogan tried to portray. In this case the expression "*las cosas cambian*" and all the other versions. Now this analysis only considered the principal difficulty of the idiomatic expression, the other difficulty that is present in the slogan is the wordplay that the advertisement has, so in order to conserve the message and the wordplay a more simplistic approach was taken.	
18	This slogan presents difficulties when translating the idiomatic expression "Holy crap", because in the target language the expression is "*Santa Madre de Dios.*" The context in which both of these expressions are the same, however the meaning changes. The final verdict was to use literal translation, because although being different both expressions share the same beginning which is *"santa."*	Adaptation
19	In this slogan the main problem is the word "flock" as in the meaning of the phrase refers to the insult "fuck", as the advertisement was about a company that has the name of a sheep, this creates a pun that is according to the company name, so the difficulty lies in the translation proposal since it have to have a similar meaning in order to keep the sense, in that case the solution was to look for a synonym of the word "flock" in Spanish that could lead to a creative pun in the target language without loses the meaning.	Transposition

20	In this slogan the word "beach" was the main problem, due to in this case the phrase created a wordplay referring to the expression "love is a bitch." In order to give a proper translation, since there was not a proper equivalence for the word that could create a similar meaning, the solution was to create a word-by-word translation.	Literal Translation
21	The problem in this slogan relies on the word "flight" since the purpose of this phrase is to give the meaning to "did you sleep last night." Since the slogan is for an airway the both senses of the words create a pun, but in Spanish did not generate the same wordplay, so in this case the main solution was to look for an appropriate equivalence to the target language.	Modulation
22	Another instance in which an idiomatic expression causes difficulties when translating the slogan. The approach in this problematic was more simplistic, although translating an idiomatic expression is very complicated, as mentioned in the previous examples, in this case the message was simple to, so in order to reach a satisfactory translation a new slogan with a wordplay was achieve in order to replicate the message of the advertisement.	Generalization
23	In this advertisement the main problem was that the closest equivalence to the origin text, did not work on a wordplay that tried to convey the meaning of a good quality product at an	Adaptation

	especially cheap price. So, in order to maintain the playfulness and essence of the original wordplay, adaptation was used to form a similar sounding translation that fully represents the original´s intent.	
24	Another particularly difficult instance is when a slogan tries to parody a pre-existing wordplay or figurative speech. The expression "think outside the box" tries to compel the idea that someone should go outside their comfort zone and try new approaches to any problem or situation that they see fit. The translation difficulty is apparent when not only the message and the wordplay have to be present in the translation proposal but at the same time a specific structure has to be followed in order to accurately represent this figurative speech.	Calque
25	When working with this slogan the problem was how specific was the wordplay present in the slogan and also the nature of the product. A vitamin water containing zinc, made a wordplay in which the word zinc takes a principal factor to the wordplay. The solution was to adapt the slogan and recreate it with a similar word and structure.	Literal Translation
26	Cultural references and expressions can always prove to be difficult, more so when a slogan of a product is involved. In this case there was no direct equivalence to that specific	Adaptation

	cultural expression, so the closest one involving the contents of it was chosen.	
27	Facing problems where there is an equivalence but the message is incompatible with this equivalence can cause complications, but the usual solution during the translation problem is to re-create or to modulate the slogans, in order to keep the message but to maintain the play on words at the same time.	Adaptation
28	This slogan did not present a major problem since the pun had a similar translation in the target language so only *"san"* was added in the proposal translation.	Established Equivalent
29	The problem in this slogan was the word "amoyzing" since this word is the name of the brand so it was difficult to think of leaving the name as it was or look for an equivalence.	Variation
30	The problem here was the word "Ale" that was the main word of the brand, in this case it did not generate a major problem since the word has the same meaning that in the target language so the main solution was to find some word in Spanish which contained the word "Ale."	Discursive Creation
31	Yet again, an idiomatic expression causes struggles when trying to translate a slogan, the difficulty lies in the wordplay itself, the word "beg" and "bake" make quite a creative slogan, however that creativity comes with the cost of being harder to translate than other examples.	Amplification

	The solution for this problem was to use the idea of baking in order to replicate the original slogan and to adapt the expression to its counterpart in Spanish.	
32	The slogan here makes reference to seafood, so the problem was generated for the word "sea" that in the purpose of the phrase makes reference to "see." It was difficult to find an appropriate equivalence to the target language, so the solution was to create a pun in Spanish which made reference to the sea.	Modulation
33	This problem is faced with yet another idiomatic expression, in which the expression is combined with a word that in our language is not used often in that specific context. A pickpocket is someone that goes through people's pockets in order to steal their valuables and the word packet means the container of the potato fries. The solution was to take a more general approach and to prioritize the principal meaning.	Amplification
34	Now this was a very special slogan that made reference to the famous character Sherlock Holmes, combined it with the words "lock" and "sure" which tries to convey a greater quality to the services provided. The problem lies not only in how specific the words are, but also in a character that is not as prominent in the target language. The solution was to recreate the slogan through a similar method, and to use an actress name to make a new	Adaptation

	wordplay.	
35	In this slogan the word that generated a problem was "lettuce" since the above-mentioned word creates a pun that in English makes sense because the reference is for "let us" that sound similar, but for the proposal translation it was difficult to find some word that would serve as equivalent.	Generalization
36	An inconvenience found in this specific slogan is that the word meet was replaced for meat in order to create a play on words and subsequently a creative slogan. The solution was to find another greeting word in the target language that could be used to create a wordplay to recreate the slogan.	Linguistic Amplification
37	The main problem in this slogan was to find an equivalent for the pun "snackonomics." In this case it was used the same idea in the proposal translation due the word "snack" sounded good with the proposed word in Spanish, that was used to generate the same purpose.	Variation
38	In this case the word "Moore" presented the problem since it is a proper name that creates the pun so it has to be used. This word makes reference to the word "more", so the given solution was to find an equivalent to use it in the translation proposal without losing the meaning.	Discursive Creation

39	In this particular slogan no problem was generated, since the phrase has a proper translation that can be used in the translation proposal without losing the meaning.	Literal Translation
40	There were two main problems found in this particular advertising. First of all, the product advertised is not commonly used nor known in the target language and the specific word used in the pun does not have the same structure in Spanish, making the slogan hard to translate and hard to adapt.	Literal Translation
41	The problem present in this slogan is simple but at the same time that simplicity can complicate the process. The slogan makes an almost senseless pun, in the sense that it has no particular message, besides doing a pun with the word "weak" and "week." The solution was to again, prioritize the general idea of the message and use a different wordplay in order to recreate the slogan.	Modulation
42	The main problem in this slogan was, how to use the word "batter" in Spanish since they did not make sense in the meaning of the advertisement. The main solution was to find synonyms in order to look for a word that can be useful in order to create a similar meaning in the target language.	Discursive Creation
43	The most particular difficulty in this slogan is how the slogan has a wordplay between the dynamic of the product and the name of the product itself. In order to solve the problem	Adaptation

	was to change the name and form, then make a new wordplay and adapt the rest of the slogan to the target language.	
44	A complicated issue in this particular slogan was to find a way to recreate the slogans wordplay in the target slogan. The way the wordplay works is to parody the phrase often used in races "Ready, set, go" and instead of keeping the "go" it changes to "grow" to fit the main characteristic of the product. In order to solve it a closer phrase in the target language, also used in races was used in combination with the word *"pelo"* to create a new wordplay.	Linguistic Amplification
45	The main issue was the equivalent, more specifically the fact that the slogan wasn't as convincing as the original, so a small modification was made in order to sound more appealing.	Transposition
46	The only problem present in this slogan is the fact that the concept of "moving experience" is rarely used in Spanish. There are other preferred options when talking about emotional experiences, so in order to reach a translation for this slogan, the aim was directed to the concept of the service that the slogan alluded to.	Transposition
47	In order to solve the complications of this slogan, simplifying it was the solution. The main complication was to create a new wordplay for the slogan, because the original	Established Equivalent

	one did not convey the same message in the target language.	
48	For this particular slogan a big change had to be made in order to reach a satisfactory translation. Mountain dew is not a product heavily consumed in the target language's culture, so it wouldn't have made sense to keep it or to try and translate it. So, for the slogan to work the product had to change and the slogan was adapted.	Adaptation
49	This slogan is also part of the Snickers campaign. The difficulty lies in the fact that this same slogan, also was not too particularly related to the product that wanted to promote. So, to solve this problem the solution was kept simplistic, making a new wordplay for the slogan out the general characteristic of the product.	Generalization
50	The main problem in this slogan was the word "cherriot" that refers to "chariot" as in the phrase "your chariot awaits." this generates difficulty in the translation process since look for an equivalence that gives the same sense in Spanish was hard to find due it is the name of a fruit, so the main solution was to keep the official translation.	Literal Translation

Source: Researchers

The previous table was made in order to translate the slogans of the advertisements found. As the slogans were being added to the table, more and more problems appeared during the translation process and said problematic has a pattern of behavior tied to the nature of the slogan's intention (using certain words or sometimes wordplays used with the intention of causing humor in order to sell a product). This pattern influenced the way the translations were organized, translated and which translation technique was used to solve them. Once the translation problems were solved, the only thing that was missing was to categorize and analyze the data provided by the table, that is why in the following chart, the data is going to be illustrated, and consist of the translation problems and techniques used in the study.

4.1 Classification of Translation Problems

In this part of the analysis, the main focus will be the translation problems emerging during the process of translating the slogans. In order to explain the problematics, the difficulties and the linguistic phenomena surrounding the translation problems, a classification was devised, based on the study of the Nord's system (1991) which subsequently influenced this investigation.

Although this classification is based on the quoted study, some changes to the based structure were made in order to fit this criterion. However, the main criteria will be dictated by the pattern present in the problems themselves, instead of following the full structure of the study in which this classification is based on. In the following part, a few translation problems according to Nord (1991) are going to be used, such as pragmatic, convention-related and linguistic translation problems, to be more specific; hereunder those three problems will be explained:

a) Pragmatic translation problems: Pragmatic translation problems are those that come from the extra textual elements (context, receivers, motive for ST production and function, etc.). An example that could reflect this problem would be the example number 3 in Table 5.

    Example: Whale hellooo there.

In order to comprehend this slogan, there was a visual factor that was tied to the whole slogan system, which if not clarified the message would be lost. So, by relying on an extra textual element, it becomes a pragmatic translation problem.

b) Convention-related translation problems: This problem's main characteristic surrounds the cultural differences between one language to another that may arise during the translation problem. An example that could reflect this problem would be the example number 48 in Table 5.

> Example: I dew/Pepsi

c) Linguistic translation problems: The main idea of these problems is to approach structural differences between two languages that could and will arise translation problems. An example that could reflect this problem would be the example number 46 in Table 5.

> Example: A truly moving experience.

The criteria that influenced the decision of using Nord's work to classify the translation problems that surface in the translation process, consisted of looking for a classification that was oriented towards the type of text that was selected and a system that was not either too big nor too brief. Eventually, the main factor that drove this decision towards Nord's work, was the nature and the pattern that the translation problems followed.

Most advertisements share a common goal, that being to sell as much as they can to as many people they can reach, in order to make as much profit as possible. Keeping these concepts in mind, Nord's short but insightful depiction of the translation problems fulfilled the need of this investigation.

Chart 1. Translation Problems.

The following chart provides the problems of the quantitative analysis influenced by Nord's study (1991). The classification of the problems presented in chart 1 relies on the frequency of the problems listed in Table 6. The classification is therefore based on purely linguistic problems such as: lexical, wordplay, cultural elements, etc. It is crucial to highlight the fact that only the most frequent translation problems are found according to Nord's classification.
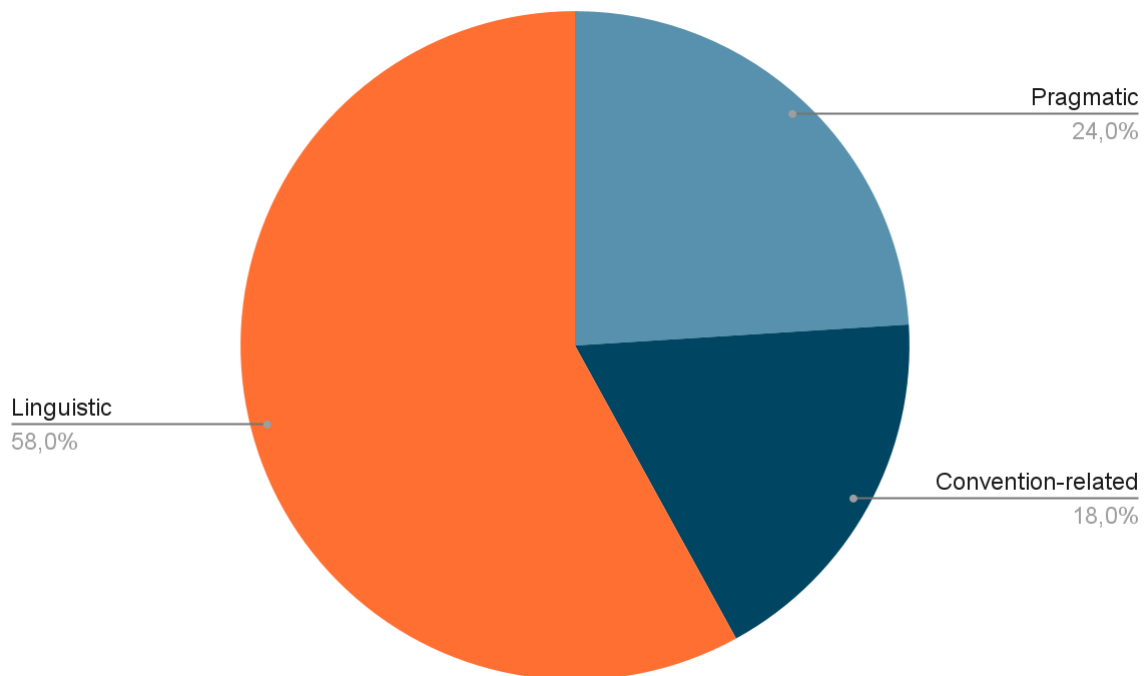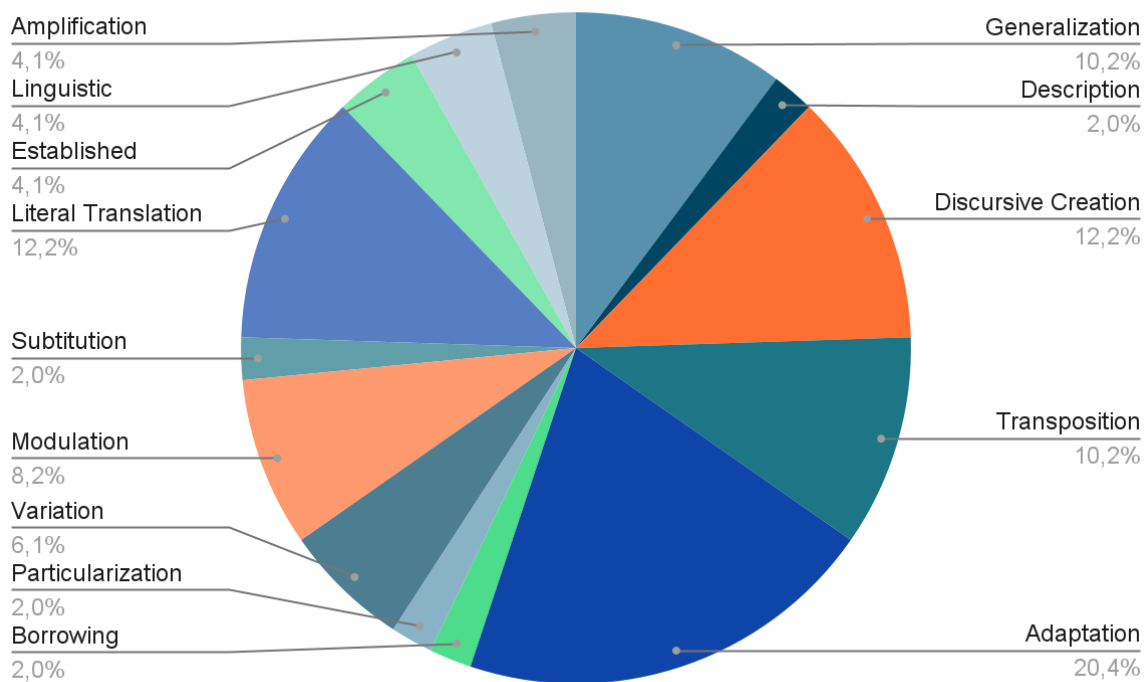

Source: Designed by researchers

The problems were classified according to the translation problems found in Table 6 of this study, based on Nord´s work (1991). In this chart the problems were adapted according to Nord's criteria, and proposals within the same study were used, which most closely resemble the results of this research. It is worth mentioning that 3 of the 4 classifications presented in the study were used; those are linguistic, pragmatic and convention-related. These elements were selected because they best describe the nature of the problems encountered in translating the advertisements, and the only problem that was not used was the "text specific" because when translating an advertisement, the context can be very diverse, applied to various topics and the duration should be brief. By contrast, the classification of the "text specific" refers to

the fact that the specialty of the subject represents the difficulty itself, that could be either the vocabulary or the limited information that causes difficulties, making it a translation problem under Nord's criteria. As stated in the work of the same author "any problem arising in a particular text specimen which cannot be classified as pragmatic, convention-related or linguistic, has to be regarded as "text-specific", which means that its occurrence in a particular text is a special case" (Nord, 1991:176). In conclusion, there were no instances in which that classification was useful, therefore, it was not taken into account in this investigation.

After elaborating the categorization system for the problems and having classified the problems themselves, it is appropriate to list the results from the classification. That is how the numbers were represented in Chart 1, where there is a clear proclivity to the linguistic and pragmatic categories in contrast to the convention-related category.

Chart 2. Translation Techniques Usage.

In Table 6, the analysis of each individual translation problem in the slogans and the solution provided thanks to the translation techniques were illustrated. Considering the translation techniques used above, the following chart presents the frequency of the usage of translation techniques in persuasive texts from the examples on Table 6. This quantitative analysis shows which translation techniques were most used in the translation proposal, taking into account the amount of translation techniques from Molina's and Hurtado's (2002) classification.

Source: Designed by researchers

As seen in Chart 2, the percentage of usage of each translation technique is presented considering its usage frequency from the examples analyzed in Table 6. Although there is a vast selection of techniques, only the most used was mentioned in order to analyze the pattern of usage of the translation techniques when problems arise.

The most used translation technique by far was adaptation, mainly because in most instances a change in structure or general concept was made, due to the cultural differences present in the advertisement. It could also be attributed to the consumer's perspective depending on which country they are from. The concept of "cultural difference" is a very special one, as a matter of

fact it has been explored and used in different types of studies, such as in Nida's study (2009) previously seen in the theoretical framework of this work, in which he talks about the "language barrier." One of the most important factors of "cultural differences" is that the concept can be experienced. A quick example is the linguistic differences that one can see and hear in the Spanish language, these linguistic variants depend totally on the culture of origin. The range in which this phenomenon manifests is quite vast and it can be overwhelming at times, more so if advertisements are the source of the problem, as Sárosi-Márdirosz (2015) states to understand and, to translate these texts one must interpret them, or in his own words "this can be a problem if the lack of clarity is due to the differences between the two language systems". Some examples that validate this standpoint are the name of certain food, the way people welcome each other and even the tone of the speakers can be very particular. The main point of explaining this concept is to also present it as a factor that can elevate the difficulty of a translation, just as it is explained in the following example. The clearest example of this phenomenon manifests in the wordplay found in Table 6, number 48, "I dew." This is a wordplay on the expression "I do", that is fairly common in weddings or any media that contains a Christian wedding celebration. Therefore, adaptation had to be used because the product doing the reference is not consumed nor even available in most of South America because, it is a soda that was originally created in United States and has exported to many countries outside the use however it has not reached the same level of success in South America and subsequently kept the distribution of mountain dew in Chile at a low scale, pointed towards fanatics of American culture or United States natives residing in Chile. This led to the decision to find another product that was available, commonly known and that could work in a similar context for the advertisement.

The closest following in usage would be "Literal Translation", which even if the usage is frowned upon, in this specific instance, some of the advertisements could be translated literally from one language to another, without losing its meaning and carrying it to the target language. For example, in translation number 25 in Table 6, the original advertisement goes along the lines of "It's amaZinc", which is a wordplay on the words "amazing" and "zinc." The product really benefits from this wordplay, because it is a vitamin water, with a high percentage of zinc in it, and just so happens that the same wordplay can be created with the equivalents in Spanish, *"fantástico"* and "zinc", leading to the creation of "Es fantastZINCo" where both words are combined exactly like in the original.

It is inevitable to run into problems when translating any type of text, and sometimes there is no solution in which the original structure of the text can be used. In this type of situation, however, there is a solution that satisfies the need to solve a problem and the duty of translating a message from one language to another and that is the discursive creation.

Discursive Creation as a translation technique can be a very useful resource, however, the over reliance on this technique is also a factor that has to be taken into account. Some problems are solely based on how certain cultures interact or view the world, a clear utterance of this factor is in the examples in Table 4, where the name of the movie "Rumble Fish" was translated into *"La Ley de la Calle."* Accordingly, this translation is very far away from the original message, but when taking into consideration the context of the movie, in which the main character is a gangster that faces a rough and soulless world that has its own rules, now there is the key concept that justifies the original translation. The execution of "Discursive Creation" in this example was to use the context of the movie to create a new title that represented the same idea portrayed by the original title of the movie.

During the investigation of the problems that appeared in the process of wordplay translation, present in advertisements, and the techniques used to solve them, a number of factors continued to emerge. One of the most recurring problems were the cultural problems, these consisted of the product itself not being either available or not used as often in one culture compared to the other. Another problem found was the difference in how often some idiomatic expressions were used (sometimes even sharing a similar context) and the fact that there was no equivalence available in Latin America. Then the translation techniques came into the equation in order to solve all of these problems which allow to accomplish satisfactory and most importantly, linguistically appropriate translations. After working on the problems and the techniques, administrating the data gathered was in order, while problem solving and exploring the percentage of usage of every translation technique as shown in charts above.

To summarize, the nature of wordplays in general will vary text to text, so in this investigation, the main subject of study are wordplays in advertisement and of course the translation techniques used to approach the translation process of said advertisements. In order to reach any conclusion, an analysis of different types of advertisement was done to explore different translation techniques based on Table 4, which set the ground rules for the categorization of

the translation techniques, the advertisements and the problems found in the translation of these slogans.

The first step was to select the corpora for this investigation using two different criteria: the presence of wordplay and the lack of a Spanish translation. Then, the translation of these corpora was performed.

Once a translation for each of the fifty slogans was achieved, it was time to classify how many and which one of the translation techniques were used for said translations. In Table 5 there are a vast number of wordplays, each slogan had its own translation proposal that better represented the main message from one language to another. This of course (as stated before) brought its own series of problems, taking into account the purpose of a wordplay in the world of advertisement, such as Nina Matošević (2019) said "as a linguistic phenomenon, wordplay is a very special type of humor used in many different context", and as was already explored in Table 5 and Table 6 there are different ways in which a wordplay can be used and interpreted in a advertisement, which makes it difficult to choose a specific approach when translating slogans for products that aim for a culture different to the original.

These problems led to many changes that switched the categorization of the final translation, and subsequently the categorization it originally had. Once the changes were applied and the final translation of the slogans was written down, the only step left was to categorize the translation technique used at the moment of translation.

As each of the translation techniques were used, a pattern started to show when translating the wordplays that had equivalences in the target language, same with the ones that had some grammatical changes to already established words, that is how most of the translation techniques were chosen for the translation of the slogans in Table 5. Based on the study of Molina and Hurtado (2002), the most used translation technique out of seventeen, was "Adaptation" which consists of replacing a cultural element from the Source text (ST) to the Target Text (TT) or target culture. A couple of instances where adaptation was used are the following: in the examples number 6 and 48 of Table 5 where, in example 6 the original slogan presented the slogan "Our products suck." This slogan has a wordplay in the word "suck" that in the context of the advertisement for a vacuum, mixes the meaning of bad quality or a negative trait with the ability of the product advertised, of "sucking waste" in order to keep the

cleanliness of the place where the product was used. Along the same lines, in example 48, an adaptation had to be made in order to even create a new wordplay for the slogan, because the product of the advertisement, known as "mountain dew", is not easily available in most of South American countries, therefore a similar product was chosen to replace the original one, so that the message could be carried from the original advertisement to the new translation.

The same phenomenon is seen through the rest of the translation techniques, where a big amount of the examples shares a pattern, which leads to the preference of some of the techniques over others, as in the case of "Discursive Creation" and "Literal Translation", since they comply with the translation objectives and needs. Considering these techniques, most of the translation where these techniques were used, was due to the fact that the wordplay did not lose its meaning when translated literally, as in the case of example number 39 "Listen your Sub-conscience" was translated into *"Escucha tu Sub-consciente"*, the idea was not lost and the message as well as the intention were pass to the TL with no further difficulties. In the case of "Discursive Creation" the phenomenon was different but similar to the other patterns. Most of the translations solved with this technique had a particularity where the wordplay did not make the same effect in the TL, nor there was an equivalent due to the particularity of the wordplay or the context it was used, as in example number 3 "Whale hellooo there." In this sense, the context surrounds a museum exposition, about different animal fossils and one of the skeletons is in a sign, inviting the onlookers to go inside of the museum to watch the exposition, making the situation a very particular one, where the best choice was to recreate the slogan from scratch to something that reflected the general idea of invite people to enter the exposition and at the same time to play around the concept of a whale being the one doing the invitation. So subsequently with the use of this technique the translation "*Ballen al museo*" was achieved and selected for this specific problem in Table 5.

In conclusion, the criteria for the selection of the translation techniques are influenced by many factors such as, the differences between cultures, the availability of the product, grammatical similarities/differences, the similarities between both languages, the context, previous studies done on the topic, etc. As much as the main conclusion is that it all depends on the translator's mindset and translation's necessity, there is however a pattern present in the topic of translation of advertisement. The pattern could be tracked down to the intention of each advertisement as well as context surrounding the advertisement, which can vary in nature as stated before. For this specific study, the selection technique was influenced by all of the factors stated previously,

in different degrees as seen in Chart 2, where although the most used translation techniques followed a pattern, some of the least used were chosen due to the context surrounding the wordplay, being specially challenging and sometimes even unique taking into account the particularities of some examples.

5. Conclusion

The translation of wordplays in persuasive texts is a difficult task to achieve due to the number of problems that professional translators have to face in order to accomplish a fitting translation. Consequently, categorizing translation techniques in persuasive texts is always going to be a challenging task. This can be easily assumed due to the lack of a concrete and official system approved by all translators, actually throughout this whole thesis work the main alluded idea is that there is no consensus on which system is the most appropriate. Although there is not a general agreement on the translation techniques, there are authors that have their own classification of them, such as Vinay and Darbelnet (1958), Nida (2009), Hurtado and Molina (2002), among others.

One of the objectives set for this investigation was to use the translation techniques in advertisements, in order to analyze how crucial the translation techniques are for the translation process. The research surrounding this topic led to the conclusion that the translation techniques can be very useful for the translation of persuasive texts, but the translator has to be mindful of how and when to use them, and which categorization applies better according to text typology.

In the translation techniques studies, one recognizable pattern was that, depending on the author, the translation techniques were interpreted in different ways. Some of the changes were miniscule in nature, however, with some authors Nida (2009), Molina and Hurtado (2002), Vinay and Darbelnet (1958), among others. the changes were drastic, not only in the interpretation of the techniques but also in the amount of techniques. Depending on the time of publication, it shows that there was an effort from the authors to try and make the techniques more concise and compressed, one could argue that there is an intent of reaching a satisfying conclusions of the eternal debate of "which are the translation techniques" or "which interpretation is the most correct", but this remains an assumption because the documentation surrounding the topic is still plentiful and has not reached a clear statement on the universal classification of the translation techniques.

The world of advertisement translation is a very "particular" one, because it has been the lead conclusion that the implication of humor in wordplays makes the translation of these difficult

for most translators. Through examples in this thesis work, it has been stated that most difficulties lie in the vast arrange of topics an advertisement can be about. It is very difficult to propose a universal solution to a problem that has an infinity of subjects on which to manifest, when digging deeper more factors start to enhance the difficulties of translating advertisements. The country of origin and how they experience the world has to be taken into account and similarly the way the target culture experience of the world differs from the original, adds another layer of problems and hardships the translator has to bear and solve with the tools available in the data, documentation and previous translation works.

When all of the factors above coincide, it would seem almost impossible to approach such a challenge, however one of the aims of this work was to propose a system with which a translator could approach such difficulties by exploring different problems in the translation advertisement and they manifest in the text itself, whilst also proposing a perspective of the translation techniques that can be useful to solve any of the problems explored above. In this sense, regarding this task, the position of the researchers of the present investigation is to maintain the wordplays' identity using all the resources available.

Regarding the research questions, in the first place, one of the aims of this research was to explore the difficulties a translator faces when translating persuasive texts, this leads to the question "What are the difficulties a translator faces when working with persuasive texts?" The answer to this question is not quite simple to answer because, in one hand, a translator faces the same difficulties when dealing with any other text; however, the main difficulty that a translator finds in persuasive texts, more specifically advertisement, is the replication of messages, ideas, concepts, etc., from one culture to another. In most instances the way to approach problems such as the non-existing concept in the target culture, linguistic impossibilities or also the unavailability of a wordplay in target language, was to find a similar idea in the target culture and try to replicate the intention of the original advertisement.

Another question to be answered was "Which translation techniques were most used?", in general, the phenomenon related to the proclivity of usage on the translation techniques, was hand in hand with the ones that allowed the original message to survive and be versatile enough to recreate the wordplays in the slogans. As seen in the examples where adaptation was used, also in the ones where discursive creation was used, a clear intention of keeping the original

message whilst creating a more comprehensible concept for the target culture can be seen.

According to the results seen in the investigation there was a clear preference for the techniques that had a tendency for keeping the original meaning whilst creating a new, more comprehensible concept for the target culture. This aim is clearly seen in the different percentages of usage for the translation techniques. For example, compared with the rest of the translation techniques used in this study, Adaptation (20,4%) and Discursive creation (12,2%) were the most used techniques in order to follow the idea of "equivalence" in order to prioritize the intention of the original message.

In contrast, another contender for the most used techniques would be Literal Translation (12,2%), this would contradict the prior statement if it was not for the fact that, this technique was used in slogans where the original meaning was not altered and the target culture shared the concept the wordplay was based on. Another factor is that the rest of techniques with a high percentage of usage are Transposition (10,2%) and Modulation (8,2%), both techniques that consist in recreating the message in different ways with the purpose of translating the idea from one language to another.

In conclusion, although almost seemingly unending as the world of advertisement seems, there are ways in which the translator can approach the translation process without succumbing to the variety of wordplays in the slogans. The previous can be achieved by using the translation techniques to rearrange the structure of an advertisement, using equivalent units of language, creating a new slogan that keeps the message and works in target culture and sometimes even adapting foreign concepts to more familiar ideas for the target culture. So, reaching a satisfying translation may be difficult but it is not impossible when utilizing the knowledge provided by previous authors and by understanding the target culture in order to appeal to the sense of identity, because for a translator keeping the essence of the message it is a sacred duty, even if the translation context surrounds a bottle of soda or the translation of a biblical work, the soul of the information shared and its survival is the most crucial duty of the translator.

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