

Marta Zapła-Kraj

Rendering the Advertisements into Polish. History of Polish Translation in Advertising

Essay

YOUR KNOWLEDGE HAS VALUE



- We will publish your bachelor's and master's thesis, essays and papers
- Your own eBook and book - sold worldwide in all relevant shops
- Earn money with each sale

Upload your text at www.GRIN.com
and publish for free



Bibliographic information published by the German National Library:

The German National Library lists this publication in the National Bibliography; detailed bibliographic data are available on the Internet at <http://dnb.dnb.de> .

This book is copyright material and must not be copied, reproduced, transferred, distributed, leased, licensed or publicly performed or used in any way except as specifically permitted in writing by the publishers, as allowed under the terms and conditions under which it was purchased or as strictly permitted by applicable copyright law. Any unauthorized distribution or use of this text may be a direct infringement of the author s and publisher s rights and those responsible may be liable in law accordingly.

Imprint:

Copyright © 2019 GRIN Verlag
ISBN: 9783346179494

This book at GRIN:

<https://www.grin.com/document/591331>

Marta Zapala-Kraj

Rendering the Advertisements into Polish. History of Polish Translation in Advertising

GRIN - Your knowledge has value

Since its foundation in 1998, GRIN has specialized in publishing academic texts by students, college teachers and other academics as e-book and printed book. The website www.grin.com is an ideal platform for presenting term papers, final papers, scientific essays, dissertations and specialist books.

Visit us on the internet:

<http://www.grin.com/>

<http://www.facebook.com/grincom>

http://www.twitter.com/grin_com

Contents

Introduction.....	1
Chapter 1: Advertisement – Theoretical Background	3
1.1. Understanding the Ad – Definitions behind Mechanism.....	3
1.2. Tricks for Targeting Various Markets.....	15
1.3. Conclusion.....	23
Chapter 2: The ‘Know-how’ of Good Translation	25
2.1. Defining the ‘Translation’	26
2.2. Translation Procedures, Strategies and Methods.....	29
2.3. What is a ‘Good Translation’?.....	31
2.4. Translation – a Product of a Complex Work	34
2.5. The Notion of Equivalence	36
2.6. Brief History of Polish Art of Translation	39
2.7. Translation in Advertising	43
Chapter 3: “ <i>Mentos – the Fresh maker</i> ” or the Polish Idea of Adverts’ Translation.....	51
3.1. TV Adverts to be Remembered through Generations	52
3.2. Newspaper-Magazine Adverts.....	58
3.3. Disruptive Billboards.....	65
Conclusion	69
References.....	71

Introduction

The world of advertisement is a marvellous – for those who are the end receivers, meaning the potential buyers. The product well-presented is a highly sellable thing. TV watchers, magazine readers, even drivers – these all people are vulnerable targets to ever-present advertisement.

Advertisements are inevitable, living in the contemporary world it became obvious that everything advertises something; or at least – carries the image which refers to some promoted product. Over past quarter of century Polish society become deeply consumerist one. In America, this situation happened earlier and sociologists warned about it long before our market assimilated theirs.

The path from advertisement of any product leads amongst the others – through the desk of the translator. There are, obviously, home products and these which Poland can be proud of, nevertheless, the majority of goods that are being presented through various forms of advertisement comes from foreign markets. What is more, these products and their producers, together with the agencies responsible for implementation of these goods in particular countries, often choose to use their original campaigns. Therefore, Polish translators need to work in such way, to make the language of the advert spot catchy enough for our market. Such work is an invisible work and the one requiring lots of linguistic skills, joined with the cultural awareness and many other factors.

The art of translation is a rewarding work, nevertheless, there are the parts of it which are necessary to be learned and understood before anyone approaches such a responsible job as translating the advertisements of world-wide known products.

This paper's aim is not only to provide the reader with some interesting facts regarding the advertisement, but also to make it clear how complex aspect the art of translation is. In order to do so, the author of this paper decided to divide the work into three chapters, each dealing with something different, but still – connected with the main theme of the paper – *The Rendering of the Advertisements into Polish*.

First chapter, titled *Advertisement – Theoretical Background* discusses the world of these powerful discourse of persuasion. Besides defining what is the advert and what forms it may take, the chapter also delves (although briefly) into the history of advertisement and compares the most powerful advertising market – the American one with our home market – in Poland. The second chapter - *The 'Know-how' of Good Translation* is a chapter devoted to presentation of the mechanisms hidden behind the final product – meaning the translation. It presents various techniques and difficulties connected with a good render of one language into other. It also explains how difficult it is to find the balance when one approaches so-called 'Translation in Advertising'. The final chapter Three – “Mentos – the Fresh maker” or the Polish Idea of Adverts Translation focused on presentation of the actual examples of foreign advertisements in Polish media. The period from before about fifteen years was the best time for Polish advertisement. Translators provided the viewers with funny and homey renderings of advert spots – so good, that they are still well-remembered. Present-days translations are far beyond these and probably more focused on visual message than on words.

Chapter 1: Advertisement – Theoretical Background

The chapter's aim is to present the hidden forces and various tricks that push the world in its 'proper' consumerist direction in such way that the customers become vulnerable victims. The mechanisms range from psychological, playing on emotions to ideological, sometimes conscious and sometimes unconscious; when approaching to advertisement research, one has to realize that although many people know that they are being 'exploited', most of them find this fact attractive.

1.1. Understanding the Ad – Definitions behind Mechanism

Make no mistake: advertising works. However, as a culture, we tend to be aloof and not a little snooty about advertisements, pretending that, while they may work on *some* people, they don't work on *us*, and dismissing advertising language as trite discourse written for the uneducated (Goddard 1998: 2).

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

For Williams: "[a]dvertisements are one of the most important cultural factors moulding and reflecting our life today. They are ubiquitous, an inevitable part of everyone's lives: even if you do not read a newspaper or watch television, the images posted over our urban surroundings are inescapable. Pervading all the media, but limited to none, advertising forms a vast superstructure with an apparently autonomous existence and an immense influence" (Williams 2000: 11).

Katherine Toland Frith claims that most people think that there is too much advertising, that it makes them materialistic, that it perpetuates stereotypes, that it plays