

ПЕРЕКЛАДОЗНАВЧІ СТУДІЇ

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IDIOMS IN MASS MEDIA TEXTS AND ADS: TRAINING STUDENTS TO CREATIVE WRITING AND TRANSLATION

The article presents some aspects of students training to the analysis of PR texts and ads as to the idiomatic units in the process of advertising messages making up and creative translation (writing) into the native language.

Key words: idiomatic units, advertising message, creative writing, culture.

We consider advertising to be a form of communication used to encourage or persuade an audience (viewers, readers or listeners). Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. Mass media is referred to all media technologies that are intended to reach a large audience via mass communication. Broadcast media transmit their information electronically and comprise television, film and radio, movies, newspaper, magazines, brochures, newsletters, books, leaflets and pamphlets. We cover the issue of commercial and understand this notion as «*involving or relating to the buying and selling of goods*». Therefore we examine ads.

In our daily life everyone can find peculiar words in each and every ad. They are used **to attract attention** of the audience. Thus we speak of these very words and imply here idioms, which are very popular phenomenon in Mass Media and advertising.

Firstly we should determine and identify the essence of phraseological units or idioms. In spite of a whole number of idioms definitions there is no exact and unambiguous one of this term until now. There are differences in terms of certain peculiar features of idioms. In some definitions, idiom is a phrase or expression the total meaning of which differs from the meaning of the individual words [3; 7]. The other qualifications state that it is an expression, a word, or a phrase that has a figurative meaning [4; 8; 9]. It is comprehended in regard to a common use of that expression that is separate from the literal meaning or definition of the words of which it is made up. For example, **to blow one's top (get angry) and behind the eight ball (in trouble)** are English- language idioms. Idioms come from any language and generally cannot be translated literally (word for word). Foreign language students should learn them just as they learn vocabulary words.

Idioms are used extensively. We found the notion «idiom» with the following meanings: 1. *the language or dialect of a people, region, class etc.*; 2. *the usual way in which the words of a particular language are joined together to express thought*; 3. *an accepted phrase, construction, or expression contrary to the usual patterns of the language or having a meaning different from the literal (to catch one's eye)*; 4. *the style of expression characteristic of an individual*; 5. *a characteristic style, as in art or music* [11, p. 696–697].

Hereby idiom is *a group of words established by usage as having a meaning not deducible from those of the individual words (e.g., rain cats and dogs, see the light); a form of expression natural to a language, person, or group of people he had a feeling for phrase and idiom.*

Our next item is ad and Mass Media texts which are known to be the texts of informing, descriptive and convincing character. While lecturing on «Lexis of Ads» we attract students' attention to these particular properties of advertising texts and teach them how to write (to create) advertising messages and how to translate them into English or native language. The main task is the maximum use of students' own fantasy for self-expression and self-affirmation. It is offered to pay attention to main terms which any ad should possess: 1. To contain necessary information. 2. Be associated with the name of product and trade mark. 3. To contain a «sparkle» or a provoking element: violation of style, neologisms, «wrong» use of words, presence of words of prestige, etc. 4. To persuade the consumer to feel good after reading the ad text. 5. To cause a sense of desire in a consumer and necessity to purchase a commodity/service. 6. Ad text should be universal – that is to function in different, unconnected with advertising contexts. 7. To correspond culture, traditions, mentality of the ad's audience. 8. To contain manipulative components – words possessing «magic force». The all mentioned above items should promote the difficulty of phrase «forgetting». We think idioms or any other phraseological units should be used for this goal.

We believe slogan to be inevitable part, a major structural component of any ad, as a cultural code of a country wherever an advertisement is put up. The matter of students studying the analysis of short texts/slogans creating and translating them in/into native and foreign languages until now was not enough studied.

Thus the paper deals with ads' phraseological units (idioms) as a part of ads lexis and some problems of their (idioms) translation into the target language. To our mind the phraseological units in Mass Media and Advertising are insufficiently investigated and moreover there is the absence of the common idea as to the problem of translating different types of idioms. And the purpose of the paper is to elucidate in what way phraseological units assist in realizing the main functions in Mass Media and Advertising texts, and find out the problems which arise in the process of their translation.

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

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

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

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

Our findings could confirm the idea that *Phraseological unities* are partially non – motivated as their meaning can usually be perceived through the metaphoric meaning of the whole phraseological unit. The illustrations could be – *to show one's teeth, to wash one's dirty linen in public*. If interpret them as semantically motivated through the combined lexical meaning of the component words they would naturally lead one to understand them in their literal meaning. The metaphoric meaning of the whole unit, however, readily suggests «*take a threatening tone*»

or «*show an intention to injure*» for show one's teeth and «*discuss or make public one's quarrels*» for wash one's dirty linen in public. Phraseological unities are as a rule marked by a high degree of stability of the lexical components.

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

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

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

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

*Researchers based their calculation on a drinking **habit survey** and warned the true number could be even higher.* – Дослідники оснований на їх підрахунках щодо **дослідження ринкової поведінки споживачів**, які вживають алкоголь і попередили, що справжнє число може бути вище.

The translator's aspiration for achieving semantic and stylistic identity of translation and the original is a lasting gain of our culture and cultural code. Idioms come to be a very numerous part of English. They cover a lot of drawbacks of the English language and are known to be one-third part of the colloquial speech.

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

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

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

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

2. Translation by idiomatic analogue. An overwhelming majority of English idiomatic expressions have similar in sense units in Ukrainian. Sometimes these lexically corresponding idiomatic expressions of the source language may also contain easily perceivable combinations of images for the target language speakers as well as similar or identical structural forms. These idiomatic expressions, naturally, are in most cases easily given corresponding analogies in the target language. As a matter of fact, such expressions are sometimes very close in their connotative (metaphorical) meaning in English and Ukrainian as well.

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

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

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

*«Obviously it is an emerging technology and you can't really have electric cars without electric car charging points, you **can't put the cart before the horse**». – «Очевидно, що це нова технологія, і ви не можете мати електричні автомобілі без електричного приводу нарахування балів, і ви **не можете ставити віз попереду коня**».*

*«I saw from day one that this was Bovis' role. That was the legal agreement between parliament and Bovis and I have to say that you **don't keep a dog and bark yourself**». – «Я бачив з першого дня, що це була роль Бовісу. Це юридична угода між парламентом і Бовісом, і я повинен сказати, що ви **не тримаєте собаку і гавкаєте самі**».*

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

*Mr. Howe said: «Somebody said to me «Herbert, we will find **skeletons in your cupboard**». – Містер Хоу заявив: «Хтось сказав мені, «Герберт, ми знайдемо твою **сімейну таємницю, приховану від сторонніх**».*

*A **peeping tom** watched a naked woman while she showered at a Devon campsite, Exeter Magistrates' Court has heard. – Людина з нездоровою цікавістю, таємно стежила за оголеною жінкою, коли вона приймала душ в кемпінгу Девон, як почули на судовому засіданні у місті Ексетер.*

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

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

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Джерела ілюстративного матеріалу

1. <http://www.bbc.co.uk/news/>
2. <http://www.dailyexpress.com.my/>
3. <http://www.ft.com/home/europe>
4. <http://www.economist.com/economics>

У статті розглядається питання навчання студентів аналізу текстів ЗМІ та реклами стосовно ідіоматичних зворотів у процесі творення рекламних звернень, а також їх творчого перекладу (письму) на рідну мову.

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

В статье рассматриваются вопросы обучения студентов анализу текстов СМИ и рекламы относительно идиоматических оборотов в процессе создания рекламных обращений, а также их творческому переводу (письму) на родной язык.

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

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