

LINGUISTICS

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Translation techniques in the advertisements marked by the pun

This article is devoted to the main techniques of the translation of the advertisements marked by the pun. In spite of the great interest to the advertese, many aspects of it are still little-studied. One of the most topical issues in linguistics is the fidelity and adequacy of the pattern and content transfer which is the most difficult for translation because of its colorful intense features. To solve this problem, the translator has to find different ways to compensate, keeping the aesthetic effect provided by the original text. To decode the pun, the translator must know how to transmit a lot of different figured context of this phenomenon. The most difficult for translation is the wordplay, which makes play such language tools that are absent in the target language. The main method of the translation of the wordplay is compensation. The translation of wordplay should express the original form of the text- phonetic and / or graphics. Moreover, we have to change meaningfully-notional categories.

Key words: pun, advertisement, problem, transformations, compensation, translation.

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