

## PHILOLOGY

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### **Translation of English advertising taglines: transformation in translation**

This article argues a problem of translating advertising slogans from English into Russian. The authors inform that the correct translation of advertising slogans is a crucial task nowadays, under free market conditions and competition. The translation of advertising slogans is claimed to be specific, it differs from other types of translation, since the translator should take into account both linguistic and sociocultural factors: history, realia, traditions of people speaking foreign language. It is also necessary to preserve the main idea of the slogan, the message that transfers the original slogan. For this purpose, when translating a slogan, transformation in translation is used. This article introduces the distribution of translations of modern advertising slogans according to the classification of V.N. Komissarov. The authors of the article conclude that the most frequent transformations are lexical transformations.

Key words: advertising, advertising slogan, translation, translation transformation.

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