

PHILOLOGY

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The peculiarities of translation of metaphor, metonymy and synecdoche in advertising slogans

This article is devoted to the study of the peculiarities of advertising text translation, in particular the translation of advertising slogans containing various tropes, namely metaphor, metonymy and synecdoche. The translation of an advertising text differs significantly from the translation of a text of fiction and journalistic literature: form, communicative orientation, linguistic means of expression. The complexity of translation in the field of advertising lies not only in the linguistic problems caused by differences in semantic structure, but also in the peculiarities of using two languages in the process of communication, as well as in the problems of sociolinguistic adaptation of the text.

Key words: advertising discourse, translation, metaphor, metonymy, synecdoche, advertising slogan, text.

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