



FACOLTÀ DI STUDI UMANISTICI

Lingue e culture per la mediazione linguistica

Traduzione

TRANSLATING ADS

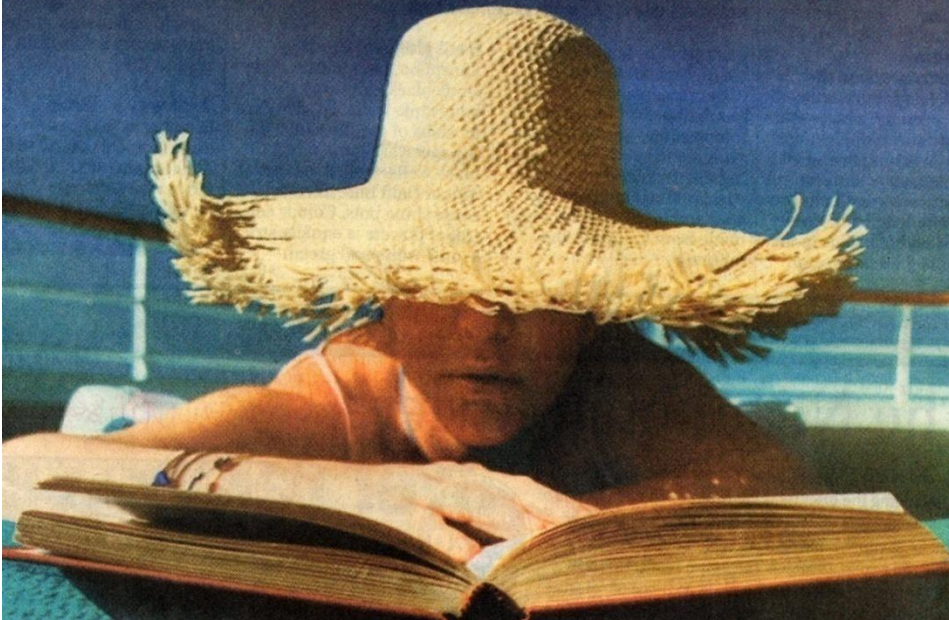
Prof.ssa Olga Denti

a.a. 2015-2016

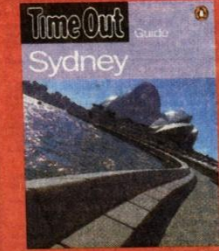
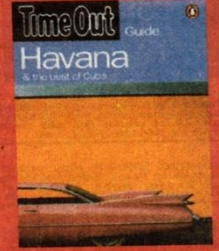


# Advertising

Tahiti, Cape Town and Sydney  
are three reasons to take  
an around the world cruise.  
January, February and March  
are three more.



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**NECESSCITY**  
**SIMPLICITY**



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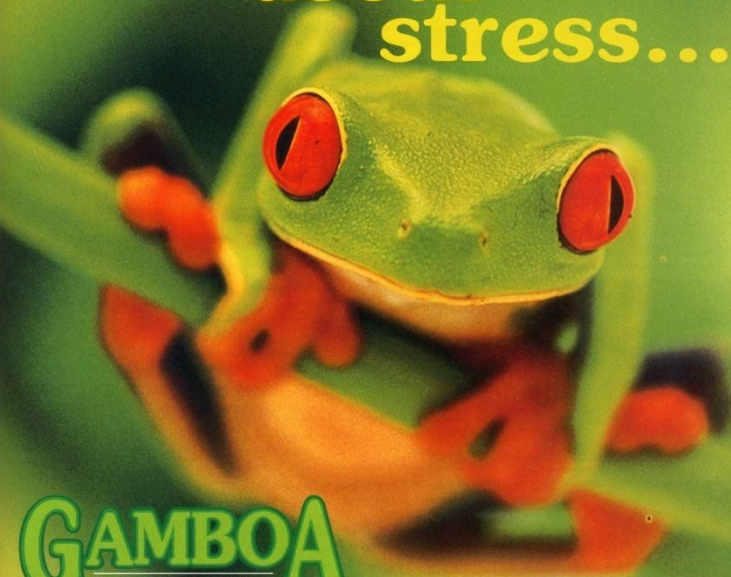




# Advertising



**Froget  
about  
stress...**




**GAMBOA**  
RAINFOREST RESORT  
A FIVE STAR ADVENTURE AT THE PANAMA CANAL

**\$ 82.50**  
per night per person\*

Call toll free: 1-877-800-1690

\* based on a double occupancy. Certain restrictions apply.



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UNITED COLORS  
OF BENETTON



UNITED COLORS  
OF BENETTON









The emotion you can get from discovering and living traditions is one of the greatest pleasures that Sardinia can offer. There are numerous reasons that can define your tradition, as well as ancient. The can't be done in a limited time or space, in the great tradition of the Sardinian, in the hope of a show performed with enough attention. In each of these moments, you can find a man and woman Sardinia, but their own passion, an unbridled Sardinia. Day to day, they are ready to experience.

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Patrimonio culturale  
**SARDEGNA**



REGIONE AUTONOMA DELLA SARDEGNA

**SARDEGNA**  
www.la1193431193.it



## Video:

In Sardegna you  
live more

Sardegna, a Myth in the  
Mediterranean Sea

<https://www.youtube.com/watch?v=UT3R91HL4ro>



## The English language and Advertising

Always Coca Cola  
Canon you Can  
With Vodafone you can  
Don't touch my Breil



I'm lovin' it

CARRERA sunglasses  
Ermenegildo Zegna Eyewear  
Emporio Armani Underwear  
Samsonite Footwear  
Zurich Because change happenz

Slogans: Most advertisements use a catchphrase or slogan which becomes associated with the product



# The English language and advertising

## Use of compounds adjectives:

*top-quality,*

*economy-size,*

*chocolate-flavoured,*

*feather-light*

*longer-lasting.*

# The English language and advertising

Use of high degree adjectives (hyperboles) :

Shining	Extra-shining
luxury	Super luxury
elegant	Incredibly elegant
smooth	

Fantastically smooth

Adjectives are important in advertising for they are used to add prestige and desirability and approval for the consumer/client.



# The English language and advertising

## Comparisons

to relate the product to a rival or competitor.

In reality, no real comparison is made in advertising.

An advertisement for a detergent may say  
"It gets clothes whiter" .....  
but whiter than what?

# The English language and advertising

## Use of the imperative:

“Relax the Natural Way”

“Win two Nights!”

“Get Ready for Summer!”

“Cruise here!”

“Find out why.....”;



# The English language and advertising

Use of repetition: advertisements tend to repeat words or ideas.

Something repeated frequently is **easily remembered**.

Most often it is the **brand name** of the product, or some word associated with it.

Coca-Cola

#openhappiness

happiness.  
coca-cola.




scan this to watch the new Coca-Cola ad  
to download QR code scanner,  
SMS QR to 53030

log on to: [www.facebook.com/cocacola](http://www.facebook.com/cocacola)


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PERCHÉ LA FELICITÀ È IL POSTO  
DOVE HAI SEMPRE VOGLIA DI TORNARE



A man and a woman are embracing at a restaurant table. The man is bald and wearing a patterned shirt, while the woman has dark hair and is wearing a dark jacket. They are both smiling and looking down at the table. On the table, there is a Coca-Cola bottle, a glass of beer, and some food. The background shows a restaurant interior with windows and other tables.

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# Il rituale perfetto

- 1 BOTTIGLIA DI VETRO
- 2 TEMPERATURA IDEALE: 3°C
- 3 BICCHIERE COCA-COLA
- 4 TRE CUBETTI DI GHIACCIO
- 5 UNA FETTA DI LIMONE



Spread virtual happiness.  
Share a virtual **Coke**.

Type a name to create your own custom bottle.



**C'è il tuo nome sulla bottiglia Coca-Cola?**



Share a  
**Coke.** with...







**MARILYN**  
MI HA BACIATA



**I'VE KISSED  
MARILYN**







