

# Strategies and Challenges in Advertising Slogan Translation: A Theoretical and Empirical Analysis

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**Abstract**—Advertising slogans form an essential component of brand communication and serve as the initial impression of a product. In the current globalized economy, effective translation of advertising slogans is critical for cross-cultural marketing. The translation of advertising slogans presents unique challenges due to linguistic and cultural differences between languages, such as Chinese and English. This study begins by outlining the defining characteristics of advertising slogans, such as brevity, creativity, and rhetorical richness. It categorizes translation strategies into four main approaches: literal translation, free translation, creative translation, and condensed translation. Each strategy's effectiveness is examined through comparative and qualitative analysis of real-world examples from well-known brands, with a focus on preserving cultural resonance, emotional appeal, and stylistic coherence. Additionally, it explores common rhetorical devices used in advertising slogan translation to enhance appeal across diverse audiences. Through theoretical frameworks and empirical analysis, this study aims to deepen understanding of effective advertising slogan translation strategies.

**Keywords**—advertising slogans, translation methods, cross-cultural communication, translation equivalence, rhetorical devices

## I. INTRODUCTION

With the development of economic globalization and increasing foreign trade, especially after China's accession to the WTO, the exchange of goods between China and other countries has grown considerably. More foreign brands, such as KFC and Maybelline, are entering the Chinese market, while Chinese brands are expanding internationally. Advertising plays a crucial role in foreign trade by influencing consumer perceptions and buying behaviors. The importance of translating advertising slogans effectively cannot be overstated, as it affects cross-cultural communication and the promotion of products. This study examines advertising slogan translation, aiming to identify strategies that facilitate effective communication across different cultural contexts. How can advertising slogans maintain their appeal and effectiveness across different linguistic and cultural contexts? What are the primary strategies in translating advertising slogans to achieve functional equivalence? How do rhetorical devices and cultural elements influence the translation of advertising slogans?

## II. LITERATURE REVIEW

### A. Research on Advertising Slogans

Zhao [1] views that advertising slogan refers to the language in the advertisement, which includes all language information of advertising slogan, such as the voice, words,

sentences (lyrics included), characters (Ping yin included), punctuation and images of character (the images made by the integration of character, objects and their images) [2]. The study on the advertising language abroad begins earlier and the theoretical knowledge system is relatively complete. Geoffrey Leech is considered to be the first linguist to study the advertising language with a scientific attitude. He views that the advertising slogan has a unique spoken style, which includes the principle of sales, and he called the advertising language as "standard advertising English" [3]. French scholar Barthes proposes that an advertisement has three kinds of information, namely, language information, coded image information and non-coded image information [4]. British scholar Williamson says that the advertising information needs to be encoded, and the explanation of advertisement needs to be decoded [5]. Michael Geis proposes the six criteria of advertising language, they were concise, authentic, clear, connected, persuasive and argumentative [6]. Torben Vestergaard and Kim Schroder states that "in order to achieve the purpose, the advertising language must be able to arouse attention and interest with credibility so as to stimulate buying desire, and buying behavior [7]." Guy Cook points out the characteristics of the slogan in some contexts, and take social and moral factors into consideration when analyzing slogans [8]. Edward F. McQuarrie and David Glen Mick combines rhetoric with advertising theory, and views that the rhetoric in advertising plays a role in stimulating the reader's interest to read advertisements, compensating the deficiencies in advertising and enhancing persuasiveness [9]. Mark F. Toncar and James M. Munch argues that the use of rhetoric such as pun and metaphor can improve the effectiveness of advertisement, making it more convincing and intriguing [10].

China has witnessed the reform and opening up and has made research on the advertising slogan for more than 30 years, which generally experiences three stages, namely, the exploration period, the boom and deepening period [11]. During the late 1980s and the 1990s, China was exploring the advertising slogans. The Advertising Knowledge and Skills by Pan Dajun and his co-author Zhang Shuping is the first related monograph in the period of exploration, which analyzes the use of slogan skill [12].

As for the translation of commercial advertising slogans, Qianwen Li believes that if enterprises want to promote their rich advertising slogans to the world, it largely depends on whether the translation has fully considered cultural factors. She points out that the cultural turn is a new trend guiding the translation practice, and the cultural turn has guiding significance for the translation of advertising slogans [13].

### *B. Research on the Translation of Advertising Slogans*

Cao Zhirui believes that translation of advertising slogans is different from general translation. Translation of advertising slogans is an activity arising from the market economy, and this activity is of course carried out according to the market environment. Specifically, the translation of advertising slogans is aimed at readers, that is, at consumers, so the translation of advertising slogans should take into account the psychology of consumers, and the success or failure of the translation should be judged by the response of consumers. In the translation of advertising slogans, the reader, i.e., the consumer, plays an important role, which is a unique feature of the translation of advertising slogans that is different from any other translation. Therefore, when choosing the translation method of advertising slogans, the age, gender, social status, and shopping psychology of consumers should be fully considered [14].

Jin Xin points out that the translation of advertising takes the domestication translation method to cater for the social culture and language characteristics of target-language country. Liu Jia fully describes and analyzes the advertising language of different industries, different periods, different categories and different communication effects in great details, and discussed the characteristics and laws of speech, vocabulary, syntax, discourse and pragmatics of multi-modal advertising. Mao Yanqing elaborates on the language features of advertising slogan translation, and puts forward the translation methods in the advertising slogan translation which enable slogan translation faithful to the essence of original slogan, and fully reflect the original slogan style.

There are many different ways to translate advertising slogans. Li Hui considers that the literal translation method can maintain the style of the original text, preserve the vocabulary and metaphorical meaning of the original text, and achieve the effect of fidelity to the original text to the greatest extent. The free translation has a certain degree of flexibility, as the words can be added or subtracted, the position of words can be changed, and the syntax can be varied. The advantage of free translation is that the meaning is coherent and the translation conforms to modern language expression habits, which is more fluent, smooth and understandable [14].

## III. FACTS ABOUT ADVERTISING SLOGANS

### *A. Definition*

Advertising slogan is to express the advertiser's sales interest from the "repeated use of a specific promotional statement in a certain period of time, so that the public understand and remember a definite concept, the concept of the invisible become people to buy goods or services when the purchase basis" [15].

### *B. Characteristics*

#### *1) Conciseness*

Advertising slogans generally use one or two complete sentences to express a message or an idea, with a single message that is easy to understand. Advertising slogans must be concise in addition to content. The internal structure of the words used in advertising slogans is relatively simple; more contractions are used; the frequency of all-grades in

noun phrases is high and more refined than with of. Sentences are generally short in length, with few compound sentences. The verb phrases are very simple, the past tense is very infrequent, the general present tense is basically used, and the passive voice is used less often. For example, SKII's tagline "SKII Always Crystal Clear" is a short slogan that covers both the brand name and the brand's skincare philosophy. It is a short and concise sentence that does not use verbs, but only three words to explain the entire message—"SKII, 永远晶莹剔透". It is easy to understand and remember, and also achieves a promotional effect. For example, Sony's ad "Hi-Fi, Hi-Fun, Hi-Fashion", which uses only three positive words to modify Sony, and the use of acronyms to express the brand concept of "高保真, 高乐趣, 高时尚". Nescafe's English advertising slogan "The taste is great. (味道好极了。)" By using the general present tense, the characteristics of the product become as permanent in the eyes of people as the general laws of nature, which is not possible with other tenses in English.

#### *2) Creativity*

Novelty proper nouns appear more often, and many advertising slogans will carry self-created compound words. Such creative words not only make people's eyes shine, but also deepen people's impression of their products and better achieve the publicity effect. For example, the slogan of Timex watches is "Give a Timex to all, to all a good time (给诸君一块"天美时"表, 各位就掌握了好时光)", in which Timex is a new word created by the brand, which is a combination of Time and excellent.

#### *3) Use of modifiers*

Noun phrases will be preceded by many modifying elements to attract readers. In particular, there will be many antecedent modifiers, and the comparative and highest grades of adjectives occur frequently in the noun phrases of English advertising slogans. For example, in the slogan of China Southern Airlines, "Flying China Southern Airlines, flying with the most perfect service (选择南方航空, 完美服务相伴)", the central noun "service" has two pre-modifying components.

#### *4) Good use of rhetorical devices*

At the same time, a large number of rhetorical devices make the slogan more vivid and attractive. The advertising slogans themselves and the rhetoric that can be used in their translation are extremely rich, and the use of rhetoric can add color to the language of advertising slogans and make them more beautiful and easy to remember. For example, Hang Seng Bank's advertising slogan "Your Finances-- Your Way!" uses a couplet, and its Chinese translation accordingly uses a four-character couplet to translate it as "理财自在, 任你发挥". The slogan of Canon printers "Impossible made possible (使不可能变为可能)" uses the end-rhyme method, which expresses the brand concept and makes it catchy to read.

#### *5) Sentence structure*

Chinese syntax is about symmetry and rhyme. Therefore, when translating advertising slogans, a sentence structure with the same number of words before and after is often used. This structure will make the whole advertisement look more

pleasing to the eye and more catchy to read. For example, Patek Philippe's advertising slogan "Begin your own tradition" can be translated word by word, but in order to adapt to the structure of Chinese characters, the translation is still stretched to eight characters and translated as "代代相传，由你开始".

But English pays more attention to the conciseness of the language, using fewer words to express the complete meaning, and using a lot of short sentences to facilitate consumers' memory. For example, the advertisement of Shuangxing Group "穿上双星鞋，潇洒走世界". The English translation is "Double Star takes you far", which is a short and powerful statement and also expresses the meaning of the original advertisement clearly. This concise language expression is more in line with the language habits of consumers in English-speaking countries.

From this it can be concluded that one of the lessons learned in translating advertising slogans is to pay attention to the differences in sentence structure between Chinese and English, with English paying more attention to the brief expression and expressing the purpose of the advertisement with the least number of words. In contrast, the Chinese language is concerned with neat counterpoint and phonetic harmony, and a large number of four-character words should be used in translation to impress consumers.

### *C. Translation Principles of Advertising Slogan*

#### *1) Cultural difference*

Advertising slogans belong to a kind of applied language, which is also inseparable from the broad linguistic environment and carries various cultural features such as religious beliefs, history and culture, and values. Therefore, the translation of advertising slogans must face the problem of culture clash, and the translation must meet the needs of both Chinese and English-speaking countries' consumers. The way of thinking determines the expression of language, so the difference in the way of thinking of Chinese and English-speaking countries' consumers is the fundamental reason for the different forms of expression of advertising slogans. To gain the readers' recognition, translators must meet the thinking needs of Chinese and English-speaking countries' readers. The essential difference between China and English-speaking countries' cultures is reflected in the way of thinking, which is the source of all other differences[16]. For example, the original ad for DE BEERS is a simple and clear language that is suitable for verbal communication. Its Chinese translation is "钻石恒久远，一颗永流传", which is more in line with the Chinese way of expressing and thinking about emotions, and can better convince consumers to buy.

#### *2) Localization*

Based on the communicative and marketing functions of advertisements, the translation of advertising slogans should follow the localization strategy. Advertising slogans are designed to instantly catch consumers' attention and stimulate them to make purchases, so their introduction into another country should cater to the needs of local people and localize the translation.

First of all, the translation of advertising slogans should

be reasonably stimulating to consumers and induce their emotions. For example, the Chinese translation of MasterCard's advertisement "There are some things money can't buy. For everything else, there's MasterCard." is "万事皆可达，唯有情无价". In the Chinese concept, friendship is the most rare thing, and its translation expresses the idea of completeness, which is very much in line with the Chinese aesthetics.

Secondly, many translations of advertising slogans use ancient Chinese poetry, borrowing from local customs and history to create a connection with their culture. The use of ancient poetry creates a unique beauty of con-slogans and brings cultures closer together. For example, Starbucks issued a love-themed gift card in the summer of 2018 with the tagline "You may pout, but I'll still smile within the heart, the simple feeling of love resides", which translates to "也许挚爱的模样很简单，你在闹我在笑，相看两不厌，深情藏心间" in Chinese. The Chinese translation of "相看两不厌" is a line from Li Bai's "Sitting Alone on Jingting Mountain" (《独坐敬亭山》). Instead of a word-for-word translation of the original slogan, the verse is used to express the lingering sentiment of lovers looking at each other with affection.

Finally, in advertising science, reasonable stimulus in advertisements is an important factor that triggers consumers to weigh, judge and make decisions. When translating advertising slogans, some associations can be made to make the translation more vivid and interesting. For example, the translation of the Burger King advertising slogan uses associative associations. The original slogan is "IT WILL BLOW YOUR MIND AWAY", while the Chinese translation is "汉堡王，一口香倒你". The meaning of "blow away" in the original is "somebody are very impressed by it or kill somebody by shooting" in the dictionary. Thus, it can be associated with the meaning of the original slogan and get the Chinese translation of "一口香倒你".

## *IV. THEORETICAL FRAMEWORK*

This study's theoretical foundation is grounded in Equivalence Theory and Cross-Cultural Communication Theory, each of which provides essential principles for maintaining semantic integrity and cultural adaptability in the translation of advertising slogans.

### *A. Equivalence Theory*

Equivalence Theory, introduced by Eugene Nida, emphasizes preserving the meaning, style, and emotional resonance of the original text in translation. This theory distinguishes between "formal equivalence," which focuses on the structure and content of the source language, and "dynamic equivalence," which prioritizes the reader's response in the target language, aiming for an effect similar to that of the original text.

In the context of advertising slogan translation, dynamic equivalence is particularly relevant, as slogans need to evoke similar emotional responses and purchasing impulses among target consumers. For instance, Nike's slogan "Just Do It" could be dynamically translated into Chinese as "敢作敢为" to convey the brand's ethos of courage and proactive spirit to a Chinese audience. By ensuring dynamic equivalence, the translation preserves the core message and generates a

comparable impact in the target culture.

### *B. Cross-Cultural Communication Theory*

Cross-Cultural Communication Theory examines the ways in which messages are transmitted across diverse cultural contexts, noting that language carries different meanings in different settings. Cultural differences significantly affect the effectiveness of advertising slogan translation, as slogans often need to be adapted to reflect the values, aesthetic preferences, and linguistic norms of the target culture. Hall's theory of high- and low-context communication is integral to this framework[17]. According to this theory, English operates as a low-context language, where information is conveyed explicitly, while Chinese functions as a high-context language, often relying on implied meanings and indirect expression. Therefore, translators must adjust the language to align with the target culture's communicative style to ensure the slogan's effectiveness.

For example, American Express's slogan "Don't Leave Home Without It" would not be translated directly into Chinese as "别出门不带它" (which means "don't go out without it"), but rather adapted to something more culturally resonant, such as "有它，出行无忧" (meaning "with it, travel worry-free"). This adaptation taps into the Chinese cultural emphasis on security and peace of mind, aligning with the high-context preference for emotionally evocative and indirect messaging.

## **V. THE TRANSLATION METHODOLOGY OF ADVERTISING SLOGAN**

### *A. Literal Translation*

Literal translation means that in the process of translation, the sentence is regarded as the basic unit of translation, while taking into account the constraints of the discourse and context, preserving the original sentence structure and the original rhetoric, and striving to reproduce the form, content and style of the original [18]. Literal translation is mainly used to deal with some advertising slogans whose original meaning is relatively clear and whose syntactic structure is relatively simple and complete, and which can express the deeper meaning of the sentence while being translated literally. For example, the translation of Haier's advertisement "To be true forever" is "真诚到永远". The original slogan is simple and easy to understand, and the deep and superficial meanings are consistent, so there is no difficulty in translating it.

Translations completed using literal translation are usually straightforward, retaining the basic structure and rhetorical devices of the original sentences and reproducing the context and effect of the original sentences without compromise. Although it may not read as smoothly as an original text in the native language, the message it conveys is very clear. For example, the advertising slogan of Yangtze refrigerator "扬子，我为你自豪！" The English translation is "Yangzi Fridges, I am proud of you!". It takes Yangzi refrigerator as the object of conversation, expresses the emotion of the product directly, implicitly expresses the excellent quality of the product, and clearly establishes the excellent image of the product. Another example is the

advertising slogan of Golden Star TV, "买彩电就要买金星，买金星就是买放心". Its English slogan is "Of all TV brands we choose to buy Jinxing. To buy Jinxing means to buy satisfaction". The original slogan involves a variety of rhetorical devices, which makes the whole advertisement smooth, catchy and vivid, highlighting the product brand and product quality. The corresponding translation adopts direct translation, which reproduces the meaning, function and style of the original sentence.

### *B. Free Translation*

Free translation is relative to the literal translation. If a literal translation is used, the translation will not be faithful to the original text, or will not be acceptable to the target language readers, or will be difficult to understand. In such cases, the translator has to discard or change the form or rhetoric of the original text, use the customary expressions of the target language, or use words that are easily understood by the readers of the target language to fit the meaning of the original text, and choose the appropriate sentence style to convey the meaning and spirit of the original text [18]. For example, the "Ask for more" in the Pepsi-cola was translated as "渴望无限", but the translator did not directly translate it as "想要更多". Although the key words are not cross-referenced in the translation, careful consideration will reveal that the deeper meaning of the original slogan has been retained in the translation. In terms of this slogan, "Ask for more" is semantically, lexically and syntactically faithful to the original; however, for Pepsi-cola, "渴望无限" is more in line with their cultural positioning, that is, the brand spirit of youthful vitality, and bold breakthroughs, with young people as the target consumers.

Another example is the advertising slogan "皮张之厚无以复加；利润之薄无以复减" of Shanghai Heming Shoe Factory, in which a "厚" and a "薄" contrast sharply, and a "加" and "减" reflect each other. This couplet advertising slogan is funny and humorous, and the characteristics of the goods and the image of the company leap off the paper by comparison. Although the corresponding translated sentence "The leather shoes made here are thick enough; the profit that's obtained is slight enough" does not retain the original contrast rhetoric and couplet form, it is faithful to the meaning of the original, and because of the repetition of "enough" at the end of the sentence and the pressed final rhyme, it is impressive to read, and its function is no less than that of the original.

From the above examples, it is clear that the free translation method is absolutely necessary. Although some of the rhetoric and rhymes of the original slogan are not reflected in the same way in the translation, the translation has been appropriately handled in other ways to make its meaning and readability closer to the original.

### *C. Creative Translation*

Creative translation, as can be seen from its name, is not just a simple translation anymore, but a re-creation out of the realm of translation. Its two cross-referenced texts in English and Chinese bear little resemblance to each other in surface meaning, but have always been recognized by all as a translation of one of its languages. The most typical example

is Nokia's advertising slogan "Connecting People". If it were re-translated by 100 translators, there would not be a single version of its current Chinese version "科技以人为本". In its Chinese translation, few traces of the original text can be found. For another example, in the UPS Express advertising slogan "We care to provide service above and beyond the call of duty", if the literal translation will be translated as "我们愿意提供高于或超出责任感的服务", in the Chinese readers will seem unclear, because the Chinese language does not have such an expression, so that consumers are confused. The creative translation of the slogan as "殷勤有加, 风雨不改" not only expresses the meaning of the original, but also is a true reflection of the so-called "高于或超出责任感的服务".

In addition, creating translation may be more than simply translating its meaning. For example, the slogan of Cathay Pacific is "Now you're really flying", but its Chinese version is "飞跃人生, 非凡感受". This is because the airline's operations were halted during the SARS outbreak in 2002, and when it resumed operations, the English version of its advertising slogan contained a lot of life emotions, not only the extraordinary feeling of being back in the blue sky, but also the leap of life that comes with surviving a great disaster. Its Chinese version also reflects the background and deep meaning of the times.

The Chinese-English versions of the advertising slogans listed above have largely been recreated out of the translation framework. Their Chinese versions are comparable to the original in terms of rhetoric, sentence structure and incisiveness. And their translations are more profound in context and meaning, and much more creative than other translation methods.

#### *D. Condensed Translation*

When facing some advertising slogans with too many words and too much information, translators can use the method of condensed translation to translate them. With the exception of hard information such as company name, place name, price and offer, which can be misleading if omitted, all other parts can be omitted, not only the phrases but also the sentences. For example, in the slogan of Allianz Group, the two sentences "Wherever you are. Whatever you do" in "Wherever you are. Whatever you do. The Allianz Group is always on your side" is omitted and translated as "安联集团, 永远站在你身边" in Chinese. Because the meaning of the first two sentences is actually repeated with the last sentence, the Chinese translation of the last sentence only can express the original meaning of the slogan.

The English translation of advertising slogans also uses condensed translation. Chinese expressions are characterized by word pile-ups, synonymous repetition and excessive modifications. In the Chinese environment, people are not surprised, but when translating into English, the translator needs to pull out the threads and grasp the core content. For example, in an advertisement slogan for a job market, the original Chinese slogan "当今社会人才济济, 不是一马当先独领风骚, 就是人仰马翻莫名其妙" was translated as "In today's rat race, either you stay ahead or bail out". Because the only key words in the slogan are "人才济济" "独领风骚" and "莫名其妙", the rest are over-

qualified. So the translator only expresses the central meaning of the key words is enough. The rest can be omitted directly.

In the translation of advertising slogans, the basic purpose of translation is achieved as long as the important information is retained, the purpose of the advertisement is achieved and no misleading is caused. It is also possible to reduce or condense the advertising slogan drastically to make it more concise and beautiful.

#### *E. The Translation of Rhetorical Devices in Advertising Slogan*

##### *1) Metaphor*

In the translation of advertising slogans, metaphor is the most common rhetorical device, which not only makes the message acceptable to consumers, but also makes the sentences more beautiful. There are many categories of metaphor, and the most commonly used ones in advertising slogans are metaphor and simile. The ultimate goal is to facilitate consumers' understanding and stimulate them to buy. Metaphor is to emphasize the similarities between different things and to compare them. For example, Marie Claire's advertising slogan "Be white, be silky" is translated as "丝一般的柔白肌肤", which clearly shows the rhetorical style of using simile, comparing skin to silk. This translation not only conforms to the meaning of the original slogan, but also uses rhetorical devices to express the effect of skin care products and achieve the purpose of the advertisement. Although the correspondence between the translation and the original words is important, it does not mean that a rigid literal translation is required. For example, in a women's clothing fabric advertising slogan "Light as a breeze, soft as a cloud", the literal translation "像风一样轻, 像云一样柔" is far less compelling than the translation of "轻如风, 柔如云".

A metaphor is a comparison of one thing to another. Its absence of obvious metaphors and the use of punctuation or belonging frames to compare metaphors leaves enough room for the reader's imagination. For example, the translation of the American Gasoline Federation's advertising slogan uses metaphor. The "America-A nation on the wheel, Gasoline --- Blood of America" is translated as "美国——轮子上的国家; 汽油——美国的血液" and the dash is used to compare gasoline to the blood of America. This is a vivid image, but also short and powerful. Because there are no obvious metaphors in the metaphor metaphors, the translation cannot be flat and requires a combination of free and literal translations.

When using metaphors for translation, the following points need to be noted: First, the original thing and the metaphor should be two things that have similarities. Secondly, the metaphor needs to be easy to understand, easy to comprehend, and not make the reader more confused. Finally, the metaphor should not lack novelty on top of being easy to understand. In addition, in the process of translation of advertising slogans, it is also possible to add metaphors or drop them in the translation according to the meaning of the original text, as long as the purpose of the advertising slogan can be achieved and an excellent sales effect can be achieved.

##### *2) Pun*

A pun is a few words or a sentence that gives a double

meaning to a text through the homonym of words or multiple meanings of words, etc [15]. This form of expression can make the language more humorous, while the meaning is deep and infectious. It is even more often used in advertising slogans. Puns can both ensure the language is brief and achieve a better advertising effect. There are generally two types of puns, namely, homo-phonetic pun and homo-graphic pun.

Homo-graphic pun, as the name suggests, makes use of the multiple meanings of words to form puns. For example, in Sprite's slogan "Obey your thirst", the word "thirst" has two meanings as a noun - thirst and craving. Here the word not only reflects the desire of people for Sprite, but also expresses the effect that Sprite can quench their thirst. This is a way to kill two birds with one stone. The translation is "服从你的渴望". The translator thinks that the word "渴望" can better express the brand concept and can better achieve the publicity effect compared with the physical thirst, so he made a choice to translate it as "渴望".

Homo-phonetic pun is pun that takes advantage of the similarity in pronunciation of words or the similarity in conditions of use. This rhetoric is widely used in advertising slogans, which can enhance the recognition of advertising slogans as well as facilitate consumers' memory. For example, the slogan for the Ford Focus series of cars uses this rhetorical device. The "focus" in "Live with focus" is the same name as the car series, so it is not only easy for consumers to remember, but also expresses the design concept of this series of cars - "生活有'焦点', 才是真正的享受".

The use of puns in advertising slogans can give consumers a sense of enlightenment and can make them impressed with the product. And because puns need to borrow the semantics as well as the pronunciation of the source language, their translation is a major difficulty. When the language is transformed, the meaning of the pun is easily lost if it is separated from the culture of the source language. Therefore, when translating, translators need to make appropriate trade-offs and translate with a focus through other rhetorical devices. For example, the slogan of More cigarettes "Ask for More" is a pun, in which "more" is both the brand name and the meaning of "more". In the translation, the translator used the couplet to translate it as "再来一支, 还是摩尔".

### 3) Rhyming

Rhyming means putting the same rhyming word in the same position in different sentences in writing, usually putting the rhyme at the beginning or the end of the sentence, called alliteration or rhyme [15]. The use of rhyme in advertising slogans enhances the rhythm and harmonizes the tone of the sentences, making them catchy and memorable.

For example, Hang Seng Bank's advertising slogan "Investment and Banking. Anytime. Anywhere" uses the alliteration, and the two "any" are not only rhyming, but also promote the bank's service concept, which can be said to be the best of both worlds. The translator can also use literal translation to translate the rhyme of the original slogan. This translation method can restore the linguistic characteristics and form of the original slogan to the maximum extent so as to facilitate consumers' memory. For example, the Chinese

translation of this slogan is "投资理财, 无时限, 无界限". For another example, the slogan of a Canadian insurance company, "Shining and Caring", uses rhyme. The Chinese translation of the slogan "关怀周详, 一生照亮" adopts the translation method of free translation, which correctly and unambiguously translate the meaning of the slogan.

However, due to the linguistic and cultural differences, it is difficult for the translators' translations to fully correspond to the original text. Especially when the original slogan has both alliteration and rhyme, such as the slogan "No ABC. No Guarantee. (无ABC作证, 等于无凭无证)" of the HKABC. In this case, the translator should express the meaning of the original text as far as possible while reflecting the rhyme of the original text to a certain extent, and if it is really impossible to have the best of both worlds, he should make trade-offs and translate with a focus.

## VI. CONCLUSION

This study explores effective strategies for translating advertising slogans to maintain their appeal and effectiveness across diverse cultural contexts. The analysis of representative advertising slogans using various translation methods—such as literal, free, creative, and condensed translation—highlights how each strategy impacts the cultural resonance and emotional appeal of slogans in the target market. By employing comparative analysis and case studies, this research identifies key factors for successful slogan translation, including cultural adaptation, linguistic style retention, and the use of rhetorical devices.

### A. Summary of Findings

The findings underscore that literal translation is often suitable for straightforward slogans with universal themes, while creative and free translations prove more effective for slogans with complex or culture-bound meanings. Additionally, **condensed translation** is essential when dealing with highly information-dense slogans, ensuring that core messages are preserved without overwhelming the target audience. Across all methods, a flexible approach that considers cultural nuances, audience preferences, and linguistic aesthetics is crucial to preserving the slogan's original impact and memorability in the target language.

### B. Limitations of the Study

While this study provides valuable insights into advertising slogan translation, certain limitations should be acknowledged:

(1) **Sample Scope:** The study primarily focuses on well-known brands with global reach. Thus, it may not fully capture the nuances of slogans from lesser-known or region-specific brands, which may use more localized language and cultural references.

(2) **Limited Cultural Contexts:** The research mainly examines Chinese and English slogans. This limited scope restricts generalizability to other linguistic and cultural pairs, such as those involving non-Indo-European languages or markets with distinct cultural frameworks.

(3) **Lack of Quantitative Analysis:** This study relies on qualitative and comparative analysis without quantifying the effectiveness of different translation strategies. A more data-driven approach, such as consumer response metrics, would provide a more comprehensive understanding of the real-



world impact of various translation methods.

### C. Future Research Directions

To address these limitations and build on the current findings, future research can consider:

(1) Expanding Cross-Cultural Comparisons: Future studies could include additional languages and cultural contexts, such as Arabic, Russian, or Spanish, to determine how various cultural nuances affect translation strategies and reception.

(2) Exploring Consumer Response: By incorporating quantitative measures, such as consumer surveys or focus group feedback, future research could empirically validate the effectiveness of different translation strategies in achieving desired consumer responses and engagement.

(3) Examining Technology's Role in Translation: With advancements in machine translation and AI, future research could explore the role of automated tools in translating advertising slogans, assessing how effectively these technologies handle cultural nuances and rhetorical devices, and how they may complement or hinder the work of human translators.

In conclusion, translating advertising slogans requires a nuanced, culturally informed approach. This study contributes to the growing body of knowledge on cross-cultural advertising by providing insights into the strategies that effectively bridge linguistic and cultural gaps, ultimately enhancing the appeal and success of advertising slogans in diverse markets.

### CONFLICT OF INTEREST

The authors declare no conflict of interest.

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