

# TRANSLATING PROMOTIONAL AND ADVERTISING TEXTS

SECOND EDITION

Ira Torresi



# Translating Promotional And Advertising Texts Translation Practices Explained

**Tobias Bleicker** 

# **Translating Promotional And Advertising Texts Translation Practices Explained:**

Translating Promotional and Advertising Texts Ira Torresi, 2020-12-29 The translation of promotional and advertising texts requires the application of techniques which although they vary depending on the specific text type are all aimed at preserving their persuasive purpose This often requires in depth cultural adaptation and on occasion thorough rewriting Translating Promotional and Advertising Texts covers the key types of promotional texts including personal business to business institutional business to consumer and advertising With numerous examples from a wide variety of languages and media taken from the author's own professional experience and observations this volume is designed for use as a coursebook for classroom practice or as a handbook for self learning It also provides insight for research into promotional and advertising translation This second updated edition offers entirely new sections on self promotion in social media text analysis and tools for the cross cultural appraisal of promotional texts Revised with new examples a glossary of terms and activities and tasks on the Routledge Translation Studies Portal this is the essential text for students researchers translators and professionals working in copywriting marketing public relations or related areas **Diplomatic and Political** Interpreting Explained Mira Kadrić, Sylvi Rennert, Christina Schäffner, 2021-07-28 The role of the interpreter at international meetings of politicians and diplomats is a critical one This book examines the history of diplomacy and diplomatic interpreting as well as the rules and realities of modern diplomatic relations Building on interviews with interpreters diplomats and politicians it examines language as a tool of diplomatic and political communication the role of interpreters in diplomacy and the different forms of interaction and communicative behaviour interpreters face and exhibit The book covers the different ways in which interpreters manage information expressivity and interaction and what diplomats think about it Each chapter presents key concepts and definitions examples from existing literature are combined with interviews conducted with professional interpreters as well as seasoned diplomats and politicians to illustrate their relevance in interpreting practice With activities for group work and self study including analysis and discussion of real life interpreted diplomatic or political events this book offers a range of interpreting exercises that encourage students to apply the different strategies discussed in the book Weaving together the voices of interpreters diplomats and politicians with a systematic look at the theory and practice of interpreting in diplomatic settings this is not only an essential textbook for interpreting students and educators but will also be of interest to professional interpreters and students and scholars of politics and international relations Additional resources are available on the Routledge Translation Studies Portal http routledgetranslationstudiesportal com Translation, Adaptation and Digital Media John Milton, Silvia Cobelo, 2023-05-31 Adaptation has always been central to Translation Studies and as print media becomes less and less dominant and new media become central to communication Adaptation is more than ever a vital area of Translation and Translation Studies In addition links to new digital media are examined This is the only user friendly textbook covering the full area of Translation

Adaptation and Digital Media applicable to any language combination Divided into nine chapters it includes a wide range of texts from Brazilian culture ensuring an ex centric view of translation Each chapter contains an expository section case studies and student activities to support learning It emphasises the central role of Adaptation in the translation of works for the popular book market for theatre cinema radio and especially the new media This is the essential textbook for students in Translation and Adaptation Studies courses and instructors and professionals working on adaptation and transmedia projects

Subtitling Jorge Díaz Cintas, Aline Remael, 2020-12-29 Subtitling Concepts and Practices provides students researchers and practitioners with a research based introduction to the theory and practice of subtitling The book inspired by the highly successful Audiovisual Translation Subtitling by the same authors is a new publication reflecting the developments in practice and research that mark subtitling today while considering the way ahead It supplies the core concepts that will allow its users to acquaint themselves with the technical linguistic and cultural features of this specific yet extremely diverse form of audiovisual translation and the many contexts in which it is deployed today. The book offers concrete subtitling strategies and contains a wealth of examples in numerous languages for dealing with specific translation problems State of the art translation technologies and their impact on the profession are explored along with a discussion of the ways in which they cater for the socio political multicultural and multilingual challenges that audiovisual productions and their translations must meet today A truly multimedia package Subtitling Concepts and Practices comes with a companion website which includes a wide range of exercises with answer keys video clips dialogue lists a glossary of concepts and terminology used in the industry and much more It also provides access to a professional desktop subtitle editor Wincaps Q4 and a leading cloud based subtitling platform OOONA Translation and Violent Conflict Moira Inghilleri, Sue-Ann Harding, 2010-01-30 First Published in 2010 Translators and interpreters are frequently found at the centre of attempts to wage war or negotiate peace between opposing factions Translation and interpreting also serve a vital function in communicating a conflict locally and globally as interested parties attempt to legitimize their actions appeal for assistance and enlist support for their cause and the condemnation of their stated enemy The unavoidable independent exercises of judgement that interpreters and translators make through their participation in or re narration of a conflict and the decisions that go with them provide clear and strong evidence for the lead role in the construction of meanings and identities that interpreters and translators assume in situations of conflict irrespective of their historical or geopolitical setting This special issue of The Translator explores the role of translators and interpreters in a number of conflicts from the 20th century to the present Drawing on fictional and non fictional texts legal and peacekeeping settings and reports from war zones contributors to this volume explore the overlapping themes of mediation agency and ethics in relation to translators and interpreters as they negotiate the political social cultural linguistic and ethical factors that converge often dangerously in situations of armed conflict Localizina Apps Johann Roturier, 2015-05-08 The software industry has undergone rapid development since the beginning of the twenty

first century These changes have had a profound impact on translators who due to the evolving nature of digital content are under increasing pressure to adapt their ways of working Localizing Apps looks at these challenges by focusing on the localization of software applications or apps In each of the five core chapters Johann Roturier examines The role of translation and other linguistic activities in adapting software to the needs of different cultures localization. The procedures required to prepare source content before it gets localized internationalization. The measures taken by software companies to guarantee the quality and success of a localized app With practical tasks suggestions for further reading and concise chapter summaries Localizing Apps takes a comprehensive look at the transformation processes and tools used by the software industry today This text is essential reading for students researchers and translators working in the area of translation and creative digital media Aspects of meaning-making through translation Sidiropoulou Maria, Hatzidaki Anna, Kefala Stavroula, Gogonas Nikos, Korda Diamantoula, Lavidas Nikolaos, Gioti Ioanna, 2025-05-07 The book addresses an audience with no prior knowledge of the intricacies of translation practice and allows a rather pervasive view into issues arising in the study of translation It shows how the study of translation may capture a reader s attention and what scholarly issues it may give rise to It tackles systemic functional cognitive and societal aspects of the transfer phenomenon between English and Greek from both a synchronic and a diachronic perspective It starts with pragmatic perspectives of meaning making moves to cognitive aspects of translation and interpreting goes on with aspects of tourism translation and globalization and ends up with diachronic perspectives to gender in translation and diachronic aspects of the history of translation in the West It is a collaborative work of the translation team of the Department of English Language and Literature National and Kapodistrian University of Athens and owes a lot to insights gained by the authors interaction with undergraduate and postgraduate translation students of the Department which is always insightful and productive Humour Translation in the Age of Multimedia Margherita Dore, 2020-11-02 This volume seeks to investigate how humour translation has developed since the beginning of the 21st century focusing in particular on new ways of communication The authors drawn from a range of countries cultures and academic traditions address and debate how today s globalised communication media and new technologies are influencing and shaping the translation of humour Examining both how humour translation exploits new means of communication and how the processes of humour translation may be challenged and enhanced by technologies the chapters cover theoretical foundations and implications and methodological practices and challenges They include a description of current research or practice and comments on possible future developments The contributions interconnect around the issue of humour creation and translation in the 21st century which can truly be labelled as the age of multimedia Accessible and engaging this is essential reading for advanced students and researchers in Translation Studies and Humour Studies Translation Studies Abstracts/Bibliography of Translation Studies, 2005 **Linguistics and Language Behavior Abstracts** .2009-04 The Incorporated Linguist ,1982 Key Debates in the Translation of Advertising

Material Beverly Adab, Cristina Valdes, 2016-04-01 Much has been written about the marketing aspects of promotional material in general and several scholars particularly in linguistics have addressed questions relating to the structure and function of advertisements focusing on images rhetorical structure semiotic functions discourse features and audio visual media amongst other aspects of the genre Not much on the other hand has been written within translation studies about the complexities involved in the transfer of an advertising message Contributors to this volume explore various interdependent aspects of the interlingual and intercultural transfer of an advertising message They emphasize features of culture specificity of multi medial semiotic interaction of values and stereotypes and most importantly they recommend strategies and approaches to assist translators Topics covered include a critique of the Western based approach to advertising in the context of the Far East different perceptions of the concept of cleanliness in advertising texts in Italy Russia and the UK the Walls Cornetto strategy of internationalization of product appeal followed by localization the role of the translator in recreating appeal in different lingua cultural contexts what constitutes Italianness in advertisements for British consumers and strategies for repackaging France as a tourist destination Proceedings of ... ACM/IEEE-CS Joint Conference on The British National **Digital Libraries** ,2007 **Translation Studies Abstracts** ,2000 Multilingua ,1986 **Bibliography** Arthur James Wells, 2003 Pulp and Paper Magazine of Canada ,1928 The Linguist, 1986 Ireland ,1994 Journal of Education ,1888

Delve into the emotional tapestry woven by Crafted by in Dive into the Emotion of **Translating Promotional And Advertising Texts Translation Practices Explained**. This ebook, available for download in a PDF format (PDF Size: \*), is more than just words on a page; itis a journey of connection and profound emotion. Immerse yourself in narratives that tug at your heartstrings. Download now to experience the pulse of each page and let your emotions run wild.

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#### **Translating Promotional And Advertising Texts Translation Practices Explained Introduction**

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