

Тема: ОСОБЕННОСТИ УПОТРЕБЛЕНИЯ И ПЕРЕВОДА  
ЗВУКОПОДРАЖАТЕЛЬНЫХ ЕДИНИЦ В РЕКЛАМНОМ ТЕКСТЕ

**Subject matter:** Peculiarities of Usage and Translation of Sound-Imitating Units in Advertisements.

**Author:** Lydia S. Akopyan, 5<sup>th</sup> year student, Institute of Translatology and Multilanguage Studies.

**Supervisor of the project:** O.Yu. Zyabirova, Assistant Professor of the Chair of Theory and Practice of Translation and Interpretation.

### ABSTRACT

The subject of our research is onomatopoeias in texts of advertisements. An attempt has been made to single out onomatopoeias in texts of advertisements. We've divided them into several groups according to their function and sources of sounds.

An **onomatopoeia** (sometimes written as **onomatopœia**) from the Greek  $\square\nu\omicron\mu\alpha\tau\omicron\pi\omicron\iota\acute{\alpha}$ ;  $\square\nu\omicron\mu\alpha$  for "name" and  $\pi\omicron\iota\acute{\epsilon}\omega$  for "I make" is a word that phonetically imitates or suggests the source of the sound that it describes. Common occurrences of onomatopoeias include animal noises such as "oink", "meow", "roar" or "chirp". Although in the English language the term onomatopoeia means the imitation of a sound, in the Greek language the compound word onomatopoeia means "making or creating names".

Advertising uses onomatopoeia as a mnemonic, so consumers will remember their products, as in Alka-Seltzer's "Plop, plop, fizz, fizz. Oh, what a relief it is!" jingle, recorded in two different versions (big band and rock) by Sammy Davis, Jr.

Rice Krispies (US and UK) and Rice Bubbles (AU) make a "snap, crackle, pop" when one pours on milk. During the 1930s, the illustrator Vernon Grant developed Snap, Crackle and Pop as gnome-like mascots for the Kellogg Company. Sounds surface in road safety advertisements: "clunk click, every trip" (click the seatbelt on after clunking the car door closed; UK campaign) or "click, clack, front and back" (click, clack of connecting the seatbelts; AU campaign) or "click it or ticket" (click of the connecting seatbelt; US DOT campaign).

They most commonly use onomatopoeias in commercials on TV and in advertisements in the printed press.

The best way to translate onomatopoeias is to find an analogue in the target language. In case there is no analogue in the target language it's advisable to use a descriptive translation method.