

ABSTRACT

Title: “Translation of advertising texts from French into Russian”.

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The relevance of our research is due to the rapid development of the tourism sector in the recent years. Despite the situation with the coronavirus, we can assume a fast recovery and expansion of the tourism business once the pandemic ends. Of course, it will require advertising, which will have to be translated, adapted and localized. Given the global nature of tourism industry, we can talk about the increasing role of translators and interpreters in this area.

The purpose of our research is the analysis of linguistic specificities of advertising texts in tourism, namely the description of tourist sites and their translation from French into Russian.

Our tasks:

1. To highlight advertising texts’ characteristics;
2. to expose its linguistic and extra-linguistic features;
3. to discuss the functions of the advertising text and connotational values;
4. to analyze the difficulties and peculiarities of the advertising translation;
5. to examine the peculiarities of the advertising translation;
6. to highlight strategies of advertising translation;
7. to create a glossary.

Our research’s theoretical significance consists in generalizing theoretical knowledge in the field of advertising and tourism translation from French into Russian.

Our research's practical significance is that the results of our work can be used in teaching translation and training students at various levels of translation instruction. Our research can also be used to prepare for lectures, seminars and practical exercises on the theory of translation, the practical course of translation, stylistics, lexicology, when writing course and final qualifying papers, and master's theses.

The results of our research can contribute to a better understanding of the characteristics, features and difficulties of advertising translation, and how such features affect the translator's work. The theoretical and practical results of this research are incorporated into the IPIM training process as part of the Theory of Translation course.

Recommendations: The theoretical and practical results of this research can be used by students, masters, post-graduate students of the faculties of translation, as well as linguists who are interested in this topic.