

ILLOCUTIONARY ACT AND ITS TRANSLATION IN ADVERTISEMENTS

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Abstract

This article summarizes illocutionary act and the analyse of illocutionary act in translation. The aim of the research is to describe the types of illocutionary and their translation in advertisements. The subject of the research is advertisements showed on TV namely Colgate and Coca-Cola. The object of this article is a form of act illocutionary contained in advertising speech translation. Based on the analysis, it can be concluded that the types of act illocutionary found in Colgate and Coca-Cola advertising on television are declarative, representative, expressive, and commissive.

Key words: advertisement, translation, pragmatic aspects, types of speech acts, locutionary act, illocutionary act, perlocutionary act, declarative, representative, expressive, directives, commissive.

Introduction

Advertisements are considered one of the ways of communicating. With the help of advertisements, a new message is conveyed to others. However, people may come across different difficulties or barriers in understanding advertisements for foreign unknown products, such as baby products, cosmetic products, drinks or etc. It is due to the fact that people in a particular country possess different language acquisition from the other. That's why, the idea of translation was born to solve the problems.

According to Amber Burrow-Goldhahn, the skills of translation are becoming ever more important and desirable. Today's multicultural and multilingual society demands effective, efficient, and empathetic communication between languages and cultures. [1]

These days the need for translation has widely risen, not only applying for the written materials, but also audio-video materials, which include movies, advertisements and so on. With the help of the translation, the message within them can be transferred from source language into target one.

According to Mohammad Ali Yafi1 and Agus Wijayanto's opinion in their article, the translation work does not only contain its linguistic form but also pragmatic aspects including the macro and micro aspects. [3]

One of the good sample of micro aspects of pragmatics, speech acts can be commonly found in the advertisements. According to Austin, when people say or state something they also do something or create an act, it is called speech acts. Just by saying something, people perform

an action. There are three types of speech acts: locutionary act, illocutionary act and perlocutionary act.

According to Searle, illocutionary act fall into five, they are:

- Directives, it is an attempt by speaker to get hearer to do something. The examples of directives are asking, begging, commanding, ordering, and requesting.
- Commissives, speaker commits himself or herself to the performance of an action. The examples of commissives are offering, promising, swearing, threatening, and vowing.
- Assertive, speaker represents a state of affairs. The utterances may be judge true or false because they aim to describe a state of affairs in the world, for example affirming, reporting, informing, stating, and so on.
- Expressive, speaker expresses a psychological state about the situation. The examples are welcoming, congratulating, thanking, etc.
- Declaratives, the utterances attempt to change the world by representing it as having been changed, for example naming, sentencing, appointing,

This process not only occur in real life situations, but in advertisements or in movies. Because it is obvious that advertising one of communication with the users of product service, advertisement are communications paid for those who send them and are planned to inform or influence people who receive them. [2] Advertisements consists of phrases, sentences or clauses, which carry particular speech act.

It can be concluded from the above that speech acts is the study of the speaker`s intention to perform an act while using the language. If we focus on the language in the advertisements, it can be easily noticed that the basic aim of them is to persuade and make the audience buy the advertised product. Illocutionary act is more common in advertisements.

The translation of speech act requires particular notice because in speech, there is other aim from the speaker that must be expressed by translators to the target language. The connection of illocutionary act with translation is explained by Fawcett “However it is translated, the illocutionary force of sentence would not change.”[4 p.25] It means that the types and functions of illocutionary act in SL are not change in TL text. That`s why, literary translation is not enough to reach the pragmatic purpose, special intention must be translated, too.

According to the findings, there are five types of illocotuniory acts classified by Searle. They are declarative, representative, expressive, directives, and commissive. The summary of the information is given in the follow ing table:

Colgate advertisement

| Source language | Target language | Illocutionary act | Translation technique |
|--|---|-------------------|-----------------------|
| When people ask me what my boyfriend thinks, I smile | Bu haqida yigitim nima deyishini so`rasa, tabssum qilaman | Assertive | Idiomatic translation |
| Whatever you hear, you have got your smile | Nima deb aytishmasin, siz tabassum egasisiz | Assertive | Idiomatic translation |
| Smile on | Tabssum qilishda davom eting | Directive | Literal translation |

Coca cola

| Source language | Target language | Illocutionary act | Translation technique |
|---|--|--|-----------------------|
| For those living together | Birga bo`lganlar uchun | Commissive | Idiomatic translation |
| For those living apart | Yolg`iz qolganlar uchun | Commissive | Idiomatic translation |
| For the great nation | Mamlakatimiz uchun | Commissive | Free translation |
| Thanks to all of you, we`ll be together again | Biz buni yegib o`tyapmiz, barcha uchun | Expressive and assertive in source language, but assertive and commissive in target language | Free translation |

In conclusion of the analyzed and discussed data, this search noted that the illocutionary speech act, which was found in the advertisements Colgate and Coca-Cola were in the form of these classifications: assertive speech act translated into assertive speech act, directive speech act translated into directive speech act, commissive speech act translated into commissive speech act. But at the end of the advertisement of Coca-Cola, the last sentence was translated freely and as a result, the expressive and assertive acts were changed into assertive and commissive acts in the target language. The study found that most of the subtitle of the advertisements Colgate and Coca-Cola was translated accurately.

Used literature:

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