Iranian Journal of Applied Linguistics (IJAL)

Vol. 24, No. 2, September 2021, 109-134

Investigating the Persian Translation of English Advertising Slogans from the Perspective of Relevance Theory

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Abstract

Considering globalization, advertisement translation has turned into an important issue in the field of translation studies, yet it is a rather difficult and challenging job for translators to overcome cultural, social, and ideological differences present in advertisements. With regards to this fact, the present study is designed with the aim of investigating advertisement translation from the perspective of Relevance Theory, an uprising pragmatic theory that provides a unified account of translation. For this purpose, a sample of 10 English advertising slogans, along with their Persian translations were selected from among the slogans available on the Internet. The collected sample was analyzed critically on the grounds of Relevance Theory's concepts and principles, proposed by Sperber and Wilson (1995). In the process of analyzing the data, Gutt's (2000) theory of translation, which is based on the application of Relevance Theory to translation, was also brought into focus. Hence, the translators' choices were justified based on the main tenets of Relevance Theory, and it was observed that in most of the examples, the translations adhered to the principles of Relevance Theory; in Gutt's terms, the translated slogans interpretively resembled the originals. So, most of the translations were successful advertisements in appealing to the target audience. The findings of the present study gave evidence for the fact that Relevance Theory can be an appropriate approach for evaluating translations, especially in the realm of advertisement translation.

Keywords: Advertisement translation, Advertising slogans, Gutt's theory of translation, Relevance theory

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1. Introduction

1.1. Relevance Theory

In 1986, Dan Sperber and Deirdre Wilson introduced *Relevance Theory* or RT. This theory is considered as an inferential pragmatic theory of communication, which seeks to make clear how the addressee infers the communicator's intended message (Sperber & Wilson, 1986). Sperber and Wilson presume that all utterances are relevant to some extent. To understand an utterance is to look for its relevance. In other words, people engaged in communication would give priority to the relevant data (Li, 2016). The criterion suggested in RT is grounded on a fundamental assumption regarding human cognition. The assumption is that human cognition is relevance-oriented, i.e., we pay attention to information that seems relevant to us (Wilson, 1994).

RT claims that human communication aims to search for *optimal relevance*, i.e., to obtain adequate contextual effect without unnecessary processing effort. When a speaker starts communicating with others, he/she automatically aims to communicate the presumption that he/she will say something that is supposed to be optimally relevant to the addressee (Zhang et al., 2013).

A fundamental concept of RT is that normal human communication by means of language is *ostensive-inferential*. The clues we use when we speak may be very complex linguistic expressions, but they are still only clues and they still require interpretation by the recipient (Weber, 2005). "Ostensive-inferential" communication happens when:

1. The speaker purposefully makes evident to the hearer ("ostensifies") a clue as to what the speaker wishes to communicate, that is, a clue to his or her intention.
2. The recipient infers the intention from the clue and the context. To put it another way, the hearer must interpret the clue, taking into account the context, and surmise what the speaker intended to communicate. (Weber, 2005, p. 47)

1.2. Gutt's Theory of Translation

Ernst-August Gutt started one of the most important translation debates in recent years when he stated that relevance theory contains the key to providing a unified account of translation (Smith, 2002). According to Smith, the problem Gutt tried to solve was the fact that there is no unified account of translation that can provide a theoretically sound and practically viable explanation of

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how translation works (2002). A comprehensive account of translation needs to provide a single theoretical framework that can account for all kinds of translations in a unified way. "This unifying theoretical framework should be able to explain the conditions for a successful translation in such diverse situations as, on the one hand, the translation of sacred religious texts and, on the other hand, the translation of cereal boxes and travel brochures. Moreover, it must do so in a way that preserves internal theoretical coherence" (Smith, 2002, p. 108). Working on the assumption that translation is considered as a type of communication, Gutt asserted that relevance theory holds the key to providing a unified account of translation.

According to Gutt, "the central claim of relevance theory is that human communication crucially creates an expectation of *optimal relevance*, that is, an expectation on the part of the audience that his attempt at interpretation will yield adequate contextual effects at minimal processing cost" (as cited in Wang & Wang, 2018, p. 595).

Gutt distinguishes two different approaches to translation, namely, *direct* and *indirect* translations, while preserving theoretical unity in his account of translation, since in the final analysis both approaches prove to be types of interpretive use. The basic difference between the two approaches is that direct translation seeks for complete interpretive resemblance, while indirect translation settles for interpretive resemblance in relevant respects (Smith, 2002).

1.3. The Current Study

Although there have been many studies which have investigated advertisements and their translations from different aspects and points of view, it seems that only little research has been done on investigating the quality of these translations in Iran, especially from the perspective of relevance theory, and whether or not these translations are effective enough for Iranian audience. In investigating advertisement translation, these questions come to mind: Are these translations appealing enough? To what extend can these translations be successful in influencing or persuading target audiences? Can they be as memorable as their English counterparts? Do they have the same effect as the source advertisements?

Furthermore, another challenge that one encounters in translating advertisement, is that they are loaded with cultural, social, ideological, political, and even ethnical elements, and they highly

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depend on individuals' background knowledge and cognitive environment. According to Shabani Rad (2004), whenever we have a cultural focus, we have a translation problem.

Relevance theory suggests several concepts and principles which can pave the way for translators to overcome translation problems, especially in dealing with texts that depend highly on context and cognitive environment of the target reader, such as advertising texts. It should be acknowledged that a sentence may be true for one speaker at one place and false at another time, or for another speaker or in a different place (Kittay, 1987).

Due to the fact that advertising slogans are still a serious challenge for translators, this study aims to fill the gap in literature by critically analyzing the translation of slogans, on the grounds of relevance theory's concepts and principles, proposed by Sperber and Wilson (1995). This study also sheds light on the applicability of Gutt's (2000) theory of translation, which is based on the application of relevance theory to translation, in the translation of persuasive texts, specifically, advertisements.

The purpose of this research is to carefully analyze the Persian translations of English advertising slogans on the grounds of relevance theory concepts and tenets introduced by Gutt (2000), in order to determine the quality and efficiency of these translations, and to see whether they adhere to the principle of relevance or not.

In the present study, the applicability of relevance theory principles and concepts to translation is being investigated in the context of advertising slogans. Consequently, the present research addresses the following research question:

How were the principles of relevance theory applied to the translations of advertising slogans?

2. Literature Review

Advertisement translation can sometimes be very difficult and challenging for translators, and its special conditions should be taken into account by a professional translator. Baubeta (1996) conducted a study on advertisement translation from English into Portuguese and French, and she stated that both advertisement and translation are multifaceted activities; therefore, for investigating their interface, it is necessary to use a number of different analytical approaches such as text analysis, semiotics, and sociolinguistics. Baubeta (1996) concluded that advertisements can be translated with some degree of success if the content of the source text is not too culture-bound

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(as cited in Smith, 2002). Ho (2004, p. 221) contends that "the translation of advertising adds economic value to the value chain of the whole marketing process. Hence, translation is not only a linguistic and cultural activity, but also a key commercial activity". Also, Munday (2004) in his seminal work on advertisement translation, examined how far the evolution of translation theories has managed (or failed) to cope with the special conditions of advertisement translation.

Perez (2000) conducted research on relevance theory and its applicability to advertising discourse. For the purpose of the study, relevance theory was applied by the author to a sample of advertisements extracted from several British periodical publications. After analyzing the data, Perez came to the conclusion that "of the two factors which determine relevance, in advertising discourse, it is the production of additional contextual effects which is very often favored to the detriment of the minimization of the processing effort demanded from the addressee" (p. 49).

Xu and Zhou (2013), analyzed two ads carefully in their study, based on relevance theory principles. Based on the classic code-model and Grice's inferential model, relevance theory holds that "every act of ostensive communication communicates the presumption of its own optimal relevance" (p. 492). With the interpretation of advertising in the frame of relevance theory, their study showed that advertising communication is ostensive-inferential. It therefore concluded that "typically, advertising is a communication of ostension-inference, in which the audience needs to construct a dynamic context including the whole set of assumptions forming the cognitive environment of the communicators" (p. 496). In this way, RT is proved to be a good way to interpret any process of communication, including advertising in which the communicators are the advertising designer and the potential consumers.

Also, in Iran, Eslami Rasekh and Gharyan (2013) conducted a research study on advertising slogans and their Persian translation. Their study looked into international advertising from a cultural point of view, i.e., how advertising slogans are treated in a culturally different setting. It has further investigated how advertising slogans and their corresponding Persian translations are different in terms of rhetorical figures and how the translators deal with cultural obstacles when translating. For the purpose of the study, a selection of English advertisements of various product brands was made by the researchers. Ten MA students at Isfahan University, majoring in Translation Studies, were required to translate the provided advertisement slogans. Their translations were observed for the type of rhetorical figures utilized and their strategies to handle

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the cultural barriers. The findings of the study show that "Ambiguity is the rhetorical figure that occurred dominantly in the Persian translations. However, in the original English advertisement slogans, pronouns were favored the most. The tendency of translations was mostly toward being acceptability-oriented rather than accuracy-oriented" (p. 1).

Another research which has investigated the translation strategies of advertising slogans in Iran, was conducted by Valimohammadi (2013). On the assumption that the translation strategies used to translate advertisement slogans from English into Persian were inappropriate for Iranian markets, the aim of his study was to identify such translation strategies. The findings revealed that "the most common translation strategies used for translating culture specific concepts as well as literary devices and lexical stylistic devices that are used in slogans have mostly been deletion and free translation, without any regard to features of slogans" (p. 294). The overall finding was that inadequate translations of culture specific concepts produce target texts that have not been successful in Iranian markets. "Iranian translators disregarded the features of slogans frequently. Nearly all the translators deleted any culture specific concepts in their translation of advertising slogans" (p. 294).

Silveira and Ibanos (2014) also worked on inferences in advertisements, from the perspective of relevance theory. Their research discussed the possibilities of analyzing advertisements with verbal and visual elements through relevance theory, specifically in terms of what triggers inferential comprehension in such pieces. The three pieces analyzed in their study were not involved in selling marketing products but selling ideas that became ostensive through the integration of visual and linguistic inputs to infer their meaning. The sample analyzed showed that the need for a pragmatic interpretation for a real understanding required the presence of a context and of inferential processes that could not be performed simply in terms of a code.

In his study, Yang (2016) abandoned the traditional translation concepts and theories such as "faithfulness, expressiveness, elegance, dynamic and functional equivalence" (p. 875), and adopted relevance theory, an uprising pragmatic theory, to guide the advertising translation. His study intended to reexamine the process of translation with the help of relevance theory and tentatively put forward feasible translating strategies to guide the translators.

In addition, Li (2017) conducted a study on English advertisement translation based on relevance theory. His study analyzed the influencing factors of advertising language from the

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perspective of relevance theory, and put forward seven strategies including "literal translation, free translation, transliteration, deletion, imitation, excess and transformation" under the guidance of relevance theory (p. 147). Finally, he concluded that relevance theory attains the best contextual relevance via the process of explicit reasoning, which allows the audience of advertisement to achieve the best correlation through effort and contextual assumptions in the process of receiving information; and finally, relevance theory makes the translation of advertising language closer to the target culture where certain local cultural characteristics exist.

3. Method

3.1. Corpus

The purpose of this study was to investigate the application of relevance theory to translation, in the context of advertising discourse. To achieve the purpose of this research, the author of the study restricted the corpus to 10 English advertising slogans along with their translated counterparts in Persian. The selected slogans are contemporary slogans and include four general categories of products; namely car brands, coffee brands, watches, and shoes (see appendix 1). These slogans were chosen based on purposive sampling from among the available slogans on the Internet. The slogans and their Persian translations were mainly selected from these websites: (https://myindustry.ir/), (https://armcade.com/), (https://carstan.ir/), (https://icoff.ee/fa/), and (http://www.adsportal.ir/). The criteria for selecting this sample are that these slogans are among very popular and attractive advertisements from well-known and well-established brands, and are indeed successful advertisements in their original language. The aim of the researcher was to find out whether the translations of these slogans were as successful and appealing as the originals or not, from the perspective of relevance theory.

3.2. Analytical Framework

In analyzing the data on the basis of relevance theory principles, the following concepts, developed by Gutt (2000), were under focus: interpretive resemblance, explicatures and implicatures, cognitive context, direct/indirect translation methods, optimal relevance, contextual effects, and processing efforts. In the following, these concepts are introduced briefly:

Gutt differentiates between two distinct approaches to translation; that is 'direct translation' and 'indirect translation'. He defines these two approaches as follows:

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Direct Translation: "A target language text is a direct translation of a source language text if and only if it claims to interpretively resemble the original completely in the context envisaged for the original" (Gutt, 2000, p. 171). Direct translation is better defined in terms of a dependency relationship: the closer the context of a direct translation is to the original context, the more its interpretation will resemble that of the original. Readers of the translations who are interested in getting as close as possible to the meaning of the original, should familiarize themselves with the original context.

Indirect Translation: Any translation that aims at lower degrees of interpretive resemblance is classified as indirect translation (Gutt, 1991). Indirect translation does not require target readers to be familiar with the original context; in fact, it usually utilizes the current context of the target audience.

In this study, these two approaches are selected as a criterion to classify translation strategies adopted by Iranian translators in the translation of our collected sample.

Cognitive Context: From the viewpoint of cognition, Sperber and Wilson propose cognitive environment or cognitive context which is totally different from the traditional view of context (Wang & Chen, 2021). According to Sperber and Wilson, context refers to "a psychological construct, a subset of the addressee's assumption about the world and the set of premises utilized in interpreting utterances" (as cited in He, 2011).

Processing Efforts and Contextual Effects: In the process of communication, processing effort refers to the time or energy that the receptor spends to understand the intended meaning communicated by the speaker; while contextual effect refers to the relationship between the assumptions derived from the speaker's ostensive act and the context of the utterance (He, 2011).

Optimal Relevance: Sperber and Wilson argue that an utterance has optimal relevance if and only if it obtains enough contextual effect to be worth the addressee's attention and it puts the addressee to no unjustified processing effort in gaining those effects. Thus, in order to make successful communication, the communicator is supposed to select the most relevant stimulus for the hearer to realize his or her informative and communicative intention. Otherwise, the communication will fail (Wang & Chen, 2021).

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Explicatures and Implicatures: Explicatures and implicatures are assumptions communicated by a speaker; explicatures are linguistically inferred meaning, while implicatures are contextually inferred meaning.

Interpretive Resemblance: Two conditions are needed for interpretive resemblance to occur. "First, one statement should be presented as resembling the other. Second, the content of the second statement should be a valid subset, large or small, of the assumptions communicated by the first. It does not have to communicate all the original assumptions, but those it communicates should be true to the meaning of the original" (Smith, 2000, p. 48).

3.3. Data Analysis

In order to analyze the data in response to the research question, the corpus of the present study (i.e., 10 English advertising slogans along with their Persian translations) was examined as follows:

To specify the adherence of Persian translators to relevance theory, content analysis approach was utilized, and an in-depth analysis was conducted, i.e., the translated slogans were investigated carefully in the light of relevance theory proposed by Sperber and Wilson (1995). The focus of the study was on how translators rely on the concepts and principles of relevance theory to choose the most appropriate translation strategy. The process of analysis also took into consideration Gutt's (2000) principle of "interpretive resemblance" which is based on the application of relevance theory to translation. Gutt (2000) states that a translation should interpretively resemble the original, limited by the principle of optimal relevance.

4. Results

In order to answer the research question, the following slogans are chosen to be explained based on the main tenets of relevance theory and Gutt's theory of translation, and it is examined whether they adhere to the principles of relevance or not.

1. **ST: Engineered to move the human spirit**

   TT: طراحی شده تا روح انسان را به پرواز درآورد

   TT: Tarahi shode ta ruh-e ensan ra be parwaz dar avarad

   BT: Designed for spirit of human to be flown

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This advertising slogan by Mercedes-Benz Company has been translated using the strategy of equivalence. In Gutt's (2000) terms, the translated text interpretively resembles the original, because it shares most of the explicatures and implicatures of the original ad, and also uses the same context as original. The concept of "moving the human spirit" is used in English culture when something is really exiting, appealing, or pleasant. This concept is also used in Iranian culture too, but with a slightly different terminology: "روح انسان را به پرواز در می‌آورد" (ruh-e ensan ra be parwaz dar miavarad. BT: It makes the human spirit fly). This is a fixed expression used in the same situation as the English ad, so according to relevance theory, the same context is shared between the two languages; and therefore, the strategy of equivalence is a good choice for rendering this ad. As mentioned before, equivalence refers to rendering the same situation (in SL and TL) by different stylistic and structural methods. This strategy is suggested in cases where languages describe the same situation by different stylistic or structural means. Therefore, because the translation uses a fixed expression that is acceptable and common among Iranians, it is slightly closer to the target language and culture, so it is considered as an indirect translation method, in terms of Gutt (2000).

According to relevance theory, a translation must be optimally relevant for the target readers. This notion implies that a translation should create adequate contextual effect in the cognitive environment of the target reader, without putting him/her in an unjustifiable processing effort in obtaining those effects. In this ad, because the context is shared between the two languages and the target reader doesn't have to spend much effort for understanding the meaning of the ad, we can say that this translation is optimally relevant to the target reader. In fact, the contextual effect is achieved without unnecessary processing effort.

2. **ST: You asked for it. You got it. Toyota**

TT: خواستن، داشتن است. تویوتا

TT: Khastan, dashtan ast. Toyota

BT: To want is to own. Toyota

This advertising slogan has been translated using the strategy of equivalence. The translation interpretively resembles the original to some extent, but not completely, because it does not share all the explicatures of the original, but it shares most of the implicatures. Also, it uses the same

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context as the original. The context is about wanting something and finally achieving it. This context also exists in Persian culture, that if you really want something, you have to ask for it, or try hard for it, and if you do so, you will finally be successful in achieving it. In spite of the shared cognitive context, the translator has not chosen literal translation. In fact, to make the translation more attractive and unique in style, the translator has chosen a format that is similar to one of the most famous proverbs of Persian culture, which is "خواستن، توانستن است" (Khastan, tavanestan ast. BT: To want is to be able to). The translator uses this structure and translates the slogan as "خواستن، داشتن است" (Khastan, dashtan ast. BT: To want is to own). By doing so, when the target reader is confronted with this ad, he/she unconsciously remembers the famous proverb, and in this way, this ad will stick to his/her mind. In fact, the translator has deliberately made this slogan memorable, which is one of the most important aims of advertisement. Thus, the strategy adopted is equivalence. As mentioned earlier, this procedure is especially used in translating proverbs, clichés, and idioms.

We can conclude that this translation has optimal relevance to the target reader, in Gutt's terms; because it uses the structure of a famous Persian proverb, so the contextual effect is high. However, the reader is engaged in more processing effort than usual to infer the intended meaning of the author and the translator, but this effort is compensated by the effect of the inferred meaning. This translation can be categorized as indirect translation, according to Gutt (2000), because it is closer to the target culture and language.

3. ST: Life is a journey. Enjoy the ride

TT: زندگی یک سفر است. از سواری لذت ببر

TT: Zendegi yek safar ast. Az savari lezat bebar

BT: Life is a journey. Enjoy the ride

In this advertising slogan by Nissan Company, literal translation strategy has been adopted by the translator. It can be said that this translation has complete interpretive resemblance with the original slogan, because it shares all the explicatures and implicatures of the original, and also uses exactly the same context. This is acceptable because the context is shared between the two cultures. In this slogan, life has been likened to a journey; in other words, journey is a metaphor for life. This metaphor is used in the Persian culture too, exactly with the same structure as English. So,

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literal translation has been a good choice by the translator, based on relevance theory, and the relevance of the message is saved. In Gutt's terms, optimal relevance has been achieved in this translation, because the balance between contextual effect and processing effort has been preserved. Contextual effect is achieved with no unnecessary processing effort, because of the familiar metaphor and the shared context between the two cultures. This translation can be categorized under the direct translation method, because it uses the source language context.

4. **ST: Wake up and drive**

TT: بیدار شو و بزن به جاده

TT: Bidar sho va bezan be jade

BT: Wake up and hit the road

This advertising slogan by Mitsubishi Company has been translated using the modulation strategy. As mentioned before, modulation is a strategy which changes the semantics and point of view of the SL. This procedure is used when, although a literal, or even transposed, translation results in a grammatically correct utterance, it is considered unsuitable, unidiomatic or awkward in the TL.

The translation interpretively resembles the original in part, but not entirely, because it does not share all the explicatures of the original, but it shares most of the implicatures. Furthermore, it uses a context which is somewhat different from the original. The context of the original ad is understood as "waking up in the morning and immediately start driving". But the translator has chosen to change this concept a little bit, probably to make it more attractive and interesting. So, instead of saying "بیدار شو و رانندگی کن" (Bidar sho va ranandegi kon. BT: Wake up and drive), which is a literal translation of the original, the translator has chosen to say "بیدار شو و بزن به جاده" (Bidar sho va bezan be jade. BT: Wake up and hit the road), which includes a change in meaning. The first part of the slogan has remained the same in a literal translation, but the second part has changed. Due to this change, the translation has become much more pleasant and appealing, because a literal translation of this slogan would probably remind us of waking up in the morning and driving to work every day, and this notion is not appealing. But the notion of "بیدار شو و بزن به جاده" (Bidar sho va bezan be jade. BT: Wake up and hit the road) is much more interesting and eye

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catching, because it reminds us of going to trip or vacation or having fun, so this new context is much more appealing in style.

It can be said that this translation has optimal relevance to the target reader, according to Gutt; the contextual effect has been achieved because of the appealing context, and the processing effort has been reduced to the minimum, because the meaning is straightforward and easy to understand. This is an important factor for advertisements; as mentioned before, adverts should not be complicated or hard for understanding, or otherwise they would not be able to affect the audience. We can conclude that this translation is an instance of indirect translation method, in terms of Gutt, because it does not use the source context, and consequently the target audiences are not required to familiarize themselves with the source context.

5. **ST: The best part of waking up is Folgers in your cup**

TT: بهترین قسمت بیدار شدن از خواب یک فنجان قهوه فولجرز است

TT: Behtarin ghesmat-e bidar shodan az khab yek fenjan ghahve-ye Folgers ast

BT: The best part of waking up is a cup of Folgers coffee

In this advertising slogan, the strategy of modulation has been adopted by the translator, thus, the meaning has slightly changed. The translation has got interpretive resemblance with the original, because some of the explicatures and almost all of the implicatures are shared in the translated version. Also, the context of the original ad is used in the translation. What makes this English slogan so attractive and unique is the element of rhyme. The rhythmic expression in this ad is the tantalizing power of it, which makes it eye catching and memorable. The distinct features of slogans are the frequent appearance of rhymes, alliteration, pronouns, phrases, idioms, proverbs, repetition, puns, and ambiguity. This feature has not been transferred in the translated version, therefore the meaning and point of view of the original has slightly changed and the translated slogan is not rhythmic, thus, the effect is lost to some extent. But the same context as the original has been used in the translation, which is “having a cup of Folgers coffee is the best part of waking up in the morning”.

Regarding optimal relevance, we can say that this translation has achieved optimal relevance, but not completely. First, because the rhythmic feature is lost in the translation; thus, the contextual

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effect has been reduced to some extent. Second, the context of the source ad is used, so the processing effort has been increased, but the effort is not taken in vain, because the context is shared between the two cultures and the meaning is straightforward, it's not complicated. Almost everyone enjoys having a cup of coffee in the morning. So, because of the shared context, we can conclude that optimal relevance has been achieved in this translated slogan. This translation is categorized as direct translation method, according to Gutt, because the source context has been used in the translated version.

6. ST: Get up early. Stay up late

TT: زود بیدار شو. دیر بخواب

TT: Zud bidar sho. Dir bekhab

BT: Get up early. Sleep late

In this advertising slogan by Riva Coffee Company, the strategy of modulation has been adopted by the translator. The translated version has got interpretive resemblance with the original, due to the fact that it shares most of the explicatures and implicatures of the original. In addition, it utilizes the original context of the source ad. In spite of the shared context between the two languages, the translator has not chosen literal translation; instead, he/she has chosen to slightly change the meaning in order to improve the translation. In fact, the phrase "stay up late" has been modulated, instead of "تا دیروقت بیدار بمون" (Ta dir vaght bidar bemun. BT: Stay up late) which is a literal translation, the translator has chosen the phrase "دیر بخواب" (Dir bekhab. BT: Sleep late) which increases the contextual effect of the slogan for two reasons. The first reason is that the phrase "دیر بخواب" (Dir bekhab. BT: Sleep late) creates a double contrast with the beginning phrase of the slogan which is "زود بیدار شو" (Zud bidar sho. BT: Get up early). Both the words "زود/ دیر" (Zud/dir. BT: Early/late) and "بیدار شو/ بخواب" (Bidar sho/bekhab. BT: Get up/sleep) are contrasts which make the slogan much more attractive and appealing in style. The second reason is that the selected phrase "دیر بخواب" (Dir bekhab. BT: Sleep late) is much shorter than the literal version which is "تا دیروقت بیدار بمون" (Ta dir vaght bidar bemun. BT: Stay up late), and as mentioned earlier, a slogan should be brief. Brevity is one of the most important features of advertising slogans. It has been proven that people don't spend their time reading advertisements, so by being short and simple, advertisements have the chance of being seen or read by the audience. Ghobadi and

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Zahedian (2021) state that "a slogan must be brief, informative, memorable and strongly related to the brand it promotes. All these features must be considered by a professional translator of advertisement. None of these should be ignored while translating a slogan" (2021, p. 2). For these two reasons, we can claim that the contextual effect has been increased in the modulated translation. Hence, the strategy of modulation has been a good choice by the translator, based on relevance theory.

Regarding optimal relevance, it can be said that optimal relevance has been achieved completely in this translation. Because as stated above, the contextual effect has been increased and also, the processing effort has been decreased by shortening the length of the slogan. Also, the processing effort is small because of the shared context between the two cultures. According to Gutt, this translation is an instance of direct translation method, due to the fact that it uses the original context of the source ad.

7. ST: Rolex. A Crown For Every Achievement

TT: رولکس. نماد هر موفقیت

TT: Rolex. Namad-e har movafaghiyat

BT: Rolex. A symbol of every success

This advertising slogan by Rolex Watches has again been translated using the strategy of modulation. The translated version has interpretive resemblance with the original in part, but not completely. Because it does not share all the explicatures of the original, but it shares some of the implicatures. The translator has used a different context from the original slogan. The literal translation of this slogan would have been "رولکس. تاجی برای هر دستاورد" (Rolex. Taji baraye har dastavard. BT: Rolex. A Crown for Every Achievement). But the translator has preferred the modulated version instead, which is "رولکس. نماد هر موفقیت" (Rolex. Namad-e har movafaghiyat. BT: Rolex. A symbol of every success). This choice is probably because it makes the slogan more straightforward, easier to read, and easier to grasp. Also it shortens the length of the slogan. In fact, the translator has replaced the word "تاج" (Taj. BT: Crown) with its intended meaning "نماد" (Namad. BT: Symbol). In this way, the processing effort has been reduced, because the target audience is not required to infer the meaning of crown to understand the intention of the slogan. Rather, the audience is faced directly with the intended meaning. The translator has already

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inferred the meaning of the original and has presented it to the target audience. However, the translator has lost the resemblance between the logo of Rolex, which is a crown, and the word in its slogan.

Also, the word "دستاورد" (Dastavard. BT: Achievement) has been replaced with the word "موفقیت" (Movafaghiyat. BT: success), probably to make the slogan more beautiful and eye catching, because the word "موفقیت" (Movafaghiyat. BT: success) has a positive connotation, and creates a strong positive feeling in the audience. The word "دستاورد" (Dastavard. BT: Achievement) is also positive, but does not have as much effect as "موفقیت" (Movafaghiyat. BT: success). In addition, "موفقیت" (Movafaghiyat. BT: success) is a more general term.

By adopting these changes, the contextual effect has been increased, while the extra processing effort has been eliminated. Hence, we can come to the conclusion that this translation has achieved optimal relevance, in terms of Gutt. So, the strategy of modulation has been a good choice by the translator, based on relevance theory. This translation is an instance of indirect translation method, because it does not use the source context, and consequently the target audiences are not required to familiarize themselves with the source context.

8. ST: Don't wear it. Use it

TT: نپوشش. باهاش زندگی کن

TT: Napushesh. Bahash zendegi kon

BT: Don't wear it. Live with it

In this advertising slogan by Timberland Boots, the strategy of modulation has been applied, and therefore the meaning has changed to some extent. This translation has interpretive resemblance with the original in part, but not entirely. Because it does not share all the explicatures of the original, but it shares some of the implicatures. Also, the translator has used a different context from the original slogan. The literal translation of this slogan would have been " نپوشش، ازش استفاده کن" (Napushesh. Azash estefadeh kon. BT: Don't wear it. Use it), but this expression is not interesting in Persian language at all. Therefore, the translator has chosen the expression "نپوشش. باهاش زندگی کن" (Napushesh. Bahash zendegi kon. BT: Don't wear it. Live with it) instead, which is much more interesting and attractive. This choice increases the contextual effect of the

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slogan drastically, because the notion that a boot is so great, lovely, or comfortable that you can live with it, instead of just wearing it, is much more pleasant and appealing. In addition, the expression "زندگی کن" (Zendegi kon. BT: Live) has a much more positive connotation than the expression "استفاده کن" (Estefadeh kon. BT: Use), and this positive feeling also increases the contextual effect of the slogan. Hence, the strategy of modulation has been a good choice by the translator, based on relevance theory.

Finally, it can be concluded that in this translation, optimal relevance has been achieved, because of the increased contextual effect. Also, the processing effort is kept at a minimum level, because the context of the translated version is very close to the cognitive environment of the target audience. This translation is categorized as an indirect translation method, in Gutt's terms; because it does not use the source context, and consequently the target audiences are not required to familiarize themselves with the original context of the source ad.

9. ST: The baby shoes that stay on!

TT: کفش بچگانه‌ای که سالم می‌ماند!

TT: Kafsh-e bachegane-ee ke salem mimanad!

BT: Children's shoes that remain intact!

This advertising slogan by Bobux Baby Shoes has been translated using the strategy of modulation again, therefore some changes are adopted. The translated version has interpretive resemblance with the original to some extent, due to the fact that it shares some of the explicatures and implicatures of the original, also it uses the original context. In the translated version, the word "سالم" (Salem. BT: Intact) has been added, which does not exist in the source text. In fact, the expression "stay on" has not been literally translated as "می‌ماند" (Mimanad. BT: Stay on), rather it has been translated as "سالم می‌ماند" (Salem mimanad. BT: Remain intact). By adding this word, the translator has put more emphasis on the point that the slogan is trying to say. This notion is familiar to almost everyone that a child's shoes will not stay for long, and it will soon be damaged or wrecked, because children play a lot. Therefore, it is very important that children's shoes are of high quality and stay undamaged. So, by adding the word "سالم" (Salem. BT: Intact), more emphasis has been put on this notion and the intended meaning has been highlighted, therefore the contextual effect of the slogan increases. Moreover, the processing effort decreases, because the

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translation, by adding an extra word, explains more than the original text. So it is easier and faster to grasp. Another point is that the term "سالم" (Salem. BT: Intact) has a positive connotation, so again it increases the contextual effect.

Another change that has occurred in the translated version is that the word "baby" has not been literally translated as "نوزاد" (Nozad. BT: Baby), instead, it has been replaced with a more generic term "بچه" (Bacheh. BT: Child). This change is also a positive one, because the word "بچه" (Bacheh. BT: Child) is more general and includes a wider range of customers, so it increases the contextual effect of the slogan. In addition, because of the shared context between source and target language, no extra processing effort is needed. Consequently, the translation has been successful in achieving optimal relevance, in Gutt's terms, due to the proper balance between contextual effect and processing effort. Hence, the strategy of modulation has been a good choice by the translator, based on relevance theory. This translation can be categorized under the direct translation method, because it uses the original context of the source language.

10. ST: Worn by the world's most precious feet

TT: برای با ارزش‌ترین پاهای دنیا

TT: Baraye ba arzesh-tarin pahaye donya

BT: For the world's most precious feet

In this advertising slogan by Startrite Children Shoes, the strategy of modulation has been adopted, which shows some changes in meaning and point of view. The translated version has interpretive resemblance with the original in part, not completely, because it shares only some of the explicatures and implicatures of the original, but it uses the original context. In the translated version, the first part of the slogan is omitted, which is "worn by". So the translated version is shorter than the original, and therefore easier and faster to read; also the meaning has slightly changed. In fact, instead of a literal translation which would have been "پوشیده شده توسط با ارزش‌ترین پاهای دنیا" (Pushideh shodeh tavasot-e ba arzesh-tarin pahaye donya. BT: Worn by the world's most precious feet), the translator has preferred a free translation which is "برای با ارزش‌ترین پاهای دنیا" (Baraye ba arzesh-tarin pahaye donya. BT: For the world's most precious feet). Due to the fact that the translated version is shorter and simpler to grasp, the processing effort decreases.

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The second part of the slogan which is "the world's most precious feet" has been translated literally as "با ارزش‌ترین پاهای دنیا" (ba arzesh-tarin pahaye donya. BT: the world's most precious feet) which has been a good choice by the translator, because this slogan is for children's shoes, and therefore the expression "با ارزش‌ترین پاهای دنیا" (ba arzesh-tarin pahaye donya. BT: the world's most precious feet) has a very positive connotation and created a pleasant feeling, consequently the contextual effect has been remained high. Moreover, because of the shared context between source and target language, no extra processing effort is needed. As a result, the translation has been successful in achieving optimal relevance, in Gutt's terms, due to the proper balance between contextual effect and processing effort. Hence, the strategy of modulation has been a good choice by the translator, based on relevance theory. This translation can be categorized under the direct translation method, because it uses the original context of the source language.

5. Discussion

In this study, the translators' choices were justified based on relevance theory, and it was observed that in most of the cases, the translations adhered to the principles of relevance theory. So, most of them were successful translations in appealing to the target audience. According to Baubeta (1996), advertisements can be translated with some degree of success if the content of the source text is not too culture-bound (as cited in Smith, 2002).

Regarding relevance theoretic approach, the analysis in this research is in line with Pérez (2000), who came to the conclusion that "of the two factors which determine relevance, in advertising discourse, it is the production of additional contextual effects which is very often favored to the detriment of the minimization of the processing effort demanded from the addressee" (p. 49).

Also, the results found in this research are in line with Yang (2016). Having analyzed some examples of ads, Yang came to the conclusion that "relevance theory is an influential theory in the realm of advertisement translation in some respects. Relevance theory can be a guiding theory to advertisement translation though it is seldom used in this field." He stated two important facts regarding this issue: First, the traditional translation theories cannot always solve the problems due to the exceptionality and variety of advertising. They might occasionally fail to reach the expected outcomes. However, the situation has improved after the use of relevance theory in translation. "Relevance theory emphasizes the contextual effects in the target environment" (p. 877). The

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second point he mentioned was that the role of the translator and his/her inference is highly valued in advertisement translation. According to Yang (2016), the translator is involved in two main processes based on the relevance theory. The first is to search for the relevance between the source text and its context; the second is to move the relevance to the target text by guessing the cognitive setting and other aspects of the target reader, and ultimately fulfill the interlingual communicative activity.

A point is worth mentioning here, and that is, as Gutt (1991) himself admits, translators do not have direct access to the target readers' cognitive environment, and so do not know exactly what it is like. Translators can at best have some assumptions about it and these assumptions may be wrong.

This study is also in agreement with Ghobadi and Zahedian (2021), whose focus was mainly on the appropriate persuasive features in the translation of advertising slogans. Their findings are in line with the principles of relevance theory. They concluded that advertising texts must be translated in such a way that creates a target-language advertisement which will have a positive impact on the target addressee. Hence, they believe that it is not of primary concern whether a specific rhetorical figure is rendered by exactly the same figure in the target text. What matters, according to Ghobadi and Zahedian (2021), is that the target-text advertisement should have the same eye-catching function as the advertisement has in the source text. In fact, there is an extensive list of concerns when dealing with advertising slogans. Their study concluded that advertisement translation should be regarded as a featured translation that demands translator's sensitivity and flexibility. "Unlike the simple and short structure of an advertisement slogan, a translator might find the translation process a very big deal, but difficulty can't be a good reason to see a text untranslatable" (pp. 14-15).

Despite the importance of relevance theory in the context of advertisement translation, there exists little research in this area in Iran. It seems that this critical investigation is crucial in this country, since Iran is a great market for foreign products and services. Many important businesses spend huge amounts of money on advertisements, and their success or failure in selling their products depends highly on the success or failure of their ads, so it is of vital importance to work more scientifically on advertisement translation, and to conduct more research in this field. Relevance theory can be very helpful in this area, since it is basically a communication theory, and

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advertisement is also a form of communication. According to Bolen (1984), advertisement is a paid, non-personal communication through various mass media by business firms, non-profit organizations and individuals who are in some way identified in the message and who wish to inform or convince members of a certain market to buy a particular product or accept a particular service. Johnson (2008, p. 1) states that "advertising today is part of the cultural environment, weaving in and out of our lives on a daily basis. Advertising, as such, speaks as one of the prominent discourses of our time". In general, advertising is "the promotion of goods and services for sale through impersonal media" (Cook, 2005, p. xii).

Despite the attempts of the researcher, the present study has some limitations. One of the possible limitations of this study could be that the conclusions drawn from the relevance theoretical analysis of the selected slogans might also reflect the subjectivity or bias of the researcher. Although the researcher attempted to minimize such side effects, in some cases there were no choices except a subjective assessment.

Moreover, the data under investigation in this study were from only a few advertising slogans, including a few branches of products; and therefore, do not represent the general corpus of the advertising slogans, and the sample limits the generalizability of the findings. Hence, because of the small size of the sample in the analysis of the translation procedures employed in translating slogans from English into Persian, the conclusions should be treated with caution.

In addition, regardless of the linguistic and contextual barriers in communication, "in the midst of maintaining optimal relevance, the translator would still find it very difficult to produce a text that interpretively resembles the original completely in the context envisaged for the original. This is because the notion 'context' has variables in actual communication" (Zhonggang, 2006, p. 58).

Also, there are many factors that intervened in the findings of this study. Lakoff (1991) claims that there are some key factors that influence our language behaviors, among which are: class, gender, age, ethnic identity, educational background, occupation and religious belief.

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6. Conclusion

In this study, it was observed that in most of the examples, the translations adhered to the principles of relevance theory; in Gutt's terms, the translated slogans interpretively resembled the originals. So, most of the translations were successful advertisements in appealing to the target audience. The findings of the present study gave evidence for the fact that relevance theory can be an appropriate approach for evaluating translations, especially in the realm of advertisement translation. Human communication can sometimes be very complicated, and translation is one of the most complicated forms of interpersonal communication. For this reason, an advanced theory of communication can be very helpful and beneficial in this area. Gutt (1991, p. 198) believes that "the better our insight into human communication becomes, the better we shall understand translation problems".

Accordingly, Smith (2000) states that, Gutt (1991) did not attempt to simplify the complicated nature of translation by proposing a previously neglected variable that somehow solves the issues related to the process. Rather, "he tried to provide translators with an understanding of the nature of translation as a specific form of communication" (p. 222). An understanding of the nature of translation, as Smith argues, enables translators to predict the keys to successful communication in translation, consequently, "empowering them to manipulate the range of variables with which they work in ways that are most effective for the kind of translation they are attempting to create" (p. 222).

In this study, it was observed that almost all the translated versions of advertising slogans adhered to the principles of relevance theory, and hence, they were generally successful translations. The reason is that in translating these slogans into Persian, translators did their best to preserve the balance between the amount of processing effort and contextual effect, which yields to optimal relevance. In most of the cases, translators made their versions easier to understand, and thus, minimized the effort needed for the processing in TL. On the other hand, by using different strategies, such as addition, omission, transposition, equivalence, or by preserving the source context in a direct translation, translators maximized the contextual effect of their versions. Optimal relevance was achieved, and the translated versions interpretively resembled the originals; hence, their efficiency was high. However, in most cases, because of the shared or similar context between source and target languages, translators transferred the content of the slogan in a literal

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translation. Ultimately, we can conclude that these translated slogans were generally successful in attention grabbing and appealing to the target audience.

According to Bo (2014), "It has been more and more common to see advertisements in our daily life. Advertisements become popular in every social class by all kinds of media. With the development of economic globalization, the spreading of advertisements has been beyond national boundaries". Bo (2014) states that, in order to publicize the function and service of the products, as well as its corporate culture, the quality of the advertisement translation plays a crucial role in the exploiting of the new markets. How to achieve high quality translations has caused heated discussion in translation research field. Hence, the importance of advertisement translation is undeniable, and it is of vital importance to conduct more research in this field.

The findings of this research can give translators insights into the importance and delicacy of translating persuasive texts, including advertisement; and also helps translators to pay more attention to detailed cultural and linguistic differences between English and Persian languages, and to the capacities and characteristics of Persian language, and how to interpret advertisements for translation. Relevance theory is a communication theory which brings forward the conditions of a successful communication via its principles. Since translation is a form of communication, it needs to adhere to these principles in order to be impressive and advantageous.

In Addition, the results presented in this study should help university curriculum developers in order to introduce and develop courses that will instruct different translation strategies to students for translating operative texts such as advertisements, in order to create translations that sound natural and meaningful to the target audience. Hence, translator training can benefit from this study since relevance theory provides efficient guidelines for adopting correct strategies in the process of translation.

Furthermore, implications of this research can be used by translation critics who are looking for a general principle to decide on the quality and efficiency of a translated text, since relevance theory provides critics with practical principles and criteria for evaluating translations; therefore, by using them, critics can decide whether a translation succeeds or fails in communicating with the target audience. So, it can be beneficial in the field of translation quality assessment.

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The present study can also shed light upon the findings in the fields of marketing studies, journalism, linguistics, and it can offer useful implications for translation agencies, as well as advertising agencies. Ultimately, it is greatly hoped that the findings of this study will pave the way for further research in the field of translation studies.

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Appendix

Appendix 1: English advertising slogans and their Persian translations

No.	Brand Name	Advertising Slogan	Translation
1.	Mercedes Benz	Engineered to move the human spirit	طراحی شده تا روح انسان را به پرواز درآورد
2.	Toyota	You asked for it. You got it. Toyota	خواستن، داشتن است. تویوتا
3.	Nissan	Life is a journey. Enjoy the ride	زندگی یک سفر است. از سواری لذت ببر
4.	Mitsubishi	Wake up and drive	بیدار شو و بزن به جاده
5.	Folgers Coffee	The best part of waking up is Folgers in your cup	بهترین قسمت بیدار شدن از خواب یک فنجان قهوه فولجرز است
6.	Riva Coffee	Get up early. Stay up late	زود بیدار شو. دیر بخواب
7.	Rolex Watches	Rolex. A Crown For Every Achievement	رولکس. نماد هر موفقیت
8.	Timberland Boots	Don’t wear it. Use it	نپوشش. باهاش زندگی کن
9.	Bobux Baby Shoes	The baby shoes that stay on!	کفش بچگانه‌ای که سالم می‌ماند!
10.	Startrite Children Shoes	Worn by the world’s most precious feet	برای با ارزش‌ترین پاهای دنیا

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