# An Examination of the Errors Committed by Iranian MA Students in their Translation of Advertisement Slogans Based on Keshavarz's Taxonomy of Errors

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## Abstract

The present work is an attempt to reveal the nature of translating advertisement slogans over two different cultures by investigating the errors that will occur by Iranian MA translation students in translating a corpus of advertisements from English into Persian and vice versa. The sample of this study consisted of sixty MA students of translation studies who were randomly selected from three Azad university branches (Fars Science and Research branch, Tehran Science and Research and Bandar Abbas Azad University). The instruments used for data collection included a questionnaire consisted of eight advertising slogans in English and seven in Persian for products that were internationally marketed. The statistical procedure to analyze the data was Chi-square procedure to illustrate the frequency and percentage of errors occurrence. The results demonstrated that the ratio of wrong answers in the two languages is not the same. Generally, participants committed more errors in the translation of the Persian advertisement slogans comparing to English ones. Most errors participants committed in Persian translation slogans were related to grammatical and lexical interferences and most errors participants committed in English translation slogans were related to misunderstanding and misinterpretation of semantic and pragmatic aspects of the slogans.

**Key words:** Error; Error analysis; Advertisement slogan

## INTRODUCTION

The establishment of communication between people belonging to different speech communities has long been an important form of linguistic performance. In fact, translation is a kind of attempt to overcome barriers to international communication. Nowadays, it comes as no surprise that translation increasingly becomes important as a medium of the international communication. This development is favored by the circumstance that in spite of all its creative productivity, the era seems to be essentially one of reproducing, inventorying, processing, and conveying information. Still, there is no theory of translation in the technical sense of a coherent set of general principles in understanding the nature of translation (Nida, 2001). However, these principles are stated in terms of how to produce an acceptable translation. In fact, translation is essentially a very complex phenomenon concerning a number of different disciplines such as linguistics, psychology, sociology, aesthetics, semiotics, etc.. Advertisements consist of several elements which can generally be divided into (a) visual and (b) linguistic. Visual refers to images, that is, pictures, videos or logos the companies use to be recognized and linguistic refer to the message that accompanies the visual element. The message can be long or short and often ends with a short message that usually follows the company's promotion image. This is the advertising slogan. Because the slogan is very important for promoting and selling the product, the researcher decided to focus on this aspect for the purposes of this research paper.

## 1. REVIEW OF LITERATURE

Advertisement translation was mentioned infrequently in translation studies prior to Hurbin's article (1972) "Can one translate the Language of Advertising", as Hurbin notes "studies into the translation of the advertising message are still relatively rare or sketchy" (Hurbin, 1972, p.25).

Hurbin's article appeared in a period when linguistic study of translation was primarily concerned with the notion of equivalence, which is "submitted to lexical, grammatical, and stylistic analysis; it is established on the basis of text type and social function" (Venuti, 2000, p.121). In the 1960s and 1970s there were major publications focusing on equivalence from Nida (1964), Nida and Taber (1974), and Catford (1965). The influence of both Nida and Catford can be seen in Hurbin's article. He seems to have Nida's "dynamic equivalence" (1964, p.166) in mind when he writes:

> Here translation is a stylistic exercise and the task of the translator consists essentially of replacing, in accordance with the often capricious laws of scholarly combinatorial rules, the essential elements of the initial message into a mosaic, no doubt laid out differently, but of which the whole must have the same elegance and the same evocative power. (Hurbin, 1972, p.30)

There are a number of fitting translations for any original text; it is the translator's task to choose the most appropriate of these possibilities. This is made easier if multilingual glossaries of advertising language is compiled so that when translating, the most apt equivalents are found. Creating glossaries based on specific product categories (for example fragrance, tobacco or cars) will benefit the translator engaged in the translation of advertising material. Although there are merits to this method, for patterns do exist in advertising for certain products, the use of standard glossaries does not take into account the creativity central to advertising, and is at odds with those authors, such as Cook, who highlight the poetic creativity in adverts and thus their relationship with literature (Cook, 2001, p.17). Hurbin, however, suggests that much of advertising's originality comes from the use of rhetorical figures and that the creative process will be simplified and enriched if translators are made aware of the systems they use intuitively. This article demonstrates the value of investigating advertising translation, by its insights into translation practices in general, and into the way advertising material is expressed in different languages.

It was some twenty years before the next article devoted to advertisement translation appeared. During the intervening years there had been a shift in the focus of translation studies. Equivalence was no longer the major concern of translation scholars, as functionalism had taken centre stage. In 1971, for example, Reiss developed a theory of translation criticism, which although based on equivalence, placed more emphasis on the functional relationship between source and target texts (Nord, 1997, p.9). Later Reiss integrated her idea of correlating text-type and translation method into Vermeer's general theory of translation. This general theory is based on the notion that the target text is written to fulfill a specific purpose, or skopos, in the target market. The aim is not to achieve formal equivalence between the source and target texts, but to ensure that the text functions in the way laid down in the translation brief. Another scholar working with a similar viewpoint was Holz-Mänttäri who suggested that "translation was a complex action designed to achieve a particular purpose" (Holz-Mänttäri & Vermeer, quoted in Nord, 1997, p.13). From a background of functionalism, with the focal point on the target text, one would have expected the second article to have stemmed from ideas in this area, however it did not.

Tatilon's (1990) article leans heavily on Nida's notion of functional equivalence. Tatilon identifies four essential functions of advertising texts. Two refer to the content; "identifying function" (relating to the name and slogan) and the "laudatory function" (describing the qualities of the product); and two to the means of expression: "ludic function" (the word games in the advert) and "mnemonic function" (the readability and significance of the advert). Tatilon suggests that to maintain these functions after translation, the following strategy should be used: "translate not by the letter but by the spirit, and not by words but by functions". Tatilon suggests the "the functional model" should value the target text whilst ensuring its "faithfulness" to the source text. Here he differs from Vermeer, Reiss and Holz-Mänttäri, who dismiss the need to be faithful to the source text. Tatilon's work is, however, reminiscent of the work Nord (1991) was doing at a similar time; its core rests on the analysis of the source text, which will ensure "comprehension and correct interpretation of the text" (1991, p.1) and will, in turn, lead to translators being better informed to make translation decisions. It also complies with Nord's loyalty principle, which requires translators to remain loyal to the source-text sender, the target-text addressees and the translation initiator (Nord, 1997, p.126). Although Tatilon's work was based on translation theories, he omits to give evidence of the research carried out leading to his conclusions.

From 1995 the number of studies carried out into the translation of advertising material increased, concurrent with the emergence of global markets. According to the Mooij (1994, p.20), "the integration of the world economy has increased from less than 10% at the beginning of the twentieth century to over 50% in the 1990s". There were many driving forces behind this integration, for example the end of the cold war, faster transport and communication systems (for example, cheaper air travel, the Internet, mobile phones), trends towards standardization and convergence of consumer needs and preferences, and saturated home markets. A

more integrated world market encourages companies to carry out their business activities overseas. They then address their worldwide customer base through mass-media advertising, much of which is translated into the languages of the target markets. This increase in translated advertising material prompted an ever-growing number of translation scholars to focus their research on the translation of advertising material.

## 1.1 Advertisement Translation Within the Field of Translation Studies

Holmes wrote his influential paper *The Name and Nature of Translation Studies* in 1972 and this work remains useful today when assessing the approach chosen by translation scholars as they embark on research into the translation of advertising texts. His paper defines the field of translation studies, making a clear division between "pure" (research-orientated areas) and "applied" (for example, translator training). "Pure" approaches to translation studies are classified as being "theoretical" or "descriptive". Holmes classifies the product-orientated approach to translation studies as being "that area of research which describes existing translations". This approach differs from other descriptive methods. The process-orientated approach focuses on the act of translation itself, aiming to discover what happens in translators' minds at the moment of translation and the function-orientated approach describes the function of the text in the target culture, emphasizing the context of the translation rather than the text itself.

## 1.2 Product-Orientated Approaches to Descriptive Translation

The first product-orientated study is a general piece discussing whether adverts can be translated successfully. Odber De Baubeta (1996) suggests that since adverts and translations are both "multifaceted activities", it is necessary to investigate their interface using a number of different analytical approaches (semiotics, text analysis, sociolinguistics) (1996, p.157). The article concentrates on the analysis of an English advert for a Waterman pen and its translation into Portuguese and French. It discusses the use of the image, cultural references, binary oppositions, sentence structure and the product name. Odber De Baubeta concludes by saying that adverts can be translated with some degree of success if the content of the source text is not too culture-bound. There are five product-orientated studies which take key concepts in advertising and investigate how these are rendered in another language and culture. The studies use corpora and describe patterns that emerge from their investigation. Abdul Ghani (2000) takes the broad subject of culture as her starting point. She concentrates on problems and issues concerning the transfer of culture-specific items found in advertising texts with particular reference to register, visuals, semantic

interplay and gender. There are two articles which focus on the use of stereo types within different cultures, and more specifically their portrayal in advertising texts. Both authors use a contrastive approach to show the problems faced when translating texts and images which carry stereo typical information.

Nomura (2000) compares corpora of German and Brazilian Portuguese texts, whereas Fuentes Luque and Kelly (2000) use a corpus containing non-Spanish adverts used to advertise Spain or Spanish products outside Spain. Quillard (1998) tackles the problems connected with translating humorous adverts in Canada, whilst Sidiropoulou (1998) describes the different strategies and techniques within British and Greek advertising genres. The authors discuss their results and make conclusions in the light of previous research in the field or languages concerned. These studies highlight patterns within these languages and form the bases of recommendations to translators of advertising texts.

Valdes's (2000) approach is less specific. She concentrates on the reception of translated advertisements. She shows, through a series of examples, how adverts are often adapted to fulfill the specific skopos "purpose" of a particular translation commission and to ensure that the advert is acceptable within that target culture (in terms of connotations attached to signs taken from another culture). She shows how changes are made to reflect, for example, a different target audience, a new product in the target market, different target cultural habits, phonetic factors and stereotyped visuals. She concludes that, although globalization is seen as an attempt at worldwide cultural standardization, close analysis shows that translators are continuing to adapt their messages to local target audiences.

## 1.3 Process-Orientated Approaches to Descriptive Translation

There is one example of a process-orientated approach to DTS which stands out from the other research done into the translation of advertising material: Shakir (1995) uses advertisements as a means of investigating what cognitive strategies student translators use in the process of handling culturally opaque advertisements. This experiment was carried out on twenty school teachers and six MA students who were asked to translate five English adverts into Arabic. The study addresses other areas of translation studies when it attempts to answer the following questions: What surface features need to be present in a translated version of an advert for it to appeal and impact on the target audience (a function-orientated approach) and what criteria can be adopted to check the appropriateness of a translated advert (translation criticism). The study offers a methodology for translator trainers which may help when evaluating trainees' translations of register-specific texts, thus an example of applied translator training.

## 1.4 Concept of Advertisement Slogan

An advertisement slogan is a short phrase used to help form an image and identity. Similarly, Hatim (2001) notes that slogan is a short and laconic phrase that a company uses over and over in its advertisement. It is especially useful to reinforce the product identity. The slogan can be proved to be more powerful than a logo. People can remember and recite the advertisement slogan, whereas they are unlikely to doodle over the logo. That is to say, the purpose of the advertisement slogan or tagline is to leave the key brand message in the mind of the target. Advertisement slogan, as an important and attractive part of an advertisement, has aroused more attention of the advertisers. The advertisement slogans are important in transmitting messages concerning products, services or ideas to the target audience. The advertisement slogan language is simple, blunt, and different from characteristics of other parts of the advertisement. The importance is attached to the analysis of the advertisement slogans' features.

## 2. ERROR ANALYSIS

The preset study was carried out to reveal the nature of translations of advertisement slogans from English to Persian and vice versa. To do so, it focused on an error analysis investigation of translated advertisement slogans, emphasizing the significance of errors in learner's inter-language system (Brown, 2000). As Taylor (1975) points out, researchers are interested in errors because they are believed to contain valuable information about the strategies that people use to acquire language (as cited in Brown, 1994). Error analysis has two objects; one theoretical and another applied (Corder, 1971). The theoretical object serves elucidate what and how a learner learns when he studies a second language and the applied object serves to enable the learner to learn more efficiently by exploiting our knowledge of his dialect for pedagogical purposes.

## 3. MODELS ON ERROR ANALYSIS

During the history of translation, many attempts have been made to establish a framework for evaluating the quality of a translation. TQA studies, according to House (1997), can be divided into three major categories:

- *Pre-linguistic studies*; *in which subjective and not-so-much clear statements, regarding the quality of a translated work, are the major trend;*
- *Psycholinguistic studies; in which translation quality is judged in terms of the effect a translated piece of work should have on the readership;*
- *Source-text based studies, which attempt to build linguistic criteria in order to account for both the source text and the target text.*

Corder (1967) defines a model for error analysis which includes three strategies:

- *Data collection: recognition of idiosyncrasies,*
- *Description: accounting for idiosyncrasies dialect, and*
- *Explanation (i.e., the ultimate object of error analysis).*

Brown (1994) and Ellis (1994) elaborated on this model, Ellis (Ibid.) gave practical advice and provided clear examples of how to identify and analyze learners' errors. Accordingly, the initial step requires the selection of a corpus of language followed by the identification of errors. The errors are then classified. The next step after giving a grammatical analysis of each error, demands an explanation of different types of errors. Gass and Selinker (1994) identified six steps followed in conducting an error analysis. These included "collecting data", "identifying errors", "classifying errors", "quantifying errors", "analyzing sources of error", and "remediating for errors." Searching into the literature, there have been also pragmatic models presented by Koller (1979/1989). Williams (2005) divided TQA Models into two main types including:

- Models with a quantitative dimension and
- Non-quantitative, text-logical models, such as Nord (1991) and House's models of TQA (1997).

Hurtado (1995) presented a detailed framework as related to translation quality assessment. This model is based on error analysis and begins with careful comparisons made between the elements of the source and the target language. Then, each type of shortcoming faced during the process of translation is given a negative point. What remains, would be a piece of translated work to be graded and compared to other elements including other translations. This framework is categorized under three possible headings (as cited in Waddington, 2001):

(a) *Translation mistakes*: Inappropriate renderings which affect the understanding of the source text; these are divided into eight categories: *contresens*, *faux sens*, *nonsens*, addition, omission, unresolved extra-linguistic references, loss of meaning, and inappropriate linguistic variation (register, style, dialect, etc.).

(b) *Translation major errors*: Inappropriate renderings which affect expression in the target language; these are divided into five categories: spelling, grammar, lexical items, text and style.

(c) *Translation minor errors*: Inadequate renderings which affect the transmission of either the main function or secondary functions of the source text.

In this study, the translated slogans were analyzed and categorized into three different types including "grammatical", "semantic" and "pragmatic". The categorization of errors was based on the linguistic taxonomy of errors provided by Keshavarz (1993), which was in turn very similar to the taxonomy proposed by Hendrickson (1979). These errors are defined as follows:

- *Grammatical errors: Errors in the use of tenses, prepositions, articles, as well as the wrong use of plural morphemes and parts of speech are considered as examples of grammatical errors* (Keshavarz 1993).
- *Semantic errors: This category contains errors of meaning, such as wrong word choices, made-up words, and errors in pronounce reference* (Keshavarz 1993).
- *Pragmatic errors*: A pragmatic error occurs when the wrong communicative effect is produced. When pragmatic rules are violated, ambiguities are often caused, which lead to misunderstanding and miscommunications (Miremadi, 1996).

## 4. METHODOLOGY

This study was a descriptive one in which the focus was on the errors that could occur in translation of advertisement slogans by a sample population of MA students, who were studying English as a foreign language at the Islamic Azad Universities. The reason for selecting MA students was the assumption that they had already acquired general knowledge about advertisement language. Also they were chosen on the basis of availability. Ninety two undergraduate students majoring English Translation of three different Azad universities (Fars Science and Research branch, Tehran Science and Research and Bandar Abbas Azad University) were selected for the present study. The participants were sampled through randomization. But only sixty of them accepted to cooperate with the researcher. From sixty participants 29 were male and 31 were female. Table 1 shows the frequency and percentage of participants' sex. Both male and female students were selected since age and gender were not considered as effective factors in this study.

### 4.1 Data Collection Instruments

In order to run the study, the method of questionnaire was adopted. As the study sought to reveal the nature of translating advertisement slogans over two different cultures by investigating the errors that could occur by Iranian MA translation students, the researcher collected eight advertising slogans in English and seven in Persian for products that were internationally marketed and were known by a lot of Iranian customers. In order to be as comprehensive as possible in the collected slogans were selected from among various products, such as beauty products, household care products, cars, banking service, electronics and digital products. The questionnaire was prepared and sent by email to fifty MA translation students in Tehran Science and Research and Bandar Abbas Azad University of which 35 valid ones were returned. Other questionnaires were handed between Fars Science and Research branch MA translation students.

They received the questionnaires in person, and they were asked to translate the advertising slogans from English to Persian and vice versa, then the researcher collected them back in person again. 25 questionnaires were gathered in this way. So, totally 60 questionnaires were gathered as data of this study. There was no limitation in time and in using dictionary.

After gathering the data, they were subjected to error analysis. Using Keshavarz's (1993) model of error analysis, each and every sample was placed under its possible category of errors. To ensure the reliability of translations assessment, two raters assessed the translations on the basis of Keshavarz' (1993) model of error analysis. For this purpose the translations were analyzed by the researcher and by an MA instructor in the field of English translation.

### 4.2 Data Collection Procedures

Data collection for the study was done through gathering a corpus of selected English and Persian advertisement slogans. A questionnaire comprising eight English and seven Persian advertisement slogans was prepared and sent by email to fifty MA translation students in Tehran Science and Research and Bandar Abbas Azad University of which 35 valid ones were returned. Others failed to translate slogans under the pretext of being time consuming. Other questionnaires were handed among Fars Science and Research branch MA translation students. They received the questionnaires in person. All the participants had been asked to translate the advertising slogans from English to Persian and vice versa, and then the researcher collected them back in person again. 25 questionnaires were gathered in this way. Totally 60 valid questionnaires were gathered as the data of the study.

### 4.3 Data Analysis

For the analysis and classification of the extracted errors from the translated Persian and English advertisement slogans, the researcher examined the results of the advertisements translations and categorized the errors according to Keshavarz's (1993) linguistic taxonomy of errors. These errors are defined as:

(a) *Grammatical errors*: Errors in the use of tenses, prepositions, articles, as well as the wrong use of plural morphemes and parts of speech are considered as examples of grammatical errors (Keshavarz1993).

(b) *Semantic errors*: This category contains errors of meaning, such as wrong word choices, made-up words, and errors in pronouncing reference (Keshavarz, 1993).

(c) *Pragmatic errors*: A pragmatic error occurs when the wrong communicative effect is produced. When pragmatic rules are violated, ambiguities are often caused, which lead to misunderstanding and miscommunication (Miremadi, 1991).

Then by using the SPSS program; the errors committed by the students were subjected to statistical analysis. The statistical procedure to analyze the data was Chi-square procedure to illustrate the frequency and percentage of errors occurrence.

# 5. DISCUSSION

In the current chapter, first comes the analysis and investigation of selected advertisement slogans based on Keshavarz's Taxonomy of Errors; then errors are counted and classified based on their occurrence.

## 5.1 Error Analysis

As pointed out earlier, in an attempt to examine the errors mostly occurred in translation of advertisement slogans committed by Iranian MA translation students, the translations were read by the researcher to identify and categorize errors based on Keshavarz's linguistic taxonomy of errors with its focus mainly upon the grammatical, semantic and pragmatic facets of translations. In this study, in order to answer some of the research questions, the researcher has benefited from Error Analysis (EA). The following is seven Persian and eight English advertisement slogans which were given to translators in order to translate them and beneath each, some examples of their translations are brought.

- یک،دو،سه ، پــارسه

  a) Let's join Mahan
  b) It's enough just to become a Mahan learner
  c) Just come to Mahan
  d) Enough to pay monthly
  e) Being Mahan
  f) Just be in Mahan
  g) It's enough to come Mahan
  h) It's enough to become Mahanni

The translated slogans should convey different layers of the meaning of original slogan accurately in their proper setting or their context of use. In the first and third case, translators have made an attempt to convey the meaning of the original words accurately and have been successful to a great extent. In the second case, the translator has transmitted the meaning of the original slogan properly by getting help from their context of use. According to translations, it is clear that other translators have followed the word order of Persian slogan but in some cases as the fourth one, close adherence to the words order of source slogan has produced uncommon structure in English. In this translation pragmatic and semantic errors are completely obvious. The translation of "ماهانی" as "to pay monthly" show completely translator's misunderstood of the original slogan. Since the tense, aspect, voice and mood of verbs are very significant in the accurate conveyance of the textual message; the

translated slogan should convey these verbal facets of the source text in a precise manner. In the fifth and sixth case, grammatical error regarding chooses of tense is clear. In translation number seven, the grammatical error can be seen.

- یک،دو،سه ، پــارسه

  a) One, two, three (1, 2, 3), Parseh
  b) A to Z          Parse
  c) A, B, C         Parsi

Adverts are principally colloquial, incorporating simple and known vocabulary. By using informal style, averters tend to suggest a casual social relationship between the interlocutors, typically by informal address terms, imperatives, or direct address to the reader (Khodabandeh, 2007). In this advertisement, the advertisement writer uses informal strategies or colloquial structure to imply that success is in access if you chose "پارسه" by common phrase "یک،دو،سه". In Persian, when somebody wants to say that you can do something very fast and easy, they usually use this phrase: "سه سوته". Using A to Z instead of 1, 2, 3 is a pragmatic error. The advertiser also uses a rhetorical figure to make an interesting statement and persuade the reader to follow the text. A Rhetoric statement, usually termed figure of speech, is a word or phrase that departs from straightforward, literal language. Figures of speech are often used and crafted for emphasis, freshness of expression, and clarity. Assonance that means the repetition of the same sound in words close to each other is a rhetoric that usually is used in advertisement slogans. This advertisement slogan has assonance in sound سه . From the translations which are annexed above it can be concluded that some translated slogans did not have any assonance in their structures. In the third translation, the translator tried to create a different assonance by changing Parseh(پارسه) to Parsi. As it is the name of an institute, changing of the name is regarded as a semantic error.

- هیچکس تنها نیست

  a) Nobody is alone with Hamrahe Aval
  b) No one is alone with us
  c) No one is alone
  d) I am with you
  e) No one is one
  f) No one alone
  g) Anyone alone

In the first and second translations, grammatical expansion is used. Grammatical expansion, as Garces (1994, p.81) points out, can be used as a translation technique. In this technique, the translator changes implicit idea to explicit in translation. The third translation is in the ST-based form so it means that all words of a ST

advertisement were translated. To determine the degree of accuracy of the translated slogan and to know whether the source language textual material has been conveyed faithfully and appropriately, attention should be focused mainly open the value of the translator's choice that have particular significance in establishing the textual meaning, structure, manner of expression and intention. In the third translation, all these facets have been obeyed. In the fourth translation, pragmatic error can be seen. It seems that the translator has not been familiar enough with the capabilities of the target language linguistics and has imposed the source language syntactic structures and semantic elements which lead to infrequent or inappropriate results in the receptor language. In the sixth and seventh Translation, grammatical error is obvious.

- راه تو را میخواند

a) Drive your way
b) Come on home by us
c) Road calls for you
d) Ways looking for you
e) The way calling you
f) The road is calling you
g) The path calls you
h) The way wants you
i) Roads waiting for you

In the first translation, the translator created a fixed statement that referred to the product. Regarding the second translation, it was mostly translated in the transference form so it means that the translator transferred some parts of this advertisement slogan and translated it as: Come on home by us. Others used literal translation, it means that the repetition of the original advertisement was kept in their translation or the same figure(s) is used in the source and target advertisement as: the way calling you

- گلدیران ضمانت خرید شماست

a) Goldiran is your guarantee
b) Goldiran guarantee your shopping
c) Goldiran guarantee you
d) Goldiran is your insurance
e) Goldiran; your purchase's guarantee
f) Your warranty is Goldiran
g) Your warranty is ours
h) Warranty with us

In order to produce favorable impression on readers, the syntactic elements of the translated slogan should be in accordance with the typical syntactic structures of common slogans in the receptor language. According to the translations, the translators have followed the word orders of Persian. Close adherence to the words order

of source slogan has produced uncommon structure as the first translation. In the second and third translation, grammatical error in the omitting of the third person singular "s" can be seen. In the fourth translation, the translator used "insurance" as the equivalent of "ضمانت". The translator's wrong choice of words can be set on grammatical categories of errors. In the last translation, wrong communicative effect (pragmatic error) is produced.

- خوشمزه و خوشنام

a) Delicious and delightful
b) Delicious and famous
c) Delicious and Good name
d) Delicious and well-known
e) Vow….mmm
f) Fantastic and imposible
g) Tasty and reputable

Alliteration is a dominant sound technique used in the body of the slogans. It is a figure of speech in which consonants, especially at the beginning of words, or stressed syllables, are repeated. Catchy slogans that use rhyme or alliteration to connect the phrase with the brand are well remembered. Incorporating the brand name in a catchy way can prove effective. In his work, Myers (1997) states that in slogans of alliteration with its similarity in sound often plays against dissimilarity in meaning and makes the listener more aware of the contrast. Only the first translation contained this literary device. Other translated slogans did not have any alliteration in their structures. Therefore it was easy to say that alliteration in the source English slogan was not transliterated pair to pair. So it is obvious that Iranian translators have acted quiet week in translation of slogans containing phonological devices in translation number six, the translator chooses "impossible" as the equivalence of "خوشنام". So wrong word choice (semantic error) is obvious in this translation. Translation number five seems as transfer of a pictorial advertisement rather than translation of an advertisement slogan. On the other hand, as regards the relationship between text and image, it is clear that the image, namely pictorial metaphors, often plays an important role in transferring the message of verbal metaphors.

- هیمالیا بر قله زیبایی ها

a) Himalia on the beauties pick
b) Himalia is on the peak
c) Himalia on the top of the best
d) Himmalia on summit
e) Be number one

Rhetorical figures, which are frequently applied in advertisements, can add literary flavor to the texts, gratify

audiences' aesthetic needs, and deepen their impression. In advertisement translation, it is very common that the rhetorical figures applied in the original text are replaced with new ones in the translation. Rhyme that means repeating sounds at the end of words/phrases is a rhetorical figure which often appears in advertising texts. It is one of the best techniques that are used in the brand names and slogans. All translations are examples of word for word translation. They sound quite inappropriate although linguistically correct.

- We Make IT Happen

(a) ما پدید آورنده آنیم

(b) ما این کار را عملی میکنیم

(c) این شدنی است

(d) ما این را بهبود میدهیم

(e) ما رویای شما را تحقق میبخشیم

(f) ما هر چیزی را ممکن میکنیم

(g) با ما هیچ چیز غیر ممکن نیست

(h) ما رویا را به حقیقت تبدیل میکنیم

(i) شدنی

(j) ما میتوانیم

(k) کار نشد نداره

(l) ای تی را گسترش میدهیم

(m) ما تکنولوژی ارتباطات را فراگیر میکنیم

This is the slogan of International Business Machines (IBM) that is a top company in the Information Technology Services industry specializes in Computer hardware, Computer software, Consulting and IT Services.

Rhetorical figures, which are frequently applied in advertisements, can add literary flavor to the texts, gratify audiences" aesthetic needs, and deepen their impression. In advertisement translation, it is very common that the rhetorical figures applied in the original text are replaced with new ones in the translation. This slogan is based on pun that involves a play on words. According to Cuddon (1999, p.711), puns are often used for humorous effect. Pun or word play is often used by advertisers because they rely on lexical items with more than one meaning; sometimes a word play occurs when the different words are homophones or homonyms. In the most general of

terms then, a pun is a form of speech play in which a word or phrase unexpectedly and simultaneously combines two unrelated meanings. In this advertisement slogan, we can see clever use of playing on IT (Information Technology) doubling up as IT (as in that's IT).

Translations numbers one to four are examples of word for word translation. The first four translations sound quite inappropriate although linguistically correct.

In this translations, the translators translate "IT" simply as IT (as in that's IT).

Translations numbers five to eight are examples of literal translations. Literal translation is equivalent to Newmark's semantic translation, which attempts to render, as closely as the semantic and syntactic structure of the second language allows, the exact contextual meaning of the original. In Translations number nine, the translator chooses "شدنی" as the translation of this advertisement slogan. According to Keshavarz's linguistic taxonomy of errors we can put this translation in semantic and pragmatic categories of errors; Pragmatic error because the wrong communicative effect is produced which lead to misunderstanding and miscommunication, and semantic error because the translator chooses the wrong word choice. In Translations number 10 and 11, The original English and translated Persian slogans were completely different from each other from the perspective of meaning and it seemed there was an adaptation in the translation. This slogan was translated quiet free and the massage of SL and TL were rather different. The two last translations sound quite appropriate and manage to convey the whole message completely.

- Easy as Dell

(a) مثل آب خوردن

(b) به راحتی کار کردن با کامپیوتر Dell

(c) به راحتی Dell

(d) ساده چون دل dell

(e) راحت مثل Dell

(f) به آسانی(آسودگی) دل

(g) به راحتی

(h) کاربرد آسان

In advertisements with the use of Jargon, averters tend to specify the product to a special group of people as we can see from the above example. In this example, the advertiser's use of Jargon specializes advertisement for a special discourse community. The use of Jargon in above Persian advertisement slogan translations may arise from the fact that this product is not Iranian made, so the translators should introduce it with its real name

(Dell). The averter uses rhetoric in this slogan. Simile is a figure of speech in which one thing is likened to another, in such a way as to clarify and enhance an image. It is an explicit comparison (as opposed to the metaphor, where the comparison is implicit) recognizable by the use of the words "like" or "as" (Cuddon, 1999, p.830). According to Ding (2003), simile usually helps to promote some positive characteristics of the advertised product or service and/or highlight and strengthen emotional representation of its features.

As brought out earlier, for analyzing the slogan translations and determining grammatical, semantic and pragmatic errors, attention should be focused on errors in the use of tenses, prepositions, articles, as well as the wrong use of plural morphemes and parts of speech, errors of meaning, such as wrong word choices, made-up words, and errors in pronounce reference, and those error which occurs when the wrong communicative effect is produced. In the second translation, the translator used paraphrase technique for this advertisement slogan translation. Paraphrase is the technique of translating slogans by giving a restatement of the meaning in Persian. It helps bring out the functions and effects of products clearly so as to impress the receptors and in many cases avoid unfavorable associations. The third, fourth and fifth translations, are examples of word for word translation. These translations although are fine linguistically do not seem to appeal to the target culture.

● Think outside the box

a) محدود فکر نکن

b) اپل شما را به فراتر از آنچه میبینید میکشاند

c) فراتر از محیط خود بیاندیشید

d) فراتر فکر کنید

e) فکر برتر

f) با دید باز بنگرید

g) کیفیت را بنگرید

h) به فراتر از چهارچوب ها بیندیش

i) به دور دست ها بیندیش

This is the advertisement of Apple company which is an American multinational technology company concentrating on computers and various portable consumer electronics. By market capitalization, it is currently the largest company in the world. Apple's "Think outside the box" is more likely a provocative statement aimed at IBM's longstanding motto think. The implication is that it's not merely enough to think, if there's nothing unique or innovative about your thoughts. Innovation doesn't come just from thinking, but from thinking in a way nobody else is thinking. And that requires thinking differently, in order to think of something different. In all of the translations, the original English and translated Persian slogans were completely different from each other from the perspective of meaning.

- He keeps going and going and going

(a) این باطری ها عمر طولانی دارند

(b) بیشتر و بیشتر و بیشتر عمر میکند

(c) او میرود، میرود و میرود

(d) مداوم، مقاوم، پایدار

(e) بدون توقف

(f) انرژی نامحدود

(g) نیروی همیشگی

(h) همه جا با شما

(i) تا آخرین نفس با شمایم

(j) رفتن به پایان رسید

(k) هیچ گاه از حرکت متوقف نمیشوید

(l) تا ساعت ها بی وقفه کار میکند

(m) او هر روز بهتر از دیروز است

(n) باید خودتان خسته شوید

(o) با ما زندگی تا ابد ادامه دارد

(p) او به مسیرش ادامه میدهد

In some cases, this translation slogan was translated in the ST-based form so it means that all words of a ST advertisement were translated but some parts were changed to adjust this advertisement according to the TT form and didn't keep the repetition of its original. For example, it was translated as: این باتری ها عمر طولانی دارند A few used literal translation, it means that the repetition of the original advertisement was kept in its translation or the same figure(s) is used in the source and target advertisement for example it was translated as: بیشتر و بیشتر و بیشتر عمر میکند or میرود و میرود و میرود . Some used TT-based translation it means that figure(s) changed in TT (in TT one used figures which are different from the figures used in ST) or in this advertisement instead of repetition, alliteration was used and it somehow changed the meaning as: پایدار،مقاوم،مداوم.

In Translations number five to seven the original English and translated Persian slogans were completely different from each other from the perspective of meaning and it seemed there was an adaptation in the translation. This slogan was translated quiet free and the massage of SL and TL were rather different. According to Keshavarz's linguistic taxonomy of errors, we can put translation number eight (همه جا با شما) in semantic and pragmatic categories of errors; Pragmatic error because the wrong communicative effect is produced which lead to misunderstanding and miscommunication, and semantic error because the translator chooses wrong word choices. In translation number nine (ما تا آخرین نفس با شماییم) the translator change the third person singular subject pronoun of the source slogan "He" to the first person plural "ما". This difference stems from specific linguistic features of the two languages. Translations numbers 13 to 16 have Pragmatic error because the wrong communicative effect is produced.

- HSBC, the World's Local Bank

(a) HSBC بانک شما درهر جای دنیاست

(b) HSBC درایران و سراسر دنیا

The fourth largest bank in the world, HSBC, emphasizes its multiculturalism by employing the slogan. Evidently, the two translations exhibit a number of differences. First of all, the first translation includes a personal address while the English slogan produces a statement in a direct sentence. The first translation contains two structural parts and addresses the potential audience with "شما" In the first part. Secondly, there is a difference in the location approach: In the first translation, the bank that is next to the addressee is present and operates everywhere in the world. Meanwhile, in the English slogan, the possessive case is used and the bank presumably belongs to the world (in opposition to belong or pertaining to the addressee as manifested in the first translation). Thirdly, in the English text, the bank is "local" everywhere by possessing local knowledge and operating more efficiently as a result. In the first translation, on the contrary, there is no reference to the cultural knowledge the bank possesses.

The three primary differences stem from specific linguistic features of the two languages. The possessive case in Persian is expressed only by using prepositions and a possessive-meaning noun cannot be used at the beginning of a phrase. This automatically cancels the possibility of adherence to the original syntactic structure. Furthermore, as mentioned above, the noun-adjective order is different in English and Persian. While in English it is adjective-noun, in Persian it is noun-adjective. Consequently, the English "local bank" becomes "بانک جهانی". Consequently, the slogan is completely restructured. As well as the first translation, the second translation version takes away the emphasis from the world.

Due to specific cultural adaptation, the second translation contains the name of the country. This may be explained by the fact that HSBC entered these markets

relatively recently, and there is need to emphasize that the new brand seeks to be an integral part of the local market and business culture. While the first translation version contains a direct address to the audience (شﻤا), the second one focuses on the geographical and cultural reference to the addressee by emphasizing its operation not only in the target country (cultural environment) but also in the economic areas.

- I think therefore IBM

۱. انتخاب من است IBM

۲.بهترین گزینه IBM است

۳. از امروز با IBM

۴. پس من IBM را ترجیح میدهم

۵.فکر کنم IBM را انتخاب کنم

This is the slogan of IBM Company. This slogan contained a kind of pun, Zhang (2004) referred to as "parody pun". This slogan referred to the well-known sentence: I think therefore I am. The slogan maker has used this sentence sharply and just by adding the letter B has made a great slogan. Translation of this sentence is really a great effort and translators not only should transfer the meaning but also should transfer the pun. But Iranian translators had not translated this slogan and the reason behind this fact may be sacrificing meaning or pun.

### 5.2 Error Statistics

In this study, in order to find out the most frequently occurring categories of errors committed by translation students, the translations were read by the researcher to identify and categorize errors based on the Keshavarz's taxonomy of translation errors. Also, in order to answer some of the research questions, the researcher has also benefited from Error Analysis (EA). In the following, the results of the translations" analysis along with a report on the error frequencies in advertisement translations from Persian to English and English to Persian are illustrated separately.

### 5.3 Analysis and Error Count of the Translated Persian Advertisement Slogans

Major statistical analyses of this study, were centered on the investigation of the errors of mostly occurred in translation of advertisement slogans by Iranian MA translation students. Seven Persian advertisement slogans, that had been translated by 60 MA translation students were analyzed and the errors occurred in their translations were extracted. It is important to mention that quantification of errors include frequencies of individual errors. That is, in making error count, Using Keshavarz' (1993) model of error analysis, individual cases of semantic, pragmatic and grammatical errors were counted. These errors relate to different hierarchical levels of language, e.g., sentence, phrase, word, etc.. As the results of the present study showed, there might be a series of problematic issues encountered while dealing with the act of translation from Persian into English.

As shown in Table 1, 60 translations of the seven Persian advertisement slogans by MA translation students yielded 105 errors. This table shows the statistics of errors committed in students' translations. According to statistics, the main source of errors in advertisement slogans translations from Persian into English is the grammatical error. It contributes 44% of the total errors. The second biggest error type is the semantic error with 31% of the total errors. Pragmatic errors were less of a problem and the less frequent error type which contribute 26% of the total errors. So regarding the seven advertisement slogans from Persian to English, The results of the translations" analysis along with a report on their frequencies have been illustrated that from the three keshavarz's classifications of errors, grammatical errors were the ones holding the highest frequency among the other types of errors. Omission of preposition, redundant use of preposition, wrong use of preposition and redundant use of articles were some problematic errors in this category. The next problematic errors were semantic errors. Wrong translation of vocabularies and skipping vocabularies were some problematic errors in this category. Pragmatic errors were less of a problem and the less frequent error type.

**Table 1**
**The Statistical and Descriptive Data for the Errors Occurred in the Translation of Advertisements From Persian Into English**

| Types of error | Translated advertisement slogans | Error recognized | Grmmatical errors | Semantic errors | Pragmatic errors |
|---|---|---|---|---|---|
| Number of errors pecentage | 60 | 103 | 45 | 32 | 27 |
| | …… | 100% | 43% | 21% | 36% |

### 5.4 Analysis and Error Count of the Translated English Advertisement Slogans

Regarding the six advertisement slogans from English into Persian, The results of the translations' analysis along with a report on their frequencies have been illustrated that from the three keshavarz's classifications of errors, semantic errors were the ones holding the highest frequency among the other types of errors. Errors of meaning, such as wrong word choices, made-up words, and errors in pronouncing reference were some

problematic errors in this category. The next problematic errors were pragmatic errors. Grammatical errors were less of a problem and the less frequent error type. Errors in the use of tenses, prepositions, articles, as well as the wrong use of plural morphemes and parts of speech were some problematic errors considered as grammatical errors.

As shown in Table 2, 53 translations of the six English advertisement slogans by MA translation students yielded 80 errors. This table shows statistics of errors committed in students' translations. According to statistics, the main source of errors in advertisement slogans translations from English into Persian is the semantic error. It contributes 43.5% of the total errors. The second biggest error type is the pragmatic error with 37.5% of the total errors. Grammatical errors were less of a problem and the less frequent error type which contribute 19% of the total errors.

**Table 2**
**The Statistical and Descriptive Data for the Errors Occurred in the Translation of Advertisements From English Into Persian**

| Types of error | Translated advertisement slogans | Recognized error | Semantic errors | Grmmatical errors | Pragmatic errors |
|---|---|---|---|---|---|
| Number of errors pecentage | 53 | 80 | 35 | 30 | 15 |
| | …… | 100% | 43.5% | 37.5% | 19% |

In the third phase of the study, the Chi-square test was utilized in order to find whether substantial differences existed between the ratio of the wrong English and Persian translations. Accordingly, the observed chi-square was higher than the critical value at the significance level of $p<0.05$, indicating significant differences between the wrong English and Persian translations.

**Table 3**
**Chi-Square of Wrong Translation of Persian and English Slogans**

| | $X^2$ | *df* | Sig. |
|---|---|---|---|
| **Pearson Chi-square** | 6.671 | 1 | 0.10 |

Chi-square test determined the adequate *p*-value of Pearson Chi-square equals .01. As a result, the test is meaningful at .05 levels and the ratio of wrong answer in the two languages is not the same. So, it can be claimed that the ratio of wrong answers in Persian translated slogans is more than the wrong answers in English translated slogans.

## CONCLUSION

In order to examine the errors mostly occurred in translation of advertisement slogans committed by Iranian MA translation students, the translations were read by the researcher in an attempt to identify and categorize errors based on Keshavarz's linguistic taxonomy of errors. Analyzing the participants' translations, lead to the following results:

(a) Generally, participants committed more errors in the translation of the Persian advertisement slogans comparing to English ones.

(b) The most errors which participants committed in Persian translation slogans were related to grammatical and lexical interferences. This could possibly be due to the fact that English and Persian are totally different in many aspects. The study also reveals that the participants translated the Persian slogans into simple sentences.

(c) The most errors which participants committed in English translation slogans were related to misunderstanding and misinterpretation of semantic and pragmatic aspects of the slogans.

This work touches upon one of the key problems in translation, i.e. error analysis and will be beneficial for scholars and students who teach and exercise translation. Conclusions drawn from the findings of this study imply that students' interferences either coming from their first language (i.e., L1 interferences) or second language (i.e., L2 interferences) can affect the learners' translation tasks.

The results of this study show that the main problem is related to the translation from Persian to English rather than English to Persian. This may be due to two issues. First, Iranian learners are competent in Persian rather than English since they have problems in full acquisition of English grammar and lexicon. Second, they have do not have enough exposure and exercises on translating from Persian to English because the bulk of knowledge in their domain is coming from English sources rather than Persian data. Thus they may master the translation of English to Persian more easily than Persian to English. In this case, teachers can benefit from the findings of error analysis in different ways. Interferences provide feedback and they tell the teacher something about the effectiveness of his teaching materials and his teaching techniques and show him what parts of the syllabus he has been following have been inadequately learned or taught and need further attention. They enable him to decide whether he can move on to the next item in the syllabus or whether he must devote more time to the item he has been working on. An error-based analysis can give reliable results upon which remedial materials can be constructed. In other words, error analysis can help identify learners' linguistic difficulties and needs at a particular stage of language learning. This can serve as a basis for remedial courses and programs in translation training and writing courses in English language.

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