Advertising translation has been traditionally associated with the interlingual transfer of advertisements – that is, texts that are often published in printed form to encourage the consumption of a product or service. However, this assumption involves some pitfalls and gaps. First, the translation of advertising material is essentially part of a wider process of communication and of the increasing internationalization of markets, and the target texts are a sign of the well-known motto ‘Think global, act local’. The translation of an advertisement naturally results from the need to internationalize a product in different places and in different languages. In such a context the definition of an advertisement is not confined to the one above, given the variety of formats often used in marketing and communication campaigns. Second, the need to position one product or service above others in the customer’s mind, and to increase product demand in a market sector are determining factors to understand the nature of advertisements, the main functions of which are to:

- communicate an obvious intention, which is to publicize, to make something public, to promote and to sell;
- transmit the values of the product or brand;
- reflect and export the values of a culture, which is directly or indirectly associated with the product or service; and
- provide information about the price, the potential uses of the product, the benefits for the consumer, etc.

Additionally, there are other, wider aspects to be studied in advertising translation. For instance, the role that translation plays in the marketing processes of a specific company or institution marks a crucial starting point for research, since this is the contextual framework in which translation action takes place.

Advertising and translation studies

Advertising translation has generally occupied a minor position in the research agendas of both marketing and translation studies, although recently there has been a steady increase
of interest in the field (see Adab 1999; Valdés Rodríguez 2004a; Smith 2009; Torresi 2010). Largely, research on advertising translation has dealt with isolated examples of slogans and their translation, or with the analysis of specific aspects related to the impact of advertising. These texts have been largely neglected by scholarship as they were considered minor texts when compared to literary texts or films, for example. The brevity of advertisements, both in terms of time and space in the case of printed and audiovisual ones, has given them the reputation of secondary texts in relation to others. On the contrary, researchers on advertising communication or their translation process have proven evidence of their internal complexity and of the richness of this area of knowledge.

Issues such as the concept of the communication campaign, its scope or cultural restrictions undermine the translator’s influence in the decision-making process and therefore enrich the research process into advertising translation. In a communication or marketing campaign, its main concept defines the content the translator has to convey in the target text, either for an international audience or for a local one. An example of this is the 1990s Renault Clio, which was successfully marketed at a young and active audience with a modern campaign based on the idea of a potential user who was well prepared for a job interview. The spots and pictures together with the verbal component preserved the same content in different contexts but the slogan was adapted locally: in Spain the acronym JASP, standing for ‘Joven, aunque sobradamente preparado’ (young, but fully prepared), has been used to coin a generation of young people. In other languages this acronym was not found or did not work so effectively.

A second aspect influencing advertising translation is the scope of the campaign: if this is directed towards an international audience, the language of the verbal component in the advertisement may be English or French, or a different one, either totally or partially, or maybe the language of the target market audience. This binary opposition is related to the marketing, cultural and economic strategies of the company or institution, and whether the approach is towards a global conception of markets or towards a stronger local policy, making translation highly dependent on this initial norm of the advertiser.

Another concern refers to the constraints imposed by culture itself, namely legal, ethical or social restrictions that may affect the translator’s decisions. Sometimes the choice of a word or an idea is entirely subjected to the effect it creates. For instance, there are some sexual remarks or biased pictures and messages that may not be allowed in the target market. Restrictions to translation may be affected by legislation, as in the Toubon Law in France (1995), a law mandating the use of the French language in official publications, in workplaces, in commercial contexts and in advertisements. Another example of a different kind is related to the promotion of alcohol. In many countries and regions to incite to alcohol or tobacco consumption is not permitted and legislation establishes some restrictions, which may also influence the way to address the audience or even the access to the text, as in the case of some alcohol brand websites, the navigation of which is limited to those over the age of majority (see the Drambuie international homepage, for example). On other occasions the restriction has an ethical or moral connotation, so the translator needs to be careful with the effect of a joke or of a sexual or religious reference. Advertising translators, more than mere language experts, are required to have a social and cultural expertise to make the best decisions.

The internal nature of advertisements may trigger various effects in different target cultures and therefore their undeniable semiotic complexity affects translation. An international team of marketing experts, creative designers and communication specialists are responsible for the creation of a multisemiotic text and, as Séguinot argues:
Today it is expected that translators produce camera-ready copy and that means taking responsibility for the final product as the visual element is key in promotional material, the marketing of goods and services across cultural boundaries involves an understanding of culture and semiotics that goes well beyond both language and design.

(Séguiot 1995: 56)

When translating a promotional text, the connections and meanings created by the combination of words and pictures (static or in movement), words, pictures and sounds, or words and sounds, need to be carefully examined by the translator in order to guarantee the final cohesion of the text (Valdés and Fuentes 2008).

Another subject worth studying in advertising translation is the reception of the target text. More than in other kinds of texts, it is essential to consider the effect on the receiver of the text. In this discourse type reception is relatively constrained or manipulated as the text is conceived for a particular purpose, detailed in the marketing campaign, and for a specific target. The wording, the images and the overall message are strongly determined by the potential consumer, by their needs and aspirations, and by their expectations. For instance, translators commonly face the problem of choosing which personal pronoun to use in German, Spanish or French (du/Sie, tú/usted, tu/Vous) when the source text is in English, just with the second person pronoun ‘you’. This choice may affect the way in which the target, i.e. the potential consumer, is addressed, establishing a more or less direct relationship with the product or brand.

**Brief history of research into advertising translation**

Little research on advertising translation was done before the 1990s, as this field of study occupied a minor place within translation studies. Even nowadays these texts are not always considered ‘academic texts’ by current scholarship. Sometimes they are included in the group of technical-specialized texts or appear labelled as pragmatic texts.

The translation of promotional material has existed as a professional activity since early times of human interaction. The need to exchange and sell products has been responsible for communication events based on persuasion and acceptance of participants. Throughout history instances of interlingual promotional messages have prevailed in several forms: political propaganda leaflets in the Egyptian Empire, the first oral advertisements of criers in medieval burghs, and the printed posters of the industrialized societies in order to position products in an international market are some examples of this activity.

However, research and action often do not take place simultaneously and the study of advertising translation did not become part of the scholarly agenda until the second half of the twentieth century. The first attempts at studying advertising translation date back to the early 1970s when a linguistic approach focused on analyses of how texts should be translated or whether they are translated according to the principle of equivalence.

In 1972 Boivineau described what he called ‘l’a.b.c. de l’adaptation publicitaire’ in a paper published in the journal *Meta*, where he discussed this form of interlanguage transfer as adaptation. Boivineau (1972) opts for adaptation to describe the interlingual operations when transferring one advertisement written in a source language (SL) to another language or target language (TL), as more than words are transformed. The intention and the core message of the original text have to be preserved, but translators may feel free to diverge from the source text – that is, the target text has to trigger an equivalent effect on its receptors.
Within this general framework the Canadian linguist Tatilon wrote a stimulating article on advertising translation, the title of which anticipates its main content: ‘Traduire la parole publicitaire’ (Tatilon 1978). This scholar starts with the discussion about the dichotomy between whether advertising texts are translatable or not, and declares his position in favour of the translatability of this kind of text, according to their communicative nature: ‘les traducteurs démontrent inlassablement la possibilité de traduire’ (ibid.: 75). Advertisements are therefore translated with the intention of persuading the receptor. In order to support this premise, Tatilon analyses ten slogans in French and English and describes the translation strategies, paying particular attention to their formal and semantic nature. He follows up to state that ‘la publicité, qui est un type de communication de masse orienté vers l’acte commercial’ (ibid.: 78), is a type of mass communication which aims at enhancing the demand of a product. This function determines the two basic requirements of advertising texts: first, the slogan has to be sufficiently clear and verbalized adequately; and second, it should be memorable and raise the receptor’s interest. Moreover, the process a translator should follow involves decoding and understanding the source text, especially puns, and then encoding, following the principle of ‘l’équivalence fonctionnelle’ or functional equivalence.

The contrastive analysis of the ten slogans leads Tatilon to formulate a complex system of tables to establish the correspondence between functional equivalents of the source and the target texts. He observes whether the target text has preserved the following functions: the designation of the product; the explicit and implicit identification of the message; and the promotion of the product’s advantages. Besides this, translators should also pay attention to the readability of the text and to how to deal with puns. As a conclusion of the analysis of the ten slogans, Tatilon distinguishes four translation strategies:

- ‘l’égalité’, or equality: that is, the elements present in the source language slogan are invariably transferred to the target language slogan;
- ‘la compensation’, or compensation: when an element is replaced with another one of a similar nature and equivalent in the target text;
- ‘la perte’, or the loss of an element of the source text; and
- ‘l’addition’, or addition of an element in the target text.

The approach is purely linguistic and, although it is based on the principle of functional equivalent, Tatilon does not consider other intra- and extra-textual parameters such as the image-text relationship, which is part of the overall meaning of the advertisement. In a later publication Tatilon revisits the dichotomy adaptation-translation in ‘Le texte publicitaire: Traduction ou adaptation?’ (1990), and focuses on the advertisement as a text instead of on the language of advertising. He aims on the one hand to offer a descriptive model to distinguish the discursive features of advertisements, and on the other hand to devise a translation model for this discourse type. Tatilon points out four different functions of advertising texts, two of them referring to content and two to the text’s form: the advertisement’s content should play an identifying function or ‘fonction identificatrice’, which stems from the designation of the product, and a laudatory function or ‘fonction laudative’, which is related to the appraisal and enhancement of qualities of the promoted service or object. Likewise the formal dimension of an advertising text fulfils two main functions: a ‘fonction ludique’, that is, an entertaining and enjoyment function, which essentially comes from oral puns and play on words, and a function that Tatilon calls ‘mnémotechnique’, which is in charge of the memorability and readability of the text.
Thus, the efficiency of the advertisement is proportional to the attractiveness of its content. Within the text, brand names and slogans are responsible for these functions, as the brand name identifies the product and is the first persuasive weapon, which requires a specific translation strategy. Translators should also pay particular attention to the slogan, which contains the main qualities in a memorable and appealing expression.

After analysing several slogans, Tatilon (1990) concludes that in advertising translation it is always better to start from the functional equivalence principle and adapt the rest of the components to fulfil the previously mentioned functions, since not all the content of the source text is transferable to another language or culture. However, this author makes little reference to the way translators can achieve the four textual functions when translating the brand names and slogans, and avoids attention to the macrotextual level in which the translation process takes place.

The switch to considering the text as the unit of translation brought about some theoretical reflections on the categorization of texts into different typologies and on translation as an act of communication within a context. These theories allow a better description of the translation of non-literary texts such as advertisements. The translation process, the function of the resulting target text or the participants in the production and reception of source and target texts determine the communicative situation in which translation takes place and the translation method as well.

Reiss (1981) distinguishes three major text types according to three language dimensions: (i) informative or inhaltsbetont texts, which are translated preserving the content; (ii) expressive or formbetont texts, which translators have to transfer to another language with the same artistic and emotional function; and (iii) operative or appellbetont texts, which are conceived to stimulate a reaction or to induce the receiver to some action. Reiss includes advertisements and political speeches in this category and as an example she offers a slogan from Firestone tyres: in ‘Füchse fahren Firestone-Phoenix’ the appellative value lies on the alliteration of the sound /f/, which Reiss (ibid.: 130) translates as ‘Profs prefer Firestone-Phoenix’ to preserve the function and the effect of the source text. What is lacking in this approach is the consideration of other textual elements such as the images that accompany and interplay with the verbal text or the cultural connotations of an animal like the fox. Reiss (1989), in a later research publication, adds a fourth type, the multimodal text type, which is made up of words but also of non-verbal elements such as music or pictures and which includes television commercials or printed advertisements.

Reiss’s model was a remarkable step forward in the research of advertising texts, first of all because this kind of text was included within major research in translation studies, and second because it brought to an end many of the discussions on the translation and adaptation of advertising translation. The adaptive translation method implies the adaptation of a target text to the needs of its receivers so that it can trigger the same effect on them (Reiss 1981: 129).

One criticism that can be made to rigid translation models is that advertising texts may usually have other predominant functions, different from an appellative one, depending on the product type, the stage the marketing campaign has reached, or its target. For instance, a car brand like the Nissan Juke is oriented to an urban consumer who wants some innovation in his/her car; however, the advertisement may perform a more informative or a more appellative function whether it is marketed at an initial stage or whether it is already known in the target market. In the first case the translator would have to be cautious and retain the details the marketer wants to convey, while in the second case more attention should be paid to emotional and creative elements to persuade the potential consumer.
Taking the function of the target text as the main determining factor for translation, functionalist approaches have also dealt with advertising translation. Vermeer in his skopos theory (1978) brings to light the importance of the skopos, or purpose of the translation in the target culture, which has to be negotiated with the commissioner, the person who initiates the translation process (see Nord, this volume). This approach to translation provides an extremely suitable research tool for advertising translation, an activity strongly determined by the contextual factors such as the client, the potential customer or target, and the particular function of the product in the target market.

Nord (1997), in her general model of translation as well, added the notion of loyalty, which is particularly relevant in the case of advertising translation, since translators are not only faithful to the source text, but their decisions should follow what has been agreed with the commissioner or client. In this sense, functionalist translation models have granted an effective way of studying the process and roles of advertising translation.

In the last few decades advertising has been characterized by an optimum growth in number, variety and quality of publications and studies. Since the 1990s scholars from different academic backgrounds have specialized in the study of the translation of this type of text and there have been contributions from different ‘national’ schools, focusing on the analysis of advertisements in their corresponding language pairs. Some authors have focused on the register and linguistic analysis of advertisements and its implications for translation, like Shakir (1995), who paid particular attention to registeral and schematic constraints in translation from English into Arab and vice versa, Smith (2006), whose main interest in this paper is the translation strategies of headlines between English and Russian, and Adab (1999), using a contrastive-analysis method for the study of advertising translation. Quillard (2001) and Laviosa (2005, 2007) examined how puns and wordplay are translated and how this kind of translation can serve for creative writing training. A more pragmatic approach to advertising translation describes Dávila-Montes’s (2008) book on the translation of persuasion, and Cui’s (2008) paper on rewriting from the perspective of presupposition.

Similarly, scholars from different countries approached the issue of advertising translation focusing on the intersemiotic nature of advertisements and its consequence for translation: Slater (1988) and Torresi (2007) commented on the image in translated printed text and on the importance of visual elements in advertising translation. Taking Jakobson’s concept of intersemiotic translation, Simoes Lucas Freitas (2004) made a detailed analysis of three Portuguese campaigns in different sectors, pointing to the viewer of advertisements as the final construer of meaning and to the intersemiotic translation as a way of achieving maximum equivalence. Also Millán-Varela (2004) in the same volume explores the semiotic nature of ice-cream advertisements of the same company in different markets, emphasizing their cultural and ideological role. Valdés Rodríguez (2005) has also paid attention to the oral component, and particularly to the role songs play in television spots. In the same year, also in Spain, Cruz García and Adams (2005) wrote about the implications of the verbal and iconic components for the translation of advertisements.

Specifically focusing on multimedia translation of advertising material are a few published papers, in chronological order, by de Pedro (1996), Valdés Rodríguez (1998, 2001a, 2004b; Valdés 2007), Cabrera Abreu et al. (2005) and Valdés and Fuentes (2008). These publications offer a general overview of translating for television and demonstrate the complexity of translating advertising texts for television and deal with issues such as the audiovisual translation strategies for television spots, their complexity as a process and the cultural effects of this kind of translation. Concerning other text types, Chiaro (2004)
reveals similarities and differences between some print and electronic advertising material for agro-food products when this is translated from Italian into English to be effectively commercialized in international markets.

Another kind of advertising translation research is oriented towards cultural issues and ideology such as new markets for advertising translation, the translation process, cultural references, or cultural stereotypes (Jettmarova et al. 1997; Smith and Klein-Braley 1997; Torresi 2004; Yang 2006). Other scholars have made efforts to describe and analyse the relationship of advertising translation and the market policies of international companies. Valdés Rodriguez (1997), Guidère (2001), Ho (2004) and de Mooij (2004) focus on the role of translation practices in the advertising process, on translation as a market-oriented activity, and on the cultural dimensions and marketing.

Within advertising translation a few studies have been published on specific genres such as the translation of computer product advertisements (Cruz García 2005a), or tourist promotional advertisements (Sumberg 2004). On the contrary, other contributions present fully fledged comprehensive studies (Bueno García 2000; Guidère 2000; Valdés Rodriguez 2004a; Torresi 2010), or edited monographs (like Corpas et al. 2001; Adab and Valdés 2004; and Lorenzo and Pereira (2005). Doctoral theses should not be disregarded as they represent the essence and innovation of research on advertising translation: Cômitre (1999/2000), Cruz García (2001), Tuna (2004), or Smith (2009). Other papers have been published on advertising translation from a general perspective, dealing with either the comparison of textual pairs in source and target languages or with specific aspects. Y Gamal (1994), Sidiropoulou (1998) or Séguinot (1995) are some of the authors whose research in advertising translation is well known. Besides these, the role of the translator as mediator (Fuentes Luque and Kelly 2000; Cruz García 2005a), or the concept of creativity in advertising translation (Valdés 2008b) has also been explored.

In general terms, it can be claimed that the latest contributions can be inscribed into descriptive translation studies (see Ben-Ari and Malmkjær, both this volume), as they have aimed to describe and reconstruct trends and strategies within the translation of advertising material in different ways. As we have briefly described, any research on advertising translation requires an integrative approach, that is, a theoretical approach that includes forms of analysis and concepts from different disciplines and theoretical models within translation studies.

**Beyond advertising: the future in promotional translation**

The immediate future of research on advertising translation goes beyond existing studies on advertisements, to consider other text types that share textual, functional and pragmatic features with them. The inner interplay of components of tourist material such as brochures or leaflets depends on the ultimate function of persuading receivers to choose a destination or a service, namely a restaurant or accommodation facilities. When this material needs to be produced in different languages for local markets, translation strategies similar to those in advertisements take place. Factors such as the identity of the product or the particular use consumers make of it determine the way the text is translated. These promotional tourist campaigns appeal to potential visitors by providing information primarily and highlighting some of the key assets of the destination. Although some research has been done on the translation of tourist texts, this integration within a broader discourse, the promotional discourse, should be strengthened.

Another text type increasingly resembling the discourse of advertising is hardly ever categorized under the label of advertising. We are referring to user guides or product
manuals, texts of different size and length that accompany the product as part of the marketing package. Besides the instructions for use and technical specifications, which contain the key information a user may need, the way this information is conveyed has inevitably become more and more appealing. Likewise, the language choice and the approach to the consumer are highly direct and persuasive, similar to the style of advertisements. Translators should then become aware of these features and produce a target text accordingly, i.e. taking into account the function or skopos of the text in the target market. Valdés (2008a) and Torresi (2010) include other text types in their approach.

Thus, the question of the promotional discourse as texts, users and contexts different from a traditional concept of advertising (printed advertisements, television spots, billboards, etc.) and the translation of this kind of text are some of the main flaws, which wait to be explored in the immediate future, particularly the hybridization or blurring of the boundaries between advertising and other genres.

Another sign of the future in promotional translation is the so-called media mix or combined use of different media to achieve maximum results/exposure for an advertiser’s message. The combination of media maximizes the impact of a promotional campaign and the growing number and variety also affects the way advertising texts are translated. Each medium offers a series of technical and impact possibilities such as the combined use of verbal and non-verbal material in audiovisual texts, which are subordinate to the ultimate effect they should trigger on the target audience. The sophisticated technologies introduced in television production as well as the electronic platforms, including the web, have brought about changes when choosing the medium, economic and social changes and a ‘normalization’ of new forms of advertising such as the Internet. The exploitation of the web as a medium for advertising allows a mixture of formats that contributes to enhancing the persuasive and appellative force of texts and leads to a greater interaction by the audience with the text through the possibilities that the web offers. This is one of the main challenges for advertising translation research: as the Internet is expanding in terms of number of users, but also in the number of languages employed, more promotional material needs to be translated and localized for this medium. Ahead are some subject matters to deal with such as the impact of new audiences on this form of translation or the quality standards or norms for promotional translation on the web (Valdés 2008b).

This question of audiences raises a social debate, since while people in First World countries are widely connected to the web, there are still many millions of people who do not have access. In this case it is an evident source of inequality, and thus the media marketers should be aware of the restrictions in each country.

From a theoretical perspective, in advertising translation research there are still some flaws and challenges to overcome, such as the notion of text, the choice and organization of a corpus, the scope of the research or the methodological approach to its study. As regards the first question, the identity of the source text and of the target text is obscure in advertising translation. Concerning this, a clarification should be made regarding the notions of source and target culture. If in other translation spheres the source culture refers to the context from which the text to be translated comes, and the target culture is the context in which the translation is produced or at which it is addressed, in the case of advertising translation this distinction is difficult to make, as the source text may be designed, written and produced in different cultural contexts. Often we tend to claim that the source culture of a text is the culture associated with a product, which may not be the case. Moreover, the authorship of a source advertisement is multiple and unidentified. This anonymity takes researchers to a crossroads.
One of the first problems any researcher may encounter is the corpus itself and the scope of the study. There is a range of options from which to select: from a set of texts belonging to the same thematic genre (tourist promotion, computer products, cosmetics, etc.), to the same text type (TV spots, magazine advertisements, banners and electronic advertising material, etc.), texts resulting from a marketing campaign worldwide and for different media, etc. Whatever the choice, the compilation and organization are likely to be complex and demand some key decisions. In advertising translation one could do research about a great variety of proposals: compiling a corpus of two-language pairs of texts (source texts and target texts), or a corpus of advertisements of the same product or campaign in different languages and for different markets, or only translated texts to recreate and establish some norms and trends. Whichever option is chosen, both macrolevel and micro-level approaches need to be considered. As a particular kind of discourse (Cook 2001), the context(s) in which advertisements are marketed and translated, the participants, the material, the media, etc. are all elements to bear in mind when describing and explaining what advertising translation is. A micro-level approach also provides an insight of the internal nature of the text, source or target text. A textual reconstruction of the operations that take place during the translation process, for example, will enable us to reproduce the translation strategies followed by translators.

Probably the most outstanding challenge for advertising translation is still the question of culture. As Munday (2004: 209) has claimed, ‘the unit of translation is not just the text, but the culture’. Advertisements and other forms of promotion vividly reflect the tensions between what is global and local, what tends to become standard and what remains local. Any study of advertising translation intrinsically deals with a cross-cultural analysis of people’s lives. It is not only about words but also about effects, reactions, stereotypes, etc. Therefore, further research on the relationship between language and culture, media and context or cultural references will release new possibilities.

**Interdisciplinarity and advertising translation: more than translation studies**

From the key issues underlined as central for any research in advertising translation can be inferred the need to approach the issue from an interdisciplinary point of view, which affects both practice and research in the area. Disciplines such as visual semiotics, marketing, communication and media studies provide concepts, models, theories and methods that help to obtain a comprehensive overview of advertising translation. Moreover, translation studies is in essence multi- and interdisciplinary and has the capacity to assimilate these elements from other disciplines successfully, as it has integrated concepts such as a norm or polysystem (see Ben-Ari, this volume).

In the particular case of advertising translation, there is a natural need to collaborate with experts from other areas in order to understand and describe the empirical evidence that advertising translation entails. Some investigations in marketing and communication studies have already paid attention to the role of translation in advertising, but few research attempts have been made to approach marketing and communication studies within translation studies. It is unlikely that solid research in advertising translation will be achieved without an open mind and an interest in the way the process of translation works, looking at it from different angles and taking into consideration different points of view. The fact that this area is multi-angled and presents numerous edges makes its study extremely rich and challenging. To fully comprehend the complexity of studying advertising translation,
some knowledge of international marketing is a must, as well as expertise in areas like critical discourse analysis or visual semiotics. To master two languages is not enough in this field; a command of persuasive and linguistic strategies contributes to a better analysis of how advertising communication and translation function.

This multi- and interdisciplinarity should be mirrored in translation training programmes, particularly those that are research-oriented. Research in advertising translation should comprise some creativity training (Laviosa 2007; Valdés 2008b), some notions of international marketing, studies of the languages, literatures and cultures related to the translation issue to be analysed, some expertise in media technologies and specific training in reception and perception studies. This latter area will enable researchers to understand the way people read, hear and view advertisements and how viewers process the information and react to the cues present in the text to perform a persuasive and appellative function.

The study and reconstruction of translation strategies in advertising also demand a cross-disciplinary approach, as these mainly depend on the following issues: the type of target to which the campaign is oriented; the product type, as there are some expectations about the way some product adverts are translated (e.g. perfume adverts tend to be left untranslated in French); the degree of familiarity with the product; the culture of origin of the product or some formal conventions for advertisements of the product type, which may affect the outcome; the main theme of the campaign or the use of celebrities in the marketing campaign, which often results in choosing subtitling or voice-over as translation modes for the television spots of the campaign; the target expectations; the medium, and legal and ethical norms and restrictions. In order to describe and explain the different translation strategies, dependent on these issues, wide-ranging knowledge and expertise from different disciplines is needed.

Advertising translation has clearly crossed the borders of translation studies, escaping and bringing into this discipline other knowledge, skills and viewpoints. This is a rich area of research, with several challenges, as Munday (2004) has pointed out, and with possibilities for further study such as the comprehensive study of textual elements in different kind of advertisements from the perspective of visual semiotics in translation, a cross-cultural analysis of the translation process and/or impact of the target texts, an examination of the perception and reception of a translated advertisement in different markets, the examination of new forms of promotion for audiences of different kinds and in various media, the norms about the translation of promotional material into the so-called minority languages or languages recognized at a non-national level, etc. Likewise, advertising translation studies offers different perspectives to marketing, communication and media studies and contributes to the discussion about globalization and localization. Undoubtedly, several trends and tracks are left unexplored for research in advertising translation.

Related topics
advertising translation; promotional discourse; reception; interdisciplinarity

Further reading
offering a general overview of the main aspects to study about the translation advertising texts, which include cultural, marketing and textual strategies.)

Adab, Beverly and Valdés, Cristina (eds) (2004) ‘Key Debates in the Translation of Advertising Material. The Translator’, 10(2): special issue, Manchester: St Jerome. (A comprehensive collection of papers dealing with the translation of advertising material, ranging from advertisements, tourist promotional material and online promotional texts and combining approaches both from translation studies and from other disciplines.)

Torresi, Ira (2010) Translating Promotional and Advertising Texts, Manchester: St Jerome. (This monograph covers different areas of promotion such as institutional, consumer or personal promotion and the way texts fulfilling this function are translated. Numerous examples are provided, so it is a useful volume to be used as a course book.)

Valdés Rodríguez, Cristina (2004a) La traducción publicitaria: Comunicación y cultura, Valencia: Universitat de València (also Castelló de la Plana: Publicacions de la Universitat Jaume I. Barcelona: Universitat Pompeu Fabra. Bellaterra: Universitat Autònoma de Barcelona. Servei de Publicacions, D.L.) (This is a complete study of printed advertisements which provides a general description of translation strategies in advertising as well as an overview of the main factors and elements to be considered in advertising translation research. Another main asset is its interdisciplinary approach.)

Bibliography


Cristina Valdés
Advertising translation


