Lingua e traduzione per l’impresa internazionale EN>IT

LEZIONE 7
DOTT.SSA FEDERICA PIERANTOZZI
Last time, we talked about...

- Translation analysis
- Molina and Hurtado Albir
- Method, strategies and techniques
- Tropes and schemes
Homework

- Discursively describe this advertisement.
- Translate it.
- Comment on your translation choices. Please, refer to the translation techniques we discussed together.
HEAVY

AS A FEATHER

A wise man once said that it's the mountain as much as your own two feet that carries you upwards. While that may be true, something tells us that wise men are also smart enough to have someone else haul their stuff. For the rest of us, every ounce counts. So we made a jacket so light you'll forget you have it on. "Where's my jacket?" On your back. "Oh." See what we mean? It took us twenty years to arrive at the new Nike ACG Superlight Jacket. And, as always, it's still a departure.
This advertisement promotes the Nike ACG Superlight Jacket. Therefore, it is a **commercial** and **product** advertisement. We cannot include this advertisement in just one category. It is a **soft-sell** advertisement because it aims to create good feelings about the product, and an **informational** advertisement too because it gives information about the jacket.

The primary attention-seeking device is the **text**, and the headline in particular, since the word “Heavy” is written in big capital letters that are full of feathers. The word is a visual oxymoron since it puts together the meaning of “heavy” and the feathers, which are notoriously known to be light.
The grey background of the edges of the page is blurring toward the centre of the advertisement until it becomes white to emphasise the images and the bodycopy. Speaking of the written text, we should say that the advertisement is composed of just a **headline** and a **bodycopy**, where the text has a narrative style, and the reader feels like reading an anecdote. As far as the graphic is concerned, the advertisement shows the **packshot** that is represented by the jacket as if it is wore by a runner and it is right under the headline on the left. Also, the **logo** of the company is right under the bodycopy as if it represents the signature under the text. At the top of the page, there is the **name** of the product contained in a triangle.
PESANTE COME UNA PIUMA

Attention-seeking devices
Attention-seeking devices

- Written text
  (Goddard, 2002)
Attention-seeking devices

- Layout
  (Goddard, 2002)
Communication
Roman Jakobson

ELEMENTS
- Sender
- Receiver
- Context
- Message
- Channel
- Code

FUNCTIONS
- Emotive
- Conative/persuasive
- Referential
- Phatic
- Metalingual
- Poetic
Communication
Roman Jakobson

<table>
<thead>
<tr>
<th>FUNCTIONS</th>
<th>MEANING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emotive</td>
<td>Establishing the emotions, feelings and opinion of the sender</td>
</tr>
<tr>
<td>Conative/persuasive</td>
<td>Persuading the receiver</td>
</tr>
<tr>
<td>Referential</td>
<td>Giving information about the referent</td>
</tr>
<tr>
<td>Phatic</td>
<td>Establishing, prolonging or discontinuing communication</td>
</tr>
<tr>
<td>Metalingual</td>
<td>Establishing mutual agreement on the code</td>
</tr>
<tr>
<td>Poetic</td>
<td>Focusing on the message and its structure</td>
</tr>
</tbody>
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Functions and rhetoric

2 main functions

- **Conative/persuasive**
  - Give it a try!
- **Poetic**
  - Every ounce counts.
Rhetoric

- “L’arte del parlare e dello scrivere in modo ornato e efficace” (Enciclopedia Treccani)

- **Aristotle** (studies on rhetoric)

- Rhetoric is important in advertising because it is used to achieve the purpose of persuasion
Aristotle’s modes of persuasion

- Three strategies

- Most advertising use a combination of at least two of them (J. Tyrrell, ed.ted.com)
Aristotle’s modes of persuasion

- Ethos: creation of credibility and trust
  1. Brand association
  2. Expert testimonial
  3. Celebrity endorsement
Brand association

I nuovi menù McDonald's con prodotti DOP IGP

anni di valorizzazione del Made in Italy agroalimentare

DENOMINAZIONE D’ORIGINE PROTETTA
Expert testimonials

‘I recommend Sensodyne Rapid Relief Toothpaste.’
- Dr. Gauri Mohile, Dentist practicing in the UK

Clinically proven relief. Works in 60 seconds.

Recommended by Dentists Worldwide

When used as directed on pack. Brush thoroughly twice a day or as directed by dentist.
Celebrity endorsement
Aristotle’s modes of persuasion

- Pathos: emotional response
  1. Positive
  2. Negative
Aristotle’s modes of persuasion

- Logos: appeal to logic and reasoning
- Straightforward reasoning, details and function of the products
UOVO ALLA COOP: TUTTA UN’ALTRA STORIA

LA COOP SEI TU.

2002
Nasce la filiera controllata delle uova a marchio Coop. Prime uova Coop bio.

2003
Tutte le uova a marchio Coop sono italiane e da allevamenti a terra.

2010
Niente più gabbie! Alla Coop uova di tutte le marche SOLO da galline allevate a terra. E tutte italiane.

2017
Uova a marchio Coop da galline allevate senza uso di antibiotici.
Speaking of Aristotle...

- Syllogism: a logical reasoning in which you arrive at a conclusion after the analysis of two premises or ideas.
  
e.g. All mammals are animals.
  
   Elephants are mammals.
  
   Therefore, elephants are animals.
Capelli così sani che splendono.

1. I capelli che splendono sono sani.

2. I miei capelli splendono.

= I miei capelli sono sani.
Today, we talked about...

- Attention-seeking device(s)
- Rhetoric and Aristotle’s mode of persuasion (ethos, pathos and logos) and syllogism in advertising