



Аннотация/Abstract

Translation is traditionally –by non experts- viewed as a mere transfer of words from one language into another. This investigation addresses this gap, by examining some advertisements that demonstrate the particularity of the advertising expression and its transcreation for creating a new conception that does not contribute to the simple transfer of words, nor to the imitation of the original copy, the applied process rather works on transcreating a new advertising that establishes an understood and a very welcomed message, that, subsequently, makes the receiver more engaged in the transcreative advertisement. The practical framework aims to highlight changes when transcreating advertisements to different societies, to establish an effective communication, depending on the socio-cultural background and the space-time framing circumstances of the targeted audience.

Keywords: advertising transcreation,

Методы и материал исследования/ Methods & Materials

This investigation was of a double-track approach: the **qualitative approach** was followed to demonstrate how particular is the advertising expression and how the transcreation technique was applied on some advertisement figures, the **comparative approach** was followed as well, to illustrate differences and shed the light on where changes occurred, so the elements, that contribute to the modifications in the findings of the transcreative content, appear clearly.

Out of context of the **cultural relevance, society norms, space-time framing and the audience characteristics**, transcreation takes these identifiers of the expression system as indicators of how and where the transcreator makes changes while transcreating the advertisement to distinctive communities. Mooij said "[c]onsumers are products of their culture and culture cannot be separated from the individual: it is not a system of abstract values that exists independently of individuals. Neither can culture be separated from historical context. Culture includes shared beliefs, attitudes, norms, roles and values found among

Актуальность и значимость (результатов) исследования/ Discussion

Out of results and analysis, the expression system, culture, society and space-time framing standards dictated how figures were transcreated. In figure 1&2, McDonald's reached clients according to their **expression code; poetic** for French advertising Vs **practical** for Swiss advertising. In figure 3&4, Valentino used non-verbal expression, where transcreation was applied on the visual content, the USA model in figure 3 wore the shirt with a wide V, where a part of her chest was **visible**, but, the South Korean model in figure 4 wore the same shirt where a large part of her chest was **covered**, because western and eastern **cultures and societies norms** are **distinctive** in their dressing codes.

Выводы/Conclusions

Transcreation does not happen outside the context of what translation does, it's actually one of its techniques, but the apparent difference is that the result of any other technique of translation and transcreation offer different results, therefore, each technique has its own specific content to work on. **Drastic** or **partial** changes seem to take place in transcreating advertisement