

# ACKNOWLEDGEMENT

*On the completion of this graduation paper, I wish to express my special thanks to many of my teacher, my family and friends from whom I have received a great deal of assistance, guidance and encouragement.*

*First of all, I would like to express my gratitude to my supervisor - Nguyen Thi Phi Nga, M.A. for her constant support, various materials, precious advice and valuable comments on draft chapters to complete this study.*

*I would like to extend my sincere thanks to all the teachers in Foreign Language Department for their useful lessons during four years studying.*

*Last but far from the least, my thanks are presented to my family and all of my friends for their encouragement, inspiration in the process of completing this paper.*

*Haiphong, June 2009*

*Nguyen Thi Hoai*

**HAIPHONG PRIVATE UNIVERSITY  
DEPARTMENT OF FOREIGN LANGUAGES**

---

**GRADUATION PAPER**

**AN ANALYSIS  
ON CULTURAL ELEMENTS IN  
TRANSLATION  
OF ENGLISH SLOGANS INTO  
VIETNAMESE**

*By:* NGUYỄN THỊ HOÀI

*Class:* NA901

*Supervisor:* NGUYỄN THỊ PHI NGÀ, M.A.

**HAI PHONG – JUNE 2009**

# TABLE OF CONTENTS

## PART I: INTRODUCTION

1. Rationale .....	1
2. Research Method .....	1
3. Research Restriction and Application .....	2

## PART II: DEVELOPMENT .....

3

### Chapter 1: Theoretical background.....

3

#### **1.1. Language of slogans .....**

3

##### 1.1.1. What is a slogan? .....

3

##### 1.1.2. Functions of slogan .....

3

##### 1.1.3. Features of slogan.....

4

#### **1.2. Translation .....**

4

##### 1.2.1. What is translation? .....

4

##### 1.2.2. Types of translation .....

6

###### 1.2.2.1. Word- for - Word Translation .....

6

###### 1.2.2.2. Literal Translation .....

7

###### 1.2.2.3. Faithful Translation .....

7

###### 1.2.2.4. Semantic Translation .....

7

###### 1.2.2.5. Free Translation.....

8

###### 1.2.2.6. Idiomatic Translation.....

8

###### 1.2.2.7. Communicative Translation .....

9

###### 1.2.2.8. Adaptation .....

9

<b>1.3. Culture</b> .....	11
1.3.1. What is culture? .....	11
1.3.2. Aspects of culture.....	11
1.3.2.1. Historical Aspect.....	12
1.3.2.2. Geographical and Psychological Aspect .....	12
1.3.2.3. Material Aspect.....	13
1.3.2.4. The Customs and Traditions Aspect .....	14
1.3.2.5. The religious culture .....	16
1.3.3. Western Culture and Eastern Culture.....	16
<b>Chapter II: Translation of English- Vietnamese Slogans</b> .....	19
<b>2.1. Commercial Slogans</b> .....	19
<b>2.2. Educational Slogans</b> .....	25
<b>2.3. Social Slogans</b> .....	27
<b>Chapter III: Suggested translation of slogans under the views of culture</b> ..	29
<b>3.1. Some successful translation of slogans</b> .....	29
<b>3.2. Some suggestions for translation of English slogans in the light of culture</b> .....	32
<b>PART 3: CONCLUSION</b> .....	36
Reference .....	37
Appendix	

# **PART ONE: INTRODUCTION**

## **1. Rationale**

Language is the most essential means of communication of human being. Man, so far, has made a lot of effort to decode and encode one another's ideas and messages; however, it is much trouble if we want to express our thought in any second language. There are many languages which extinct or disappear with time. Besides, every language origin is based on each nation's culture, which makes language more and more plentiful and various.

As we know, English is now considered an international language and used in most nations, as well as in Vietnam. However, there are difficulties in English – Vietnamese translation because of differences in structures and cultures. Moreover, now together with international communication and integration, more and more English slogans are used. Of course, between a foreign language and a native language, there are some problems in translation in general and in translating English slogans in particular. In daily life, I often meet a lot of slogans in many fields and I do not know how to translate it correctly. I am an English major student, sometimes I feel difficult to translate English slogans into Vietnamese. Hence, I see that there are many interesting things on translating English slogans into Vietnamese, which makes me curious and I like it so much. That is the main reason I choose this graduation paper for my researcher.

## **2. Research Method**

To achieve of aims of the study successfully and effectively in my studying process, I store knowledge from a lot different kinds of resources specialized as following:

- Library and Internet search.
- Collection of English and Vietnamese slogans.

- Lectures and Experts' consultation.

### **3. Research Restriction and Application**

Translation is extremely large of study including methods in translation. However, due to the limitation of time, knowledge, and experience, I am not ambitious to study all matters about translation. Therefore, I only focus on translating English slogan into Vietnamese in this research paper. Particularly, I pay much attention to the cultural in translating English slogan into Vietnamese.

My study is completed in the ambition of giving further studying about method of slogan translation.

While carrying this studying, I hope to acquire useful experiences in learning and translating English.

Moreover, this study help students who are interested in the culture in translating know more about it.

# **PART TWO: DEVELOPMENT**

## **CHAPTER 1**

### **THEORETICAL BACKGROUND**

#### **1.1. Language of slogans**

##### **1.1.1. What is a slogan?**

A slogan is a memorable motto or phrase used in a political, commercial, religious and other context as a repetitive expression of an idea or purpose.

A slogan is the verbal or written portion of an advertising message that summarizes the main idea in a few memorable words--a tag line.

(<http://marketing.about.com/od/marketingglossary/g/slogandef.htm>)

A slogan is a phrase that visually conveys the most important product attribute or benefit that the advertiser wishes to convey.

A slogan is a catch phrase or small group of words that are combined in a special way to identify a product or company or organization.

##### **1.1.2. Functions of slogan**

The purpose of a slogan is to communicate some information about the product or a program and fix it in the readers mind in a memorable way. So that, there are 5 functions of a slogan to show these purpose:

- Drawing customer's attention and arousing his interest
- Encouraging a reader into further reading of the text
- Conveying an advertising message in the shortest possible form
- Evoking in consumer's mind a desire of possessing a given product
- Summarising and summing up the whole text as well as making the receiver remember the advertisement or the program.

### **1.1.3. Features of slogan**

A slogan sums up what one stand for, one's specialty, the benefit, and one's marketing position, and one's commitment. It is especially useful to reinforce one's identity. So that some following features show how slogan can show its aims:

- The slogan is just like a headline that uses initial capitalization to attract more attention or to stress every word it says to impress the reader.
- The slogan needs to emphasize every letter it uses or to make the slogan look trim and tidy.
- The slogan usually uses rhymes and alliteration. Alliteration can help the slogans achieve the strong beating rhythm needed to make it as repeatable sentence. By so doing, the sentences are more slogan-styled. They can be easily remembered by the audience.
- The slogan must be short and simple; it cannot afford to be complicated and clumsy. Short simple sentences are easy to remember, while one main aim of a slogan is to be memorable and recited.
- Beside that, the slogan often uses imperative sentences or questions especially everyday sentences and creates idioms or proverbs.
- In addition, almost all the ad slogans use simple present tense.

## **1.2. Translation**

### **1.2.1. What is translation?**

Translation is an operation performed on language. It is an across the board skill which helps improve student's language proficiently in the process of translation, a text in another. Thus, it is the important means of communication between people is different language. Since then, it can attract the attention of many to linguistics researchers and translation theorists, so what is translation? There are many definitions around this.



According to Nida and Baber: “ Translation consists of reproducing in the target language the closest natural equivalent of the source language message, first in terms of meaning and secondly in term of styles.

( Nida and Baker, 1974: p 12).

Translation is a kind of activity, which inevitably involves at least two languages and two cultural traditions.

(Toury, 1978: p.200).

Translation is a process based on the theory that is possible to abstract the meaning of a text from its forms and procedure that meaning with the different forms of a second language.

Translation is the general term referring to the transfer of thoughts and ideas from one language (source) to another (target), whether the languages are in written or oral form; whether the languages have established orthographies or do not have such standardization of whether one or both languages is based on signs, as with sign languages of the deaf

(Brislin, 1976)

Translation is the action of explanation of the meaning of a text, and subsequent production of an equivalent text called a translation, that communicates the same message in another language. The translated text is called the source text, and the language it is to be translated into is called the target language; the final product is sometimes called the target text.

<http://en.wikipedia.org/wiki/Translation>

Duff also cited a definition of translation as follows: “Translation, as the process of conveying messages across the linguistic and cultural barriers, is an eminently communicative activity, one whose use could be well considered in a wider range of teaching situations than may currently be the case”

(Tudor, cited in Duff , 1989: p.5)

Different author give definition of translation: “Translation is a craft consisting in the attempt to replace a written message and/ or statement in one language by the same message and/ or statement in another language.”

(Newmark, 1982: p7)

### **1.2.2. Types of translation**

For learners of English, there are different approaches to translation. For a number of definitions of translation give above, we can see that understanding toward translation varies from one to another. As the results of such diversity, translation can be classified into different viewpoints. The followings are the commonly used translation types:

#### **1.2.2.1. Word – for – Word translation**

This is the type of translation that learners of English are likely to take up in the process of mastering their translation skills. In word-for-word translation, the source language word order is preserved and the words translated singly by their most common meanings, out of context.

In word-for-word translation, the result often makes little sense, especially when idioms are involved. The translator can use word-for-word translation both to understand the mechanism of the source language and to construct a rough translation process for a difficult text.

**Example:** *All worldly things may change with time, but the impression of the first love will remain a vivid as ever.*

*(Victor Hugo)*

Tất cả mọi vật trên thế gian có thể thay đổi với thời gian, nhưng ấn tượng về mối tình đầu sẽ tồn tại mãi mãi.

(Vương Trung Hiếu, 1993: p.147)

### **1.2.2.2. Literal translation**

Literal translation is a broader form of translation, each source language word has a corresponding target language word, but their primary meanings may differ. Literal translations follow very closely the grammatical and lexical forms of the source text language.

Literal translation is considered as the basic translation step, both in communicative and semantic translation.

**Example:** *I tried for a moment to see the situation through her eyes.*

*(Deignan, 1998: p.6)*

Tôi đã thử một lần cố nhìn nhận tình huống theo cách nhìn của cô ta.

### **1.2.2.3. Faithful translation**

A faithful translation requires a faithful precision in meaning and grammar structure of the original. However, we can also transmit the source language text into the target language one more flexibly basing on its contextual meaning.

**Example:** *Fed is trying to lose a few pounds. He goes jogging for an hour every evening but when he comes home, he eats like a horse.*

*(Seidl & McMovidie, 1988: p. 239)*

Fed đang cố gắng giảm vài pound. Mỗi đêm anh ta chạy bộ khoảng một tiếng nhưng khi về nhà anh ta ăn như trâu.

### **1.2.2.4. Semantic translation**

Newmark (1982) states that: "... semantic translating where the translator attempts, within the base syntactic and semantic constraints of the target language, to reproduce the precise contextual meaning of the author". Therefore, the semantic translation is more flexible than faithful translation, admits the creative exception and allows the translator's intuitive concession with the original.

**Example:** *Beauty is the first present Nature gives to women and the first take away.*

Sắc đẹp là tặng phẩm mà Tạo hóa ban cho người đàn bà, cũng là thứ đầu tiên mà Tạo hóa cướp đi.

#### **1.2.2.5. Free translation**

In free translation, the linguistic structure of the source language is ignored, and equivalence is found based upon the meaning it conveys. Free translations are sometimes called paraphrases. The advantage of this type of disadvantage is that translating is too casual to understand the original because of its freedom.

(Dung Vu, 2004, <http://www.talawas.org>)

**Example:** *... người ta thường trích trong di sản một phần tài gọi là đất hương hỏa hoặc ruộng kỉ giao cho người tộc trưởng hoặc người chi trưởng để lo thờ tự tổ tiên ở nhà thờ họ hoặc nhà thờ chi.*

.... People often deduct from the inheritance of a part of estate which call “cultural estate” or “anniversary land”. The land is entrance upon the head of the extended family or the head of the branch of the family. The latter keeps it in order to care for the ancestor cult, performed in the cult home of the extended family and in that of the family branch.

(Võ Liêm An, 1997: p.237)

#### **1.2.2.6. Idiomatic translation**

Idiomatic translations are concerned with communicating the meaning of the source text using the natural grammatical and lexical items of the target language.

Idiomatic translations are used for colloquialism and idioms whose literalism is the translation by which the translator does not transfer the literalism of the original, uses the translation of colloquialism and idioms.

**Example:** *A sow is no match for a goose.*

Đũa mốc mà chòi mâm son.

### 1.2.2.7. Communicative translation

Communicative translation allows the translator to transmit the source language into the target language by readily acceptable and comprehensible ways to the readership. “But even here the translator still has to respect and work on the form of the source language text as the only material basic for his work”

(Peter Newmark, 1982: p39).

**Example:** *Thôi thì hết hờn ghen và giận dỗi*

*Được giận hờn sung sướng biết bao nhiêu.*

(Xuân Diệu)

Well, it's all with jealousies and sulks

What fun to be in the sulk.

(Vương Trung Hiếu, 1993: p.145)

### 1.2.2.8. Adaptation

Dung Vu (2004) point out: “Adaptation has a property of lending the ideas of the original to create a new text used by a new language more than to be faithful to the original. The creation in adaptation is completely objective in content as well as form”. So, adaptation is the freest form of translation. It issued mainly for plays and poetry ...

**Example:** *Someone you pass on the street may already be the love of your life*

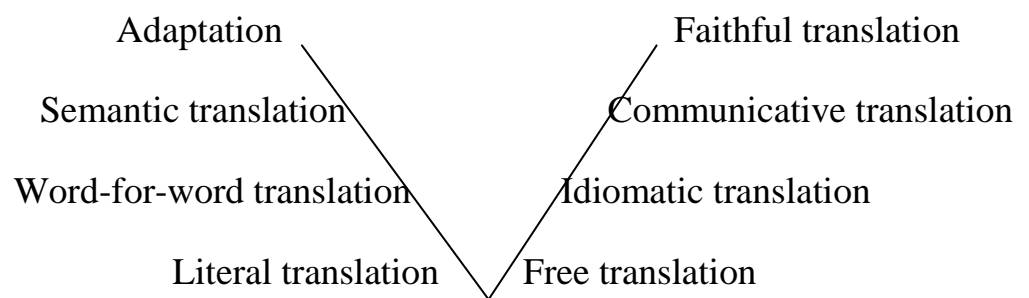
.Có khi nào trên đường đời gặp lập

Ta vô tình đi vội bước qua nhau.

(Tùng Huy)

**Source language emphasis**

**Target language emphasis**



## **1.3. Culture**

### **1.3.1. What is culture?**

Culture consists of patterns, explicit and implicit, of and for behavior acquired and transmitted by symbols, constituting the distinctive achievements of human groups, including their embodiments in artifacts; the essential core of culture consists of traditional ideas and especially their attached values; culture system may, on the other hand, be considered as products of action, and on the other as conditioning elements of further action.

(Kroeber, AL, & Kluckhohn, C. 1945 p.78-105)

Culture is the shared knowledge and schemes created by a set of people for perceiving, interpreting, expressing, and responding to the social realities around them.

(Lederach, J.P. 1995 p.9)

A culture is a configuration of learned behaviors and results of behavior whose component elements are shared and transmitted by the member of particular society.

(Linton, R. 1945 p.32)

A culture is a way of life of a group of people--the behaviors, beliefs, values, and symbols that they accept, generally without thinking about them, and that are passed along by communication and imitation from one generation to the next.

(<http://www.tamu.edu/classes/cosc/choudhury/culture.html>)

### **1.3.2. Aspects of Culture**

In accordance with the definitions of culture, it is clear that culture is composed of many elements. It is very conducive to look at the elements of culture as a way of studying culture and translation. In fact, culture is divided

into the following five aspects, interacting with each other: historical culture, geographical and psychological culture, material culture, customs and traditions as well as religious culture.

#### **1.3.2.1. Historical Aspect**

The historical culture refers to the culture settled and formed during the development of society. Different nations have different historical development, so their historical cultures are different. This kind of difference impedes the communication between languages. For instance, the Vietnamese allusion “con Lạc cháu Rồng” must be translated in a direct way with some explanations, for there are lack of such historical background in western countries. One English version is: “Lac Rong offsprings”

Let’s see another example. During the historical development of English language, the introduce of the Bible and the mythology of ancient Greek and Rome brings about many cultural words, such as “Adam’s apple” “Good Friday” and “Achille’s heel” etc. These words, with their special historical and cultural meanings in English language, can’t be translated into Vietnamese just by their literal meanings. For example, the direct translation of “Adam’s apple” is “quả táo của Adam”. However, this term is originated from the story of the Bible. It is said that one day, God discovered that Adam and Eva, the ancestors of our human beings, ate the forbidden fruit, so he gave punishment on Adam by letting the fruit blocking in his throat. Therefore “Adam’s apple” refers to the lump on the front of throat in the western culture.

#### **1.3.2.2. Geographical and Psychological Aspect**

Different nations’ geographical and psychological culture is also a main barrier in translation. Because of the different geographical environment and different nation’s mentalities, the same word will have totally different meanings in two different cultures. For instance, words like “fire, sea, Roland, Oliver, castle, shepherd, nightingale” cause a different mental



responding among Vietnamese readers while words like “giang sơn, núi non, biển cả, rừng vàng, biển bạc” in Vietnamese have their particular imaginary meanings, but they could not be experienced and felt by the western readers.

For example, “East wind” in Vietnamese and English is a vivid example. Vietnamese people favors the east wind, for it is always a symbol of “spring” and “warmness” while people in Britain dislike the east wind, because the east wind is from the northern part of the European continent, so it always symbolizes “coldness” and “sadness”. In Britain the favorite wind is the west wind, so when we translate Shelly’s “ode to the west wind”, we’d better add this geographical reason.

Also meanings of some “places” are different. In English, “Sanfransico” is always connected with “deep sea” and “Washington” is with “steep mountain edges”, so such expression “between Washington and Sanfransico” can not be translated into Vietnamese with names of these places, we should translate into “tiền thoái lưỡng nan” instead.

### **1.3.2.3. The Material Aspect**

The material aspect of culture refers to the material achievements of a social group. The following elements of culture belong to this aspect: economy, science, technology, food, clothing, shelter, transportation, tools and other artifacts that characterize a group of people.

Success in translating information or messages about artifacts or other distinctive material achievements of a people will contribute much to the intercourse in this respect and will enable other people in the world to share the material achievements, which will bring about faster development of material culture.

Many words reflecting the distinctive material culture in the source language should be paid much attention to when translated them. For example, the word “cricket” is a peculiar word in the English language, for it is a popular outdoor game in Britain, and plays an important role in people’s daily life.

There is a saying “It is as significant as a game of cricket.” If we want to translate this sentence, we should add some background information for the Vietnamese readers, because playing cricket is rare in Vietnam.

Another example is the term of colors, “green” and “blue”. To our Vietnamese readers, we may feel confused about its meaning and only translate it into “xanh lá cây” and “xanh nước biển”. While according to its cultural background, this term simply means the “envious/jealous” and “sad”, because “green eyes” is a euphemism for the “very jealous person” and “in a blue mood” in Western countries. By using this term, addressees may not feel hurt.

A certain kind of cultural phenomenon in Vietnam may greatly differ from that in Britain. Let’s see the following quotation:

“Bright red costumes, with hats, shoes and stockings to match, are to be all craze in the spring. Smart women will have to be careful not to yawn in the streets in case some short-sighted person is on his way to post a letter.”

The color of the post box in Britain is red hence the author makes fun of those fat ladies in red, who are just like post boxes. But this phenomenon does not exist in Vietnam where the color of the post box is green, so the color “red” will become an untranslatable factor.

Or in term of food, some traditional Vietnamese food can not translated directly as “Chung cake”, “Day cake” because “bánh Chung”, “bánh Dày” referred to Vietnamese philosophical legend, and Vietnamese people only eat these food on these special occasion with their wishes of prosperously, health, happiness and family reunion while “cake” is just a daily food to English people tasting sweet for a tea break. Or “bánh nướng, bánh dẻo” is translated into English “Moon cake”, named after the Moon Full Festival in August when “bánh nướng, bánh dẻo” is offered.

#### **1.3.2.4. The Customs and Traditions Aspect**

The communicative system, verbal and non-verbal, distinguishes one group from another. This aspect of culture includes verbal language and non-verbal behavior (body language). Through translation, people speaking different languages can communicate with each other and exchange their opinions. Translation will also accelerate the exchange of different non-verbal behavior, thus making different communication systems known to each other.

The different customs and traditions in the daily activities and communications in Vietnam and Western countries reflect the different cultural mentality. The naming system is a good example, which reflects the different standards of the degrees of people's close relations, the relations between people in the higher and lower levels. In Vietnam, people used to call others by their titles, professions to show the respect while in western countries people call each other's name directly to show the close relations. In Vietnamese, especially in the written language or in the formal situations, people like to call themselves by some modest words; and call others by some honorable words such as “cụ, ông, bà, cô, chú, bác, anh, chị, thím, mẹ, dì ...”. In translation, we always tolerate the vacancy of these modest words in English, complying with the rules of the English language. Another example is the different expressions in greeting, naming, appreciating, praising, apologizing, departing and making telephone calls. In Vietnam, when we meet each other in the street, we always greet like this “where are you going” or “what are you doing”. In fact, this kind of greetings is very rude and impolite in western countries, for it is an interference of privacy. Instead we'd better translate them into “hello” “good morning” or “how are you”.

Human behavioral systems and their products-social institutions are called the institutional aspect of culture. It includes political and economic activities, law, manners, customs and habits, economic system, political

system, educational system, religious system, kinship system and technical system. Translation can be very helpful in our understanding different behavioral systems and social institutions and drawing on their strong points.

#### **1.3.2.5. The religious Aspect**

This aspect, or perceptual aspect of culture, includes religions, beliefs, worldview, ways of thinking, systems of values, national spirit and national disposition.

Religious culture means the culture formed by a nation's religious beliefs and common sense. Its difference lies in the difference in the beliefs and the prohibitions of different countries. If we want to translate the sentence “ở hiền, gặp lành”, we can not translate it into “stay gently, meet evenly.” Though it is proper in both meanings and patterns, it is a belief, which is the Buddhism rather than the Christianity. So it should be translated “One good turn deserves another”. The Vietnamese people have their own belief expressing in the old saying “ Ta về ta tắm ao ta, dù trong dù đục ao nhà vẫn hơn”, so when translated into English, it should be closed to Western belief “ East or West, home is best”

People learn to think, feel, believe and strive for what their culture considers proper. Thus, the conceptual aspect of culture is the deepest structure and the focus of culture. It is this aspect of culture that makes a person distinct and renders translation much more difficult.

The above five aspects of culture are different parts of a whole and they interact with each other. Success in translation is, to a great extent, success in translating these aspects or transferring these cultural messages.

#### **1.3.3. Western Culture and Eastern Culture**

In the world, there are two kinds of cultures, which create different eastern-western culture; however, each nation keeps oneself private character about geography, historical, material, customs and habit ... It means that its

language reflects culture of a nation, especially by vocabulary. Vietnam with complex terrain, long-standing agriculture, and long magnanimous fight against invaders and in monsoon tropical region, which is considered as main character of Vietnam, reflected in names, means of productions, rice processing, customs and habits about marriage, customs and habits about religion.

All things are very popular in Vietnam; however, these things are very strange for Western people. To Western culture, their life is very active, free to accept new things, such as science, internet,...in the life. Beside, English is rye agriculture, which is different from Vietnam agriculture. Their work is more developing with advance machines. Hence, their character is individual. Contrary to, Vietnamese one is combinative each other.

For a long time, Western culture and Eastern one have been having differences. Some following pictures show those differences. Let us discover these interesting things.

## Opinion



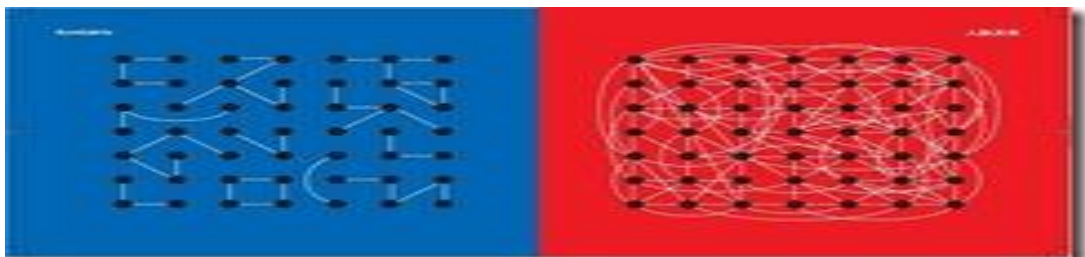
## Way of Life



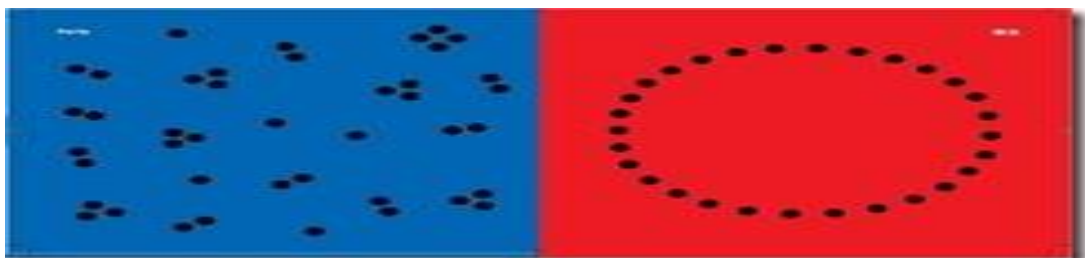
## On time



## Communication



## Party



Notes: Western people in blue, Eastern people in red.

## CHAPTER II

### TRANSLATION OF ENGLISH- VIETNAMESE SLOGANS

In modern age, we find ourselves surrounded by various slogans every day. We find slogans of all kinds everywhere, for example, glittering neon signs on top of high buildings and along main streets, colorful pictures painted on buses, pamphlets sent to every house, advertisements jammed between TV programs, various slogans glutting newspaper and radio broadcast, etc . . . So, why slogans can popular that? The reason is a slogan can sum up what one stand for, one's specialty, the benefit, and one's marketing position, and one's commitment. It is especially useful to reinforce one's identity.

#### 2.1. Commercial Slogans

We all know that commercial is a kind of public communication, and commercial has become a dispensable tool in business. A company becomes truly global not only through moving its headquarters to other countries, but also via branding strategies and marketing messages. Commercial is getting a signification used to direct persuasive communication to potential consumers and target public. Therefore, commercial advertiser must create advertisements to strike a deep impression on consumers not only the image but also the language. You know the marketing message (the slogan) is considered as the soul of commercials. When a product enters any market their brand name and slogan is translated into the target market. There are many foreign companies have success in Vietnam market thank to translating slogan successfully.

#### *Example 1:* NOKIA

As we know, Nokia is a brand name of a famous cell phone company and it is considered as the pioneer in this field in Vietnam. The cell phone in Vietnam is developing quickly with many of kinds but Nokia is the most popular brand name. It explains the reason why everywhere we can find a slogan of it easily. So that everybody knows this product very clearly.



*“Connecting People” “Kết nối mọi người”*

**Example 2:**

Kentucky Fried Chicken is the product of American with slogan:



*“Finger licking good!”*

*“Vị ngon trên từng ngón tay”*

Everybody who watched the “Meeting at New Year’s Eve 2009” program on VTV3 channel of Vietnam Television must remember the performance of “Economy Apple”. He referred to a brand name of fast food it



is KFC. It originated from America and spread out over the world. It enters Vietnam market and become a favorite food of the youth. Its slogan is said daily by the youth and children.

**Example 3:** Tiger Beer



*“Asian Man Spirit”*

*“Tiger bia - Bản lĩnh đàn ông”*

We can see that nowadays beer is very popular with increasing of living standard. Anyplace we can meet the trade name of beer, along the street or on the wall. One of the famous trade name beers is Tiger beer which is well-known over the world. Its brand name is a tiger that is called the dominator of jungle. Almost the men like this beer may be not only by the quality but also by its brand name and slogan.

**Example 4:** <http://vietnamworks.com.vn//>



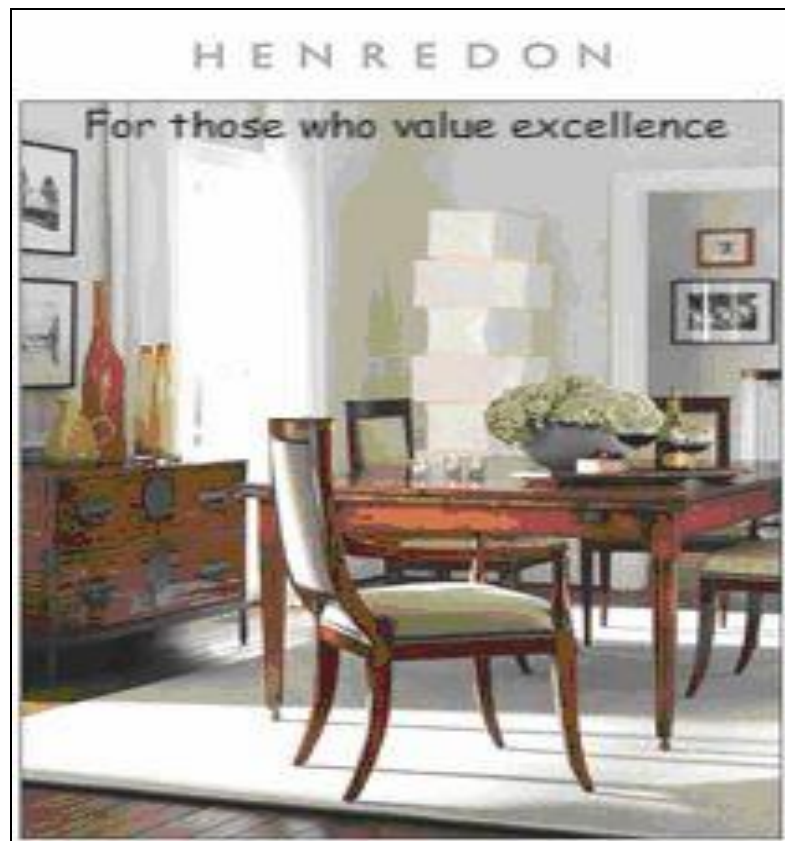
*“Seize the Opportunity”*

*“Chóp lấy cơ hội”*

Now, my friends and I are the fourth year students, we are preparing graduating; all of us want to have a job when we graduated but we are too busy to find a job at the company and the way we usually use is finding a job online by the website to save the time. The web <http://vietnamworks.com.vn//> is the web we often enter to find the chance for us according to the slogan of the web *“Seize the opportunity”*. Like the slogan, the website is very useful for the last year students who want to find a chance for own.

***Example 5: Henredon Furniture***

Recent years, there are many furniture companies in Vietnam market. They are not only various kinds but also good quality. A brand name is chosen by many customers is Henredon Furniture. The quality of this product is asserted on the market. But its slogan is considered not good.



*“For those who value excellence”*

*“Cho những người đánh giá cao sự vượt trội”*

**Example 6:** Heineken beer

Like all men on over the world, Vietnamese men also like drinking beer so much. In any party or restaurant they also drink beer. And Heineken is a kind of beer loved by many men. For me- a girl, I don't like drinking beer but I am impressed by its slogan. Daily, we often tell joke with the slogan “It could only be me”.



*“It could only be Heineken” “Chỉ có thể là Heineken”*

**Example 7:** Sunsilk



*“Life can’t wait” “Sống là không chờ đợi”*

Women in Vietnam are quite familiar with Sunsilk brand name – a kind of shampoo. The shampoo of this company is more and more variety to applying for the customer. So that each kind of shampoos it has own specific slogan. In

recently, the newest slogan of this company in Vietnam - “life can’t wait” has been received many feedbacks from customers immediately after this product is advertised on TV.

## **2.2. Educational slogan**

Like the slogans of commercial, slogans of education are mottos which are memorable and companionable. But the educational slogan uses the formal language and it is the trend of program or target of a school.

### ***Example 8:***



*“Child-friendly school”*

*“Trường học thân thiện”*

*“Child-friendly school”* is the model of school which is exposed by UNICEF (United Nations Children’s Fund) to apply for primary and secondary school and it is the slogan of the program. This program is implemented in Vietnam in 2008 to loss pressure on the pupils and reduces the pupil drop out of school. The slogan of the program reveals the duty of educators is helping the pupils like going to school and feel relaxed when they are at school. The writer used the noun phrase to make this slogan so neat, simple, and memorable.

**Example 9:** Slogan of Foreign Trade University



*“To be Harvard of Vietnam”*

*“Để trở thành Harvard của Việt Nam”*

As we know, the Foreign Trade University is a famous state university in Vietnam thanks to good quality of training and the study movement. In order to the teacher and student more and more try to teach and study a destination is set up by the slogan “to be Harvard of Vietnam”. The slogan reveals the target of the Foreign Trade University is becoming a famous university like Harvard University (America). Harvard University is famous for the quality of training not only in America but also over the world. And in this slogan what is Harvard?

### 2.3. Social slogan

**Example 10:** the World Health Day

*“Health of mothers and children is the capital of your society”*

*“Sức khỏe của bà mẹ và trẻ em là vốn quý nhất của xã hội”*

World Health Day is celebrated every year on 7 April, under the sponsorship of the World Health Organization ([WHO](#)). This slogan was stated in 2005 in Vietnam. It impresses that the health of mothers and children are very important so almost of people need to take care of them more and give for them the best things.

**Example 11:** “Earth hour” event



*“Turn off the lights, turn bright the future”*

*“Tắt đèn, bật sáng tương lai”*

Earth Hour is a global event organized by WWF (World Wildlife Fund) and is held on the last Saturday of March annually, asking households and businesses to turn off their non-essential lights and other electrical appliances for one hour to raise awareness towards the need to take action on climate change. In 2009, Vietnam has joined this event at the first time. And “Turn off the lights, turn bright the future” becomes the slogan of this event. Basing

on the purpose and popularity of the event so the author writes the slogan with rhyme that makes the slogan is impressive and easily memorable.

***Example 12:*** International Volunteer Day



*“Volunteering! Connect to Share”*

*“Tình nguyện! Kết nối để Chia sẻ”*

“Connect to Share” is the motto of International Volunteer Day in Viet Nam - highlighting the role of volunteerism in bringing people, communities and cultures together. These slogans both in English and in Vietnamese express the role of volunteer who wish to selflessly contribute to making the world a better place.



## CHAPTER III

### SUGGESTED TRANSLATION OF SLOGANS UNDER THE VIEWS OF CULTURE

With modern technology shrinking our world, international borders are becoming less of a barrier. The only thing which is the barrier among the countries is the culture. Because of the different in the culture between the Western countries and Vietnam so the translators need to pay attention to this problem in translating to avoid the mistake. Some following examples can prove the role of culture in translating slogan. If the translators have the mistake, their product may be boycott, or their message can be misunderstood. Otherwise, they will have the success when they transmit the slogan match the culture.

#### **3.1. Some successful translation of slogans**

To understand more and more about translation English slogan into Vietnamese; therefore, there are some following examples to analysis.

It is believed that literality can faithfully reflect contents in accord with forms. That is to say, by direct translation, we can retain the originality of the source slogans. By literal translation, we can directly switch between the target slogan and the source slogan to maintain the original style and meaning.

The slogan is considered as the most successfully in translating slogan from English into Vietnamese is the slogan of Nokia: “*Connecting People*” \_ “*Kết nối mọi người*”. Both in source language and target language the slogan also reveals the message of the producer. The slogan express the function of the product not only connect the telephone line but also connect people. Thank to Nokia people can speak to each other. Because of the memorable slogan in Vietnamese Nokia becomes more famous and more popular with Vietnam people. Moreover, the word “*kết nối*” also means that to form a good relationship with somebody so that understand each other it expresses the

community spirit of Vietnamese. Now, whenever we say Nokia, we remind “Kết nối mọi người”.

Next example:

“It could only be Heineken”

“Chỉ có thể là Heineken”

Like the slogan of Nokia, the slogan of Heineken beer is translated into Vietnamese by using literal translation. This slogan asserts the high quality of this kind of beer. The message of producer is expressed in the slogan. It means that Heineken beer is a kind of special beer and it can do things that other beer can't and Heineken is the best you would not chose any other. Moreover, this slogan is written with the brand name so it impress into the customers so deeply.

About the slogan of KFC

*“Finger licking good!”*

*“Vị ngon trên từng ngón tay”*

By using the free translation the translator transmitted the message of producer to the consumers is “although you have eaten the KFC, the flavor is still on your finger”. This slogan in English, the verb “lick” is the act of moving the tongue over the surface of something in order to eat it. But in Vietnam this act is not impolite especially in the public. In Vietnamese culture, everybody often avoids opening the mouth large, moving the tongue or talking in the meal. With using the free translation the translator is very successful in translating this slogan into Vietnamese. This slogan not only communicates the producer's message but also keeps the Vietnamese culture.

Then is the slogan for Men:

*“Asian Man Spirit”*

*“Tiger bia - Bản lĩnh đàn ông”*

This is the slogan of Beer Company in Asia. The slogan “Asian Man spirit” is on Asia market but when entering Vietnam market it is translated “*Tiger bia-Bản lĩnh đàn ông*”. In Vietnam only the men usually drink beer so the slogan is translated is suitable for its customer. The cultural in Vietnam like other countries in ASIA the men is the main member in a family so they have to brave, firm stuff in order to willing to face with the dangerous, difficult and in religious culture the men is the moral support for women. The slogan is expresses their proud to other gender. In addition, this slogan is translated with its brand name; it is the way of writing slogan that makes slogan is thus highly purposed. It can differentiate a slogan from others by the brand name and identify the slogan.

Slogan of the web <http://vietnamworks.com.vn//>

*“Seize the Opportunity”*

*“Chớp lấy cơ hội”*

Basing on the function of the website so the writer created the slogan to encourage the reader login the web. The word “seize” in this slogan means that to take a chance in hand and use force. The slogan in Vietnamese is translated closely with the source language. In Vietnamese by this slogan make we can see that opportunity become only one time so we need take a chance suddenly.

One more successful slogan into Vietnamese:

*“Health of mothers and children is the capital of your society”*

*“Sức khỏe của bà mẹ và trẻ em là vốn quý nhất của xã hội”*

In this slogan, “the capital” is the type of metaphor with literally means the most important city of a country or a mount of money is invested to start business. However, in this slogan, “the capital” also denotes the position of health of mothers and children in society. So the health of women and children is important in society like “the capital” in a country or the

investment in business. The slogan in Vietnamese that is translated by communicative translation reveals the role of women and children.

### **3.2. Some suggestions for translation of English slogans in the light of culture**

Contrary to some example above there are some slogans have mistake in translating due to changing mean of the slogan or not matching with Vietnamese culture. Toury stated that “Translation is a kind of activity which inevitably involves at least two language and two cultural traditions” (1978). As this statement implies, translators are permanently face with the problem of how to treat the cultural aspects implicit in a source text and of finding the most appropriate technique of successfully conveying these aspects in the target language. Discussing about this problem Nida said that “Differences between culture may cause more severe complications for translator than do differences in language structure”( Nida 1964). We can see that by some example follow:

*“Life can’t wait”*

*“Sống là không chờ đợi”*

When translate the slogan of sunsilk the copywriter has some mistake so lead to misunderstand about the message of production. In English the production wants to send to customers the message “The women live with passion and urgency, as well as having the confidence to take leaps of faith with their lives and their looks”. But when it is translated into Vietnamese the mean of the text is changed. The tagline “*sống là không chờ đợi*” may be understood that it encourages hasten and urgent life. This is the product for woman in Vietnam so the translator also understands the culture of Vietnam. One of the characteristic of Vietnamese is enduring and patient especially woman but the tagline in Vietnamese seem to be opposite with this virtue. This slogan may be translated into Vietnamese “*Cuộc sống không chờ đợi bạn*”

*Example 2: The slogan of Henredon Furniture*

*“For those who value excellence”*

*“Cho những người đánh giá cao sự vượt trội”*

Henredon Furniture is the high-grade trade mark in Italia where people appreciate individual lifestyle and there is the difference in social class. Otherwise Vietnam is a republic country there is no the difference in levels in society. When the products of this company enter Vietnam market with the same slogan, it seems not match with the culture of Vietnam. In Italia the headline can assess the customers whereas in Vietnam it doesn't respect the customers because in Vietnamese culture people venerate community lifestyle. The slogan is distinctive the customers so it is not suitable for culture of Vietnam. The slogan is translated into Vietnamese with literal translation so it is not only identical in sentence structure but also in meaning. This slogan in the source language expresses the message of producer is giving the best quality to customers but in Vietnamese it means that only the well knower customers can use the product. While the Vietnamese with Eastern culture, they are modest and simple. Thus, this slogan can be translated by free translation as: “Giá trị tuyệt hảo dành cho bạn”

Next is the slogan of the Foreign Trade University

*“To be Harvard of Vietnam”*

*“Để trở thành Harvard của Việt Nam”*

The Foreign Trade University has set up the destination is become Harvard of Vietnam. The Harvard is a Private University of America with high quality of training. In English, the purpose of the University is very clearly but in Vietnamese it is difficult to understand. In Vietnam the thought about gap between Private University and Public University is shortcoming. So when translating like this everybody asks why do compare a public school with a private school? Moreover, some one knows this University is very good but

many people in Vietnam don't know what is Harvard? The word "Harvard" in this sentence is not only the name of the well-known University but it is the symbol of the high quality of training. Thus, the slogan of the Foreign Trade University is better when using communicative translation: replace "Harvard"- a personal noun by a common noun so it can be translated as " Sẽ là một trường đại học danh tiếng của Việt Nam".

The last is the slogan of "Earth hour" event

*"Turn off the lights, turn bright the future"*

*"Tắt đèn, bật sáng tương lai"*

This is the first time Vietnam has joined in this event. The slogan is translated quite nearly meaning with the source language. But in Vietnamese, the word "tắt đèn" is obscure. In Vietnamese literature there is a novel name the same word it is "Tắt đèn" novel written by the author Ngo Tat To. It was about the difficulties of the farmers before the 1945 revolution. Whenever anyone attend the word "tắt đèn" the farmer usually thinks of "chị Dậu"- the main character of "Tat den"- who connects with the dark and is the symbol of the poor farmer with the bad future. So the slogan can be translated according to free translation as " Tiết kiệm điện cho tương lai tươi sáng"

Thomas Friedman-the author of a book, "The Lexus and the Olive Tree" said: "There are two ways to make a person feel homeless - one is to destroy his home and the other is to make his home look and feel like everybody else's home." The best way to avoid creating that feeling of homelessness is to understand the culture which you are translating and make reader think that your product or your message is unique to their needs.

## **PART THREE: CONCLUSION**

The role of translation in the development is considered as changing and various pictures through, “translation” and since critical language is concerned with the processes of producing and interpreting text, and with the way cognitive processes and social shaped, I can be considered as alternative approach to translation studies. We know that a nation’s culture flourishes by interacting with other cultures. Cultural variety opens our eyes to human rights, but cultural variety can only be recognized through discussions, which leads us back to the major tool for discussions “language”.

My study analyses the culture in translating English- Vietnamese slogans. Chapter one deals with theoretical background with three main parts: slogan, translation and culture. In chapter two, my study is focused on translation English-Vietnamese slogan.

Upon on these features, the chapter three comes out some suggestions to translating slogan under the view of culture.

This paper has represented my effort for months. However, there will be inevitable minus of the study due to limited knowledge of this field. I would welcome any comment and recommendation from teachers and readers who are interested in this field to make my study better.

One again, I would like to pay my thank to my supervisor Nguyen Thi Phi Nga, M.A. for her whole hearted help me in my study and also to all my teachers, my friends and my family members who have encouraged me to finish this graduation paper.

## REFERENCES

- NewMark, P. (1982) *Approaches to Translation*, New York: Pergamon
- Nida, Eugene A. and C.R.Baker, (1974) *Language, structure and translation*, Standford University.
- Võ Liêm An, (1995) *100 Bai luyen dich Viet-Anh*, Ho Chi Minh city
- Vương Trung Hiếu, (1993) *Danh ngon the gioi*, Ho Chi Minh city
- Kroeber, AL, & Kluckhohn, C. (1945) *The Science of Man in the World Culture*. New York
- Lederach, J.P.(1995)
- Linton, R (1945)
- Toury, (1978)
- Brislin, (1976)
- Tudor, cited in Duff 1989
- <http://marketing.about.com/od/marketingglossary/g/slogandef.htm>
- <http://www.tamu.edu/classes/cosc/choudhury/culture.html>)
- [http://www.vietnamstart.com/slogan\\_01.asp](http://www.vietnamstart.com/slogan_01.asp)



## APPENDIX



**Be good, be bad, be yourself.**  
*Dù tốt, dù xấu, hãy là chính mình!*



**Just do it.**  
*Hãy làm điều đó!*

Ford Equator



**Everyday exciting - *vui tươi mỗi ngày***

**World Health Day 2009**



***Cứu người! Bảo đảm bệnh viện an toàn khi cấp cứu***

**Triumph**



*“Thời trang và hơn thế nữa”*

Lenovo



*Thế giới mới – Tư duy mới!*