

**BỘ GIÁO DỤC VÀ ĐÀO TẠO  
TRƯỜNG ĐẠI HỌC QUẢN LÝ VÀ CÔNG NGHỆ HẢI PHÒNG**

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# **KHÓA LUẬN TỐT NGHIỆP**

**NGÀNH: NGOẠI NGỮ**

**Sinh viên :Mai Hào Quang**

**Giảng viên hướng dẫn: Ths. Nguyễn Thị Thu Hương**

**HẢI PHÒNG – 2021**

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TRƯỜNG ĐẠI HỌC QUẢN LÝ VÀ CÔNG NGHỆ HẢI PHÒNG**

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

**KHÓA LUẬN TỐT NGHIỆP ĐẠI HỌC HỆ CHÍNH QUY  
NGÀNH NGÔN NGỮ ANH**

**Sinh viên : Mai Hào Quang**

**Giảng viên hướng dẫn: Nguyen Thi Thu Huong, M.A.**

**HẢI PHÒNG – 2021**

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**NHIỆM VỤ ĐỀ TÀI TỐT NGHIỆP**

Sinh viên: Mai Hào Quang

Mã SV:1412751063

Lớp: .1804

Ngành: Ngôn Ngữ Anh.

Tên đề tài: **An analysis on cultural elements in translation of English slogans into Vietnamese.**

# NHIỆM VỤ ĐỀ TÀI

1. Nội dung và các yêu cầu cần giải quyết trong nhiệm vụ đề tài tốt nghiệp (về lý luận, thực tiễn, các số liệu cần tính toán và các bản vẽ).

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2. Các số liệu cần thiết để thiết kế, tính toán.

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3. Địa điểm thực tập tốt nghiệp.

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## CÁN BỘ HƯỚNG DẪN ĐỀ TÀI TỐT NGHIỆP

### Người hướng dẫn thứ nhất:

Họ và tên:.....

Học hàm, học vị:.....

Cơ quan công tác:.....

Nội dung hướng dẫn:.....

### Người hướng dẫn thứ hai:

Họ và tên:.....

Học hàm, học vị:.....

Cơ quan công tác:.....

Nội dung hướng dẫn:.....

Đề tài tốt nghiệp được giao ngày    tháng    năm

Yêu cầu phải hoàn thành xong trước ngày    tháng    năm

Đã nhận nhiệm vụ ĐTTN

*Sinh viên*

Đã giao nhiệm vụ ĐTTN

*Người hướng dẫn*

*Hải Phòng, ngày ..... tháng.....năm 2021*

**TRƯỞNG KHOA**

**CỘNG HÒA XÃ HỘI CHỦ NGHĨA VIỆT NAM**  
**Độc lập - Tự do - Hạnh phúc**

**PHIẾU NHẬN XÉT CỦA GIẢNG VIÊN HƯỚNG DẪN TỐT NGHIỆP**

Họ và tên giảng viên: .....

Đơn vị công tác: .....

Họ và tên sinh viên: ..... Chuyên ngành: .....

Nội dung hướng dẫn: .....

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**1. Tinh thần thái độ của sinh viên trong quá trình làm đề tài tốt nghiệp**

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**2. Đánh giá chất lượng của đề án/khóa luận (so với nội dung yêu cầu đã đề ra trong nhiệm vụ Đ.T. T.N trên các mặt lý luận, thực tiễn, tính toán số liệu...)**

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**3. Ý kiến của giảng viên hướng dẫn tốt nghiệp**

Được bảo vệ  Không được bảo vệ  Điểm hướng dẫn

*Hải Phòng, ngày ... tháng ... năm 2021*

**Giảng viên hướng dẫn**

*(Ký và ghi rõ họ tên)*

**CỘNG HÒA XÃ HỘI CHỦ NGHĨA VIỆT NAM**  
**Độc lập - Tự do - Hạnh phúc**

**PHIẾU NHẬN XÉT CỦA GIÁO VIÊN CHẤM PHẢN BIỆN**

Họ và tên giảng viên: .....

Đơn vị công tác: .....

Họ và tên sinh viên: ..... Chuyên ngành: .....

Đề tài tốt nghiệp: .....

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**1. Phần nhận xét của giáo viên chấm phản biện**

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**2. Những mặt còn hạn chế**

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**3. Ý kiến của giảng viên chấm phản biện**

Được bảo vệ  Không được bảo vệ  Điểm phản biện

*Hải Phòng, ngày ... tháng ... năm 2021*

**Giảng viên chấm phản biện**

*(Ký và ghi rõ họ tên)*

**QC20-B19**

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Haiphong, January 2021

**Mai Hao Quang**



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# **PART I: INTRODUCTION**

## **1. Rationale**

Language is the most essential means of human communication. Humans, so far, have created a great deal of ability to decode and code each other for their other ideas and messages. However, it will be troublesome if we want to express our thoughts in any second language. Many languages become extinct or disappear over time. Besides, all language origins are based on the culture of each country, which makes the language increasingly rich and diverse.

As we all know, English is now considered an international language and used in most countries, as well as in Vietnam. However, there are difficulties in English-Vietnamese translation because of structural and cultural differences. Moreover, now with international communication and integration, more and more English commercial slogans are being used. In daily life, I see many commercial slogans in many fields everywhere and I do not know how to translate them correctly; many people agree with me. Moreover, they want to know what make them to be translated and understood in the right way in different cultures especially in Vietnamese culture which is very traditional and interesting. With the hope that will answer the question, I choose the topic “*an analysis on cultural elements in translation of English slogans into Vietnamese*” for my graduation paper.

## **2. Aims of the study**

The aims of this study are to:

- Find out how some English commercial slogans are translated into Vietnamese under the view of culture
- Suggest some solutions for other commercial slogan translations.

## **3. Research questions**

1. How successful are Vietnamese translations of English commercial slogans under the view of culture?
2. How do the five cultural aspects affect translating English commercial slogans into Vietnamese?

#### **4. Scope of the study**

Translation is extremely large of research including methods in translation. However, due to limited time, knowledge, and experience, I am not ambitious to study all matters of translation. Therefore, I only focus on translating the English commercial slogans into Vietnamese in this research paper. Moreover, I pay great attention to the culture of translating them.

#### **5. Method of the study**

This research is carried out to help learners enlarge their vocabulary and have understanding about translation in general and translation commercial slogans under the view of culture in particular. In order to achieve the goal of successful and effective research, I am patient and enthusiastic to search information on different resources.

With the help of my supervisor and experts, I have successfully analyzed the slogans under the view of Vietnamese culture after I randomly chose 18 commercial ones. From what I find, I recommend some suggestions for translating other slogans.

#### **6. Design of the study**

*Part I: Introduction* includes the rationale and the aims, the scope, the method and the design of the study.

*Part II: Development* consists of three chapters

The first chapter is the theoretical background of translation, slogan, and culture.

The second chapter is about translating some English commercial slogans into Vietnamese under the views of culture.

The last chapter provides major findings and suggestions for translating other slogans

*Part III: Conclusion* gives a brief summary of the study and some recommendations for other researches.

# **PART TWO: DEVELOPEMENT**

## **CHAPTER I: THEORETICAL BACKGROUND**

### **1.1 Translation**

#### **1.1.1. Definition of translation**

Translation is the important means of communication between people using different languages. Therefore, it attracts the attention of many linguistics researchers and translation experts to find out. Up to now, there have been a lot of linguists giving different definitions of it. Here are some typical ones.

Firstly, Foster (1958) defined that translation is a mental activity in which a meaning of given linguistic discourse is rendered from one language to another. It is the act of transferring the linguistic entities from one language in to their equivalents in to another language. Translation is an act through which the content of a text is transferred from the source language in to the target language.

According to Nida and Baber (1974) “Translation consists of reproducing in the target language the closet natural equivalent of the source language message, first in terms of meaning and secondly in term of styles”.

Next, Brisilin (1976) defined translation as 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 language 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.

Other definition from Toury (1987) is that translation is a kind of activity, which inevitably involves at least two languages and two cultural traditions

Duff (1989) 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”.

Translation is the transformation of a text originally in one language into an equivalent in the content of the message and the formal features and the roles of the original. (Bell,1991).

### **1.1.2. Types of translation**

#### **\* *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. Word for word translation or literal translation is the rendering of text from one language to another one word at a time with or without conveying the sense of the original text. In translation studies, literal translation is often associated with scientific, technical, technological or legal texts. 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.

Eg: There is a pen on the book.

Có một cái bút ở trên quyển sách.

#### **\* *Literal translation***

Literal translation refers to a method to render of text from one language to another by following closely the form of the source language. Literal translation shall provide fluent and accurate translation that is easily comprehended by the readers of the target language. Literal translation is considered as the basic translation step, both in communicative and semantic translation.

Eg: 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.

#### **\* *Faithful translation***

It attempts to reproduce the precise contextual meaning of the original within the constraint of the target language grammatical structures. It transfers cultural words and preserves the degree of grammatical and lexical deviation from second language norms.

Eg: 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.

**\* *Semantic translation***

According to Newmark: “semantic translation attempts to render, as closely as the semantic and syntactic structures of the second language allow, the exact contextual meaning of the original’ (1982, p. 39). Semantic translation has a source language bias; it is literal and the loyalty is to the source text author. It is readable but remains with the original culture and assists the reader only in its connotations if they constitute the essential message of the text. It tends to be more complex, more awkward, more detailed, and tends to overtranslate – it is more specific than the original in transferring nuances of meaning. Semantic translation relates to the word or the word-group (1982, p. 60)”.

Eg: 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.

**\* *Free translation***

A free translation is a translation that reproduces the general meaning of the original text.

(Pei and Gaynor, 1954, p. 77)

It may or may not closely follow the form or organization of the original.

(Richards, Platt, and Weber, 1985, p.299)

Eg: That guy is as poor as a church mouse

Anh ta nghèo rớt mùng tơi.

**\* *Idiomatic translation***

Idiomatic translation is 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.

Eg: A sow is no match for a goose.

Đũa mốc mà chòi mâm son.

**\* *Communicative translation***

Communicative translation addresses itself solely to the second reader, who does not anticipate difficulties or obscurities, and would expect a generous transfer of foreign elements into his own culture as well as his language where necessary. But even here the translator still has to respect and work on the form of the source language text as the only material basis for his work.

(Peter Newmark, 1982, p. 39)

Eg:           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)

**\* *Adaptation translation***

Adaptation, also called cultural substitution or cultural equivalent, is a cultural element which replaces the original text with one that is better suited to the culture of the target language. This achieves a more familiar and comprehensive text. 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 ...

Eg: 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**

Adaptation  
Semantic translation  
Word-for-word translation  
Literal translation

**Target language emphasis**

Faithful translation  
Communicative translation  
Idiomatic translation  
Free translation



## **1.2. Slogan**

### **1.2.1. Definition of slogan**

There are several definitions of slogan

The Oxford Advanced Learners' dictionary defines slogan as a word or phrase that is easy to remember, used for example by a political party or in an advertising to attract people's attention or to suggest an idea quickly.

Slogan is a brief attention-getting phrase used in advertising or promotion (Merriam Webster, 1828)

Business Dictionary defines a slogan is simple and catchy phrase accompanying a logo or brand that encapsulates a product's appeal or the mission of a firm and makes it more memorable.

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

The purpose of a slogan is to convey some information about the product or program and remedy it in the mind of the readers in a memorable way. So there are 5 functions of a slogan to display the following purposes:

- Attract customer attention and arouse his interest
- Encourage readers to continue reading the text
- Convey an advertising message in the shortest possible form
- Evokes in the minds of consumers a desire to own a certain product
- Summarize the entire text as well as make the recipient remember the ad or 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 must be short and simple sentences. Short simple sentences are easy to remember, while one main aim of a slogan is to be memorable and recited.
- The slogan needs to connect to audience through emotions. It easily makes audience sympathetic.
- The slogan usually uses rhymes and alliteration. Alliteration can help the slogans achieve the strong beating rhythms needs to make it as repeatable sentence. They can be easily remembered by the audience.
- The slogan often uses imperative sentences or questions especially everyday sentences and creates idioms or proverbs.
- Almost all the ad slogans use simple present tense.

### **1.3. Culture**

#### **1.3.1. Definition of 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)

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)

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)

#### **1.3.2. Aspects of culture**

According to the definitions of culture, culture consists of many factors. It is very beneficial to see the elements of culture as a way of studying culture and translation. Culture is divided in the following five aspects, interact with each other: historical culture, geographic and psychological culture, material culture, customs, and traditions as well as religious culture.

**\* *Historical aspect***

Historical culture refers to the culture of settlement and formation during the process of social development. Different countries have different historical developments, so their historical culture is different. This kind of difference impedes the communication between languages. For instance, the Vietnamese people allusion “con Rồng cháu Tiên” must be translated in a direct way with some explanations, because of such a lack of historical background in Western countries. An English version is: children of the fairy and the dragon.

**\* *Geographical and psychological aspect***

Different countries geographic and psychological culture is also a major barrier in translation. Due to different geographical environments and different national psychology, the same word will have completely different meanings in two different cultures.

**\* *Material aspect***

The material aspect of culture refers to the material accomplishments of a social group. The following cultural factors belong to this aspect: economy, science, technology, food, clothing, shelter, transportation, tools, and other artifacts specific to a group of people.

Success in translating information or messages about a particular artifact or another material achievement of a people will greatly contribute to this cross-section and will allow others around the world to share their material achievements, helping to develop material culture faster.

Many words that reflect the material culture in particular in the source language should be given much attention when translating them. For example, the word “rugby” is a special word in English, as this is a popular outdoor game in the

UK and plays an important role in everyone's daily life. There is a saying that it is just as important as a rugby game. If you want to translate this sentence, we should add some basic information for Vietnamese readers, because rugby is very rare in Vietnam.

***\* Custom and tradition aspect***

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

The different customs and traditions in daily activities and communication in Vietnam and Western countries reflect different cultural psychology. The naming system is a prime example, reflecting the different standards of the people's level, the close relationship, the relationship between people at higher and lower levels. In Vietnam, people often call others by their titles and lines of business to show respect while in Western countries, people call each other's first names directly to show their close relationship. In Vietnamese, especially written or unofficial situations, people prefer to call themselves with some modest words; and call others in some respectful terms like “cụ, ông, bà, cô, chú, bác, anh, chị, thím, mợ, dì ...”. In translation, we always accept the space of these humble words in English, following the rules of the English language.

***\* Religious aspect***

This aspect, or perceived aspect of culture, includes religion, beliefs, worldviews, ways of thinking, systems of values, national morale and national tendencies.

Religious culture means the culture formed by a nation of religious beliefs and common sense. Its difference lies in the difference in beliefs and 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”. Although it fits both in

meaning and paradigm, it is a belief, it is Buddhism rather than Christianity. So it should be translated into “One good turn deserves another”.

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

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

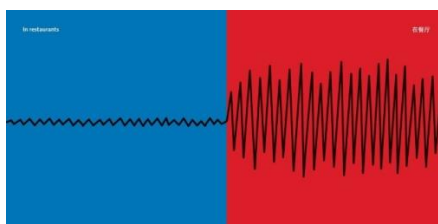
### **1.3.3. Western culture and Eastern culture**

In the world, there are two types of culture, creating different east-west culture; however, each country retains its own geographical, historical, physical, customs and habitual privacy characteristics. That means that its language reflects a nation's culture. Vietnam, with its complex terrain, long-standing agriculture, and a heroic battle against the invaders and in the monsoon tropics, is considered the main character of Vietnam, reflected in its name, means of production, rice processing, marriage customs and practices, customs and religious habits.

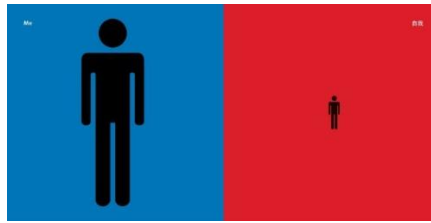
Everything is very popular in Vietnam. However, these things are very strange to Westerners. For Western culture, their life is very active, freely accepting new things, such as science, the internet, in the world. Besides, English is rye agriculture, different from Vietnam agriculture. Their work is developing more and more with advanced machines. Therefore, their personalities are personal. Contrary to that, Vietnamese are people who combine each other.

For a long time, Western and Eastern cultures were different. Some of the following images show the differences. Let us discover these interesting things.

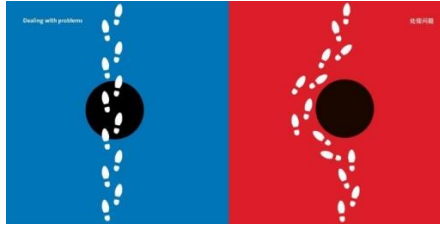
Talking in restaurants



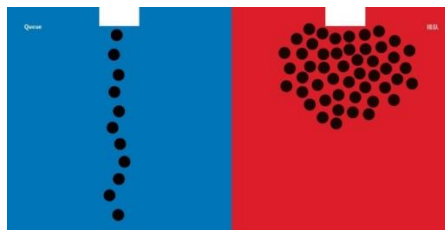
Individuality



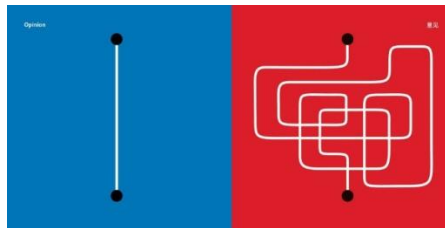
Dealing with problems



Queueing



Expressing an opinion



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

## CHAPTER II: TRANSLATION OF ENGLISH-VIETNAMESE COMMERCIAL SLOGANS

We all know that commerce is a kind of public communication, and commerce has become a distributed tool in business. A company becomes truly global not only through moving its headquarters to other countries but also through branding strategies and marketing messages. Trade is receiving a signal used to persuade communication to potential consumers and the target public. Therefore, commercial advertisers must create ads to impress consumers not only images but also languages. You know the marketing message (slogan) is considered the soul of advertising. When a product enters any market, its brand and slogan are translated into the target market.

### 2.1. The slogan of LG

LG Electronics Inc. was officially established in Vietnam in 1995, after 25 years LG has accompanied and developed with Vietnam. Become one of the oldest brands providing quality products to the market. With its slogan, LG always makes consumers' lives better and better.



“Life’s Good”

“Cuộc sống tươi đẹp”

When LG Electronics Inc. first entered Vietnam, the country was still very difficult at that time. With the idea of bringing its products to the people of Vietnam, LG Electronics Inc. has launched its slogan to represent the company's values. “Life's good” translated into Vietnamese “cuộc sống tươi đẹp”. It gives meaning to the desire of the people to become better and better. As the Vietnamese economy is starting to transform, such a slogan makes people feel that life

becomes more beautiful, making people more actively working. And with that slogan, LG Electronics Inc. has become familiar with every Vietnamese. *Obviously, the psychological aspect of Vietnamese people is noticed much in translating the slogan to make it successful.*

## **2.2. The slogan of KFC**

KFC originated from America and spread out over the world. In 1997, KFC brand (Kentucky Fried Chicken) was introduced into Vietnam by entrepreneur Chew Leong Chee (Tony Chew) through the joint venture company KFCV. It enters Vietnam market and become a favorite food of the youth. With catchy slogan, KFC makes it easy for people to remember.



“It’s finger lickin’ good”

“vị ngon trên từng ngón tay”.

As Vietnam's economy is becoming more and more developed, things are also becoming faster. The same goes for eating and now fast food has become a trend of a new economy. KFC is one of the first fast-food brands to appear in Vietnam. With its energetic image and impressive slogan, KFC has left a profound image for everyone, especially young people.

By using the free translation, the translator communicates the manufacturer's message to consumers even though you ate KFC, the taste is still on your fingers. This slogan in English, the verb "lick" is the act of moving the tongue on the surface of something to eat it. In Vietnamese tradition, people often avoid opening their mouths, moving their tongue or talking during meals. But in Vietnam today, with the cultural integration, this action is not rude anymore. Licking fingers shows the good taste of the food a person eats. *Therefore, it can be*



said that by considering custom and tradition carefully, Vietnamese translation of this slogan is very good. Thanks to that, it sends necessary marketing message successfully to the customers.

### **2.3. The slogan of Heineken**

Like all men in the world, Vietnamese men love to drink beer. They drink beer at parties or in restaurants. With Heineken slogan, it makes them want to drink it and communicate with their friends.



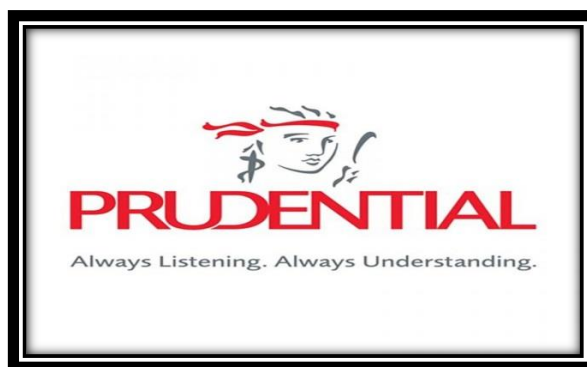
“It could only be Heineken”

“Chỉ có thể là Heineken”.

The slogan of Heineken beer is translated into Vietnamese by using literal translation. This slogan is written with the brand name, so it makes a deep impression on customers. It affirms the high quality of Heineken beer. This kind of beer is a special one and it can do things that other beers cannot. This slogan also shows that the company understands customers' psychology. When Vietnamese people's living standards are increasing, the need to enjoy premium drinks is changed.

### **2.4. The slogan of Prudential**

Prudential has been sold in Vietnam since 1995 and it officially puts into operation in 1999 with the message "Always listen. Always understand"



“Always Listening. Always Understanding”

“Luôn luôn lắng nghe. Luôn luôn thấu hiểu”

The slogan of Heineken beer is translated into Vietnamese by using literal translation. Both in the source language and target language the slogan also reveals the message of the producer. The slogan brings the image of people caring and understanding customers. By using the word "luôn luôn", the slogan helps the company image become close to customers. The slogan shows that the company, like Vietnamese people, is willing to help others to solve their obstacles to make a good society.

## **2.5. The slogan of Nike**

Nike is an American multinational corporation that is engaged in the design, development, manufacturing, and worldwide marketing and sales of footwear, apparel, equipment, accessories, and services. Nike has chosen Vietnam as a new market because there are many young customers here. With slogan, Nike has caught the attention of young people not only for its quality products but also for its message.



“Just do it”

“Cứ làm đi”

As far as I think, this is one of the best slogans translated into Vietnamese. Nike products are targeted at young people, but the quality of Nike products is of good quality, so middle-aged people also use Nike products. With its slogan, Nike always directs users to the dynamic, dynamism and confidence, which is why Nike products are popular with young people. That is very true in Vietnam as the economy is growing, young people are emerging up and what they need is a correct saying. When Nike's export appeared in Vietnam and translated as "hãy làm đi", it has inspired a dynamic young generation in Vietnam to actively do what they like. *It is undeniable that the psychological and material aspects of Vietnamese culture are shown in translating this slogan.*

## **2.6. The slogan of Nokia**

Nokia is one of the first mobile phone brands in Vietnam. Although the Nokia brand has been replaced by other phone brands, Nokia's image is still deeply embedded in the consciousness of the Vietnamese people. With the slogan of Nokia, it has become one of the best slogans.



“Connecting people”

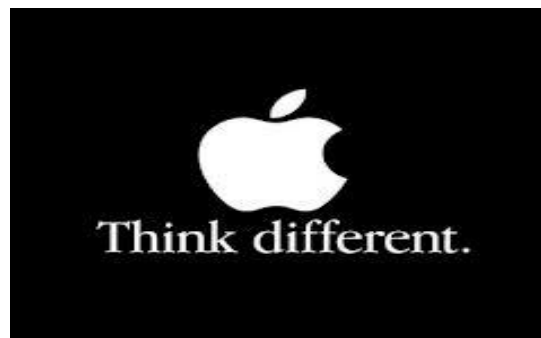
“Kết nối mọi người”

The slogan “connecting people” demonstrates the function of the product not only connecting phone lines but also connecting people. Thanks to Nokia, everyone can talk to each other. Because of the memorable slogan in Vietnamese “kết nối mọi người”, Nokia becomes more and more popular with Vietnamese people. The word “kết nối” also means “to form a good relationship with somebody in order to understand each other. *The good translation expresses the*

*community spirit of Vietnamese people which is one of the typical cultural features in this country.*

## **2.7. The slogan of Apple**

Apple Inc. is an American multinational technology company that designs, develops, and sells consumer electronics, computer software, and online service. A famous product of Apple Inc. in Vietnam is the Iphone. The Iphone helps people know more about Apple Inc. and the person behind it, Steve Jobs. With the slogan he created, it helped the company become the world's leading company.



“Think different”

“Hãy suy nghĩ khác biệt”

With the famous slogan “ Think different”, Apple recommends us to have different thoughts to become better people owning better lives. When Vietnamese economy integrates with other countries’, different thinking becomes more necessary. *With the word-for-word translation, “hãy suy nghĩ khác biệt” is translated successfully under the view of Vietnamese culture including psychological and material cultural aspects.*

## **2.8. The slogan of Viettel**

Founded in 1989, Viettel's founders started from scratch, but with the spirit and resilience of soldiers in the military environment, Viettel has made a revolution in telecommunications not only in Vietnam but in many countries around the world. With the legendary slogan "Speak your way", Viettel always strives to maintain the mission of "Creating for people" to strive to develop steadily during its operation and to have its success.



“Say it your way”

“Hãy nói theo cách của bạn”

The slogan “Hãy nói theo cách của bạn” indicates that Viettel really respects to its customers and members. The cultural aspects are obviously shown in two ways. Firstly, Viettel, through its slogan, appreciates Eastern culture which is always listening, caring, sharing. The word “say” – “nói” includes the characteristic of Vietnamese community spirit because one speaks on the phone and the other(s) listen. Secondly, the slogan provides the idea that encourages people to express their thoughts in their own ways. Sometimes, that is the first step for the beginning of the success.

## **2.9. The slogan of Vietnam Airlines**

Vietnam Airlines is one of the leading airlines in Vietnam. With its mission, Vietnam Airlines has strived to develop and enhance its operating range. With the introduction of the slogan, it has shown the mission of Vietnam Airlines.



“Reach further”

“Sải cánh vươn cao”

“Sải cánh vươn cao” in Vietnamese translation implies both figuratively and literally. The literal meaning of the slogan refers to the wing span of an aircraft

that flies higher and higher. The meaning of the slogan expresses the desire for success of customers of Vietnam Airlines on each flight. The word “sải cánh” not only expresses the satisfaction of using words related to the aviation industry but also talks about growth, adventure wings, discovery. The word “vươn cao” means bringing opportunities to passengers at each destination and the rise of Vietnam Airlines in particular and Vietnamese economy in general. *Therefore, psychological and material aspects of Vietnamese are shown clearly in this translation.*

### **2.10. The slogan of Uniqlo**

Uniqlo is a famous fashion brand from Japan, ranking 3rd in the clothing retail sector in the world. It has the slogan as follow:



**MADE FOR ALL**

“Made for all”

“Uniqlo cho mọi nhà”

The slogan “Uniqlo cho mọi nhà” shows that any Vietnamese in any culture from any ethnics all over the country can choose Uniqlo’s clothes to wear. Although it is a foreign brand, its clothes are simple, easy to mix and in various sizes and fashions for everyone. Thus, they are suitable for all Vietnamese people with their traditions and customs. That is considered as the success of the company when it captures customers' psychology in this country to come up with a suitable development strategy. *With psychological and custom and tradition aspects in translating considered, the Vietnamese translation of the slogan is known as to be one of the best slogans.*

### **2.11. The slogan of Coca-Cola**

Coca-Cola is one of the best-known international brands in Vietnam. Coca-Cola appeared everywhere, it gradually became an indispensable drink for

everyone. On the occasion of the AFF Cup 2018, Coca Cola Vietnam launched a collection of soft drink cans, version of the Vietnamese national team. In the advertisement, the brand continues to bring the image of "golden boys" in the message "Open can Vietnam".



“Open can Viet Nam”

“Mở lon Việt Nam”

On the occasion of the AFF Cup 2018, Coca Cola Vietnam launched a collection of soft drink cans of the national team version. In the advertisement, the brand continues to bring the image of "golden boys" in the message "Open can Vietnam ". For foreigners, this is a very normal phrase, but it faces major problems when translating into Vietnamese. When translated into Vietnamese, the slogan "Open can Vietnam" is translated into "Mở lon Vietnam". For Vietnamese people, the meaning of "Mở lon Việt Nam" is not just about opening Coca-Cola cans, but the word "lon" here has many other meanings. The word "lon" has many meaning. It is true that the word "can" is not bad, it has meaning, but the meaning of "can" will be correct and sufficient when standing next to words like beer cans, cans,... not in front of the name of a country. Vietnamese language is very diverse and if there is a sensitivity in using words, the attachment of the word 'lon' without nouns, adverbs in the back like in Vietnam ', in Vietnam '... is offensive and lack of aesthetics because Vietnamese names cannot be used arbitrarily for advertising purposes, associated with slogans in such a lack of formalism ". Slogan "Mở lon Việt Nam", indeed anyone who reads and looks at the image knows that opening the lid of the can of coca is sensitive. Because, Vietnamese words are inherently very rich, a word in different contexts will have different meanings. In addition, the meaning of words is changed depending on each person's thoughts. *For all the*

*reasons, Coca cola must change its slogan that is inconsistent with Vietnamese customs and traditions.*

## **2.12. The slogan of Henredon Furniture**



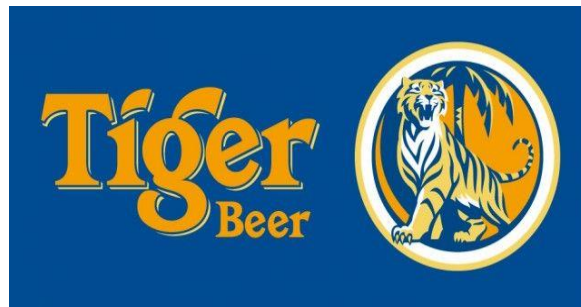
“For those who value excellence”

“Cho những người đánh giá cao sự vượt trội”

Henredon Furniture is the high-grade trade mark in Italy where people appreciate individual lifestyle and there is the difference in social class. While 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 Italy, the headline can assess the customers whereas in Vietnam it doesn't respect the customers because in Vietnamese culture, people venerate community lifestyle. *Therefore, the slogan is not suitable for culture of this country.* 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 high-class customers can use the product. With Vietnamese culture, they are modest and simple. Thus, this slogan should be translated by free translation as: “Giá trị tuyệt hảo dành cho bạn”.

## **2.13. The slogan of Tiger Beer**





“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, the men usually drink beer so the slogan is translated is suitable for its customers. In Vietnamese culture like other countries in Asia, the men is the main member in a family so they have to brave in order to be willing to face with difficulties. *In religious culture*, the men are the moral support for women. The slogan expresses their proud to other gender.

#### **2.14. The slogan of Sunsilk**

Woman in Vietnam are quite familiar with Sunsilk brand - a kind of shampoo. The shampoo of this company is more and more various for the customers so that each kind of shampoo it has own specific slogan.



“Life can’t wait”

“Sống là không chờ đợi”

When translating the slogan of sunsilk, the copywriter has some mistakes 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 slogan “sống là không chờ đợi” may be understood that it encourages hasten and urgent life for woman, so it is not suitable for Vietnamese tradition. It is highly recommended that this slogan be translated into Vietnamese “Cuộc sống không chờ đợi bạn”.

### **2.15. The slogan of KitKat**

KitKat is a chocolate-covered wafer bar confection produced globally by Nestlé. . KitKat entered Vietnam about 5 years ago, this is still a brand new cake for Vietnamese people.



“Have a break, have a KitKat”

When we translate KitKat's slogan into Vietnamese, we can roughly translate it as "Nghỉ xả hơi, xoi KitKat" because the slogan has many meanings. In fact, in the UK, companies often allow employees to relax, eat tea in the middle of the morning at 11a.m, so it is called "elevens". After a period of research, Donald Gilles - a senior employee of JWT London realizes that Kit Kat is a great companion of office workers in this short time. Besides, Kit Kat also features a "four-finger" shape that is easy to fold into chocolate bars. All help to invent the slogan "Have a break, have a Kit Kat". However, because of its origin, it is difficult to translate the slogan properly. One other Vietnamese translation for this is “Ngôi tay làm, hàm nhai Kit Kat”.

Two Vietnamese translations of the slogan are not really suitable for advertising in Vietnam because Vietnamese people aren't used to eating sweet cakes like Italian when they have a break.

## 2.16. The slogan of Chupa Chups



“smoke chupa chups”

“Smoke chupa chups” is probably “Chupa chups’ biggest catchphrase. Chupa chups has been at the forefront of the anti-smoking work and wants to target the adult market so the company has come up with this slogan. The meaning of the slogan is to stop smoking. This catchphrase is very nice and it really does have an impact but it is a big deal to translate it into Vietnamese. The word “smoke” in English is smoking but translated into Vietnamese, it cannot be translated as “hút thuốc”, because it means action, so when we translate it into Vietnamese, it is “hãy mút chupa chups”. This translation cannot be translated closely to the original meaning but it is still enough to attract users to care about it.

## 2.17. The slogan of Milo



“MILO everyday”

If we do not know what milo is, it will not be possible to properly translate the above slogan. Milo is chocolate and malt powder that is mixed with hot water and milk to produce a beverage popular mainly in Oceania, South America, South-east Asia and certain parts of Africa. So when we know that milo is a drink, we can easily translate the above slogan as “Uống milo mỗi ngày” even though there is no word

"uống" but we can implicitly understand the slogan above is. It is common to use product or company names in advertising slogans. It not only helps to promote their products but also reminds people to remember their company more. It helps their product spread more easily.

### 2.18. The slogan of Fanta



“Drink Fanta, stay Bamboocha”

Fanta is a brand of fruit-flavored carbonated soft drinks created by Coca-Cola Deutschland under the leadership of German businessman Max Keith. "Uống Fanta, ở Bamboocha", if we translate like that, we can say that drinking Fanta will win the trip to Bamboocha, what a great advertising slogan when we can win often just by drinking Fanta. What does Bamboocha mean? Bamboocha is actually a Hawaiian slang, it means big or giant. After finding out clearly, we can translate the above slogan as "Uống Fanta, khỏe mạnh nha". The meaning of the slogan is that when we drink Fanta we can be as healthy or as big as the Hawaiians, to show that this is a healthy beverage. *Obviously, geographical aspect makes the slogan be translated in different words.*

From the eighteen slogans above, it is obvious that translating English-Vietnamese commercial slogans are not easy. Vietnamese culture with five different aspects must be considered carefully in translating these slogans; otherwise, the translations are not right, or even forced to change.

## **CHAPTER III: FINDINGS AND DISCUSSION**

### **3.1. Major findings**

After translating the eighteen commercial slogans, it is undeniable that Vietnamese culture has a huge impact on translation. Here are the results showing different effects of five cultural aspects in translating fifteen English Vietnamese commercial slogans.

- ✓ Of the eighteen slogans, eleven slogans have successful Vietnamese translations, six slogans are translated closely with original information and the slogan of Coca Cola is translated unsuccessfully and forced to change.
- ✓ Geographical and psychological aspect and custom and tradition aspect are considered much in translating because commercial slogans convey information about products or programs in order to advertise customers. Only by understanding psychology and their habits first, can a business person sell more products.
- ✓ Religious aspect, material aspect and historical aspect are also found in most of the slogans but they are less than the two above ones.

In summary, each aspect of culture has different impacts on translating slogans. Only by combining all five factors, can a person translate English – Vietnamese slogans in the best ways.

### **3.2. Suggestions for translating commercial slogans under the view of culture.**

In order to be effective, every slogan has certain characteristics: it uses simple and colloquial language, the sentences must be short, usually imperative or interrogative, or even sentences without a predicate. These are characteristics of language of advertising. With the second element in translating “culture”, after studying the commercial slogans, some suggestions are recommended for translating better as follows:

To be able to translate well, translators firstly need to cultivate knowledge about Vietnamese culture that they want to use to translate slogans. However, in

some cases, the translator will not be able to translate the original meaning closely, so the translators need to change to best.

Translators always consider all the aspects of Vietnamese culture including historical, material, geographical and psychological, custom and tradition and religious aspects when translating slogans to make sure that they donot make any mistakes to convey the information to the customers.

In short, the more a translator is aware of culture and complexities of differences between cultures, the better a translator she or he will be.

## **PART III: CONCLUSION**

The study has attempted to make an investigation and exploration of the equivalence between English and Vietnamese translation of commercial slogans. The main results show that Vietnamese culture is a very important factor in translating English slogans into Vietnamese. Of five cultural aspects, psychology aspect and custom and tradition aspect are two first principle things considered when slogans are translated.

Because of limitation of time and knowledge, the study only focuses on commercial slogans; thus, it is highly recommended that there are more researchers studying in other types of slogans and in different translations of various languages to help not only Vietnamese learners translate English documents better but also business people have the best translations for their business purposes.

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