

TRANSLATING OCCASIONALISM IN ADVERTISING TEXTS: CHALLENGES AND STRATEGIES

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Annotatsiya. *Ushbu maqola reklama matnarida uchraydigan okkazionalizmlarning tarjima qilinishidagi asosiy qiyinchiliklarni va samarali strategiyalarni tahlil qiladi. Maqolada semantic noaniqlik, fonetik o'ziga xoslik, stilistik rang-baranglik va madaniy moslashuv kabi omillar ko'rib chiqiladi. Tarjimon uchun vazifa faqat ma'noni uzatish bilan cheklanmay, balki reklamaning hissiy, estetik va tijoriy ta'sirini ham saqlashdir. Maqola shuningdek, transliteratsiya, transkripsiya, kalkalash, tasviriy tarjima, blending va transkreatsiya kabi strategiyalarning samaradorligi va ularning reklama occasionalismlarini tarjimada qo'llanilishi tahlil qilinadi.*

Kalit so'zlar: *okkazionalizm; reklama tarjimasi; brend; ma'daniy moslashtirish; kalkalash, transliteratsiya, transkreatsiya; ma'noviy mavhumlik*

Annotation. *This article analyzes the main challenges and effective strategies in translating occasionalisms, words created for specific advertising campaigns. It addresses issues such as semantic ambiguity, phonetic distinctiveness, stylistic variation, and cultural adaptation. Translators are required not only to convey meaning but also to preserve the emotional, aesthetic, and commercial impact of the*

original advertisement. The study also evaluates the effectiveness of strategies such as transliteration, transcription, calque, descriptive translation, blending, and transcreation in rendering advertising occasionalisms into the target language.

Key words: *occasionalism; advertising translation; cultural adaptation; calque; transcreation; blending; semantic ambiguity; stylistic equivalence; brand identity.*

Аннотация. В данной статье анализируются основные трудности и эффективные стратегии при переводе окказионализмов — слов, созданных специально для рекламных кампаний. Рассматриваются такие проблемы, как семантическая неоднозначность, фонетическая выразительность, стилистическое варьирование и культурная адаптация. От переводчика требуется не только передать смысл, но и сохранить эмоциональное, эстетическое и коммерческое воздействие оригинального рекламного текста. В исследовании также оценивается эффективность стратегий транслитерации, транскрипции, калькирования, описательного перевода, смешивания и транскреации при передаче рекламных окказионализмов на язык перевода.

Ключевые слова: окказионализм; перевод рекламы; культурная адаптация; калькирование; транскреация; смешение; семантическая неоднозначность; стилистическая эквивалентность; идентичность бренда

Advertising is one of the most linguistically innovative forms of communication. To capture attention and differentiate brands, advertisers frequently employ occasionalisms, which are nonce-words created for specific campaigns or contexts. These forms are rarely part of standard vocabulary, making them a challenge

for translators. Unlike ordinary lexical items, occasionalisms carry stylistic, phonetic, and cultural significance, which is crucial for persuasive communication. Translators must therefore consider not only meaning but also emotional and commercial impact when rendering these words into another language. The challenge lies not only in conveying the literal meaning but also in reproducing the stylistic, emotional, and cultural impact that the original occasionalism carries. This article examines the primary challenges encountered when translating occasionalisms in advertising and highlights factors that complicate the translator's task.

The first major challenge stems from the *semantic ambiguity* of occasionalisms. These forms rarely have dictionary equivalents, and their meaning is often highly context-specific. Advertisers frequently blend words (“tech-tastic,” “beauty-fying”), alter existing ones, or invent entirely new formations designed to evoke associations rather than convey precise definitions. Because the meaning is intentionally fluid, the translator must interpret what the advertiser *intends* the audience to feel or imagine, rather than rely on established lexical norms. Misinterpreting the nuance behind an occasionalism risks distorting the message or weakening the intended persuasive effect. Translators must therefore conduct careful contextual analysis to identify semantic cues and implicit connotations.

Occasionalisms often derive humor, emotional resonance, or symbolic meaning from cultural references. They may rely on shared *cultural codes* such as popular slogans, idioms, or social phenomena. For instance, wordplays like “scan-tastic deals” in digital commerce campaigns or “glow-vibes” in beauty advertising may resonate with audiences familiar with social media language trends. When these cultural underpinnings are absent in the target audience, literal translation becomes ineffective. The challenge arises because creating a culturally equivalent occasionalism in another language requires deep knowledge of local symbolism, consumer expectations, and

cultural humor. Failing to adapt cultural associations may result in a message that feels foreign or confusing.

A key function of occasionalisms in advertising is to produce memorable sound patterns: alliteration, rhyme, rhythm, and phonetic harmony. Examples such as “sip-smart,” “cling-clean,” or “fresh-ify” achieve their persuasive effect largely through *phonetic appeal*. However, phonetic effects rarely survive direct translation. Languages differ in their typical sound patterns, stress positions, and syllable structures. Therefore, a translator cannot simply recreate the same sound play using the same morphological structure. Reproducing the auditory charm in the target language becomes one of the most delicate tasks because it requires creativity within the structural constraints of the target language.

Occasionalisms enhance the *stylistic tone* of advertising which is playful, humorous, trendy, or emotional. The challenge for translators is to determine which stylistic effect is dominant and how to preserve it. Advertising relies on pragmatic impact: the ability to persuade, engage, and remain memorable. A literal translation may preserve semantic meaning but fail to evoke the same emotional response. Conversely, a creative re-creation may preserve style but drift away from original meaning. Achieving a balance between semantic accuracy and stylistic equivalence is thus one of the key dilemmas. Translators must decide which aspect, meaning, style, or effect, should take priority based on the communicative purpose of the advertisement.

Advertising language must align with *brand identity*. Many occasionalisms are intentionally coined to reinforce brand personality, youthful, luxurious, eco-conscious, humorous, or innovative. The challenge appears when a brand’s established linguistic image does not easily transfer across cultures. For instance, a fashion brand using playful occasionalisms in English may require a more formal tone for its Uzbek or Russian-speaking market due to local consumer expectations. Moreover, brand names

often appear inside occasionalisms: “Apple-fy your life” or “Coke-worthy moments.” Translating these forms requires preserving the brand’s linguistic creativity while avoiding copyright or trademark risks. Thus, translators must work within strict marketing and legal constraints, adding another layer of complexity.

Unlike established lexical categories, occasionalisms lack standardized translation practices. There are no dictionaries or established equivalences that can guide translators. Each occasionalism is unique, requiring an individualized strategy. Furthermore, academic research on occasionalism translation, though growing, still lacks unified methodology. Translators often depend solely on their linguistic intuition, creativity, and understanding of advertising discourse. This lack of precedent increases the risk of inconsistency and makes it difficult to ensure uniform style across a brand’s advertising materials in different languages.

Translating occasionalisms in advertising texts presents a complex set of challenges that arise from their semantic unpredictability, cultural specificity, stylistic uniqueness, and phonetic variability. Occasionalisms function not only as linguistic units but also as persuasive and emotional tools that shape consumer perception. Therefore, translators must engage in creative problem-solving, cultural adaptation, and stylistic analysis rather than relying on literal methods. Only by considering the interplay between meaning, sound, style, and cultural resonance can translators produce target-language occasionalisms that effectively replicate the original’s commercial impact. The complexity of these challenges illustrates why occasionalism translation remains a highly specialized and creative field within advertising translation studies.

Translating occasionalisms in advertising requires more than literal word-for-word conversion. Given that these lexical creations often carry multiple layers of meaning, stylistic nuance, and cultural resonance, translators must adopt strategies that

preserve both the semantic and pragmatic effect of the original while ensuring the target text engages the audience effectively. One of the most frequently employed methods is **transliteration**, which involves rendering the phonetic form of the source-language term into the script of the target language. In advertising, transliteration is particularly relevant for brand names or coined terms that must remain recognizable across markets. By maintaining the original sound, transliteration preserves the distinctiveness and memorability of the brand, which is crucial for marketing effectiveness. However, it does not convey meaning directly, so its use is often supplemented by contextual cues or visual branding. Closely related to transliteration is **transcription**, which adapts the pronunciation of the source-language term to align with the phonological rules of the target language. Unlike strict transliteration, transcription may modify certain sounds to enhance readability and naturalness for the audience. This strategy is particularly useful when dealing with linguistic novelty, where the auditory appeal of a word contributes directly to the product's persuasive impact.

While strategies like transliteration and transcription preserve sound, they may not communicate meaning. To address semantic clarity, translators often employ **calque or loan translation**, wherein the components of a coined term are directly translated into the target language. Calque allows translators to maintain the conceptual and structural integrity of the original occasionalism. For instance, an English advertising neologism such as *Eco-glow* could be rendered as *Tabiat porlashi* in Uzbek. This method ensures that the audience understands the core idea of the product while preserving the stylistic and morphological cohesion of the original term.

In addition to calque, **descriptive translation** is widely applied when occasionalisms encode complex, culturally specific, or metaphorical meanings. This approach involves explaining or paraphrasing the meaning of the coined term in a way that the target audience can readily comprehend. While this strategy may result in

longer or less compact expressions, it ensures that consumers grasp the intended concept or emotional nuance. For example, a whimsical product name like *Snack-happy* could be rendered descriptively in Uzbek as “*Quvonchli tamaddi*”.

Another nuanced strategy is **blending**, which merges elements of the source and target language to create new occasionalisms that are both semantically transparent and stylistically appealing. In advertising, blending allows translators to preserve part of the source term’s identity while adapting it to local linguistic and cultural conventions. A coined brand name like *MagicClean* could, for example, be adapted in as *Mejikipoklik*, combining phonetic recognition of the English root with a target-language morpheme that conveys meaning. Blending has the advantage of maintaining both novelty and comprehension, making it particularly effective in marketing contexts where creativity and memorability are essential. blending is successful when the translator wishes to retain a sense of magical or fantastical quality, an effect directly transferable to advertising occasionalisms aiming to evoke innovation, excitement, or luxury.

Finally, a comprehensive strategy that underpins most successful translations of occasionalisms in advertising is **cultural adaptation or transcreation**. Transcreation involves re-creating the source-language term to resonate fully with the target audience, taking into account linguistic, cultural, and marketing considerations. Unlike literal translation, transcreation prioritizes effect over form, ensuring that the translated term evokes a similar emotional, cognitive, or aesthetic response as the original. Transcreation thus enables translators to bridge semantic, stylistic, and cultural gaps simultaneously, ensuring that the persuasive function of the original text is preserved. In practice, translators rarely rely on a single strategy. Instead, **hybrid approaches** are common, combining transliteration for brand recognition, calque for semantic transparency, and transcreation for stylistic and cultural adaptation. In advertising, this multifaceted approach ensures that occasionalisms not only retain their

novelty and brand identity but also communicate effectively with the target audience, demonstrating that translation is as much an act of cultural mediation and marketing strategy as it is a linguistic process.

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