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TRANSLATION STRATEGIES FOR ENGLISH NEWSPAPER SLOGANS: A COMPARATIVE ANALYSIS OF SLOGANS PUBLISHED IN THE GUARDIAN

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Abstract. Newspaper slogans represent one of the most expressive forms of publicistic discourse because they combine information, persuasion, and ideological influence within a limited linguistic structure. Their translation presents considerable challenges due to lexical compression, metaphorical language, cultural references, and pragmatic meaning. This study investigates translation strategies employed in rendering English slogans published in *The Guardian* into Uzbek. A qualitative comparative approach was adopted using a corpus of thirty slogans collected from environmental, political, social, and educational campaigns. The analysis applies descriptive translation theory to identify the most frequently employed translation transformations, including literal translation, modulation, concretization, descriptive translation, borrowing, and transposition. The findings demonstrate that literal translation rarely preserves communicative effectiveness, whereas modulation and descriptive translation more successfully maintain persuasive meaning and stylistic impact. The study concludes that slogan translation requires balancing semantic equivalence with pragmatic adaptation to achieve functional equivalence in the target language.

Keywords: slogan translation, newspaper discourse, *The Guardian*, translation strategies, publicistic texts, Uzbek translation, functional equivalence.

Introduction. Modern newspaper discourse increasingly employs slogans to summarize social campaigns, political initiatives, environmental movements, and public awareness projects. Unlike ordinary headlines, slogans are designed to influence readers emotionally while simultaneously communicating important information. Their persuasive function makes them an essential component of publicistic discourse.

Among British newspapers, *The Guardian* frequently uses memorable slogans in campaigns addressing climate change, democracy, education, equality, migration, and public health. These slogans are characterized by concise syntax, expressive vocabulary, metaphorical language, and strong pragmatic orientation.

From a translation perspective, slogans are among the most difficult publicistic units because their communicative value depends not only on lexical meaning but also on cultural associations, stylistic effect, and emotional impact. Direct translation often fails to reproduce these characteristics. Consequently, translators employ various lexical and semantic transformations to preserve communicative equivalence.

Although numerous studies investigate advertising slogans, comparatively little attention has been devoted to newspaper slogans. This study therefore examines the translation strategies used in rendering *The Guardian* slogans into Uzbek.

Materials and Methods. The study adopts a qualitative descriptive research design within the framework of descriptive translation studies.

The research corpus consists of **30 English-language slogans** collected from *The Guardian* between 2023 and 2025. The slogans represent environmental, political, educational, technological, and humanitarian campaigns.

Each slogan was translated into Uzbek and analyzed according to the following translation transformations:

- literal translation;
- modulation;
- concretization;
- generalization;
- descriptive translation;
- borrowing;
- transposition;
- omission;
- addition.

Translation quality was evaluated using four criteria:

- semantic equivalence;
- stylistic adequacy;
- pragmatic effectiveness;
- cultural acceptability.

Comparative analysis was then conducted to determine which strategies most effectively preserved the communicative function of the original slogans.

Results and discussion. Analysis of the corpus demonstrates that newspaper slogans require multiple translation transformations because they frequently contain compressed information, metaphorical expressions, and culturally specific meanings.

Literal translation proved appropriate only when lexical correspondence existed between English and Uzbek. However, most slogans required semantic adaptation to preserve their persuasive force.

Table 1. Frequency of Translation Strategies

Strategy	Frequency	Percentage
Modulation	10	33%
Descriptive translation	7	23%
Literal translation	5	17%
Concretization	3	10%
Borrowing	2	7%

Strategy	Frequency	Percentage
Transposition	2	7%
Addition	1	3%

Modulation emerged as the dominant strategy because many slogans required changing the semantic perspective rather than preserving lexical form.

Examples

English slogan	Uzbek translation	Strategy
Keep Hope Alive	Umidni yo‘qotmang	Modulation
Every Voice Matters	Har bir ovoz muhim	Literal
Stand Up for Justice	Adolatni himoya qiling	Descriptive
Climate Can't Wait	Iqlim muammosi kechiktirib bo‘lmaydi	Modulation
Education Changes Lives	Ta'lim hayotni o‘zgartiradi	Literal

The analysis indicates that descriptive translation effectively conveyed implicit meanings where literal equivalents sounded unnatural in Uzbek.

Similarly, modulation successfully preserved persuasive meaning when direct lexical correspondence failed to communicate the intended message.

Concretization occurred mainly when English expressions required greater specificity in Uzbek.

Borrowing appeared only in internationally recognized concepts such as *climate*, *democracy*, and *digital*.

The findings confirm that newspaper slogans differ significantly from ordinary journalistic language. Their communicative value depends upon brevity, emotional appeal, and rhetorical impact rather than purely informative content.

Literal translation frequently preserves semantic meaning but often weakens persuasive effectiveness. Consequently, translators must prioritize communicative equivalence instead of lexical similarity.

The predominance of modulation supports the view that successful slogan translation requires reconstructing conceptual meaning rather than reproducing individual lexical items.

Descriptive translation also proved particularly valuable because many slogans rely on cultural assumptions familiar to English-speaking readers but less accessible to Uzbek audiences.

The findings further demonstrate that newspaper slogan translation resembles advertising translation. Both require translators to preserve not only meaning but also audience response, stylistic effect, and pragmatic intention.

Overall, translation transformations function as communicative tools that enable slogans to maintain persuasive effectiveness across languages and cultures.

Conclusion. This study investigated the translation of English newspaper slogans published in *The Guardian* into Uzbek. The analysis demonstrates that slogan translation requires considerably more than lexical substitution because slogans combine informative, persuasive, and stylistic functions within highly compressed structures. Among the analyzed strategies, modulation and

descriptive translation proved the most effective in preserving communicicative equivalence, while literal translation was suitable only for structurally simple slogans. Concretization, borrowing, and transposition served complementary roles depending on linguistic context. The study highlights the importance of pragmatic adaptation in publicistic translation and contributes to research on newspaper discourse, intercultural communication, and translation pedagogy. Future research may compare slogan translation across multiple international newspapers or examine the translation of multimodal slogans combining verbal and visual elements.

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