

THE TRANSLATION PECULIARITIES OF ENGLISH SLOGANS IN RUSSIAN

N.A. Sheifel, O.V. Markelova
The National Research University «Belgorod State University»

The article deals with the problem of translation of the English slogans into Russian and their adaptation to Russian-speaking audience. The author analyses the main methods of slogan translation.

Keywords: the English-language slogan, translation techniques, the Russian-speaking audience.

[3].

- Loreal. Because you're worth it. /
- Maxwell House. Good to the last drop. /

Pringles:

- Once you pop the fun don't stop. -

Where's the *beef*? -
the best *lager* in the world» -
».

Wendy's

Carlsberg: «Carlsberg - probably
: «Carlsberg -

Burger King

: You're the *boss*. -

Sprite «Obey your thirst»,
!»,

!»,

- It's Miller time! - *Miller* (*Miller*).
- BeanzMeanz Heinz. - *Heinz* (Heinz).
- Do the Dew. - *Dew* (*Mountain Dew*).

Coke Side of Life /

«Keep on the Sunny Side of Life», ,

: The

