



## The impact of English-Shona translation of adverts on consumer attitudes in Zimbabwe

**Rufaro Chipo Phiri**

*MA student at the Pan-African University for Governance, Humanities and Social Sciences (PAUGHSS) hosted by the Advanced School of Translators and Interpreters (ASTI) Email: [rufarocphiri21@gmail.com](mailto:rufarocphiri21@gmail.com)*

**Deris Meh Nge (Dr., PhD)**

*Senior Translator and Lecturer at the Advanced School of Translators and Interpreters (ASTI), University of Buea. Email: [nge.deris@ubuea.cm](mailto:nge.deris@ubuea.cm)*

**Lum Suzanne Ayonghe (PhD)**

*Professor of Audio-Visual Translation at the Advanced School of Translators and Interpreters (ASTI), University of Buea. Email: [ayonghelumsuzanne@gmail.com](mailto:ayonghelumsuzanne@gmail.com)*

**Corresponding author: PHIRI RUFARO CHIPO**

### Abstract

This study aims to explore and investigate translation procedures and how linguistic and cultural adaptation affects communication and marketing outcomes on consumer attitudes and behaviors in Zimbabwe.

To answer pertinent questions, the study adopted a mixed-method research design, combining qualitative corpus analysis and quantitative data from questionnaires. Two different questionnaires were administered to different groups, and English-to-Shona translated adverts were collected. The study made use of participant observation and responses from both company representatives and consumers were analyzed. The study is grounded in the Skopos, communicative, and appropriateness theories to understand the interplay between translation strategies and marketing goals. Results of the study revealed that Shona translations frequently employ techniques such as cultural adaptation, modulation, and reformulation to achieve linguistic and cultural equivalence. However, the impact on consumer engagement varies, with 80% of surveyed consumers occasionally influenced by Shona advertisements.

**Keywords:** advertising, consumers, English, marketing, Shona, translation.

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## 1. Introduction

According to Munday (2002), translating advertisements are ways through which companies gain insight into other countries or cultures. The clamor for the presence of local languages in Africa has led to the vulgarization of adverts in various domains such as social media, audio-visual media and many more, hence the rise of translation of adverts from English to Shona languages in Zimbabwe considering culture and context to effectively communicate. Cook (2001), considers advertising to be simply, everywhere; we cannot walk down the street, shop, watch television, go through the mail, log on to the Internet, read a newspaper or board a train without encountering advertising.

Zimbabwe's constitution recognizes 16 official languages, with English as the official medium, alongside Shona and Ndebele which are the predominant indigenous languages in their respective geographic spheres, namely Mashonaland in the east and Matebeleland in the west of Zimbabwe. Advertising is omnipresent, and its effectiveness depends heavily on cultural resonance and contextual appropriateness. Translating advertisements involves more than linguistic transfer, it requires transcreation and cultural adaptation to maintain the original message's impact. Industry theorists like Wu (2018) emphasize that advertising translation must evoke the same emotional responses as the source material.

Advertising texts does not only include words, but also cultural concepts, ideas and visuals. De Mooij (2004:179) defines translating advertising copy as 'painting the tip of an iceberg and hoping the whole thing will turn red'. To him advertising lies on the cultural notion, as advertising is not made of words only, but made of culture. Translating advertising goes beyond translating a regular written text as it includes cultural elements such as shared beliefs, attitudes, norms, roles, and values. Hence, Reboul (1978) suggests that to transfer an advertisement from one language and culture to another, it is worth considering translating, adapting, and creating. Advertising texts are rich in cultural and social elements, whether they are translatable or not is still being questioned hence attention has to be paid to cultural and textual nuances. Basem (2006) says when translating, two languages and two cultures are involved. Simply speaking translated advertisements have an attractive power to manipulate consumers as they advocate, encourage, ask questions, announcing about products or services invoking their cultures that are deeply embedded into their minds.

A closer reading of these authors as well as others has led to the quest to study how advertisements are translated in Zimbabwe where there is multiculturalism thereby addressing the issue of techniques and strategies that are implied in the translation of adverts from English to Shona in Zimbabwe marketing terminology in terms of translation strategies. The purpose of this research is therefore to investigate the techniques, strategies, and impact of such translated advertisements.

### 1.1 Problem statement

It has been observed that translated advertisements from English to Shona fail to give the intended effect on the target consumers as those of the original advertisements. This study,

therefore seeks to assess the translated advertisements on consumer attitudes and the procedures used in their translation.

## **1.2 Research Questions**

1. What is the impact of translating English language advertisements into Shona by companies on customers in Zimbabwe?
2. What are the various translation techniques used in these English adverts to Shona translated adverts?

## **1.3 Objectives**

1. Identify, analyze, describe and assess the effectiveness of the translation of advertisements in Zimbabwe on consumer attitudes and behaviors.
2. Identify, analyze and describe the techniques involved in the translation of advertisements from English to Shona.

## **2. Review of related literature**

### **2.1 Conceptual Review**

In this part key concepts related to the study will be defined.

#### **2.1.1 Translation**

Bell (1991:20) highlights that the phenomenon of translation is, ‘a replacement of a representation of a text in one language by a representation of an equivalent text in a second language’. Bell (1991) refers to an important notion in translation theory, namely equivalence, whereby the translator renders the message to the targeted audience in the closest possible equivalence that will be well understood by the target audience. In line with this study, Bell’s definition simply means giving an appropriate translation equivalence from source text to target text.

#### **2.1.2 Advertising**

Bovee and Arens (1986:5) views advertising as non-personal communication of information that is usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the diverse media. Bovee and Arens (1986) view advertising as persuasive in nature according to messages being conveyed on various media to catch the eye of anyone who could be a possible client; for example, on social media, television, billboards, and radios whereby marketers have to pay to convey a message about their goods or services, hence the words they use in this case should be catchy to quickly attract the target audience.

### **2.1.3 Advertising translation**

According to Sharabi (2023), advertising translation covers the conversion of marketing content to effectively reach a full-target (full-fledged) market or audience through translation, transcreation, and localization. In this way advertisements will not only be linguistically accurate but also will resonate to the essence of culture.

De Mooij (2004), considers translating adverts like painting the tip of an iceberg, what you see are the words, but there is a lot behind the words that must be understood to transfer advertising from one culture to another.

### **2.1.4 Advertising slogans**

Brierley (2002) says advertising slogans are short, memorable phrases used in advertising campaigns. Their purpose is to emphasize a phrase that the company wishes to be remembered by, particularly for marketing a specific corporate image or connection to a product or consumer base. Slogans speak volumes about a product, service or even the company itself to the customer's attention.

### **2.1.5 Consumer behaviour**

According to De Mooij, (2004: 181) the correlation between consumer behavior and cultural values show that a culturally appropriate advertising style is the key to successful advertising. Consumers are products of their own culture and language therefore one has to consider certain pre-established notions of each culture before advertising.

### **2.1.6 Translation strategies**

Ngoran (2017:36) describes 'domestication and foreignization' as the two main strategies in translation. He says 'foreignization' is source-text oriented, word for word, structure for structure and literal while 'domestication' is target text-oriented, free, natural, and transparent and message for message.

### **2.1.7 Translation techniques**

Ngoran (2017:38), considers a translation technique as an operational mechanism put in place by the translator in the course of actual translation. Translation techniques are micro strategies which narrow down the strategies that the translator uses in their translation, while techniques usually concentrate on segments of the text. They fall under strategies and they are the decision made by the translator in translating segments. Examples of translation techniques include; borrowing, calque, literal translation, reformulation, explicitation, transposition, modulation, cultural, formal and dynamic equivalence, local and global adaptation.

## **2.2 Theoretical review**

The Skopos, communicative and the theory of appropriateness were used.

### **2.2.1 The Communicative theory**

According to, Ngoran (2017), the communication theory of translation is a theory that aims at communicative translation, which attempts to produce on its readers an effect as close as possible to that obtained on the readers of the original language. Communication is the ultimate goal of language instruction to enable learners to communicate effectively with others in real-life situations. The communicative theory is applied to this study as translation of advertisements, requires not only the linguistic aspects but also the communicative aspect making sure that the meaning of the message has been transmitted and in its originality.

### **2.2.2 The Skopos theory**

Skopos theory is a translation theory proposed in the 1970s by the German Hans J. Vermeer. Skopos as a technical term referring to the purpose of a translation and of the action of translation. Skopos is a Greek term which means ‘aim’, ‘goal’ or ‘purpose’. Vermeer freed translation research from the constraints of the original text centered theory, believing that translation must follow the principles of purpose, coherence, and fidelity. The principle of purpose is the primary principle as any translation behavior is determined by the purpose of translation, which determines the means of translation as stated by Munday, (2012).

### **2.2.3 The appropriateness theory**

The appropriateness theory, proposed by Paul Grice in the 1970s, is a conversational implicature theory that focuses on the cooperative nature of human communication. According to this theory, speakers are expected to make their contributions appropriate to the context of the conversation. This includes observing maxims such as truthfulness, clarity, relevance, and manner (Grice, 1975), this is what is needed in the translation of adverts to make them comprehensible as the original text.

## **2.3 Empirical review**

This section reviews other studies relevant to the present studies which were carried out by other scholars in different contexts

To begin with, Sichkar et al (2023), on the investigation of the techniques used to translate advertising texts in English and Ukrainian languages, found that translated slogans are target-oriented and address groups of people with definite values and demands. The results of the study indicate that the translation of English advertising slogans is oriented towards preserving their pragmatic effect and function in the target culture. The results prove that lexico-semantic, grammatical, and stylistic transformations are used in rendering advertising slogans into Ukrainian. The present study relates with, Sichkar et al. (2023), however, the present study goes further to analyze the translation techniques used in the translation of advertisements and seeks to understand the impact of these translations on consumer behavior.

Syahputra et al. (2022), aims to describe a unique phenomenon in a translated advertisement. The study analyses translated advertisements and their relation to translation techniques. The study focused on how the language that contains the culture of a country can be presented to other countries by one advertisement product. It is a challenge for producers to promote their products, and the translator takes over the role as a communication bridge between producers and target consumers. Results showed that translated advertisement tends to keep its original text to preserve its meaning, the sound and image of the video also influences the translated version.

Kappe (2012)' s study on the translation of advertisements seeks to assess the use of semiotics, symbolism, and techniques used by advertisers and translators in persuading customers and to know whether translators of advertisements use the same techniques in the target language as used in the original text. The study focuses on the comparative analysis of 30 English Coca-Cola advertisements and their French translations from 1905 to 2011. Analysis was done based on the relevance theory, equivalence theory, and Skopos theory within the framework of Descriptive Translation Studies (DTS) which examines and analyzes the way existing translations are carried out on advertisements.

De Mooij, (2004:179), asserts that 'translating an advertising copy is like painting the tip of an iceberg'. The study focuses on the complex interplay between language, culture, and marketing strategies. His work emphasizes that effective advertisement translation goes beyond mere linguistic conversion; it requires a deep understanding of cultural nuances and consumer behavior. De Moiji employs comparative analysis by analyzing pairs of source and target language advertisements, focusing on linguistic choices, cultural references, and marketing strategies, to identify successful translation practices and common pitfalls, offering insights into effective cross-cultural advertising. The work equally examines how language functions within specific advertising contexts considering factors such as tone, style, and persuasive techniques.

These works highlight the importance of translation of advertisements in preserving culture which is the main aspect in a human what will lure the consumer to have the will power to purchase a good or a service, which is what the current study seeks to investigate in Zimbabwe and the procedures used in the translations.

### **3. Methodology**

#### **3.1 Sample population**

The target population for this study is divided into two categories, the first category are the companies (Bakers Inn Zimbabwe, Saraquel Ltd, Coverlink holdings, NetOne Zimbabwe, and Nash Paints Zimbabwe) and the second category is a randomly selected public, who are the possible clients and consumers of the goods and services provided by these companies. Both groups, companies and the public, responded to online questionnaires that were designed with different questions to meet the expectations from each group making this study a success.

### **3.2 Sampling**

For this study, purposive sampling was used to select companies that provided data for the study and random sampling was used for the selection of participants to answer the questionnaire for the potential clients.

Purposive sampling is the intentional selection or identification of individuals or groups of individuals based on their characteristics, knowledge of and experience with a phenomenon of interest, Cresswell and Clark (2011).

Random sampling refers to a randomly selected subset of the population; every individual has an equal chance of being selected. It is the method of selecting a sample of  $n$  units out of  $N$  units by drawing units one by one with or without replacement whereby, every unit has an equal probability of selection. It is applied to allow every individual to have an opportunity to be selected.

### **3.3 Data collection instruments**

To carry out this study, questionnaires, participant observation and corpus analysis were used. Questionnaires were administered online to the proposed customers (public) and the advertising companies respectively together with online observations.

The study makes use of corpus analysis to investigate and analyze the techniques used to translate the advertisements. The extracts of adverts were collected from websites and from the companies' data. Twenty (20) excerpts were collected and analysed using the Descriptive Translation Studies (DTS) model.

### **3.4 Participant observation**

Participant observation was based on the advertisements on posters, flyers and social media posts, to examine carefully, check and see how the adverts are translated and the frequency of the translations. We immersed ourselves in the Zimbabwean society to observe and participate on social media sites and websites ensuring the translation of advertisements, identifying the procedures used in the translation of these advertisements, in order to fully convince customers. The goal was to gain a deep understanding of the culture, beliefs and practices from an insider's perspective. We even went on to consult company representatives through WhatsApp forum so that they verify if they translate their adverts from English to Shona.

### **3.5 Descriptive Translation Studies (DTS)**

DTS model that involves comparative analysis of English and Shona texts, revealing cultural adaptations and shifts in meaning due to translation techniques used will be used as a guide in describing and analyzing the basic features of English and Shona corpus analysis.

## **4. DATA PRESENTATION AND ANALYSIS**

Data collected through questionnaires and observations will be presented, analyzed and interpreted in this section.

### **4.1 Respondent' profile**

The measured demographic variables of sex, age, and level of education of the randomly chosen clients/public in Zimbabwe will be presented.

#### **a) Gender**

Results show that the majority of the respondents were female with 21 (52.5%), while the minority is male with a percentage of 19 (47.5%).

#### **b) Age**

Twenty nine out of 40 respondents that is 72.5% of the population were 20-35 years old, then 6 (15%) were 36-55 years old, 4 (10%) were above 55 years old and 1 (2.5%) was below 20 years old.

#### **c) Level of English proficiency**

Concerning the level of English proficiency of the respondents, 32(80%) of the respondents have an advanced English proficiency, while 8 (20%) are on the immediate level in English language and no one is a beginner. The fact that most of respondents fluently speak and understand English contributed to the study as they comprehended the questions on the administered questionnaire. The level of literacy is also a contribution to the Zimbabwean marketing society as customers can understand English language.

#### **d) Languages spoken at home.**

Regarding the languages spoken at home 75% of the target audience speaks Shona in their homes, followed by 10% who speak English and Shona, 10% who speak Ndebele, and 5% who speak English. The majority of the respondents speak Shona, adding to the study on how Shona adverts can influence their purchasing decisions. This highlights the importance of the language in daily interactions.

### **4.1.2 Attitude of respondents towards translation of adverts**

#### **a) Purchase of product or service as a result of Shona advertisements.**

The study aimed to determine if Shona advertisements have influenced purchasing power. Results showed that 65% of respondents are sometimes convinced to buy goods, while 32.5% have never bought. The remaining 2.5% are neither convinced nor pushed to buy. The results suggest that Shona advertisements have not fully convinced customers to purchase or not.

**b) Preference of English words or translated Shona words on advertisement**

The majority of the population (72.5%) prefers English words over Shona translated words in advertisements, while 20% prefer their mother language for a sense of belonging and connection to their culture. The remaining 7.5% are indifferent, allowing the message to be passed regardless of the language used. This preference may be influenced by their English literacy, as the majority of the population speaks Shona at home.

**c) Conviction to buy goods or services as a result of either translated Shona words or English ones**

This question aimed to determine if consumers feel more convinced and connected with marketers when goods are advertised in their native language. Results showed that 65% of respondents found Shona advertisements more convincing than English ones, indicating patriotism or love for their language. However, 15% of respondents felt not compelled to buy goods or services by Shona advertisements.

**d) Motives behind the decision to purchase goods and services that are promoted in Shona:**

The decision to purchase goods and services advertised in Shona is influenced by the emotional and cultural resonance these advertisements evoke. Shona commercials, with their local rhythm and simple vocabulary, are rated higher by audiences compared to English ones, making them more relatable and engaging. These advertisements acknowledge the diverse consumer base, particularly by appealing to the Zimbabwean identity. When the message is relevant and the marketing strategy is tailored to the target demographic, Shona adverts inspire interest and enhance the likelihood of purchase. Skilled organizations often craft these advertisements with expertise and cultural insight.

However, there are criticisms. Some respondents find Shona adverts unconvincing due to their lack of creativity, substance, and clarity, resulting in ambiguous or unrealistic messages. To enhance appeal, advertising in Shona should emphasize product attributes while avoiding jargon or overly technical language, ensuring clarity and relatability for potential customers.

**e) Improvements to be made to Shona adverts.**

Enhancing Shona advertisements requires a focus on clarity, engagement, and cultural authenticity. Advertisers should use simple, precise language and concise messaging to maintain viewer interest. Incorporating regional proverbs, idioms, and slang makes the content relatable and genuine. Adverts should consider Shona's diverse dialects and regional variations, using vibrant visuals such as traditional attire, local landscapes, and culturally significant symbols to resonate with audiences.

Additionally, clear translation into Shona can extend the reach of the advertisements. Marketers should avoid complex sentences, excessive jargon, and overly scripted performances, instead fostering natural communication styles. Handouts with clear explanations and visual aids can cater to audiences with varying literacy levels. Regular production of high-quality advertisements, focused on authenticity and professionalism, is also essential.

#### **f) Opinions on the purpose of Shona adverts.**

The primary purpose of Shona advertisements is to promote product awareness, educate consumers, and encourage purchase while fostering a cultural connection. These adverts effectively communicate brand messages to diverse age groups, ensuring inclusivity across the Zimbabwean population. By leveraging the native language, advertisers create an accessible medium that helps bridge cultural gaps and expands product reach. Moreover, Shona advertisements celebrate and preserve African cultural diversity and heritage. They respect local languages while promoting open communication, ensuring that people from different linguistic and cultural backgrounds understand the brand's message. This approach strengthens cultural identity while achieving marketing goals.

### **4.2 Companies**

The companies that participated to this study were NashPaints, Coverlink Holdings, Dairibord Zimbabwe, Saraquel ltd, Netone Zimbabwe and Baker's inn Zimbabwe.

The professional positions of the people in the companies are as follows; marketing manager, customer service representative, human resource worker, marketer, marketing assistant and professional marketer, these helped ensure that the results are more accurate and aligned to the companies.

#### **a) Gender**

Six company representatives responded to the questionnaire, 4 are female, representing 66.67% of the total sample. On the other hand, 2(33.33%), are male.

#### **b) Goods and services offered**

The products and services provided by the different companies, are paint; insurance on cash plans, medical health, funeral insurance, legal insurance, special savings, home and auto insurance; dairy products; borehole drilling and installation; network service provider; and bread and confectionery items. The aim was to gather their opinions on translated advertisements, as these products cater to a larger market.

#### **d) Target audience**

The target audience for NetOne Zimbabwe and Coverlink Holdings includes all age groups, including infants, teens, adults, and professionals. Nash Paints targets adults investing in building, Saraquel Ltd targets adults, workers, and professionals for borehole drilling and installation, and Bakers' Inn targets teens, adults, workers, and professionals for their bread and confectionery products.

#### **e) Market range**

This study reveals that 3 out of 6 companies target large scale markets, while others target small, medium, and all ranges.

#### **f) Person or department responsible for the Translations**

The results reveal that Zimbabwe's translation departments are predominantly bilinguals and agencies, with three companies relying on bilinguals and three relying on agencies. However, no professional translators are employed, highlighting the underrepresentation of qualified translators and the low status of translation as a profession in Zimbabwe, necessitating action from translator associations in the country.

#### **4.2.1 Opinions and attitudes towards the translation of advertisements by companies**

This portion of the questionnaire seeks to discuss the attitudes and opinions of respondents towards the translation of adverts.

##### **a) Advertising languages**

According to the results English and Shona are the primary languages used for advertising goods and services, with Ndebele being a secondary option. English is used by 100% of respondents, while Shona is also used all the companies. Ndebele is used by approximately 50% of companies. The frequency analysis shows that English and Shona are universally used, with Ndebele having a significant presence but not dominating the overall language use.

##### **b) Does translating advertisements increase sales and profits in the company?**

**R1.** It has not been measured yet but the assumption is that the message was related to more people than an English advert locally.

**R2.** The Company hasn't had a direct record on profits and sales, but assumes that some of the customers who consult it would have understood the posts in the local language. So overall sales are increasing due to translating advertisements

**R3.** Translation of promotional materials enhances communication with potential clients by bridging language barriers. Languages like Shona or Ndebele help understand product advantages and fulfill demands, increasing market reach, cultural relevance, trust, conversion rates, client loyalty, and sales.

**R4.** In 2022, sales increased by 12%. This was the result of the introduction of Shona posts in a specific rural area of Zimbabwe, where people could read the flyers and understand without needing an explanation. Since the message containing the services was clearly stated, a lot of customers were invited.

**R5.** There is no actual report or proof of it improving sales. Translations are valued for their potential to improve sales by reaching a broader audience, both English-speaking and non-English-speaking, thus increasing customer engagement.

**R6.** Yes. Because the market range is wide, we understand that there is a type of consumers who prefer to engage in their native languages. That's why we use Shona and Ndebele also. We consider the translation of advertising materials to be a strategic move and it contributes to increased sales and expands reach.

**c) Why did you decide to translate advertising materials?**

**R1.** To make customers the center of attention. It's tempting to use your original tongue because you can even use popular lingo like 'Ma1, Chiremerera, ndayura, tinoramba, tichipisa, etc'.

**R2.** Translating promotional materials helps overcome language barriers and strengthens client connections. By speaking in Shona, we gain trust and credibility with Zimbabweans, making us their first choice for insurance services, despite not being fluent in English.

**R3.** Translations of advertising materials are done to reach a wider audience, including those who would like information to be expressed in their language or who may not speak English well. Adverts are also translated for competitive edge because people are more likely to purchase a product when they comprehend the message than when they do not.

**R4.** The translation of materials acknowledges, empowers, and promotes our mother tongue while reaching out to nearly all possible customers without leaving out any group. Companies translate promotional content to establish credibility and persuade customers that they are dependable and trustworthy.

**R5.** It boosts the possibility of expanding clientele. Resonating with the cultural and language inclinations of the target customers. It shows a dedication to diversity and improves brand image.

**R6.** Translating advertisements enhances local search engine optimization, increases visibility and traffic for Shona-based users, and makes content more accessible. Localizing content boosts sales, customer engagement, brand awareness, and helps businesses introduce new products to clients who may not speak English well.

**d) How important do you think translation of adverts is, in the promotion of African languages and preserving culture and meeting the company's objectives?**

**R1.** It is crucial because the message is more relatable. It also aligns with our goals, since we want the brand to represent the middle class, upper class, and the ghetto. Since our brand is universal, our advertising makes it more relatable.

**R2.** Translating adverts enables us to become more relevant in the market by helping us localize and blend in with our business. It enables us to adapt to the specific preferences and market dynamics of the area. Additionally, it helps customers to perceive and believe that we recognize and value their particular requirements on a regional market.

**R3.** Translations of advertisements enhance customer and company communication, conserving culture through content adaptation to cultural context and audience preferences. This ensures content is appropriate for the target audience, relevant to their culture, and has its own colloquial expressions. Translating advertising materials reduces misunderstandings and misinterpretations due to linguistic barriers, ensuring accurate communication and desired impact.

**R4.** Translating advertising materials helps ensure accurate communication and impact, reducing misunderstandings and misinterpretations. This is crucial for entering new markets or increasing market share. Locally relevant adverts establish brand relevance and accessibility, increasing the likelihood of expanding into the target market, attracting new clients, and earning market share.

**R5.** The company aims to be a network provider, increasing commercial activity, and supporting the Shona language. Some translations preserve indigenous Shona culture to make consumers feel valued.

**R6.** Translating commercials into Shona and Ndebele ensures cultural alignment with target market conventions, values, and preferences. This ensures better understanding and comprehension for clients, maintains original tone and style, and evokes desired emotions and responses from the target market, thereby preserving the intended meaning.

### **4.3 Discussions**

The study reveals that translating advertisements from English to Shona is crucial for upholding African culture, reducing language barriers, and promoting marketing strategies. The majority of respondents support this translation, as it gives them a sense of belonging and importance. However, they prefer English-language advertisements, despite speaking Shona in their homes. This may be due to diglossia where English is considered high and Shona is considered low. Shona advertisements provide cultural relevance and help preserve culture. The study also highlights the need for professional translators in Zimbabwe to ensure good translations. Using professional translators could help avoid errors of inappropriate jargon.

The translation of advertisements from English to Shona has a positive impact on companies, as it increases client loyalty, engagement, brand awareness, sales, and profitability. This broadens the market range and allows companies to effectively communicate with people from diverse backgrounds and demographic age groups, earning brand recognition in a competitive world.

### **4.4. Analytical analysis of the corpus**

Excerpts extracted from adverts of different companies that were collected from websites and from the companies are analyzed in this section of analysis.

#### **ST: Special savings plan**

**TT:** *Plan yekuchengetedza mari yakanaka*

The excerpt from an insurance company uses borrowing technique and domestication strategy to translate the word *plan* as the translator did not find a word that is equivalent in the target text. The word *special* was also not rendered with the emphasis that it should have given in the original text, the weight of the meaning was rather reduced. The word that was rather better to use for special was *yakakosha*, the translation would have been, *hurongwa hwekuchengetedza mari hwakakosha*. The skopos theory applied, the purpose and aim of the message was conveyed to the target audience that they can trust the insurance company, one would also justify the use of the word *plan* as it is a word that is widely used in the society.

#### **ST: Crystal Clear Water from the original source**

**TT:** *Mvura yakachena inoyevedza, Yabva pasi pemvura*

This is an advert from a borehole drilling company on the cleanliness of the water that the boreholes provide, the translator used the domestication strategy and the explication technique as they had to explain what the original text ought to say. There is also a mistranslation on the words *yabva pasi pemvura* which are the elements of interest as the words *original source* refers to where the water is coming from that is the *bedrock* and in most times these could be springs and in Shona the original source that brings clean and healthy water that does not need further purification is called *chitubu* therefore there was a repetition of water coming from under water rather than saying the water is coming from the original source in Shona. The suggested translation is, *Mvura yakachena inoyevedza, inobva muchitubu*. The first part of the advert is well translated but the second rather has errors, the possible constraints here could have been finding the equivalent words for the target language. The skopos theory applies as the purpose of the source text was rather achieved.

**ST: Get spotted with the Baker's Inn loaf and win USD10**

**TT: Batika paMap nechingwa che Baker's Inn upihwe USD10**

The excerpt is from a bread company advertisement featuring a man holding money, offering promotions for buying bread. The advertisement aims to lure customers to buy more bread to receive vouchers and increase their chances of winning. The translation strategy is foreignization, with borrowing techniques such as *map*, *Baker's Inn*, and *USD10* from English to maintain the original writer's spirit and relevance. Words such as *map*, *Baker's Inn* and *USD10* are borrowed from English to keep the readers in the spirit of the original writer and to maintain the sense. The word *map* came in to stand in for spotted so the translator just used common slang used in the country referring to being available, they say *batika paMap* therefore this was relatable to the reader. The word win was translated to *upihwe* which does not really bring the sense yet the word *win* in Shona is *kubudirira/hwinha/ kukunda* which was rather going to emphasis on the competitive part of the promotion. The theory of appropriateness applies as the translator used the appropriate words to give the message relevance and communicate the sense and meaning.

**ST: Welcome home**

**TT: Dzoka uyamwe**

This is an advert from a telecommunication company, the slogan *Welcome home* was translated to *dzoka uyamwe*. The direct translation will be *tinokutambirai kumba* which in the case of a telecommunication company wouldn't render the expected impact that the source text is giving. The translation *dzoka uyamwe* which basically means something else different that is come back and drink was found to be more appropriate in the sense that the company is a network company that helps people connect on the internet so it is encouraging the clients to come back and take from them to get connectivity from them as it is homely. The strategy that was used is domestication and the strategy is modulation. The theory of appropriateness is applicable as the translator used words that would be appropriate to the context of the target culture.

#### **4.4.1 Discussions**

This study analyzed 20 excerpts of advertisements translated from English into Shona, focusing on marketing terms to persuade clients to trust the services and goods offered by companies. Translation techniques like literal translation, calque, transposition, modulation, adaptation, transposition, and explicitation were used. The study identified theories like skopos, appropriateness, and communicative, but possible constraints include translators' influence by the source text and inaccurate renderings. The results suggest the need for more professional translators to ensure translations are conveyed in their natural state in the target culture.

#### **5. CONCLUSION**

The study analyzed 20 advertisements and their Shona translations using both qualitative and quantitative methods. It used Newmark's communicative theory, Vermeer's Skopos theory, and Grice's appropriateness theory to understand the impact of translation procedures on consumer behavior and attitudes towards companies. Data was collected through questionnaires, corpus analysis, and participant observations. Results showed that translation techniques like explicitation, transposition, borrowing, direct translation, and cultural adaptation are often used to align advertisements with Shona-speaking audiences. Public responses indicated mixed outcomes, with some consumers finding Shona translations relatable but others feeling they lacked the persuasive impact of original English adverts. The study suggests improvements in translation in Zimbabwe to meet cultural norms and values. The study indicates a need for improvement in Zimbabwe's advertisement translation to align with the language's cultural norms and values. The process requires linguistic precision, cultural sensitivity, and marketing acumen. Despite challenges, these efforts promote linguistic diversity and inclusivity in Zimbabwe's advertising landscape. Further studies on other indigenous languages would be necessary to assess their role in shaping consumer perceptions and equally consulting the translators in the marketing field.

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## IMAGES

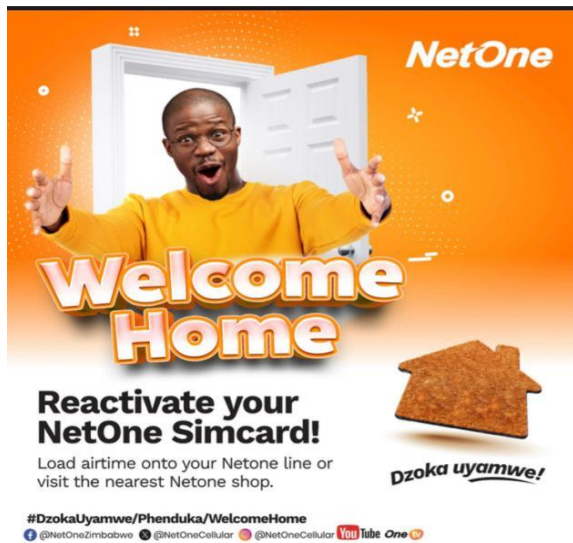


Image 1: English advert with Shona translation from NetOne



Image 2: English and Shona translated advert for Baker's Inn



### Image 3: English and Shona translated advert for Saraquel ltd