KENYATTA UNIVERSITY
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

AN ANALYSIS OF TEXTUAL MEANING IN ADVERTISEMENTS TRANSLATED FROM ENGLISH TO EKEGUSII.

BY

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DECLARATION

This research dissertation is my own original work and has not been presented for a degree in any other university or any other award.

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ABSTRACT

This study offers an in-depth analysis of the lexical, grammatical and rhetorical mismatches between English advertisements and their Ekegusii translations in the light of establishing whether any of these linguistic mismatches leads to meaning loss. At the same time, the study set out to identify the possible strategies that can be used in advertising translation. A descriptive research design was adopted for this purpose. Ten advertisements were picked following purposive sampling procedure. Only those advertisements with the required features (rhetorical, grammatical and lexical) were considered. Data collected was analyzed based on an eclectic theoretical approach. Three theories, namely: The Hallidayan Systemic Functional Grammar theory, the interpretive theory and the Cultural Translation theory were used. The data collected was analyzed and discussed accordingly. The analyses revealed that there exist lexical, grammatical and rhetorical mismatches between the advertisements rendered in English and those translated into Ekegusii. It was further observed that there were major factors that led to the discrepancy between the two. Some of the factors identified include: language typology, lack of equivalent lexis in the TT and use of ineffective translation strategies. The findings further revealed that such mismatches led to meaning loss in some of the advertisements whereas in others they never affected the meaning. At the same time, it was noted that it is possible to have effective translation only if effective translation strategies are employed. Such strategies include; adoption and paraphrase. More so, advertising agencies should employ competent translators who are well versed in the two languages in question to avoid any distortion of the intended message or miscommunicating the actual message intended.
DEDICATION

This dissertation is dedicated to my late beloved husband William, who gave me the support and encouragement I needed during my MA course but, never lived to see me through it. May the Almighty Father above rest your soul in peace till we unite in eternity.
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OPERATIONAL DEFINITION OF TERMS

Communication: The exchange of thoughts, messages, or information, as by speech, signal, writing or behaviour.

Culture: The way of life and its manifestations that is peculiar to a community that uses a particular language as its means of expression.

Ekegusii: A Bantu language spoken by the Gusii people of western Kenya.

Receptor: Person(s) for whom a translation is intended.

Register: Variation according to language use in specific situations.

Source language: The language from which an original text is translated.

Target language: The language in which the translation is expected to be in.

Text: A stretch of utterance that could be a word, a phrase, a clause, an expression or a paragraph.

Translation: Act of changing a word, an expression or a text from one language to another.
ABBREVIATIONS

ST: Source text
TT: Target text
SL: Source Language
TL: Target Language
INTRODUCTION

1.0 BACKGROUND OF THE STUDY

There are various definitions of translation, which have been propounded by various scholars (Catford, 1965:1; Nida, 1974:1; Larson, 1984:3; Baker, 1992:11 and Newmark, 1987:7). For example, Newmark (1987:7) states that translation is rendering the meaning of a text into another language in the way that the author intended the text to convey. It means translation should describe clearly the meaning of a text in the target language (TL) so that the reader can get the message that the author proposes. He also adds that translation is a craft consisting of an attempt to replace a written message and/or statement in another language. Here, Newmark accentuates that the main point of a translation is on the meaning. He is therefore underscoring the fact that, a good translation does not translate words, but meaning. By translating meaning, the TL reader will be able to give an equal response to the message translated. The equal response could be achieved by reproducing the message in natural and accurate TL.

Translation of texts should entail a transfer of meaning from the source text (ST) to the target text (TT). A text is a communicative occurrence that meets seven standards of textuality; that is, cohesion, coherence, intertextuality, intentionality, acceptability, situationality and informativity. If any of these standards is not considered to have been satisfied, the text will not be communicative (Beaugrande, 1980:3).
This study adopts the definition of text as a verbal record of a communicative event (Brown and Yule, 1983:6). A text first of all conveys textual meaning which refers to the way the text is organized as a piece of writing or speech (Eggins, 1994:6). Therefore, the presentation or interpretation of the sense of a text in one language and the production of another equivalent text in another language should establish a relationship of equivalence. That is to say, both texts should communicate the same message.

In order to achieve an equivalence of meaning between the ST and the TT, translators employ various strategies such as paraphrase, omission, addition, among others. The choice of one translation strategy over another depends on the textual and extratextual factors such as imagery, personification, repetition, use of metaphors and similes and the pragmatics of the source and target texts. Equivalence is, therefore, established on the basis of the linguistic and situational particularities of source and target texts, a comparison of the two texts and an assessment of their relative match.

In the process of translation, the translator is faced with various problems or constraints. These include the rules of grammar of the source language, its writing conventions, its idioms, metaphors and the like. The translator may also be faced with a problem of meaning transfer on the lexical, grammatical and rhetorical level. In this study, it is assumed that any mismatch of these features is likely to lead to meaning loss.
Loss of meaning means that the transfer of meaning from the ST to the TT involves a certain degree of translation loss; that is, a TT will often lack certain culturally relevant features that are present in the ST especially if a text describes a situation that has elements peculiar to a natural environment, institutions and culture of its language area. This is because such peculiar areas that are brought about by culture-specifics can hardly be expressed in a different language for the lack of concepts and the way of speaking about them. Loss of meaning in TL texts, according to Bassnett, results from language differences (1991:30). Language differences usually results in untranslatability (Bassnett, 1991:32), which inevitably leaves the translator no choice but to pick a TL expression that has the closest meaning.

Scholarly work on translation has revolved around the major languages of the world like English, French, and German. In most African languages, there has been translation of literary works. A good example is the Bible, which has been translated into many African Languages. In Ekegusii, for instance, the Bible is called “Ebibilia Enchenu”. Some of the notable works on translation are: Wangia, 2003; Wanjohi, 2005; Otieno, 2008; Orago, 2007, among others. These studies, though they do not focus on the translation of advertisements were relevant in both theory and methodology in translation research.

Advertising is a form of communication intended to persuade its viewers or readers to take some action. It usually includes the name of the product and how the product or service will benefit the consumer. Thus, one of the intentions of advertising is to persuade potential customers to purchase or to consume that particular brand. Different types of
media can be used to deliver these messages including traditional media such as newspapers, magazines, televisions, radios, outdoor or direct mail. Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries. One mode of modern advertising is the internet, which was released to the public in 1994. It makes use of online advertising, which has almost displaced the traditional modes of advertising in today's virtually connected world. However, most advertising agencies still prefer to use the traditional mode of advertising because they have a wider reach of the populace compared to the internet. Advertising is more than just a distribution cost; it is an investment aimed at producing sales, turnover and profits. Advertising is explored in terms of its strategic goals (Lund, 1947: 83). Therefore, in order for the advertiser to achieve his or her goals, the meaning in the translated advertisement must communicate the intended meaning in the TL.

In most countries, including Kenya, advertising campaigns have been localized. This is because addressing one's potential customers in their native language maximizes the marketing efforts and shows that the company is interested in them and their culture. This consists of adapting the company's communication to the specificities of local environment. The translator must pay attention to the socio-cultural components which include the local peculiarities stemming from religion, social and commercial habits, rules of conduct and ethical norms.

The translator plays a key role in the adaptation of the communication campaign. Besides his/her role as a translator of the speech, - strictly speaking, he or she must make sure that
the socio-cultural restrictions which could be problematic in the advertising transfer, are taken into consideration. As linguistic and cultural go-betweens, translators are, by principle, in a mediation position that allows them to see the problem from the conciliatory and flexible angle of interculturality.

Translators in the framework of advertising should ask themselves the question of how to convey a single message written in two different languages, losing neither the spirit nor the identity. That is why translation is viewed not just as a straightforward operation performed on words, but as a translingual act of transcoding cultural materials (Howland, 2003).

In the case of translation of advertisements, the translator would have to be very sensitive to the losses of cultural elements. S/he should assess the “weight” (connotations, denotations and familiarity) of cultural elements in the source text in order to translate them into the target text and bring out the same effect in the ST. Meaning is lost when the TT does not convey the intended meaning.

Naturally, advertisements have become an important means of communicating ideas, demonstrating a variety of linguistic features. The lexical, grammatical and rhetorical choices of advertisements are key to successful advertisements and their translations. In the process of translation, only when the linguistic characteristics are grasped, can the TT attain the purpose of the publicity. The present study therefore, attempted to examine these features at the lexical, grammatical and rhetorical levels in the hope of establishing
any translation mismatches and their causes, thereby, suggesting the possible strategies of effectively translating advertisements from English to Ekegusii.

1.1 STATEMENT OF THE PROBLEM

In the recent past, the globalization of economies and trade intensification has led companies to communicate with consumers of diverse languages and cultures. Advertisements, therefore, need to be translated due to varying language, literacy levels and cultural needs, which may limit the actual audience receiving the message in the source language. During the translation process there is likely to be a mismatch of the linguistic features between the ST and TT which is likely to lead to loss of textual meaning. In the translation of an advert of “speedo”, a biro pen, from English to Ekegusii, for example, there is mistranslation of the idiomatic expression used:

If you want to pass with flying colours, use speedo....

The idiom 'pass with flying colours’ is rendered in Ekegusii as:

*Onye gotagete Goeta ne chikara chia igoro tumia speedo.*

Which when back translated means ‘To pass with the highest quality of colours.’

Here there is a rhetorical mismatch since the idiom pass with flying colours is not captured in the Ekegusii translation.
In order to capture its meaning, the translator should employ the strategy of paraphrase as in; *onye gotagete goeta mono tumia speedo*. which when backtranslated to English means; *"if you want to pass highly use speedo"*

Such mismatches as illustrated in the example above could occur because of a number of factors such as cultural, grammatical, lexical and rhetorical differences between the two languages. Such mismatches are likely to lead to meaning loss. There is likely to be a certain degree of loss when a text is translated. Listening to adverts translated from English to Ekegusii in FM stations broadcasting in Ekegusii, the native speaker no doubt notices a number of mismatches which would likely lead to meaning loss. This study therefore set out to identify the mismatches between English adverts and those translated to Ekegusii, their likely causes and establish whether the mismatches can lead to meaning loss. It further looked at some of the strategies that can be used to translate advertisements from English to Ekegusii effectively.
1.2 RESEARCH OBJECTIVES

1. To identify the lexical, grammatical and rhetorical mismatches in advertisements translated from English to Ekegusii.

2. To establish the causes of the mismatches in advertisements translated from English to Ekegusii.

3. To determine whether the discrepancy in some advertisements translated from English to Ekegusii leads to meaning loss.

4. To suggest strategies that can be used to effectively translate adverts from English to Ekegusii.

1.3 RESEARCH QUESTIONS

1. What are the lexical, grammatical, and rhetorical mismatches in advertisements translated from English to Ekegusii?

2. Why is there a mismatch in advertisements translated from English to Ekegusii?

3. Does the discrepancy in some advertisements translated from English to Ekegusii lead to meaning loss?

4. What strategies can be used to effectively translate advertisements from English to Ekegusii?
1.4 RESEARCH ASSUMPTIONS

1. There are lexical, grammatical and rhetorical mismatches in advertisements translated from English to Ekegusii.

2. There are a variety of causes of the mismatches in advertisements translated from English to Ekegusii.

3. The discrepancy in some of the advertisements translated from English into Ekegusii is likely to lead to meaning loss.

4. There are strategies that can be used to effectively translate advertisements from English to Ekegusii.

1.5 RATIONALE

Much linguistic work in Ekegusii has been done in relation to its morphology, syntax and sociolinguistics. Some of the notable studies in Ekegusii include; Omondi (2005), Aspects of Tense; Bosire (1993), Dialects Rogoro and Maate; Osinde (1998), Morphology of Ekegusii; Whiteley (1960), Tense and Aspect, among others. However, not much has been documented on translation in Ekegusii. To date, the Holy Bible and Christian Hymnals remain the major translations and the only rich source of written Ekegusii. On the same note, no scholarly work on translation of texts from different languages to Ekegusii has been done. This underscores the need for scholarly work in translation in Ekegusii; more so, in the translation of adverts.
The results from the study are hoped to provide an insight into how textual meaning is affected by translation mismatches of linguistic features in English and Ekegusii advertisements. The study attempted to examine these features at the lexical, grammatical and rhetorical levels, thereby, offering help to writers of advertisements. At the same time, it provided linguistic data for comparison and adds to knowledge development in the field of translation theory and interpretation. More so, the study will be important to the fields of marketing and communication. This is because advertisements should be packaged in a language that the target audience understands in order to increase the sales of the company. By making people aware of the products, services and ideas, it will promote sales and profits.

1.6 SCOPE AND LIMITATIONS

This study limited itself to Ekegusii as it is the researcher’s first language. The researcher was able to identify any mismatches and meaning loss since she has profound linguistic and cultural knowledge in Ekegusii.

As Newmark (1981:15) suggests, the translator will be ‘caught’ every time, not by his or her grammar, which is probably suspiciously ‘better’ than an educated native’s; not by his or her vocabulary, which may well be wider, but by his or her unacceptable or improbable collocations. For the above reasons, translators rightly translate into their own language.
Usually advertising communicates information in three types: audio, visual, and language. It is a more common case that advertisement is a mixture of the three. However, this study limited itself to radio advertisements and their use of language. In radio advertisements, music is always accompanied by language. The current study did not focus on music as in most cases it provides limited information about the product and can lead to misunderstanding. At the same time, two written advertisements were sampled for comparison.

The researcher sampled many advertisements aired on radio because radios have a wider reach than the print media. Radios are also portable and therefore, the Ekegusii native speaker can listen to them while working. Radio also has a wide-scale appeal to customers. More so, the fundamental advertising axiom of reaching the right people at the right time with the right message is more possible with radio than TV or print. This ensured the reliability of the data collected. At the same time, much of the advertising translation has been done on radio. A few advertisements were therefore sampled from the print media for comparison.

In order to collect a variety of English advertisements the researcher listened to radios broadcasting in English namely classic 105 and Easy FM. The study focused on English adverts since in the Kenyan situation, English is the business language and hence most adverts are initially written and broadcast in English. Ekegusii FM radio station was the focus as it broadcasts mainly in Ekegusii and therefore air the translated Ekegusii adverts. The study therefore involved Egesa FM. The written advertisements were sampled from
posters as they are the only print media in advertising which have been translated into Ekegusii.

Adverts have their own unique register; that is, they make use of various kinds of puns, break grammatical rules, cultural generalizations and information, connotations, sentence structure, openings and use economy of expression and persuasion, the study therefore, analyzed a mismatch of the linguistic features both in the ST and in TT and established whether they affect textual meaning.

To enable an analysis of a mismatch of linguistic features, the study limited itself to ten advertisements restricted to lexical, rhetorical and grammatical feature analysis since they comprise the textual part of advertisements, which are the most important elements of the overall advertising message. The study limited itself to lexical aspects like adjectival, adverbial and noun usage. It consequently focused on modification in both the ST and TT. At the same time, it focused on rhetorical aspects of advertisements like repetition, ellipsis and other tropes like alliteration, and overstatement both in the ST and TT. Grammatically, the study focused on the types of sentences used in the advertisements in both the ST and TT.

Notably, the study limited itself to commercial adverts since they are frequently aired on radio. More so, of the different classes of advertisements, the commercial adverts are the most prominent in terms of both quality and quantity. Therefore, majority of the adverts
aired on radio are commercial advertisements; more so, consumer advertisements since they are accessible to common people.

Ten secondary school teachers of English with proficiency in English and Ekegusii were the research respondents. This population was appropriate for this study as Milroy (1987) concurs that large samples for linguistic studies are not necessary for they tend to be repetitive and redundant.

Finally, the study focused on the possible strategies used to translate adverts in order to avoid such a mismatch and meaning loss.
CHAPTER TWO

2.0 INTRODUCTION

This section focuses on the literature review and the theories used in the research. The literature majorly focuses on those works related to the current study and consequently influenced the findings of the study. The study employed three theories whose tenets were handy in data analysis. First there is a presentation of the literature review which is then followed by the theoretical framework. The literature review section focuses on literature on translation and literature on advertising

2.1 LITERATURE ON TRANSLATION

Translation is not a new discipline. Steiner (1992) notes that any model of communication is at the same time a model of translation, of a vertical or horizontal transfer of significance. He also notes that inside or between languages, human communication equals translation and that a study of translation is a study of language. Translation exists because men speak different languages (Steiner, 1992:49). This statement is a true reflection of multilingual societies. It is a situation aptly captured by Crystal (1987) when he points that, “when people are faced with a foreign language barrier, the usual way round it is to find someone to interpret or translate for them.”
notion of language barrier is therefore rendered obsolete through translation. This means that translation is a solution to language problems.

Newmark underscores the importance of culture in translation. He defines culture as “the way of life and its manifestations that are peculiar to a community that uses a particular language as its means of expression” (1988:94), thus acknowledging that each language group has its own culturally specific features. Advertisements are constantly translating between systems of meaning, and, therefore, constitute a vast meta-system where values from different areas of our lives are made interchangeably (Williamson, 1978:24).

Nida confers equal importance to both linguistic and cultural differences between the SL and the TL and concludes that “differences between cultures may cause more severe complications on the translator than do differences on language structure” (Nida, 1964:130). The cultural implications for translation are thus of significant importance as well as lexical concerns. This can affect the translation of advertisements where the SL has no lexical equivalents for most of the culture specific terms prompting the translator to paraphrase the meaning of the cultural elements of the original text. This was seen to be the case with most of the advertisements translated from English to Ekegusii where the translator was forced to adopt some of the technical terms into the Ekegusii advertisements.

Bassnett (1980:13-14) underlines the importance of this double consideration when translating by stating that language is “the heart within the body of culture” the survival
of both aspects being interdependent, linguistic notions of transferring meaning are seen as being only part of the translation process; a whole part of extra-linguistic criteria must also be considered. As Bassnett further points out the translator must tackle the SL text in such a way that the TL version will correspond to the SL version. To attempt to impose the value system of the SL culture into the TL culture is dangerous ground (Bassnett, 1980:23). Thus, when translating, it is important to consider not only the lexical impact on the TL reader, but also the manner in which cultural aspects may be perceived and make translating decisions accordingly.

Indeed, language is a major component of culture; one cannot translate a text and ignore cultures of the ST and TT. A text reflects the culture of the source language. This is because certain expressions are culture-bound and may be meaningless in another language. Words are normally coined from the natural environment in which they occur. Some expressions like euphemisms, metaphors recurrence and idioms, which are common features in adverts, are peculiar to a source language (Snell-Hornby 1988:42). For instance, when translating advertisements from English to Ekegusii, culture could be one of the causes of the mismatches. The translator, therefore, should be both bilingual and bicultural in order for him/her to be effective in this field of translation (Wangia, 2003).

The translation scholar should not only be bicultural but she/he should also be a semanticist over and above everything else. The key concept for the semantics of translation is textual meaning. Hatim (2001:111) observes that; Meaning is the kingpin of
translation studies, without understanding what the text to be translated means the
translator would be hopelessly lost. This should apply to the translation of advertisements
where meaning in the ST and TT ought to be equivalent.

Jacobson (1959:232) suggests that there is no signatum (sign) without signun (signified).
He claims that in case of interlingual translation the translator makes use of synonyms in
order to get the ST message across. This means that in interlingual translation, there is no
full equivalence between code units. According to this theory, “translation involves two
equivalent messages in two different codes”. (Jacobson, 1959: 223). Jacobson goes on to
say that from a grammatical point of view languages may differ from one another to a
greater or lesser degree, but this does not mean that translation cannot be possible; in
other words, that the translator may face the problem of not finding a translation
equivalent. He acknowledges that “whenever there is a deficiency, terminology may be
qualified and amplified by loan words or loan translations, neologisms, or semantic shifts
and circumlocutions” (Jacobson, 1959:234). This study partly borrowed this view in
identifying the strategies that can be effectively used to translate advertisements from
English to Ekegusii. It was realized that most technical terminologies were translated by
adoption which is equivalent to the use of loan words.

Oeltinger (1960:104) cited in Ali (1981) defines translation as the process of
transforming signs or representatives. If the originals have some significance, we
generally require that their images also have the same significance, or more realistically,
as nearly the same significance, as we can get. This definition highlights the fact that it is
sometimes impossible to translate without some loss of meaning. This is also the case with advertisements translated from English to Ekegusii.

Mutahi (1994: 43) states that in translating materials from one language into another, something gets lost. The loss arises because of the differences that exist between the two languages. These differences are both structural and cultural. He notes:

Translation is just like chewing food that is to be fed to others. If one cannot chew the food oneself, one is to be given food that is already chewed. Such food however, is bound to be poorer in taste and flavour than the original.

This study heavily borrows from the above remarks in that, in the translation of advertisements, something gets lost and this is due to structural differences between the two languages in question.

Okombo (1994) perceives all translations in terms of texts, in which the translating process itself and the translation result. He then outlines the properties and the procedures of the translation process, that is, the existence of a text governed by linguistic and non-linguistic properties, the perception of meaning in ST and its expression in the TT and the culture, which hosts it. Okombo (1994) is emphatic that a TT does not come diminished in value because of its deviations from the standards of the ST. This is because there is no way in which a translation could share the same systematic space, stature, or completely perform the function of the ST. According to him, “The arguments about attaining the standards of the original are therefore misplaced.” This forms the backbone of the study
in that it is not possible to attain total equivalence between the two texts resulting to the mismatches.

Shitemi (1990) examines translation theories in relation to practice used in literal translation. She observes that a good translator is one who maintains the semantic styles of the original text. She further argues that equivalence between the ST and the TT is affected by environmental and cultural differences as well as translation competence. She concludes that meaning is important to the receptors understanding of the target text. This is relevant to the current study as it seeks to establish the causes of the translation mismatches like cultural differences and to establish if they lead to loss of meaning in advertisements.

Wangia (2003) examines and describes translation problems that constitute mistranslation in the 1951 Lologooli Bible. She states that some of the causes of problems in translation are the great contrasts between the historical, social, ecological and cultural differences between the SL and TL literal transfer of linguistic structure or forms representing these SL orientations into Luloogoli more often than not result to meaning loss. Her views are very important to this study as there is a contrast between English and Ekegusii in all the aspects mentioned above. Since most advertisements are translated literally, there is a likelihood of lexical, grammatical and rhetorical mismatches, which may lead to meaning loss.
Gimode (2006) explains mistranslation in English - Kiswahili sermons. She observes that certain verbs and modal expressions are prone to mistranslation. This is because of their nature and multiple meanings. Mistranslations occur in most churches due to incorrect interpretations of linguistic units. These views are relevant to the current study in the sense that misinterpretation of linguistic units used in English-Ekegusii translated advertisements led to the mismatches which in essence affected the meaning of the advertisements.

Orago (2007) explores meaning loss in literal translation in Dholuo oral literature with specific reference to Okumba Miruka’s text, *Oral Literature of the Luo*. He observes that culture influences equivalence of meaning from SL to TL. He further notes that ineffective use of translation strategies lead to meaning loss in the process of translating the oral literature materials. This study heavily borrows from Orago’s as it tries to establish whether culture leads to the linguistic mismatches hence leading to loss of meaning in the TT. However, the present study differs slightly from Orago’s since it explores the translation of advertisements from English to Ekegusii.

English advertisements are characterized by clear, rhythmical prose, with simple syntax and explicit involvement of the reader. They also make use of creative devices like metaphor word play and alliteration (Newmark 1981). These are all supported by superlative adjectives, and turns of phrase with clear positive connotations. It is, therefore, the task of the translator to create a text that would arouse the desire of the
consumer in the TT. This observation was handy in this study as it set out to establish whether such creative devices like alliteration are captured during translation.

Catford (1965:5) demonstrates the importance for the translator to isolate a grammatical unit, “a stretch of language activity which is the carrier of some pattern of some kind”, and of being aware of the need at times to shift between the hierarchical ranks of word, phrase, clause and sentence when moving from one language to another. If this is not achieved there is likely to be a discrepancy between the ST and TT.

Halliday (1966) also exploited the rank system (morpheme-word-group-clause) in his “stepping stone” approach from Russian and Chinese, advocating a progression from a literal “item – for –item” transcription to reconsiderations based, firstly, on an understanding of the “context of situation” of the text, and, secondly, on the grammatical and lexical restrictions of the target language.

Newmark (1981) observes that translation and interpretation have to be based on words, sentences, linguistic meaning and language. He acknowledges the importance of grammar by allowing the translator to account for missing words, groups, clauses and even sentences. This observation is important to this study, as the data collected was analysed in terms of words, clauses and sentences. The use of paraphrase accounted for the missing words which were ellipted in the TT.
Fuertas (2001) observes that the most effective method of translating advertisements from English to other languages is TT translation in which the translator gets the meaning of the English advertisement but uses another form to express it in the TT or to say the advertisement in another form which conveys the same meaning. This observation formed the cornerstone of the study as the data revealed that most advertisements in Ekegusii were effectively translated through paraphrase which was employed after the ST’s meaning was fully understood.

All the above studies closely relate to this study because they all fall in the same broad field of translation and interpretation and have made use of the various translation theories. For example, they have used the Cultural Translation Theory, whose tenets the research is pegged on. At the same time, the methodology adopted has heavily borrowed from most of the above studies. Notably, the sampling procedures used and the research design is similar to the ones adopted by (Wangia 2003) and (Orago 2008).

2.2 LITERATURE ON ADVERTISING

There are various definitions of advertising according to different perspectives and purposes. Albert Lasker, the father of modern advertising, said advertising was “Salesmanship in Print.” This saying indicates that the ultimate objective of advertising is to sell. However, with the development of media and the expansion of the nature and scope of advertising, this saying is quite limited.
William F. Arens and Courtland L. Bovee define advertising as “the non personal communication of information usually paid for and usually persuasive in nature, about products (goods and services) of ideas by identified sponsors through various media” (1994:6).

Bolen (1984:19) defines advertising as” paid” non personal communication through the various mass media by business forms, non-profitable organizations, and individuals who are in some way identified in the message and who hope to inform or persuade members of a particular audience.

This study adopts the definition from Encyclopedia Britannica which defines advertising as:

“A form of communication intended to promote the sale of a product or service, to influence public opinion, to gain political support, to advance a particular cause, or to elicit some other response desired by the advertiser - Advertising is distinguished from other forms of communication in that the advertiser pays the media to deliver the message.” (Encyclopedia Britannica, Volume 1, 1994:6)

This definition extends the objective of advertising to persuading people to do response that is, consume the particular products or services. It also indicates that advertising is a form of communication. This underscores the need of translating advertisements from English to Ekegusii to enhance effective communication to the target audience.
We are living in an era of information explosion in which advertising seems to be an indispensable building block of the media. Radio, TV, and the press are, to a great extent, financially motivated to present advertisements. Now advertising is an integral part of our social and economic system. Everyday we are exposed to so much advertising. Just as Black Clark said “--- the average man lives with the advertising man’s work more hours a day than with his family, and is certainly more familiar with advertising slogans than with the proverbs in his Bible” (Black Clarke, 1998).

As a form of mass communication, closely linked with the world of commerce and marketing, advertising is a powerful tool for the flow of information from the seller to the buyer. It influences and persuades people to act or believe. It not only influences any human society’s value and structure. There are many special and specific reasons for using advertising in its several forms; announcing a new product or service, expanding the market to new buyers, announcing a modification or price change, educating customers, challenging competition and attracting investors are a few of such reasons. In the process of creating advertisements for all these reasons, language, that is, choice of expressions is of crucial importance. What kinds of choices make an advertisement highly effective is something worthy to be studied from a linguistic perspective. As a form of medium, advertising owns its distinctive linguistic characteristics.

Several scholars have attempted the study of language of advertising from a linguistic perspective. Leech (1966), in his pioneering and comprehensive study on English in Advertising, has analyzed in detail different aspects pertaining to grammar, vocabulary,
discourse, rhyme, and rhetoric of advertising with special reference to television. He has effectively related these aspects with the functional factors such as attention value, listenability/readability, memorability and selling power. Illustration, display typography, vocal emphasis, prompt selling, grammatical solecism, metaphors and paradox are some of the aspects linked with attention value. Simple and colloquial style and familiar vocabulary are connected with readability. Phonological regularities such as alliteration, rhythm, rhyme and jingle are related to memorability. Frequent use of imperatives and superlatives are connected to selling power. These findings will be handy in this study since it will try to establish whether rhetorical features like alliteration, repetition use of euphemism are reflected in the Ekegusii translation and if none how this influences meaning.

Geis (1982) has attempted to describe how language is used in American advertising, especially TV advertising. He has focused on certain linguistic devices that figure most prominently in advertising. According to him, the advertising claims employing the word “help” as in phrases like “Helps to achieve” and comparative phrases like ‘more’ or ‘less’ are impressive because they are indistinguishable from the law like generic claims of scientists. He has concluded that advertisers in general tend to prefer vague language rather than language with explicit empirical consequences and to prefer subjective claims to objective claims. The present study concurs with Geis’s in that the data revealed that most of the advertisements in English and Ekegusii prefer subjective claims. However, the present study is different in that it analysed radio and print advertisements and emphasized on meaning loss.
Vestergaard and Schrodder (1985) have studied the language use in commercial press advertising in relation with communicative functions of language such as expressive, directive, informational, contextual and poetic. They have also identified the importance of imperative and directive speech acts in encouraging the audience to buy the products.

Mencher (1990) has looked into the aspect of vocabulary in advertising and identified ten words as the most personal and persuasive. They are “new” “save” “safely”, “proven”, “love”, “discover”, “guarantee”, “results”, “you”, and “health’. The Psychological impact of these words on the consumer has also been discussed.

Montes (2008) carried out a comparative study on the persuasive elements of advertising in two languages: English and Spanish. He identifies a series of morphosyntactic rhetorical and pragmatic elements as effective persuasive mechanisms that articulate a good deal of advertising discourse in adverts translated from English to Spanish. The present study also addresses the lexical, grammatical and rhetorical mismatches in advertisements translated from English to Ekegusii. Therefore, it is different in that it focuses on the translation of adverts in an African language and how it affects meaning.

Mandillah (2006) worked on the gendered language used in advertisements in print and electronic media. She analyzed the gender-biased language in advertisements. The research reported that advertisements make use of gender – biased language. However,
the present study dwells on the translation of advertisements, and how the translation mismatches leads to meaning loss. Thus, it is significantly different from Mandillah’s.

While marketing literature is rich with advertising research that focuses on the effect of advertising language on consumer attitudes towards the product advertised, research that focuses on the translation of advertisements in African languages is lacking. Most translation studies on advertising have majorly been done on languages in Western countries. Thus, there is a research gap.

2.3 THEORETICAL FRAMEWORK

To analyse, describe and explain the concerns of this study, the tenets of three theories are used. Thus the study adopts an eclectic approach.

2.3.1 The Hallidayan Systemic Functional Grammar.

Systemic functional grammar is associated with Michael Halliday who was influenced by the Prague School of Functionalism. The Hallidayan model of discourse analysis is geared to the study of language as communication, seeing meaning in the writer’s choices and systematically relating those choices to a wider sociocultural framework. In this model, there is a strong interrelationship between the surface-level realizations of the linguistic functions and the sociocultural frameworks as illustrated in the figure below.

The arrows in the figure indicate the direction of influence.
Thus, the sociocultural environment conditions the genre, (the conventional text type that is associated with a specific communicative function, for example an advert) and itself determines other elements in the systemic framework. The first of these is register, which comprises three variable elements:

1. Field: what is being written about.
2. Tenor: who is communicating and to whom.
3. Mode: the form of communication.

Each of the variables of register is associated with a strand of meaning. These strands, which together form the discourse semantics of a text, are the three metafunctions: ideational, interpersonal and textual. The metafunctions are constructed or realized by the lexicogrammar that is the choices of wording and syntactic structure.

The links are broadly classified as follows:

1. The field of a text is associated with ideational meaning, which is realized through transitivity patterns (verb types, active/passive structures, participants in the process)
2. The tenor of a text is associated with interpersonal meaning, which is realized through the patterns of modality (modal verbs and adverbs such as hopefully, should, possibly, and any evaluative lexis such as beautiful, dreadful).
3. The mode of a text is associated with textual meaning, which is realized through the thematic and informational structures (mainly the order and structuring of elements of a clause) and cohesion (the way the text hangs together lexically, including the use of pronouns, ellipsis, collocation and repetition).

Analysis of the metafunctions has prime place in this model. The close links between the lexicogrammatical patterns and the metafunctions mean that the analysis of patterns of transitivity, modality, thematic structure and cohesion in a text reveals how the metafunctions are working and how the text 'means' (Eggin, 1994:84).
Therefore, this theory was used to identify the linguistic mismatches between the English and Ekegusii advertisements. The data collected was subjected to clausal analysis, phrase structure and their discourse functions both in the ST and in the TT to establish whether they display the same pattern. It was therefore used to identify the choices of wording and grammatical structure of the advertisements in both English and Ekegusii. For example, the data analysis revealed that there is a sharp contrast in modification in the English and Ekegusii advertisements. At the same time it was used to analyse cohesion in both texts. This theory helped in identifying the way the texts hang together lexically by analyzing the use of pronouns, ellipsis and repetition. It was noted that some advertisements rendered in English make use of ellipsis whereas their equivalent translations in Ekegusii do not. For example, the Trust condom advertisement is rendered in English as;

.... Prevention is possible.... (ellipsis of the word AIDS)

The same Ekegusii translation is rendered as;

....etange nenyamoreo botanbe...

(Prevent yourself from contracting AIDS always)

The theory was therefore used to identify any mismatches between the two texts and their effects on textual meaning.

2.3.2 The Interpretive Theory

The interpretive theory has to do with the notion of semblance between utterances and their meanings. It was propounded by Gutt (1991). Usually in translation, somebody reproduces what another has just said. Just as objects in the world can be used to
represent other objects where they share common properties, so can utterances resemble each other. The resemblance can be either in their phonological properties or in their meaning in inferential properties.

Interpretive translation means translating sense (meaning). Background knowledge (cognitive complements) plays a significant role in the interpretation. This approach also emphasizes the fact that everything about a message carries meaning.

This theory was important in this study, as it helped the researcher to distinguish between form and meaning. At the same time it assisted in distinguishing between designative (propositional) and associative meaning. Since most advertisements use symbolic and figurative language that needs to be translated interpretively, this theory formed the backbone of the study. It was also used to establish whether the mismatch leads to meaning loss since some of the translations in advertisements may misrepresent the message of the ST. It therefore assisted the researcher in understanding the meaning of words, sentences and structures in the discourse.

2.3.3 The Cultural Translation Theory

This is a translation theory focusing on the source culture and the target culture. It has been fronted by several scholars in translation studies, among them Bassnet and Lefevere (1990) and also Venuti (1995). The former, focusing on the interaction between translation and culture, reiterates that culture does impact on and constrain translation and
that issue of context, history and convention should be addressed during the translation process.

Translation under this theory is viewed as the transportation of thoughts expressed in one language by one social group into the appropriate expression of another group. This entails a process of cultural decoding, recoding and encoding.

The theory posits that translation is easier when it is done across related cultures. However, when the two cultures are unrelated, there are bound to be instances where foreign concepts will infiltrate the target culture. The cultural theory to translation holds that a translator is not just dealing with language but a totality of knowledge that embodies people's culture. In this process, the focus is on communicating the meaning of the ST to the receptor in a form that they can understand and appreciate. The receptor is made the target of the communication process. The cultural theory picks up where the linguistic theory stops. Various aspects of language use can only be interpreted within a given cultural context. It is the work of the translator to mediate between cultures.

Lyons (1991:223) concurs by saying that, much of the meaning of expressions including their descriptions as well as their social and expressive meaning is non-universal but culture dependent. English and Ekegusii though related structurally are dissimilar culturally.
In the case of this study, it was noted that the language used in advertisements is drawn from the cultural environment. Some rhetorical features are peculiar to the Ekegusii Culture. This theory was therefore used to explain how culture may lead to the mismatch of linguistic features because the two languages under investigation are not related in their cultural backgrounds. Both English and Ekegusii advertising languages are largely influenced by cultural factors, resulting in the unique features respectively in their own patterns of advertising composition. For example, it was observed that the advertisements rendered in English made use of alliteration which was not the case with their Ekegusii equivalents.
CHAPTER THREE

METHODOLOGY

3.0 INTRODUCTION

This section describes the methodology that was followed in the collection of data. It begins with a detailed description of the research design used in the study which is then followed by the sampling procedures used to arrive at the appropriate data. The research instruments and the data analysis techniques are also outlined. At the same time, the data analysis procedures are outlined.

3.1 RESEARCH DESIGN

This study adopted a descriptive research design, which deals with naturally occurring phenomena using data, which either may be collected first hand or may utilize an already existing data. It is used to establish the existence of phenomena by explicitly describing them (Seliger and Shohamy 1989). The descriptive research design involves measurement, classification, analysis, comparison and interpretation of data (Kombo and Tromp, 2006). Given that advertisements are an already existing data, they can be better handled by a descriptive research design.
The major purpose of descriptive research is description of the state of affairs as it exists (Kombo, 2006). Descriptive research is concerned with providing descriptions of phenomena that occur naturally without experimental manipulation or an artificially contrived treatment. In this study words, phrases and clauses that contain advertised content are used as data to describe the lexical, grammatical and rhetoric mismatches in advertisements translated from English to Ekegusii.

In descriptive research design interviewing or administering a questionnaire to a sample of individuals are used as methods of data collection (Orodho, 2003). In this study an interview schedule was used to collect data.

The descriptive research design is determined by the nature of the research questions formulated to be answered (Seliger and Shohamy, 1989). Because of the nature of the questions in this study, the research focused on certain aspects of the possible data available in the two languages in question. This design was deemed suitable in this research because it allowed the researcher to identify any linguistic mismatches between the two languages by analyzing and comparing the features in the advertisements both in the ST and in TT.

### 3.2 POPULATION AND SAMPLING PROCEDURES

The study population was drawn from advertisements aired on FM radio stations and posters. The study made use of two sampling procedures: purposive sampling and
random sampling. The researcher randomly collected as many advertisements from the FM stations as possible.

Purposive sampling was used in the selection of ten advertisements that would yield material for analysis from the fifty. The advertisements sampled were not less than twenty words long as untranslatability tends to be higher in longer texts than in very short ones. There are various categories of advertisements aired on radio in Kenya. They include advertisements on agriculture, food and beverages, education, cleaning agents, entertainment, health, building and construction communication among others. However, out of the many categories only three were sampled namely; health, communication and education. These categories of advertisements are commercial in nature and are much more presented through the mass media since they are typically directed to consumers. For this reason, they were readily available to the researcher.

To arrive at the ten advertisements, stratified random sampling was used. Stratified random sampling involves the division of a population into homogeneous sub-groups and then taking a simple random sample in each group (Mutai, 2000). Stratified random sampling was effective as it ensured representativeness of the sample by ensuring that all the advertisements had an equal chance of being selected, thereby, avoiding any bias.

In order to ensure that the respondents engaged in this study were not only Ekegusii speakers but also literate individuals who were well versed in both English and Ekegusii, the researcher considered the respondents’ levels of education. The researcher used ten
respondents who were secondary school teachers of English with proficiency in both English and Ekegusii for better interpretation of the advertisements in the two languages.

3.3 RESEARCH INSTRUMENTS AND DATA COLLECTION

The study used two main research instruments to collect data: tape recorder and an interview schedule (see appendix 1A). The researcher listened to aired advertisements and used a tape recorder as a back up to ensure the advertisements were captured accurately. In order to collect the spoken (aired) advertisements; first, the advertisements were listened to and tape-recorded by the researcher then they were transcribed and sampled accordingly. Secondly, the researcher collected many posters from which she purposively sampled the ones which exhibited the required features.

The interview schedule was used to collect data on meaning loss and the effective ways of translating advertisements from English to Ekegusii. Interviews were deemed fit in this study as there are predetermined objectives and only specified information regarding the effective strategies of translating advertisements from English to Ekegusii and meaning loss were selected. The researcher used semi-structured questions by presenting the respondents with the advertisements both in the ST and TT and asking them to interpret them effectively. The researcher identified one contact person, a teacher, to whom she established a good rapport. In order to identify the ten respondents the contact person enabled the researcher enter into a “network” ‘as a friend of a friend’ (Milroy, 1987).
The researcher then using the name of the contact person, visited the identified respondents first to familiarize herself with them and explain the nature of the research. She then assured the respondents that the research was to be for linguistic analysis and that it was to be used in writing her masters dissertation. She further assured the respondents that the data collected was to be treated with utmost confidentiality and that the respondent’s name was not be used in the report.

After gaining the confidence of the respondents, the researcher knew when they were to be free for the interviews and consequently scheduled the time for the various interviews. During the interviews, the researcher wrote down the responses, which were then analysed intuitively.

3.4 DATA ANALYSIS AND PRESENTATION

The analysis taken in this study was devoted specifically to the textual part of the advertising message leaving aspects like music to acoustic research.

Content analysis was used to examine the intensity with which certain lexemes have been used in both the ST and TT. Creedon (1993) notes that, all advertisement texts consequently, have an underlying system of elements and rules that help produce their meaning. The data collected was subjected to an analysis of word classes, phrase structure, clausal analysis and their discourse functions. The words, phrases and clauses identified were classified accordingly to identify the mismatches and in interpreting the
results. The researcher examined the lexical, rhetoric and grammatical mismatches in both the ST and TT by presenting the data in simple ordinary tables. This brought into board the lexical, rhetoric and grammatical mismatches in both the ST and TT. An in-depth analysis of the advertisers choice of words both in the ST and TT was done to establish the causes of the discrepancy in the two languages.

At the same time, notes from the interviews were analysed to ascertain whether the mismatches had any impact on meaning. The respondents’ responses on how the advertisements ought to be translated were also analysed to come up with some of the effective methods of translating advertisements.

Finally, an in-depth discussion of the emerging patterns was done based on the Hallidayan Systemic Functional Grammar Theory. At the same time, the Interpretive Theory of Translation was used in the interpretation of the meanings of the advertisements. This was complemented by the Cultural Translation Theory. Generalizations and conclusions were made based on the findings of the study.
CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 INTRODUCTION

This section presents the data that was collected and how it was analysed. The research findings are presented around the themes which emanate from the findings. These themes are:

a) The nature and presentation of mismatches in advertisements translated from English to Ekegusii.

b) The causes of mismatches.

c) The effects of the mismatches.

d) The effective translation strategies.

Thereafter, a detailed discussion of the findings is presented. The data is first given in English then its Ekegusii rendition and then a gloss is given in English. In the data ST is used as a symbol for all the advertisements rendered in English whereas TT is used to refer to all the advertisements translated and rendered in Ekegusii. At the same time, the numerals one to ten are used to number the advertisements both in the ST and TT respectively. The data collected was presented in words, phrases and clauses. Content analysis was used in the analysis as exemplified below;
An analysis of the advertisements above revealed the existence of a rhetorical mismatch in that there is the use of alliteration in ST7 whereas TT7 does not make use of alliteration. Instead the translator makes use of TT based translation where the source text’s meaning is perceived then translated by use of paraphrase. The above is just an example of the data collected. The rest of the data collected is highlighted in appendix 1B. What follows is an analysis of the findings emanating from the themes of the study.

4.2 The nature and presentation of the mismatches

The analysis of the data revealed a number of mismatches in advertisements translated from English to Ekegusii as presented below.

4.21 Lexico-grammatical mismatches

These are the grammatical properties of a word which in essence determine the locations which the word can occupy in phrases or clauses. At the same time, they indicate the function which words have in phrases and clauses. The analysis of the data revealed the existence of lexical and grammatical mismatches as presented below.
The data collected indicate that the advertisements both in English and Ekegusii make use of numerals. However, in English the numerals are used attributively. This means that the numerals ‘one’ to ‘ten’ take class concord and normally come before the noun. In numerals higher than ‘ten’ the same forms require concord even though they appear at the end of the numeral phrase. On the contrary, in Ekegusii like in most African languages, numerals are used attributively after a noun, with regular tonal alternations.

It is evident from the data collected that numerals come before nouns in some of the English advertisements while in the Ekegusii advertisements they come after the noun. Consider the following examples:

4.2.1.1 ... ten shillings a day

The determiner here comes before the noun. This is contrary to the rendition of the same advertisement translated into Ekegusii in TT1 as;

4.2.1.2 ... Chisiringi ikomi chioka.

(Shillings ten only)

The same is notable in ST2 and TT2 with a mismatch of the position of the numerical determiners in relation to the noun. In ST2 it is thus rendered as;

4.2.1.3 ... A hundred shillings a month.
This is rendered in TT2 as:

4.2.1.4 ... Chisiringi emi eyemo ase omotienyi.  
(Shillings a hundred a month)

Similarly, the same trend is evident in ST5 and TT5. In ST5 it is rendered as;

4.2.1.5 ... Three bob one bob. Three bob, one bob.

Whereas its equivalent translation, TT5 is presented as;

4.2.1.6 ... Chisiringi isato, esiringi eyemo, chisiringi isato, esiringi eyemo.
(Shilling three, shilling one, shillings three, shilling one)

In English determiners are pre-modifiers, that is, they come before the head while; it is evident from the data that in the Ekegusii translations determiners are post-modifiers. In ST10 the determiner ‘all’ pre-modifies the noun ‘citizen’ whereas in its Ekegusii translation TT10 the determiner comes after the noun. It is thus rendered as;

4.2.1.7 ... Abanto bonsi  
(People all)

(b) Use of demonstratives

In English demonstratives as modifiers are ludicrously simple, there are two invariable forms, often monosyllabic, the one meaning ‘this’ or ‘these’ and the other meaning ‘that’
or ‘those’. In English they are used attributively before nouns to show a sharp distinction in reference to proximity. In addition to proximity they indicate locations relative to the speaker or hearer. Consider the following examples:

In ST4 the advertisement is rendered as;

4.2.1.8 ... This Friday

The Ekegusii translation in TT4 is thus presented as;

4.2.1.9 ... Ijumaa eye

(Friday this)

Similarly, there is a discrepancy in modification between ST5 and TT5. The phrase in ST5 is thus rendered as;

4.2.1.10 ... This tariff

Contrary, in TT5 the same when translated is thus rendered as;

4.2.1.11 ... Etariff eye

(Tariff this)

(c) Use of pronominal reference

A text usually exhibits a variety of markers to show the relationship and distance between the sender and receiver. Mostly advertisements make use of pronominal variation and direct or indirect forms of address to establish the contact with the readers. It is important
to note that language features denoting the relationship between the sender and receiver may differ between the two cultures.

In most cases, the advertiser tries to establish contact with the receiver in order to gain his or her trust and attention and persuade in the necessity of the product or service. Therefore, a characteristic feature of the English advertisements demonstrated by the data is talking to the addressee in a direct user-friendly way as if engaging in a dialogue with the readers. This is reflected in the use of personal pronouns, especially the first person plural (we) and the second person singular or plural (you).

When the purveyor refers to the firm which offers certain products or services, usually the first person plural pronoun ‘we’ ‘our’ and ‘us’ are used. This creates the sense of informality and friendliness: the firm is presented not as impersonal, but as a personified body which helps to fulfill the needs of the reader. For example ST9 and TT9 have made use of the pronoun ‘you’ as seen below;

4.2.1.12 ... We aspire to serve.....
The same is presented in Ekegusii as;

4.2.1.13...Igo totagete kobakorera

(We want to serve)

Pronominal reference in the Ekegusii advertisements exhibits certain differences from the English ones. One of the possible reasons is that Ekegusii has verb tense distinction of the second person singular and plural. However, it is evident from the data that Ekegusii
advertisements make use of two ways of reference to the audience: the first one is the use of the second person singular or plural pronouns. This is portrayed in TT3 as:

4.2.1.13 ... Buna okomenta chibesa ase esimi yao.

Where the prefix ‘o’ means ‘you’.

The other form of reference which brings a sharp contrast is the use of zero reference which portrays some form of informality between the sender and receiver. The use of zero reference in the Ekegusii advertisements is signaled by imperatives where the addressee is implied. This is signaled by the use of verbs by omitting the first and second person singular as portrayed in TT1;

4.2.1.14... Aka esimi.

(Make a call)

4.2.1.15... Nyora freedom

( Get freedom)

The same trend is evident in TT3 and TT5 respectively as in;

4.2.1.16 ... menta ekirediti (TT3)

(Top up)

4.2.1.17... Soa ase enetiwaki (TT5)

( Enter into the network)

Notably, there is a discrepancy between the English and Ekegusii advertisements as the latter makes high usage of zero reference when the advertisement does not address the audience. In such a case the emphasis is seen to fall only on the advertised object.
4.2.1.18 ... Aka esimi yao ya Orange (TT2)

(Make a call in your orange phone)

4.2.1.19 ... Menta ekirediti ase esimi yao ya safaricom (TT3)

( Top up in your safaricom mobile phone)

However, it can be noted from the data that both English and Ekegusii advertisements make use of the pronoun ‘you’. This tends to shorten the distance between the product or the producer and consumer, as if the producer or the advertisement is speaking to the consumer face to face, making sincere promises and honest recommendations. In so doing, the advertisement stands a better chance to move the receiver or customer to action, because the receiver feels that he or she is being thought of and taken care of and that he or she is the center point of the producers.

(d) Use of adverbs as modifiers

Another lexical discrepancy between the English and Ekegusii advertisements is on the use of adverbs as modifiers. The data exhibits a trend where most nouns in Ekegusii are post modified by the adverb ‘yoka’ (only) in singular and ‘chioka’ (plural). For example,

4.2.1.20 ... chisiringi isato chioka...

(Shillings three only)

The same is rendered in English as;

4.2.1.21...at three shillings per minute...
In the English advertisement the modifier is conspicuously absent. These adverbs are dominantly used in the Ekegusii advertisements and are aimed at appealing to the audience and making the message more persuasive.

(e) Use of adoption

Languages adopt new words primarily for concepts new to the culture of their speakers. The data reveals that Ekegusii has vastly borrowed new terminologies from English. Since Ekegusii lacks some technical terms the advertisements have adopted some of them from Ekegusii. Such words include; SMS for short text service, promotion, pre-paid and post-paid harsh and corporate banking.

(f) Use of voice change

This is a grammatical strategy that can be used to resolve the tension between syntactic and communicative functions in translation. From the data collected it is clear that translators of advertisements employ the strategy of voice change to communicate effectively to the target audience. This is portrayed in ST1 and TT1 as;

4.2.1.22…freedom is finally here… (ST1)

In Ekegusii it is thus rendered as;

4.2.1.23… Igaa freedom nere aroro… (TT1)

(Here freedom is there)

4.2.1.24 …Believe me it is a small prize to pay for freedom (ST1)
In Ekegusii it is rendered as:

4.2.1.25...Nyora freedom ase chibesa chinsinini mono

(Get freedom at a small amount of money)

This strategy is important as it fulfils the aim of communicating the intended message in the TL. It therefore achieves its aim of persuading the Ekegusii consumer.

4.2.2 Rhetorical mismatches

More formally, a rhetorical figure occurs when an expression deviates from expectation, the expression is not rejected as nonsensical or faulty, the deviation occurs at the level of form rather than content, and the deviation conforms to a template that is invariant across a variety of content and contexts (Mcquarrier and mirk 1996).

In order to realize the purpose of persuasion, advertising employs a lot of rhetorical devices. The following rhetorical mismatches were observed in the data.

(a) Repetition

Repetition or reiteration is the repeating of the same word, or the same phrase or the same sense in different words, for the purpose of making a deeper impression of the audience. The figures of repetition carry high emotional and expressive values which contribute to the persuasion and agitation of the audience. The analysis reveals that both English and Ekegusii advertising texts make use of repetition. The most form of
repetition exhibited in both texts is the repetition of words and phrases. Repetition is notable in almost all the advertisements in English and Ekegusii. Mostly, the product name is repeated all through. All this is aimed at impressing the audience through the constant emphasis of the key words or ideas.

(b) Ellipsis

From the data, 20 percent of the English advertisements made use of ellipsis. This is evident in ST5 where there is ellipsis of the object (product name).

4.2.2.1 .... Switch today (to zain)
The same is rendered in Ekegusii as;
4.2.2.2... Soa ase enetiwaki eye rero...
        (switch to this network today)

4.2.2.3 ..... that you have switched (to zain)
The same is rendered in Ekegusii as;
4.2.2.4....Nga gwasoire ase enetiwaki enting’u
        ( that you have switched to the strongest network)
Here the Ekegusii advertisements make use of reference instead of ellipsis.

At the same time ST7 employs ellipsis;
4.2.2.5... Prevention is possible
The object 'of AIDS' is ellipted.

However, there is a sharp contrast with the Ekegusii equivalent which does not employ ellipsis. The same is thus rendered as;

4.2.2.6... etange nenyamoreo botambe

(prevent yourself from AIDS always)

(c) Use of alliteration

One feature evident in the English advertisements is the use of alliteration. This is the use of words that begin with the same sound in order to make a special communicative effect. Usually they are pleasing to the ears because of the clever choice of the word by the advertiser. In addition, the repetition of the beginning sound emphasizes the meaning the advertisement wants to express.

From the data there is use of alliteration in ST1 which is not the case in TT1.

In ST1 the advertisement is rendered as;

4.2.2.7... Freedom is finally here....

The same is rendered in Ekegusii as;

4.2.2.8... igaa freedom nere aroro

4.2.2.9 ....prevention is possible

The same is rendered in Ekegusii as;

4.2.2.10... Etange nenyamoreo botambe
Alliteration is also notable in S18, thus, it is rendered as,

4.2.2.11... panadol provides a powerful pain relief...

In the Ekegusii translation it is rendered as;

4.2.2.12... onye gokoromwa omobere...kanywe entetere ya panadol.

In this analysis it emerges that alliteration is often not compensated for, but merely ignored. Alliteration is very difficult to translate, as translators are expected to find words that both carry the same meaning in Ekegusii as they do in English and begin with a particular letter. In most cases translators adopt a free translation. The free translation ensures that it still functions as a persuasive device in the target language.

4.3 The causes of the mismatches

The second objective sought to identify or establish the causes of the mismatches in advertisements translated from English to Ekegusii. The respondents were asked to translate the advertisements and ascertain whether there were any discrepancies between them. The following were identified as the possible causes.

4.31 Language typology

The two languages in this study belong to two different settings and different language families. English is classified as a member of the Indo-European family, Ekegusii as a member of the proto-Bantu. In most cases, syntactically English and Ekegusii exhibit
different word orders and phonologically they have different phonemic inventories (Guthrie, 1967). This led to the conclusion that lexical items of different cultures may have different functions and meaning. This is determined by elements peculiar to the environment where these items exist. This is seen as one of the factors that might have contributed to the lexical mismatches between English and Ekegusii advertisements.

Newmark (1981:133) suggests that translators sometimes must give precedence to the emotive and effective elements in the SL over the informative or content elements if the context requires that. Rhetorical expressions are no exception in the sense that they have a linguistic structure which is deeply rooted in and emotively colored by culture from which they are taken. This underscores the existence of rhetorical mismatches between advertisements rendered in English and their equivalent translations in Ekegusii. One of the rhetorical figures not compensated for but ignored in most of the Ekegusii translations is alliteration. For example, in ST1 the phrase freedom is finally here is rendered as; freedom nere aroro. In this case, alliteration is not captured in the Ekegusii translation.

The cultural theory of translation posits that translation is easier when it is done across related cultures (Lyons, 1981). Translation becomes easier when two languages are closely related. The more unrelated two languages are the more difficult it becomes to translate from one of them to the other. English and Ekegusii do not fall in the same language group. English is an isolating language while Ekegusii is an agglutinative language. Therefore, this divergence is one of the causes of the mismatches between English and Ekegusii advertisements. In most cases ST concepts infiltrated the TL where
there were no cultural equivalents. In a good number of instances the translated versions were inappropriate to the target audience. The following lexemes were seen to have infiltrated the TL:

Star, harsh, freedom, promotion, tariff, banking pre-paid, post-paid among others.

Language typology is seen to have contributed to the difference in word order in the two languages. There is a difference in modification between the ST and TT. The emerging trend in English is modifier + head whereas in Ekegusii it is head + modifier. At the same time the noun phrase in Ekegusii is noun + numeral which is different from the English noun phrase. Consider the following;

4.3.1.1 Three bob, one bob (ST)
4.3.1.2 Esiringi eyemo, chisiringi isato (TT)

At the same time, in the Ekegusii noun phrase, the adjective post-modifies the noun whereas in English the adjective pre-modifies the noun.

4.3.2 Lack of equivalent lexis in the target text

Non-equivalence at word level means that the TL has no direct equivalent for a word which occurs in the ST. This may be due to the fact that the source language concept is not lexicalized in the TL, that is, it is not allocated a TL word to express it. Meanwhile, it is fundamental to note that perfect communication is one of approximation or degree, that is, the statement of equivalence in translation cannot be absolute. There is no word ever
which has exactly the same meaning in two different utterances especially if the words are in different languages (Nida, 1975). The interviewees admitted that they experienced some difficulties when translating some neologisms and technical terminologies into Ekegusii. In most cases they used adoption of the new terms. This includes products of a different culture and technical concepts which readily move from one society to another and words for the concepts from one language to another. Since Ekegusii lacks some technical terms it heavily borrows vast numbers of words from English. Such technical words include: SMS for short message service, promotion, pre-paid and post-paid, harsh and corporate banking. Such borrowing is done due to lexical gaps in Ekegusii (1L). It is also used as a way of preserving the local color of the words and retention of their semiotic and cultural aspects.

4.3.3 Translation strategies used

Some respondents observed that some of the mismatches were caused by the methods employed in translating the advertisements from English to Ekegusii. It was noted that most translators employed literal translation in which the translator translated all the words of an English advertisement but keeps the format of the English advertisement to show its foreignness. This definitely led to the grammatical mismatches since the translator tries to impose the English word structure to Ekegusii. The other method employed is transference which is the untranslated retention of the original which highlights the foreignness of the product being advertised, relying on the source cultures’ attractiveness to the target audience.
It was also noted that in the written advertisements there were some mistranslations.

Consider the following:

4.3.3.1 Burial certificate of the deceased (ST10)
4.3.3.2 Ekadi y’okoiborwa kw’omonto okure (TT10)
   (Birth certificate of the deceased)
4.3.3.3 Birth certificate of beneficiaries (ST10)
4.3.3.4 Ekadi y’okoiborwa kwa abanto babwate enibo yomonto okure (TT10)
   (Birth certificate of the people who have the property of the deceased)

Such mistranslations are an indication that the translator used poor translation strategies which led to the distortion of the original meaning.

4.4 Effects of the mismatches

This study showed that in some cases the mismatches led to meaning loss whereas in other cases they did not affect the meaning of the advertisements. In cases where there was a mismatch in alliteration, there was no loss of meaning as the Ekegusii translation was rendered through paraphrase. Consider the following:

4.4.1...freedom is finally here (ST1)
4.4.2...Igaa freedom nere aroro (TT1)

The above translation does not lead to meaning loss as the Ekegusii consumer can decipher its meaning.

The same is evident in the following translation;

4.4.3...Panadol provides a powerful pain relief... (ST8)
4.4.4... onye gokoromwa omobere gose kobwate amaumibu…. (TT8)

However, there are a few cases where the mismatches led to loss of meaning. This includes situations where there is the use of literal translation. This led to the mistranslations of the advertisements rendering them meaningless. This was noted in the written advertisements. Compare the following;

4.4.5 Identification of beneficiaries of deceased person’s estates (ST10)

4.4.6 Kobaorokia ababwate enibo yomonto okure (TT10)

(Identify those who possess the deceased’s property)

4.4.7 Burial certificate of the deceased (ST10)

4.4.8 Ekadi yokoiborwa kwo monto okure (TT10)

(Birth certificate of the deceased)

The above mistranslations could easily mislead the consumer as the meaning is completely distorted.

At the same time, it was noted that in cases where there was use of adoption as a translation strategy, there was a misunderstanding of the advertisements mostly to illiterate consumers.

4.5 Effective translation strategies

It was noted that most of the translation strategies used led to loss of meaning. This includes the use of adoption and literal translation. The process of transfer of meaning through translation may lead to different results or different translations of the same text
depending on the translator and the type of lexis in question. During translation there are likely to be mismatches due to lack of equivalence. Adler (2003) argues that the standard way to test the accuracy of a translation is to convert a message from one language into another then back. However, in order to examine the mismatches and how they affect meaning, a translation test was carried out. The test was carried out using the respondents (cf section 3.2). They were asked to effectively translate the advertisements from English to Ekegusii. This study gave considerations to the respondents’ educational levels and to some extent their professional orientation. This was done in order to ensure that the respondents engaged in this study were Ekegusii speakers, literate and mainly people who were well versed with Ekegusii and English. It is partly for this consideration that the researcher opted to use purposive sampling technique in getting the right respondents as the study population. The results of the respondents are presented in the table below:

<table>
<thead>
<tr>
<th>English (st)</th>
<th>Ekegusii(tt) rendering</th>
<th>Respondent’s rendering</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office of the president</td>
<td>Obisi yomorai bwense (office of the leader of the world)</td>
<td>Obisi yomorai omonene o'Kenya (Office of the leader of Kenya)</td>
</tr>
<tr>
<td>Burial certificate of the Deceased</td>
<td>Ekadi yokoiborwa kwomonto okure. (birth certificate of the deceased)</td>
<td>Ekadi yogokwa yo' Oyokure (Death certificate of the Deceased)</td>
</tr>
<tr>
<td>Identification of beneficiaries’ Of deceased person’s estates</td>
<td>kobaorokia ababwate enibo yomonto okure (To identify those who own the deceased’s estates)</td>
<td>kobaorokia abagochia konyora enibo yomonto okure (To identify beneficiaries of the deceased’s estates)</td>
</tr>
<tr>
<td>ATM card</td>
<td>ATM kadi</td>
<td>Ekadi yokorusia chibesa (withdrawal card)</td>
</tr>
</tbody>
</table>
The respondents noted that the most effective method of translation is Target Text (TT) based translation in which the translator gets the meaning of the English advertisement but uses another form to express it in Ekegusii or to say the advertisement in another form which conveys the same meaning. At the same time, they should ensure that the translated message must be equivalent to the dynamics of the original by communicating as much as possible, to the TL speakers the same meaning that was understood by the speakers of the SL, and evoke the same response as the ST. On the contrary, it was noted that this is not usually achieved in all cases since most of the technical terms are difficult to translate as there are no equivalents for them in Ekegusii. This led to doubts whether majority of the audience who happen to be illiterates get the intended message.

However, the respondents' translations revealed that the most effective translation strategy which can be used to translate the advertisements from English to Ekegusii is paraphrasing using unrelated words. This was effective because most of the SL items posing translation problems are not lexicalized in Ekegusii as evidenced from the analysis. Therefore, the translation was successfully done by unpacking the meaning of the source items.
4.6 DISCUSSION OF FINDINGS

The findings of this study, when compared with other researchers’ earlier work on the same problem reveal a great deal of resemblance. However, there are a few areas where there is some disconnect between the two.

Perfect communication is one of approximation or degree, that is, the statement of equivalence in translation cannot be absolute. There is no word ever which has exactly the same meaning in two different utterances especially if the words are in different languages (Nida, 1975). The interviewees admitted that they experienced some difficulties when translating some neologisms and technical terminologies into Ekegusii. In most cases they used adoption of the new terms. This includes products of a different culture and technical concepts which readily move from one society to another and words for them from one language to another. Since Ekegusii lacks some technical terms it heavily borrows vast numbers of words from English. Such technical words include: SMS for short text service, promotion, pre-paid and post-paid, harsh and corporate banking. Such borrowing is done due to lexical gaps in Ekegusii (TL). It is also used as a way of preserving the local color of the words and retention of their semiotic and cultural aspects.

Advertising language is often described as imitating spoken discourse. Goddard (2003:125) Notes that spoken language is highly elliptical. In advertising ellipsis is used
for language economy; also, it is used to create a sense of informality. In the current study, it was noted that some of the advertisements rendered in English make use of ellipsis though; this did not affect their meaning.

Jacobson (1959) noted that during translation the translator may find the problem of not finding a translation equivalent. He acknowledges that whenever there is a deficiency, terminology may be qualified by loan words or loan translations. However in this study, it was noted that whenever there was a deficiency, the translators adopted the foreign concepts in the TT. In most cases ST concepts infiltrated the TL where there were no cultural equivalents. In a good number of instances the translated versions were inappropriate to the target audience since the translations may be obscure to the illiterate consumer. The following lexemes were seen to have infiltrated the TL:

Star, harsh, freedom, SMS, promotion, tariff, banking among others.

In most Bantu languages, Ekegusii being one of them, pronominal association is expressed by the same morpheme/a/. This is why there is a sharp contrast in the modification of the noun in both languages. From the data it is very clear that in Ekegusii in the noun phrase, the adjective post-modifies the noun. In such a case the noun agrees with the adjective by means of a prefix which in most cases is identical to that of the noun that precedes it. This is contrary to the English advertisements where the adjective pre-modifies the noun.
Shitemi (1990) argues that equivalence between ST and TT is affected by environmental, cultural differences as well as translation competence. In this study it was realized that translation incompetence might have led to non-equivalence between the ST and TT and at the same time led to meaning loss.

It was earlier discovered (Mutahi, 1994) that during translation something gets lost. This loss arises due to the differences that exist between the two different languages which are both structural and cultural. The same observations were made in the current study; the loss was due to structural and cultural differences between the two languages.

Geis (1982) observed that advertisers in general tend to prefer vague language rather than language with explicit empirical consequences and they prefer subjective claims than objective ones. It was noted in the study that advertisements in both English and Ekegusii make use of objective claims.

Orago (2007) notes that culture influences equivalence of meaning from SL to TL. He further notes that ineffective translation strategies led to meaning loss in the process of translation. This study concurs with his findings in that the respondents noted that poor translation strategies contributed to some of the mismatches which led to loss of meaning.

The researcher also observed that there was a bit of code mixing in the advertisements translated to Ekegusii. The translators mixed codes even where there was an obvious equivalent. For example, the use of the word freedom in the Ekegusii advertisement
which could have been rendered as ‘obosibore’. However, it was noted that part of the code-switching could have been due to lack of lexical equivalents in Ekegusii or was meant to break the monotony of one language.

Lobner (2002) asserts that an insurmountable problem for adequate translation can be posed by differences in social meaning. Expressions in meaning in Ekegusii, like most African languages uses much longer words than in English. That is, what an English word captures in just one word would require in most cases a phrase in Ekegusii. For example, in the advertisement on Trust condom, in English the phrase is rendered as;

.... Use trust condom- (three words)

Whereas in Ekegusii it is rendered as;

....tumia emepira ya trust condom-(five words).

In the service advertisement on the services offered by the chief’s office, the headline in English is presented as;

Office of the president

The same is rendered in Ekegusii as;

Obisi yo omorai bwense

(Office of the leader of the world)

Here the lexeme country is mistranslated as world. Such terminologies that require phrases in the TL in order to translate them from the SL may influence and change meanings in the process of translation.
According to their composition, all sentences can be divided into simple sentences (consisting of a single clause) and multiple sentences (consisting of multiple clauses) (Quirk et al. 1985: 40). The researcher noted that most advertisements in English employed short simple sentences compared to their Ekegusii counterparts. This is because most lexical items in English are translated into Ekegusii by use of phrases.

An analysis of the translation tests administered to the respondents revealed that there are various strategies that can be used by translators to effectively translate the advertisements to Ekegusii. One of the strategies is adoption. Although it had been used in the original translations, the respondents noted that it still could be an effective method of translating relatively recent terminologies. This could be accompanied with an explanation of the concept within the context to ensure that the audience understands it. This can be complemented with the strategy of definition whereby the foreign concepts are defined and explained in Ekegusii.

Code-switching can also be used during the translation of advertisements. The respondents observed that the message in the advertisement can be understood better if the code-switching is done in the local language and Kiswahili.

This chapter presented a discussion stemming from the analysis of the data collected. The next chapter presents a summary of findings, recommendations and conclusions. Some related areas for further research have also been suggested.
CHAPTER FIVE

5.0 SUMMARY CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION

This chapter provides a general summary of the findings of the study, followed by the conclusions and recommendations drawn from the research work. Areas for further research in related fields are also suggested.

The study had four objectives; the first of which was to identify any lexical, rhetoric and syntactic mismatches translated from English to Ekegusii. In response to this question, ten advertisements in English and their Ekegusii translations were identified and analyzed. Some of the lexis, phrases and clauses which exhibited the mismatches were identified, analyzed and discussed.

The second objective sought to identify or establish the causes of the mismatches in advertisements translated from English to Ekegusii. Ten respondents were used. The respondents were asked to translate the advertisements and ascertain whether there were any causes to the discrepancy between the English and Ekegusii. At the same time, the researcher did a content analysis of the phrases and drew appropriate conclusions.

The third objective sought to establish whether this discrepancy led to meaning loss. This study showed that there was no total meaning loss though, the use of the adoption strategy may lead to a misunderstanding of the advertisements mostly to illiterate consumers.
The fourth objective was to determine whether there were effective strategies that could be used to translate advertisements from English to Ekegusii. This study showed that adoption and paraphrasing were the most effective methods to be used in the translation of advertisements from English to Ekegusii.

The study was supported by three theories; The Interpretive Theory, The Cultural Theory of Translation and The Hallidayan Systemic Functional Grammar. The interpretive theory has to do with the notion of resemblance between utterances and their meanings (De ward and Nida 1986). In this study, this theory accounted for a deeper understanding of the meanings of the original texts and the meanings they conveyed when translated to Ekegusii. The theory was very important particularly in interpreting the original message.

The cultural theory of translation accounted for the translation of culturally unrelated lexis (Newmark, 1998). The theory adequately captured instances where there were foreign or new concepts posing a problem during translation. The study proved that there were ways of overcoming such situations in line with the tenets of the theory. For example one could effectively translate the foreign terms through paraphrasing.

The Hallidayan Systemic Functional Grammar on the other hand states that; language as communication carries meaning which is achieved through the choice of words. The textual meaning of a text is constructed or realized by the lexicogrammar which is the
choice of wording and syntactic structure. The theory was used to capture cohesion in the
two texts thereby aiding in the identification of the anticipated mismatches.

5.2 SUMMARY OF FINDINGS

Irrespective of the translation strategies employed, it was found that the advertisements
exhibited a number of mismatches. This led to an attempt to unearth what caused them
and their subsequent effect on meaning.

The study used a descriptive design to collect data. Ten advertisements were sampled
using purposive sampling and stratified random sampling. Purposive sampling yielded
the ten respondents who participated in the study.

Data collection was done by use of tape-recording to garner the advertisements. At the
same time an interview schedule was administered to the respondents to help in
identifying the mismatches and to establish the effective methods of translation.

The data collected was analysed by use of content analysis and presentation on tables.
The findings revealed that there were a number of mismatches in advertisements
translated from English to Ekegusii. Notably lexical, grammatical and rhetorical
mismatches were identified. At the same time, the causes and effects of the mismatches
were analysed. The analysis indicated that those mismatches arose due to language
typology, lexical equivalence and poor translation strategies used. It was also noted that
not all the mismatches led to loss of meaning. The data revealed that those mismatches that arose due to mistranslations are the only ones that affected the meanings of the advertisements.

The strategies that could be used to effectively translate the advertisements from English to Ekegusii were identified. These include paraphrase, adoption, definition and to some extent code-switching.

5.3 CONCLUSIONS

From the summary of findings, this study has shown that, no matter what kind of structure, content or words used in the advertisement, all of them serve the purpose of attracting their audience by conveying information to them, and urging them to purchase the products or to use the service. That is what advertising is for irrespective of the language it is relayed in. Therefore, it is worthy to note that, irrespective of the myriad mismatches that exist between the advertisements most of them communicate the intended message effectively. On the other hand, there are some advertisements whose meaning is affected by the mismatches thereby, lowering the sales since the illiterate consumers cannot decipher the meaning.

This study specifically focused on translation of advertisements from English to Ekegusii. However, this is just a representation of other languages in which advertisements need to be translated to. The findings of this study would therefore assist marketing agencies and
companies who may wish to translate English advertisements to other local languages. The adoption of the identified strategies such as paraphrase, definition and code-switching in translation will be handy in effectively translating the advertisements to the other local languages in order to promote sales.

5.4 RECOMMENDATIONS

Advertising has become indispensable in the modern world. Naturally, advertisements have become an important means of communicating ideas, demonstrating a variety of linguistic features of their own. Based on the findings and conclusions of the study, the researcher makes the following recommendations:

- For various companies and marketing institutions to capture a wider consumer network, they ought to translate the advertisements into the various local languages.

- Advertising agencies should employ professional translators who are well versed with the form and structure of different languages to avoid any distortion of the intended message.

- An in-depth study on the form and structure of various local languages should be done to avoid any mistranslations.

- In order to avoid any loss of meaning in translation effective translation strategies like paraphrase should be employed.
5.5 AREAS FOR FURTHER RESEARCH

This study evaluated translation of advertisements from English to Ekegusii. A similar study in other local languages will be interesting for comparison purposes.

This study is limited to advertisements aired on FM stations broadcasting in English and Ekegusii. A few were also sampled from public notices. A similar study on translation could be carried out using advertisements on other media genres like magazines, billboards and other radio stations that broadcast in other local languages like Gikuyu, Luhya, Kalenjin, Dholuo, among others to confirm whether similar findings would emerge.

One of the issues that came up during data collection was that there was a lot of code-switching. A research could be conducted on the impact of code-switching in advertising.

The study has carried out an analysis of lexical, rhetoric and grammatical mismatches in advertisements translated from English to Ekegusii. However, nothing on morphology and phonology has been mentioned. A research on the effects of a languages' morphology and phonology on translation can be done.
The study limited itself to textual analysis of advertisements leaving out other acoustic features like noise, music and other accompaniments. Studies on their effect on meaning can also be done.

It is therefore intended that if all the above proposed areas are delved into they are likely to add to knowledge in advertising translation.
BIBLIOGRAPHY


London: Marion Boyar
Appendix A1. INTERVIEW SCHEDULE

Respondent’s particulars

Name -----------------------------------------------------------------------------------------------
Age -------------------------------------- Place of Birth --------------------------------------------
First Language Spoken -------------------------------
Other Languages Spoken (if any) -------------------------------
Level of education-----------------------------------------------

The respondents were presented with ten advertisements in English and their Ekegusii counterparts and will be required to answer the following questions for each of the advertisement as exemplified below;

If you want to pass with flying colours use speedo....

Onye gotagete goeta nechikara chia igoro tumia speedo...

a) What is the meaning of the English advertisement?

b) What is the meaning of the Ekegusii advertisement?

c) What are the differences between the two forms of advertisements?

d) Which words or phrases are causing the differences?

e) How would you have translated these English advertisements into Ekegusii?

Please write down your translations here.

 ........................................................................................................................................
f) Which difficulties did you encounter when translating the advertisements from English to Ekegusii?

g) How can the meaning differences be minimized?
APPENDIX 1B DATA COLLECTED

ST1

Countrymen! Freedom is finally here. You can now get unlimited YU calls as little as ten shillings a day. Believe me it is a small prize to pay for freedom. Simply dial star one five five harsh and free yourself today. Free yourself with you. Call us on star one five five or visit our website on www. u.o.ku.

TT1


ST2

You can now make calls from orange to orange or to telecom fixed from 10.00am to 4.00 pm for a hundred shillings a month. Dial star one zero zero harsh.

TT2

Aka esimi ase orange gochia ase onde bwensi ore nomotanda bwa orange gose telecom fixed gochakera chinsa inye chia mambia goikera ikomi nemo chia marogoba ase chisiringi emi eyemo ase omotienyi. Bata star eyemo enoti enoti harsh.
ST3

Masonko na safaricom promotion is finally here. Top up with safaricom and get fabulous prizes. The grand winner will get twenty five million shillings. The more you top up themore your chances of winning. Masonko na safaricom from the better option.

TT3

Masonko na safaricom promotion nao ere igaa. Menta ekirediti ase esimi yao ya safaricom erinde onyore ekeegwa. Abwo ase omobui omonene aranyore chisiringi chimillioni emerongo ebere na isano. Buna okomenta chibesa ase esimi yao buna ribaga riokoba omobui rikomentekana. Masonko na safaricom from the better option.

ST4

This Friday all roads lead to carnivore. Esagasaga night get read to experience an unforgative night with Ekegusii delicacies like enyama ensambe etongire amatoke amaiycke busaa and more as you get down with abana ba sungusia obokano among others. Esagasaga night. Pay five hundred shillings only at esagasaga night this Friday from 6.00 pm at the carnivore with safaricom the better option.
TT4


ST5

Three bob one bob. Three bob one bob. Call at three shillings per minute and sms at one shilling to any network in Kenya on zain. This tariff is permanent has no terms and conditions and applies to both prepaid and post paid customers. Switch today and get twenty five free sms to any network to tell your friends and family that you’ve switched, three bob one bob. It is time to go three bob one bob on the strongest network in Kenya. Switch to the best option.

TT5

nechingaki chia ogosoa ase chisiringi isato na esiringi eyemo ase enetiwaki yoka entingu kegima ime ya Kenya. Soa ase richibu rironge. Zain a wonderful world.

ST6

Post bank is the first bank to introduce paperless banking. There are no monthly charges. You can now withdraw money with your ATM card at our post bank branches, stanbic bank and pesa point twenty four hours a day. Post bank corporate banking there are no queues or minimum balance. Post bank your banking made easier.

TT6


ST7

AIDS has no vaccine no cure. Prevention is possible. There is support there is hope. Use trust condoms. A loving moment with trust.

TT7

Panadol provides a powerful pain relief for all but because it is unlikely to affect your stomach, it is easy on you. No other pain killer works better with your body than panadol when taken as directed. Panadol a solution to your healthy problems.

Onye gokoromwa omobere gose kobwate amaumibu ande onsi kanywe entetere ya panadol. Panadol nero entetere yoka etakoretere obobe bonde bwensi. Panadol nero richibu ase obokongu bwao.

Service written advertisements

Ministry of education

Citizen’s service charter

Commitment

The District Education Office shall endeavor to serve you with courtesy, honesty, integrity and promptness. We aspire to serve the public with devotion and fairness all the time maintaining professionalism.
OFFICE OF THE PRESIDENT

CHIEFS AND ASSISTANT CHIEFS SERVICE CHARTER

CITIZENS SERVICE DELIVERY CHARTER

The chief’s office is strongly committed to customer service fairness and impartiality patriotism and loyalty in serving all citizens.

Service

Identification of beneficiaries of deceased person’s estates.

Requirements

Burial certificate of the deceased

Birth certificate of beneficiaries

Certificate of marriage

where applicable.

ID card of widow /widower
OBISI YO OMORAI BWENSE

EMEREMO YA‘BAGAMBI NA ABAKONYI BA ‘BAGAMBI

EMEREMO ASE ABANTO

Obisi y' omogambi nigo yerwete gokorera abanto emeremo ase oboikeranu na
gotanchereria gwancha ense yaye na koba enyegenu ase abanto bonsi.

Emeremo

Kobaorokia ababwate enibo yomonto okure.

Amaganio

Ekadi yokoiborwa kw'o monto okure

Ekadi y'okoiborwa kwa abanto babwate enibo yomonto okure

Ekadi yenyangi/ ekebande kia omoboraka