**Role of Translation in Mass Communication/Advertising**

In mass communication and media, translation has a major role which many advertising and media companies neglect. Translation as a creative activity involves in-depth study of the language, audience, and other aspects while promoting the product or news in the respective language. With the technology has succeeded in the communication field, translation services have joined hands with media companies to offer complete language translation assistance. Therefore, the importance of translation in education, mass communication, studies, is now quite evident to you. Without proper translation of a particular subject that is encoded in a different language, is not understandable in a global forum. This may cause a matter of great concern and turmoil. As you know the main objective of mass communication is to cater information to the world about anything and everything through its different mode like TV, newspaper, radio, magazines, internet, it is their prime duty to obtain the current news and information those are correct and then transform and translate those into languages that are comprehensive to the world.

International advertising is becoming more and more important to brands in the global marketplace. Let’s suppose that you are a brand with a wonderful product to launch. You are

ambitious, and are aiming to sell it globally. So where do you go from here? How does your

brand stay true to itself, despite the journey from one language and culture, to another? Or several languages and cultures? How do you make this transition hassle-free? And finally – how does your product become successful across many different countries? (this, after all, is your ultimate goal – whatever it may be that gets you there).

Advertisers use a variety of techniques to create effective advertisements. They start with a basic appeal, which is the main selling point, or theme, of an advertisement. Then they

use certain specific techniques. The most commonly used techniques include attention- getting headlines, slogans, testimonials, product characters, comparison of products, and repetition.

**Attention-getting headlines** are an important feature of printed advertisements. A

successful headline leads a person into reading the rest of the ad.

**Slogans are short phrases** that a company uses over and over in its ads. Good slogans are easy to remember and tend to stick in people’s minds. The majority of slogans are designed to help create a favorable image of a company and its products.

**Testimonials** are advertisements in which a person endorses a product. The person may be someone who looks like an average user of the product. Advertisers also pay film and

TV stars, popular athletes, and other celebrities to endorse products. A celebrity helps attract attention to an advertisement. In addition, endorsement by a celebrity can be persuasive if the person’s public image suits the product. People may then trust the celebrity’s word and be influenced to buy the product.

**Product characters** are fictional people and animals or characters that are used in

advertisements over a long period. Many advertisers use product characters to deliver sales messages for a whole line of products. The characters become highly familiar to people and so provide lasting identification with a company’s products.

**Comparison of products** is used most frequently to sell products that compete heavily with other brands. Advertisers compare their product with similar brands and point

out the advantages of using their brand.

**Repetition** is one of the most basic techniques advertisers use to get their message across. Advertisers may broadcast their commercials several times a day for weeks on TV or radio. Or they may publish their ads frequently in printed media. Repetition can help build or

reinforce a company’s reputation.

Well, translation plays a crucial role in all of this. We can even go so far as to say that it’s the answer to the above questions. But it can’t be “any old” translation. Advertising translation is a notoriously complex task, with many aspects to consider. More often than not, the advert will have both verbal and non-verbal parts to it. Translating a strapline is hard enough (more on that later!), let alone when this has to work with images and audio, for example!