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PRAGMATICS OF TRANSLATING GENDER-ORIENTED ADVERTISING

Abstract. The article examines the pragmatic features of translating gender-oriented advertising in the context of globalisation and intercultural communication. It has been found that advertising discourse is a powerful means of social influence that shapes gender stereotypes, behaviour patterns and cultural perceptions of social roles. It is substantiated that the translation of gender-marked advertising texts goes beyond the linguistic level and requires consideration of cultural, social and psychological factors of perception. The article identifies the key pragmatic means of implementing the gender code in advertising, including addressivity, emotionally evaluative vocabulary, imperative constructions, metaphorical language and visual elements. The main translation difficulties have been outlined, particularly those related to cultural barriers, semantic asymmetry and the reproduction of wordplay, allusions and politically correct meanings. The strategies of translational adaptation are described, including localisation, cultural neutralisation, explication and creative translation (transcreation), aimed at achieving equivalence of pragmatic effect. It has been shown that the translator acts not only as a linguistic but also as a cultural mediator responsible for maintaining ethical balance and avoiding discriminatory or stereotypical meanings. The research materials can be applied in the practice of translating advertising texts, as well as in teaching courses in translation studies, linguistic pragmatics and intercultural communication. It is concluded that the pragmatics of translating gender-oriented advertising lies in conveying the communicative intent while considering sociocultural, ethical and gender factors. Therefore, a successful translation should ensure equivalence of effect rather than merely of content, be sensitive to the norms of political correctness, avoid stereotyping and reproduce the consumer's positive identity.

Keywords: gender-oriented advertising, translation pragmatics, cultural adaptation, political correctness, transcreation.

Problem setting. Modern advertising communication is a powerful tool of social influence that shapes consumer preferences, worldview orientations, and cultural perceptions of the social roles of men and women. The gender orientation of advertising, that is, its focus on a specific gender group, plays a crucial role in brand positioning, fostering an emotional connection with the consumer, and promoting values such as equality, beauty, strength, care, or success.

In the process of globalisation and intercultural interaction, the translation of gender-marked advertising texts becomes not only a linguistic but primarily a pragmatic task, as it requires the translator to take into account cultural, social, and psychological aspects of message perception. The translator must not merely convey the content of the advertising message but also preserve its persuasive potential, adapting the communicative intent to the values and expectations of the target audience of another culture.

The problem lies in the fact that gender-coloured advertising texts often lose their pragmatic impact because of literal translation, cultural misunderstandings, or disregard for local perceptions of gender roles. For example, slogans that emphasise female self-sufficiency in English-speaking culture (such as *because you're worth it*) may require a softer, more socially neutral interpretation in the Ukrainian cultural context to avoid ambiguity.

Moreover, with the spread of the principles of gender equality, ethics, and political correctness, the issue arises of the translator's responsibility as a mediator of cultural values. The translator must not only adapt the advertising text to a new culture but also maintain its ethical balance, avoiding the reinforcement of discriminatory or stereotypical motifs.

Therefore, the research problem focuses on identifying the pragmatic patterns of translating gender-oriented advertising, clarifying the peculiarities of reproducing its communicative impact, and determining the optimal translation strategies that ensure equivalence of effect rather than merely of content in the advertising message.

The article aims to analyse the pragmatic features of translating gender-oriented advertising texts and to identify the main difficulties that arise in their adaptation into Ukrainian.

In accordance with the aim, the following objectives have been defined: to clarify the specificity of gender-marked advertising as a type of communication; to outline the pragmatic aspects of translating advertising texts; to examine the ways of preserving gender connotations in translation; and to identify translation strategies and cultural constraints.

Analysis of basic research and publications. The problem of translating advertising texts in terms of the pragmatic factor has been actively addressed in the works of both foreign and domestic researchers; however, the integration of the gender aspect within translation studies remains insufficiently systematised.

The issue of translating advertising texts concerning the pragmatic factor and the gender aspect has been examined in the works of P. Newmark, who emphasises the adaptation of culturally loaded elements and pragmatic equivalence as a means of preserving the communicative effect of the message in translation [5]. J.-P. Vinay, J. Darbelnet, K. Reiss, and L. Venuti describe strategies of localisation and adaptation of advertising, in particular creative text transformation (transcreation), aimed at maintaining the marketing effect [6; 8]. D. Tannen, T. A. van Dijk and S. Gill explore the gender aspect in advertising, highlighting that advertising constructs gender roles and normalises socially approved patterns of behaviour [7].

Ukrainian researchers (I. Kochan, L. Masenko, O. Semenoh) pay attention to the ethical and sociolinguistic dimensions of gender-marked advertising texts [1; 2; 3].

At the same time, despite the existence of numerous studies on advertising translation in general and on gender representation in advertising in particular, there is a virtual absence of systematic research that comprehensively analyses the pragmatic specificity of translating gender-oriented advertising for the Ukrainian media space. Furthermore, there is a growing demand for the development of clear translation strategies that simultaneously ensure the commercial effectiveness of advertising messages and their compliance with ethical standards of non-discriminatory communication.

Presentation of the basic research material. The advertising text is pragmatic in its nature, as its primary purpose is to influence the addressee. The theory of pragmatics (C. W. Morris, J. L. Austin, J. R. Searle, H. P. Grice) considers speech as an action aimed at achieving a communicative effect. In translation studies, the pragmatic aspect is defined as the correlation between the text and the recipient within a particular culture (N. Amosova, V. Komissarov, P. Newmark).

In gender studies (J. Butler, T. A. van Dijk, I. Kozlovska), advertising communication is interpreted as both a reflection and a construction of gender roles. Therefore, the translation of gender-marked advertising requires a balance between accuracy, political correctness, and cultural adaptation.

Gender-oriented advertising is a specific type of communicative discourse in which the pragmatic effect is achieved through a combination of linguistic, visual and sociocultural means of influence. Its main goal is not only to promote a product or service but also to create a desirable social image of the consumer, a man or a woman, who embodies certain ideals, values and aesthetic standards. Thus, the advertising text

performs not only an informative but also an identificational and socio regulatory function.

1. The pragmatic nature of gender coding in advertising.

The pragmatics of gender advertising are based on the principle of addressivity: messages are constructed in such a way as to evoke an emotional response from a specific group of consumers and to reinforce social perceptions of what is considered «masculine» and «feminine». For example, advertisements for cosmetics or women's clothing appeal to such categories as beauty, care, harmony, tenderness, and self-acceptance. In contrast, advertisements aimed at men more often employ lexemes denoting strength, efficiency, leadership, and determination. In pragmatic terms, this reflects a gender-differentiated motive of persuasion: advertising 'speaks the language' of the target audience, considering its expectations and social roles.

2. Linguopragmatic means of influence

The main pragmatic devices used in gender oriented advertising include:

- personalised address forms (Be yourself, You're worth it, Created for real men), which create the effect of a direct dialogue with the addressee;
- emotionally evaluative vocabulary (strong, fearless, gentle, unique, beautiful), which activates a sense of self-esteem or the desire to conform to an ideal;
- imperative constructions (Feel the power!, Reveal your beauty!), which stimulate action and establish an association between purchase and social success;
- metaphors and symbols that enhance the pragmatic effect, such as the scent of confidence, the energy of victory, the touch of tenderness, and an explosion of emotions.

Such elements have an emotional dominance; therefore, the translation of gender advertising requires not a literal but an empathetic approach - preserving the tone of address, the rhythm, and the communicative intention.

3. Pragmatics of visual and cultural codes

In addition to the verbal level, the pragmatic potential of advertising is realised through visual images, colour palette, poses, gestures and archetypal symbols that appeal to culturally entrenched notions of gender. Thus, advertisements for women's cosmetics are dominated by soft pastel colours, smooth lines, eye contact and smiles, which serve as markers of openness and emotionality, while advertisements for men's products feature contrasting colours, clear shapes, dynamic poses and symbols of strength and control. Translating such messages requires intercultural adaptation, as elements acceptable in one culture may carry a different emotional connotation in another. For example, the phrase «*Fight your limits*» may, in the Ukrainian context, require a softer version «*Долай свої межі*» to avoid an aggressive connotation.

4. Pragmatic effect and gender political correctness

Contemporary advertising is increasingly moving away from stereotypical portrayals of gender roles and focusing on inclusive models of communication that emphasise equality, partnership and self-acceptance. In this context, the pragmatics of translation must take into account the ethical dimension: the translator acts as a mediator between cultural systems, responsible for maintaining a positive image without discriminatory undertones. English language advertising frequently employs the concept of *empowerment* for both women and men. In Ukrainian translation, it may acquire different pragmatic nuances, such as «*Be yourself*», «*Discover your inner strength*», or «*Find your way*» («будь собою», «відкрий власну силу», «знайди свій шлях»). It is essential to preserve the motif of self-affirmation without highlighting gender contrasts.

5. Sociocultural pragmatics of influence

Gender-oriented advertising in the modern world serves as a social marker of the era, reflecting not only social changes but also actively shaping them. Through language, imagery and narratives, advertising creates new models of behaviour, lifestyles and patterns of interaction between men and women. A pragmatic analysis of such texts reveals how advertising conveys the values of equality, freedom of choice, responsibility and care for oneself and others. In this context, translation becomes not merely a tool of interlingual transfer but an act of cultural mediation that contributes to shaping a new understanding of gender within the local discourse.

At the same time, it is necessary to note the pragmatic difficulties of translation, since the translation of gender-oriented advertising represents one of the most complex forms of intercultural communication, as it integrates linguistic, sociocultural, ethical and psychological components of influence. The main goal of the translator is not only to convey the content and emotional tone of the original but also to reproduce the pragmatic effect of the advertisement in a new cultural context. However, it is the pragmatic level that most often becomes the source of difficulties and losses.

1. Cultural and pragmatic barriers

One of the main problems lies in the differences between cultural models of gender roles. Western advertising widely employs narratives of self-affirmation, individualism and bodily freedom, which may be unacceptable or sound artificial in the Ukrainian sociocultural context.

For example, the English phrase «*Because you're worth it*» (L'Oréal) conveys the idea of self-respect and female confidence. The literal translation preserves the meaning but shifts the pragmatic emphasis, as in some contexts the phrase may sound demonstrative or pompous. An equivalent that more effectively maintains a gentle motivational tone is «*You deserve the best*» («*Ти заслуговуєш на найкраще*»).

Another example is the slogan «*Man up!*» (literally «*behave like a man!*»), which in Western marketing can carry a humorous or motivational connotation. However, in Ukrainian culture, such a phrase may be perceived as aggressive or sexist; therefore, the translator should choose an adaptive strategy, such as «*Show your character*», «*Act with confidence*», or «*Be yourself*» («*Покажи свій характер*», «*Дій упевнено*», «*Будь собою*»).

2. Semantic asymmetry and translation of implications

Advertising texts often contain implicit meanings, allusions and metaphors that depend on the cultural context. In translation, it is important not to lose their pragmatic force.

For example, the advertisement for men's perfume «*The scent of victory*» appeals to the archetype of the warrior, success and dominance. In Ukrainian translation, it may sound somewhat overly solemn, especially in the context of war; therefore, a pragmatically justified alternative would be a softer version, such as «*The scent of confidence*» or «*A sense of strength*». («*Аромат упевненості*», «*Відчуття сили*»).

Here, the translator uses pragmatic compensation: changing the form but preserving the desired emotional response.

3. Pragmatics of humour, wordplay and allusions

Gender advertising often employs wordplay, rhyme and allusions to cultural archetypes. Such elements are virtually impossible to translate literally without losing their persuasive effect.

For example, the Dove slogan «*Real beauty comes from within - and from our new body lotion*» is based on a play between spiritual and physical beauty. A literal translation loses the humorous balance. An equivalent that preserves the pragmatics could be «*Real beauty comes from within - and from your daily care*» («*Справжня краса – зсередини і з твоєї щоденної турботи*»).

In such cases, the translator acts as a co-author of the text, recreating the effect rather than the literal meaning.

4. The issue of political correctness and ethical pragmatics

In modern advertising translation, increasing attention is paid to ethical aspects, particularly to the avoidance of discriminatory or stereotypical expressions.

English language advertising often operates with concepts such as *feminine power*, *gender freedom* and *diversity*, which carry positive pragmatic connotations. However, their translation requires ethically neutral yet emotionally expressive equivalents. For example, «*Embrace your feminine power*» can be rendered as «*Discover the power of your femininity*» or «*Be yourself – that is your strength*» («*Відкрий у собі силу жіночності*», «*Будь собою – і це твоя сила*») depending on the pragmatic context.

Another problem is the inconsistency in the social perception of gender equality across different cultures: what is interpreted as a call for self-respect in one country may be perceived as a provocation or a violation of norms of decency in another.

5. Interlingual asymmetry of pragmatic strategies

In English-language marketing, verbal dynamism (imperatives, short slogans) is widely used to create an effect of action, as in «*Go further*», «*Just do it*», and «*Be unstoppable*».

Ukrainian advertising tends to use more descriptive and softer expressions; therefore, translation requires preserving the tone without excessive aggressiveness: «*Just do it*» – «*Просто дій*» (the minimalism and motivation are preserved), «*Be unstoppable*» – «*Не зупиняйся*» (an equivalent pragmatic intention, but with a softer imperative).

Such adaptations make it possible to achieve equivalence of effect rather than form, which is the key principle of pragmatic translation.

6. Social context and the transition to inclusive discourse

A new trend in advertising campaigns focuses on gender neutrality and diversity, where the main goal is not the reproduction of roles but the demonstration of freedom of choice.

For translators, this means moving away from the traditional binary opposition of «male/female» towards an inclusive code, where it is important to avoid gender labelling unless it is essential for the product.

For example, the slogan «*For everybody*» (used in clothing advertising) contains a double meaning: «*for everybody*» and «*for everyone*». The Ukrainian translation «*Для кожного і кожної*» or «*Для всіх*» may be chosen depending on the desired pragmatic tone – whether the focus is on equality or universality.

Several key strategies are employed in the translation of gender-oriented advertising:

- *adaptation (localisation)* – modifying elements so that they correspond to local values;
- *cultural neutralisation* – replacing gender-marked units with neutral ones;
- *explication* – clarifying the subtext when the meaning would otherwise be lost;
- *creative translation (transcreation)* – creating a new expression that produces an equivalent effect.

Conclusions and prospects for further research. Thus, the pragmatics of translating gender-oriented advertising lies in conveying the communicative intent while considering sociocultural, ethical and gender factors.

A successful translation should ensure equivalence of effect rather than merely of content, be sensitive to the norms of political correctness, avoid stereotyping, and convey a positive consumer identity.

Further research could focus on the empirical analysis of Ukrainian and international advertising campaigns, the identification of typical models of gender representation, and the assessment of the effectiveness of translation strategies in the media space.

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ПРАГМАТИКА ПЕРЕКЛАДУ ГЕНДЕРНО-ОРІЄНТОВАНОЇ РЕКЛАМИ

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Анотація. У статті розглянуто прагматичні особливості перекладу гендерно-орієнтованої реклами в умовах глобалізації та міжкультурної комунікації. З'ясовано, що рекламний дискурс є потужним засобом соціального впливу, який формує гендерні стереотипи, моделі поведінки та культурні уявлення про соціальні ролі. Обґрунтовано, що переклад гендерно маркованих рекламних текстів виходить за межі лінгвістичного рівня і передбачає врахування культурних, соціальних і психологічних чинників сприйняття. Визначено ключові прагматичні засоби реалізації гендерного коду в рекламі – адресність, емоційно-оцінну лексику, імперативні конструкції, метафоричність та візуальні елементи. Виокремлено основні труднощі перекладу, пов'язані з культурними бар'єрами, семантичною асиметрією, відтворенням гри слів, алюзій і політкоректних смислів. Описано стратегії перекладацької адаптації, зокрема локалізацію, культурну нейтралізацію, експлікацію та креативний переклад (*transcreation*), спрямовані на досягнення еквівалентності прагматичного ефекту. Доведено, що перекладач виступає не лише мовним, а й культурним медіатором, відповідальним за відтворення етичного балансу, уникаючи дискримінаційних чи стереотипних смислів. Матеріали дослідження можуть бути використані у практиці перекладу рекламних текстів, у викладанні дисциплін з перекладознавства, лінгвопрагматики та міжкультурної комунікації. Зроблено висновок, що прагматика перекладу гендерно-орієнтованої реклами полягає у передачі комунікативного наміру з урахуванням соціокультурних, етичних і гендерних чинників. Відтак, успішний переклад має забезпечувати еквівалентність ефекту, а не лише змісту, бути чутливим до норм політкоректності, уникати стереотипізації та відтворювати позитивну ідентичність споживача.

Ключові слова: гендерно-орієнтована реклама, прагматика перекладу, культурна адаптація, політкоректність, *transcreation*.

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