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ENGLISH PUBLIC SERVICE ANNOUNCEMENTS IN TERMS OF SPEECH ACT THEORY: TRANSLATION ASPECT

Nowadays, modern society is influenced and controlled with the use of powerful means of manipulation which modify models of behaviour, attitudes, beliefs, ability for self-control, etc. with some certain purpose. Professional public service campaigns are one of them. They are considered to be a need of every society. Public service announcements tend to bear explanations to people when they are not able to comprehend them alone. The subject of the investigation is pragmatic peculiarities of public service announcements and ways of rendering the main message and the intention.

Key words: public service announcement, pragmatics, pragmatic peculiarities, intention, constative, promissive, quesetive.

Наразі сучасне суспільство перебуває під впливом і контролем за допомогою засобів маніпуляції, які модифікують моделі поведінки, установок, вірувань. Соціальна є одним із таких засобів. Соціальна реклама вважається необхідним елементом у сучасному суспільстві. У соціальній рекламі міститься пояснення. Предметом цього дослідження є прагматичні особливості соціальної реклами та способи передачі основного меседжу та інтенції.

Ключові слова: соціальна реклама, прагматика, прагматичні особливості, інтенція, констатив, промісив, квеситив.

В данный момент современное общество находится под влиянием и контролем с помощью средств манипуляции, которые модифицируют модели поведения, установок. Социальная реклама является одним из таких средств. Социальная реклама считается неотъемлемым элементом в современном обществе. В социальной рекламе содержится объяснение. Предметом данного исследования являются прагматические особенности социальной рекламы и способы передачи основного меседжа и интенции.

Ключевые слова: социальная реклама, прагматика, прагматические особенности, интенция, констатив, промиссив, квеситив.

The pragmatic aim of public service slogans is to inform the addressee. The utterances reflect the objective reality of the situation. However, in the process of translation, despite the rendering of these types of utterances, the sentences underwent some lexical, semantic and grammatical transformations. These transformations help to adapt the slogans of the PSAs to the focused audience, taking under consideration their cultural peculiarities [1, p. 32-35].

Smokers die younger
Курці помирають рано

In the translation a grammatical replacement was used to render the sense of the statement: an adjective *younger* was substituted by an adverb *рано*.

Smoking reduces the risk of fatal heart and lung diseases
Куріння призводить до серцево-судинних захворювань та раку легень

Such medical term as *a risk of fatal heart* was adjusted to Ukrainian with the help of the lexical transformation, compensation. In addition, the translation was succeeded by finding a proper medical equivalent because the adjective *fatal* means "causing or ending in death". Thus it was rendered into Ukrainian as *cardiovascular diseases*.

Smoking is highly addictive, don't start
Куріння викликає залежність,
не починайте курити!

Such transformations as grammatical replacement and addition [6, p. 154-157] were used to compensate for semantic and grammatical losses within the Ukrainian sentence.

Smoking when pregnant harms your baby
Куріння під час вагітності шкодить Вам та вашій дитині

The sentence underwent through the grammatical transformations as grammatical replacement and transposition to render the text in the source language into the target language.

Protect children: Don't make them breathe your smoke
Тютюновий дим шкодить здоров'ю тих, хто вас оточує

Generalisation of the expression *protect children* creates the concern not only of the smokers who have small children, but also of those who are around. Also, within the translation the structure of the sentence was changed in accordance with the changes of punctuation.

Smoking causes ageing of the skin
Куріння призводить до
передчасного старіння

It is to develop the meaning of the components of the slogan in order to meet some cultural differences between English-speaking society and the Ukrainian one. That is why the substitution at the same time with addition at the grammatical level and logical development or concretization at the lexical one were used.

Pragmatic deviance in speech acts happens to be when it is obvious that the text is not linked with the context. It leads to the misunderstanding of the utterance and then to everything said in the text. The next social campaign was developed by the Friends of Cancer Patients Foundation. The message is encoded into the narrative story with the help of the constative utterances and followed by a tag line. A small boy achieves a very good result in diving under water and feels very proud of himself. From the context it becomes clear that everyone in the story is happy and works on achieving good results: the boy dives very well, a father of the boy has a successful meeting with his colleagues.

1) *I can hold my breath underwater for 12.4 seconds!!!* 2) *PAPA took me with him to a hotel because he had a Brainstorm and he did not want to leave me home alone.* 3) *I thought they were going to open PAPA's head, but a Brainstorm is just a meeting to think of business plans.* 4) *The hotel had a very big pool and the lifeguard had a digital watch that he used to time me when I went underwater.* 5) *When I got bored, I stayed in the shallow end and looked at Papa and his work friends who worked by the poolside.* 6) *Often someone would put his hand up, say something and the others would make unhappy faces like Mr Bean.* 7) *On the other day, PAPA was writing **while hanging a cigarette from the corner of his lips**, which looked very smart.* 8) *Then he started saying something.* 9) *They listened, they smiled and then they all clapped and two of them jumped into the pool with me.* 10) *They told me that PAPA was the smartest man in the whole world.* 11) *I was so happy that I held my breath, went underwater and realized **CIGARETTES MUST BE FULL OF SMART IDEAS** that would help me before my science project next week.* 12) *I came up to see PAPA and the lifeguard smiling.* 13) *I had a new record 12.4 seconds!!*

14) CHILDREN WHO WATCH THEIR PARENTS SMOKE ARE TWICE AS LIKELY TO START SMOKING.

The precise analysis shows that the key words and phrases such as *PAPA was writing while hanging a cigarette from the corner of his lips; CIGARETTES MUST BE FULL OF SMART IDEAS* are used involuntarily in the narration of a small boy. For the reader of this PSA, it can be understood as a hint on a question relating with cancer disease. We can assume that these phrases reveal the implicit intention of the author to inform and to warn parents. Hereby, it is worth to mention that by “the intention of the author is understood the meaning of “intention” from two main aspects – aims and motives vs. the author’s attitude” [2].

The story is supplied with a tag line, a constative utterance, which can be viewed as those which summarizes the meaning of the whole story and as those which is closely connected with the topic raised in the text, cancer disease. There is this public service announcement in translation:

1) *А я затримав своє дихання на цілих 12.4 секунд!!!* 2) *Мій татко взяв мене з собою в готель, тому що йому необхідно було іти на якусь “промивання мозку”, але він не хотів залишити мене в дома самого.* 3) *Я думав, що вони відкриють голову татка.* 4) *Тільки потім я дізнався, що “промивання мозку” – то лише зустріч з обговорення бізнес-планів.* 5) *В готелі знаходився дуже великий басейн і рятувальник на своєму електронному годиннику лічив час мого занурення під воду.* 6) *Занудьгувавши, я сів булькаться в неглибокій частині басейну, дивлячись на татуса та його друзів по роботі (вони працювали з іншого боку басейну).* 7) *Часто хтось підводив голову, щось говорив, а інші смішно корчили обличчя, як дотепний Містер Бін у кіно.* 8) *Іншого дня татко щось писав.* 9) *З його рота тирчала цигарка.* 10) *Це робило його таким розумним.* 11) *Потім він почав щось говорити.* 12) *Вони слухали його, посміхалися і почали плескати в долоні, двоє з них стрибнули в басейн.* 13) *Вони сказали мені, що мій татусь найрозумніший чоловік у всьому світі.* 14) *Від щастя я затримав подих, пірнув під воду і подумав, У ЦИГАРКАХ ТАК БАГАТО РОЗУМНИХ ІДЕЙ.* 15) *Наступного тижня вони точно допоможуть мені з написанням мого наукового проекту.* 16) *Після мій татусь та рятувальник посміхалися, адже я встановив новий рекорд – 12.4 секунди під водою!!*

17) ІМОВІРНІСТЬ ПАЛІННЯ СЕРЕД ДІТЕЙ КУРЦІВ ПІДВИЩУЄТЬСЯ У ДВА РАЗИ.

The amount of translated sentences shows that the rendering of the story was succeeded with the help of lexical, lexical-semantic and grammatical transformations and the rendering of pragmatic aim of the narrator. We have substituted the constative utterances in the English sentences for constative ones, creating the Ukrainian text, and one promissive for the same counterpart in the Ukrainian sentences.

The lexical transformation, transcription, with lexico-semantic one, logical development, was used to render a proper name – *Mr Bean* vs. *дотепний Мастер Бін у кіно*. In general, all sentences of the text underwent grammatical and lexico-semantic transformations. Among them such lexico-semantic transformations:

- logical development – *for 12,4 seconds – цілих 12,4 секунд, 12,4 секунди під водою; just a meeting – то лише зустрі; тільки потім; I stayed in a shallow end- сів булькаться; like Mr Bean – дотепний містер Бін у кіно;*
- differentiation – *to think of business plans – обговорення бізнес-планів;*
- generalization – *On the second day – Іншого дня.*

The following grammatical transformations were used in the process of translation and the rendering of the proposition of the text:

- grammatical replacement – *When I got bored – Занудьгувавши;*
- transposition – *say something – щось говорив, The hotel had a very big pool- В готелі знаходився дуже великий басейн;...that would help me before my science project next week. – Наступного тижня вони точно допоможуть мені з написанням мого наукового проекту.; Children who watch their parents smoke are twice as likely to start smoking. – Імовірність паління серед дітей курців підвищується у два рази (also, grammatical replacement and addition are used as other grammatical transformations).*

– omission – *he used to time me when I went underwater* – *лічив час мого занурення під воду (with logical development), I was so happy that I held my breath...* – *Від щастя я затримав подих, ...;*

– separation or merging of the sentences: *On the second day PAPA was writing while hanging out a cigarette from the corner of his lips, which looked very smart.* – *Іншого дня татко щось писав. З його рота тирчала цигарка. Це робило його таким розумним.; PAPA took me with him to a hotel because he had a Brainstorm and he did not want to leave me alone.* – *Мій татко взяв мене з собою в готель, тому що йому необхідно було іти на якусь "промивання мозку", але він не хотів залишити мене в дома самого.; I came up to see PAPA and the lifeguard smiling.* – *Після мій татусь та рятувальник посміхалися, адже я встановив новий рекорд...*

The other public service announcement, represented originally in the short animated video, narrated by a girl, called Khin Mar. It was launched in the Internet after the devastating cyclone in Burma in 2008 took many lives of the citizens of this country and, meanwhile, the government was showing itself hostile to the international help, proposed by the services of rescue teams and in a form of emergency goods. We take this public service announcement under analysis from the point of view that it shows that the text has its cultural peculiarities and requires the discourse analysis without which the proper translation can be failed.

The real disaster in Burma is the government!

Once upon a time in a land called Burma there was a little girl called Khin Mar. She was very lucky to survive a cyclone. She was also lucky enough to receive aids to survive the starvation and disease that followed. Khin Mar grown up to help to rebuild the home in her community. And Khin Mar lived happily overall. You see, in Burma there is no fairytale because the government is in the military dictatorship. They torture and kill people like Khin Mar.

Please use your freedom to gain this.

Go to The Burma Campaign UK.

Thank you!

The narration is presented in the constative utterances and followed by three tag lines in forms of directive utterances. The illocutionary force of the phrases *Please use your freedom to gain this. Go to The Burma Campaign UK.* presents the request for help for people in Burma. Behind these words, there is a hidden phrase *we ask you, we request you.* The action of the addressee can be successful by polite form of request. In this example, it is even intensified by a word *please.* The intention of the author is to stimulate the target audience to act which is, in this case, achieved by the politeness of the speaker. The reader has a possibility to choose, he is guided by his self-consciousness. Taking into account the first exclamation sentence of this public service announcement, it is to be emphasised that there is the main issue of the author's intention to be noticed. The topic becomes quite clear from the very beginning. It is about the government as the main disaster for people.

Справжня катастрофа для М'янми – її керівництво!

Багато років тому в одній із провінцій М'янми жила дівчинка на ім'я Хін Мар. Їй дуже пощастило пережити циклон. Їй також пощастило отримати допомогу, яка врятувала її від голод та хвороб, які спідкали країну після лихої напасти. Хін Мар росла і допомагала громаді відбудувати зруйноване. Взагалі-то дівчинка жила щасливо. Але як ви знаєте, життя у М'янмі зовсім не схоже на казку: там панує військова диктатура. Керівництво країни знуцається та вбиває простих людей, таких як Хін Мар.

Скористайся наданою тобі свободою.

Дізнайся про нашу кампанію від The Burma Campaign UK.

Дякуємо!

Lexico-semantic transformations:

– concretization – *in a land* – *одній із провінцій, they* – *керівництво країни;*

– logical development – *starvation and disease that followed* – *голод та хвороби, які спідкали країну після лихої напасти;*

– differentiation – *to help to rebuild the home-* *допомагала громаді відбудувати зруйноване.*

Grammatical transformations:

– grammatical replacement – *She was also lucky...* – *Їй також пощастило...; the government is in the military dictatorship* – *там панує військова диктатура (additionally, we used omissions and logical development);*

– transposition – *And Khin Mar lived happily overall.* – *Взагалі-то дівчинка жила щасливо;*

– addition – *there is no fairytale* – *життя у М'янмі зовсім не схоже на казку (this transformation was used together with logical development);*

– omission – *Please use your freedom to gain this.* – *Скористайся наданою тобі свободою.*

In the following example, taken from the announcement of International Organization for Migration, the pragmatic aim of the author is successfully achieved verbally as well as visually. The visual metaphor unveils the danger of working illegally abroad. The picture is presented as a 5 euros note. Somewhere on the picture a reader can see a silhouette of a girl who earns for living as a call girl.

THIS IS THE PRICE YOU CAN PAY WHEN GOING TO WORK ILLIGALLY ABROAD.

The interpretation analysis of the phase above allows to understand the exact meaning of a depicted scene, expressed via a visual metaphor. It helps to render the pragmatic aim of the author where a constative utterance which can be even considered as a menacive utterance is translated as a quesitive one:

ТАКА ТВОЯ ЦІНА ЗА НЕЛЕГАЛЬНЕ ПЕРЕБУВАННЯ ЗА КОРДОНОМ?

The speaker by the use of the quesitive utterance has an aim to ask and to receive an answer from an addressee. Quesitives help to create a psychological tension by the form of their message. The component QUES allows to create an interrogative sentence.

In the example above we used a grammatical replacement on the grammatical level (*GOING TO WORK ILLIGALLY* was rendered as *ЗА НЕЛЕГАЛЬНЕ ПЕРЕБУВАННЯ*), and logical development (instead *WORK* we used *ПЕРЕБУВАННЯ*) on the lexico-semantic one.

Next example of the PSA has a pictorial metaphor, exact and very important for the understanding of the message. Verbal and non-verbal means deliver the appeal and cry of a child who suffers from mental abuse.

1) You`re such a pain. 2) Can`t you simply die?
 You`re such a pain. Can`t you simply die?
 You`re such a pain. Can`t you simply die?
 You`re such a pain. Can`t you simply die?
 Y u`re such a ain. Can`t you simply die?
 Y re such a ain. Ca `t ou simply die?
 Y
 Y re such in. Ca `t ou simply die?
 Y re such in. Ca `t ou sim ly die
 re su h in Ca `t ou sim ly die
 e su h a pain. Ca `t u sim ly die
 `re such a pain. Ca `t u sim ly d e
 e such pain. C t u si ly d e
 su h pain. i y d e
 su i C u i y d e
 su i C i y d e
 su i C i d e

It is possible to assume that this statement organised in the following way will not have an effect upon a viewer or a reader. The last emerging word suicide helps to understand the proposition of the message and creates an effect that shocks the reader not at the beginning of the text but at the end of it:

You`re such a pain. Can`t you simply die?
 su i C i d e

A chain of the repeated sentences, where one by one some element, a letter, disappears, are to express the feeling of psychological pain which tears apart.

The other sentence in the PSA is hardly to notice because it is lost in a general picture. The sentence 3) **Verbal child abuse**. 4) **One thing leads to the other**. delivers the pragmatic aim of the announcement and it is hidden almost at the end of the page. From the translation point of view, the pragmatic aim is expressed by two simple constative utterances where the sentence *Verbal child abuse*. is an elliptical sentence. Ellipsis is used here “to emphasise a fact”.

There, it is worth to mention that the classification of J. Searle was developed by analysing three basic characteristics of speech acts: illocutionary force, the direction of fit between words and the world, and expressed psychological state. The characteristic of expressed psychological state plays an important role in this PSA because its aim is to deliver fear, pain, and despair of a teenager.

5) *People who were verbally abused as a child are twice as likely to suffer from mood and anxiety disorders in their lifetime.* – *Journal of Affective Disorders, FSU.*

The last sentence in the bottom of the page, a constative utterance, summarises the main idea of the message giving some factual information.

Within the translation of this PSA we applied grammatical and lexico-semantic transformation.

Grammatical transformations as addition and omission were used in the sentence 1 together with lexico-semantic transformation, logical development. The sentence 2 was rendered with the preservation of a quesitive utterance and involved logical development on the grammatical level and grammatical replacement together with addition of *у* on the grammatical level. Logical development and grammatical replacement were applied in rendering *are twice as likely as мають у двічі більший шанс*. In the same sentence mood disorders was translated as *рантові зміни настрою* with the help of a lexico-semantic transformation, logical development, and a grammatical one, addition. *Anxiety disorders (напади страху)* underwent differentiation. Moreover, *in their lifetime* was rendered with logical development and omission (lexico-semantic and grammatical transformations) into *протягом дорослого життя*. Дані журналу can be considered as addition and logical development in the public service announcement under analysis.

Thus public service announcements are gaining their importance and recognition within different scientific fields, among which is translation. The task of a translator lies in rendering peculiarities of the encoded message from the source language into the target language under the consideration of linguistic, psycholinguistic, and pragmatic characteristics of the English and Ukrainian languages.

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