

عنوان مقاله:

Translation of English Brand Names into Persian: Type of translation and font size in focus

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خلاصه مقاله:

Abstract The aim of this study was to find the appropriate type of translation of English brand names Iranian consumers prefer, i.e. phonetic, semantic and phonosemantic types of translation. Also, it was aimed at examining the type of font size Iranian consumers tends to see on packages of English products. To this end, the distinction between male and female participants as well as the participants' level of proficiency was considered as two key factors. Six fictitious brand names were created and the 55 selected participants (43 females and 12 males with upper-intermediate, intermediate and pre-intermediate English proficiency levels) were asked to fill a questionnaire related to the goals of the research. Statistical analyses were then done. The results revealed that Iranian consumers, with different levels of proficiency, tended to use phonetic translation. Also, it was revealed that females with different proficiency levels tended to see English brand names larger than their Persian translations in terms of font size, whereas male participants did the reverse. The findings were discussed in connection with translation and marketing

کلمات کلیدی:

brand names, font size, Marketing, translation, products

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