Relevance theory and advertising:
Tips for advertising experts and translators

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Abstract

This study takes a cognitive theoretic perspective of communication to help both advertising designers and translators produce persuasive, faithful and optimally relevant advertisements. Our main argument is that Relevance Theory (RT), developed by Sperber and Wilson (1995, 2002, 2004), and its applications on translation (Gutt, 1989, 1990), contribute to better advertising practices and protect consumers from false advertising. Our analysis of two advertised commercials in Arabic and English, Nutella and Nike, reveals some problems that are detrimental to effectiveness and success of the advertisements. Our argument draws upon the common aspects between RT and advertising discourse. The study suggests that advertising designers should consider as many stimuli as possible and balance the informative and communicative intention of the text to achieve the communicative ends as desired by the adverts. We hope in this article o provide practical tips that translators and advertisers can benefit from.

Keywords: Advertising, English, Arabic, Translation, Relevance Theory, Stimulus, Intention

1. Introduction

This study employs Relevance Theory (RT) (Sperber and Wilson. 1995, 1987; Wilson and Sperber, 1990, 2004, 2012; Gutt, 1989, 1990, 1991, 2000) to inform advertising experts' decisions for better advertising practices. The common aspects between RT and advertising are used as success factors and criteria to deliver the message by advertisers and translators in a new language. So, the researchers in this article draw on the common grounds that can be established between RT as a cognitive communicative approach and advertising as a persuasive discourse. What follows explains RT before we examine the advertising discourse in light of RT in the subsequent section.

RT is based on the natural human tendency of trying to find relevance in every stimulus (verbal, sign, picture, etc) (Wilson and Sperber, 1995). Humans are in constant process of understanding, connecting and concluding. This is reflected by the two main principles of RT: The cognitive principle which states that "human cognition tends to be geared to the maximization of relevance", and the communicative principle which states that "every act of ostensive communication communicates a presumption of its own optimal relevance" (Sperber and Wilson,1995:260). Wilson and Sperber (1995) suggest that we seek to find relevance in every stimulus. They contend that when a stimulus is relevant, it adds to our information, fixes a misconception or totally supplants it with another one. Wilson and Sperber (1995) clarify that any external or internal stimulus is relevant at some point to an individual, and that relevance is a matter of degree. Utterance can be more or less relevant according to two main factors; the first is the ability of a communication to achieve a positive cognitive effect "which is a worthwhile difference to the individual's representation of the world" (Sperber & Wilson, 2004: 608). The more a piece of information makes a difference on the way we see things, our beliefs or even our plans, the more relevant it appears to us (Sperber & Wilson 1995). The second factor is the balance between the effect and processing effort by the addressee. According to RT, "other things being equal, the greater the processing effort required, the less relevant the input will be" (Wilson & Sperber 2002:252).

Informative and communicative intentions are of pertinence to this study. Both, according to Harder (1997), are viewed as contributing to the communicative effect of an utterance. According to Sperber and Wilson (1995) an utterance has a set of assumptions and the informative intention makes manifest or more manifest these assumptions to the audience. The communicative intention, they postulate, is set to perform one basic function, that is to inform the audience of the informative intention of the utterance. To clarify, what the hearer understands of the message is the informative intention of the speaker. However, when it is clear to the hearer that the speaker wants the former to understand the message the way the later puts it, this becomes the communicative intention of the message (Forceville, 2014). To give the difference in a more concrete example, if you have consumed a glass of water and then put down the glass on the table, this is a stimulus. It is very explicit to the recipient that you have consumed all the water in the glass and now it is on the table empty. This should form the informative intention of the communicator. If the communicator wants you to realize that he/she has consumed all the water in the glass and now it is empty on the table, for example by shaking the glass right and left, this should be the communicative intention of the communicator; one function of this stimulus could be that 'the communicator wants a refill'.

The ultimate function of any advertisement is to promote a product or a service. This becomes most relevant to us if the product is something we need, provides a solution to our problems, or makes us or our life better (positive cognitive effect). On the same line, Kronenberg (2007) defines advertising as a form of communication; it is paid, non-personal and persuasive form of communication targeting certain audiences to promote a product by drawing their attention to it (Cf. Chaudhuri and Buck, 1995). So the advertisement is a stimulus targeting one basic function, that is to promote a product, Therefore, it is successful when it is confirmed in the mind or our assumptions of its value are changed.

RT provides a framework to understand the creation and translation of advertisements given its emphasis on how communication can be more interesting and more relevant to the hearer. Therefore, the common aspects between RT and advertisements can work as our evaluation criteria towards

successfully created and translated advertisements. The main assumptions of the current study based on RT, advertising discourse and the relation between them, are:

1. Advertisements aim at attracting the attention of the targeted customer. This way it acts as an ostensive communicative behavior that requires the involvement of the customer to reach its desired outcomes.
2. The audiences should feel that the advertisement is most relevant to them; that is, they need the product, they understand how it is beneficial to them, and in what way the product can add to or ameliorate their lives. As such, the advertisement should attract their attention by making them spend the required effort to process it in the most relevant way to yield such cognitive effects on them (See Celsi and Olson, 1988, and Macinnis and Jaworski, 1989 for a similar argument).
3. The audience should understand the informative and communicative intentions of the advertisement. Recognizing the informative intention may lead to a successful comprehension and interpretation of the advertisement by the translator and the recipient of the message, still it is not enough. Following Pateman (2002), recognizing the communicative intentions of the advertisement is a condition for a successful communication of the advertisement's message. The receptor has to realize that the stimulus produced by the communicator is intentional (Díaz Pérez ,2000); that is, as Pérez commends, the advertisement should target the receptor to provide a conscious modification of the environment and attract the receptor's attention towards a group of facts, and these factors are important for the promotion of the product.
4. The audience should not feel any contradiction with their own culture, beliefs, and environment. Any contradiction will not yield the desired cognitive effect and therefore the advertisement fails to achieve its purpose.
5. The translated advertisement should interpretively resemble the original one in terms of its informative and communicative intentions. According to Gutt (1989:287), "for a successful communication, the assumptions about the intended degree of resemblance must be part of the mutual cognitive environment shared by the translator and his audience" – or, in

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this research, between the designer, the translator and the receptor of the advertisement.

Some factors detrimental of advertisements effectiveness in the ST and TT are false advertising and cultural disparity. Both, if not considered carefully by advertising experts and translators would negatively influence the reception of the advertisement by the audience as less relevant to them and therefore compromise its promotion as a solution to their problems. Given this argument, this study seeks to answer the following question: To what extent can RT help advertising experts avoid false advertising practices in the SL and translators produce advertisements with the intended degree of resemblance in the TL?

2. Methodology of the Study

The study material consists of audio-visual advertisements of well-known brands/ products that can be found in English and Arabic on YouTube. We were selective of certain products that require advertising to reach maximum sales and revenue creation, such as *Nutella* and *Nike*. The advertisements were transcribed by the researchers. We used the terms of RT to highlight some instances of false advertising by these products, namely informative and communicative intentions. Where disparity between these two types of intention arise, this was taken as an instance of false advertising. Both products and their translation were also chosen because they employed the two approaches of translation suggested by Gutt (1989, 1991), namely direct and indirect translations. Direct translation is employed to report the content and style of the source text. Indirect translation, on the other hand, is used to convey from the source text the information considered important or relevant for the receiver of the message. In this research, the Nutella advert was translated indirectly, the Nike advert on the other hand was translated directly in subtitling. The advertisements were collapsed into their stimuli, then they were compared in both languages to highlight instances of divergence between both languages. The following should form the basis of our analysis of the adverts in the SL and TL:

1. Stimulus: Stimuli from ST and TT will be extracted and evaluated. Intendances of false advertising are discussed and tips to help advertising experts are provided based on RT.

2. Relevance to target audience will be also compared to see which message can be relevant to which audience in which cognitive environment.

3. Informative and communicative intentions of the advertisement will be compared in both languages, Arabic and English.

4. The process, steps and techniques used for persuasion and for convincing the audience to confirm or change an opinion about the products will be compared.

5. The translation of both advertisements will be discussed in the last section where we provide some tips to help advertising experts produce better advertisements in different languages.

3. Data Analysis

In this section, advertisements of *Nutella* and *Nike* are analyzed and discussed following the assumption that advertising is similar to any form of communication made successful if its intended messages are communicated. The stimuli of the English and Arabic versions of the advertisements are compared to see if they lead to the same inferences and achieve the desired cognitive effects. We will break down the verbal and non-verbal stimuli, decide what the inference from every stimulus is, and what clues are used to communicate the desired intentions. Specific reference is made to some instances of false advertising which will be discussed in light of RT.

Nutella

Nutella is a chocolate spread in a jar. It is a well-known brand that can be found almost in every country. The message that *Nutella* tries to deliver through its advertisements is that *Nutella* contains healthy ingredients of good quality. This can be seen in *Nutella* official website as:

> Within the global context of growing attention to themes such as nutrition and physical activity, we focus our research strategy and our production investments on the creation of high quality

products, carefully developed in terms of their nutritional value and portioning, so that they can be integrated into a balanced diet, with particular attention to the needs of children and families[1].

Every advertisement delivers a message to produce some effect on its recipients. As stated in *Nutella* website, quality, nutrition and physical activity are the main messages in the advertisement. These messages are made manifest through a set of stimuli deemed relevant to the consumers of the product. The stimuli represent the advertisement's informative intention which, when signalled by the translator and the advertising experts, extends the communicative intention of the advertisement to the customers in both languages.

The following is a discussion of a televised commercial of *Nutella* in English and its adapted Arabic version (see links [2] and [3], below). The main goal is to examine if the selected advertisements are achieving comparable desired communicative outcomes – that is recipients of *Nutella* advertisements get to similar experiences of the product and undergo similar effect of the adapted advertisement. The presumed effect is that *Nutella* contains healthy ingredients of good quality (informative intention), therefore it is on the customer's shopping list (communicative intention).

Table (1) below lists the stimuli extracted from both commercials. It provides back translation of the Arabic stimuli to English to facilitate an understanding of the Arabic version. Some comparable stimuli of the investigated commercials are 1, 2, 3 and 4. For example *Nutella* is helpful in the morning. In the English text, the mother loves *Nutella because it makes things easy in the morning* (she talks about her own experience). In Arabic, the message is similar, the mother says that *the one thing that makes her children wake up is Nutella* (she talks about what the children like). Both stimuli imply that *Nutella* helps and this provides a solution to their problems.

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[1] **https://www.Nutella.com/en/int/values**
[2] **https://www.youtube.com/watch?v=ThIrw_LpuRA**
[3] **https://www.youtube.com/watch?v=a3MUhWAvuk0**

Verbal Elements			
English Version[4]	Arabic Version [5]	Back translation from Arabic to English	Inference
1-In this house, I can use all the help I can get	صباح الخير، ليس من السهل إيقاظ أطفالي كل صباح	Good morning, it is not easy to wake up my children every morning	Both texts: mornings are difficult for moms
2-This is why I love *Nutella*	لكن هناك شيء يحبونه يدفعهم للنهوض	But, there is something they like that makes them get up	Both texts: *Nutella* helps, Eng.: mother likes it Ar.: children like it.
3-A delicious hazelnuts spread	يمكن دهن نوتيلا على الخبز بنكهتها الفريدة واللذيذة	It is possible to spread *Nutella* on bread with its delicious and unique flavor	Both texts: easy to use, just spread it, delicious, Eng. only: ingredients: healthy: not mainly sugar& fat
4-And *Nutella* is made with simple quality ingredients, like hazelnuts, skimmed milk and cocoa.	لأنها مصنوعة مع أجود أنواع البندق والكاكاو	Because, it is made of the best quality sorts of hazelnut and cocoa.	Eng.: healthy: skimmed milk, good quality. Ar.: best quality
5-It is perfect on Montgomery toast and even on Hawaii Waffle	No equivalence		Eng.: easy to use: just spread it, gives options to spread on.
6-It is a great and easy way to give my family the breakfast they want to eat	No equivalence		Eng.: fast and easy, bcz children like it and will make no delays mornings.
7-They love the taste	No equivalence		Eng.: loved by children: delicious
8-Then I feel good that they're ready to tackle the day	No equivalence		English text: mothers are comfortable about offering it to children: since it is healthy
9-Breakfast, never tasted this good	ابدأ نهارك بألذ طعم	Start your day with the best taste	Both texts: *Nutella* for breakfast, tasty.

Table 1: Stimuli from Arabic and English *Nutella* ads.

Some stimuli are present in the English text but missing in the Arabic adapted version, such as 5, 6, 7 and 8. For example, the English fifth stimulus says that *Nutella* is perfect on Montgomery toast and even on Hawaii Waffle. This idea was expressed in the Arabic third stimulus through reference to the general term 'bread' only; the toast and the waffle were not mentioned in the Arabic stimulus, apparently because they are not part of the traditional Arabic food. Therefore, to mention the sorts of bread in the English text is an additional stimulus that *Nutella* can give different options, so we infer that it is fast and easy to deal with. Another example is the sixth stimulus in the English version. This stimulus states that: *It is the easy way to give my family the breakfast they want to eat*. We can infer that *Nutella* is a quick and makes a breakfast easy to prepare. Since children like it, they will have no objections. This stimulus is missing in the Arabic version as well.

The questions that arise at this point is how the stimuli in both versions of the same advertisements are made salient and relevant and to what extent that leads to the desired positive cognitive effect, that is promoting the product in both languages? A basic assumption of RT is that an input or a stimulus is relevant to the receptor if it connects to his/her background information and yields conclusions that matter to him/her by answering a question, solving a problem, confirming an assumption, correcting a mistake, adding to or improving knowledge (Wilson & Sperber, 2002). *Nutella* advertisements in English and Arabic start with presenting a problem - that is people who wake children ready to school in the morning have a problem. The advertisements therefore carry with them assumptions of relevance to this problem. Mothers, the ones who normally have this problem, will tend to maximize these assumptions relevant enough and therefore will start to pay attention to the product as a solution to their problem. At this point, they want to know more about the product, and here comes the role of the advertisement designer to build expectations of what could be other most relevant pieces of information to the audience about the product. This should be his/her informative intention before he/she can reach his/her communicative intention; that is to promote the product as most valid to solve the problem.

The informative intention is expressed in form of assumptions about mothers' needs early in the morning – that is to wake their children up and feel

comfortable the rest of the day. For instance, in the English and Arabic advertisements, there are some common assumptions such as: Mothers prepare breakfast and get children ready to school; the time that people have in the morning before going to work and school is tight, so they need anything that can help them get ready on time; children love to have something tasty for breakfast, otherwise they will make unwanted delays. The English version seems to yield more conclusions of relevance than the Arabic one. It is made to represent a solution to mothers' problems to wake their children early in the morning fresh for another school day, add to their knowledge that *Nutella* is healthy, confirm their assumptions that this product is tasty and correcting/supplanting a conception about sugary products as unhealthy. The Arabic version on the other hand yields only one conclusion, particularly sugary products are tasty. With more conclusions achieved in the English versions, the English customer will have more positive cognitive effects and therefore will act more boldly and buy the product.

Both of informative and communicative intentions should be balanced if we want to avoid false advertising. To explain this, we need to consider the universally held assumption that all mothers want their children to have healthy balanced food that does not cause obesity and hinder physical movement. The English commercial shows more concern for health issues, the Arabic version on the other gives more attention to the taste of the product. For example, both commercials used mothers to present of the advertisement. The problem of waking children up early in the morning is a concern for the mother in the English version, so she is the addressed customer of the product and the advert is made to give a solution to her problems. Given the universally held assumption that women care for the children's health, we infer she has wisely selected this product because it is both tasty and healthy. This stimulus by contrast is partly missing in the Arabic version.

The addressed customer of the product in the Arabic version are the children. This is because children are the ones who care about the taste and no margin is left for the health issues. Addressing children in advertisements is considered "as exploitative because young children do not understand that commercials are designed to sell products and they do not yet possess the cognitive ability to comprehend or evaluate the advertising" (Story & French,

2004: 3). This, for instance has led the American Psychology Association to support a policy in favor of strict regulations and restrictions of advertising targeting children under the age of eight (Dhar & Baylis, 2011). We conclude therefore that while the English advertisements significantly balance the informative intention against the communicative one, the Arabic ones are more selective of particular stimuli, giving more attention to the communicative intention of the advertisement, that is to promote the product. We suggest therefore that both advertising experts and translators prepare a list of all the necessary stimuli of an advertisement's creation and rendition to the other language. Consider Figures 1 and 2 below, which compares the use of stimuli in English and Arabic.
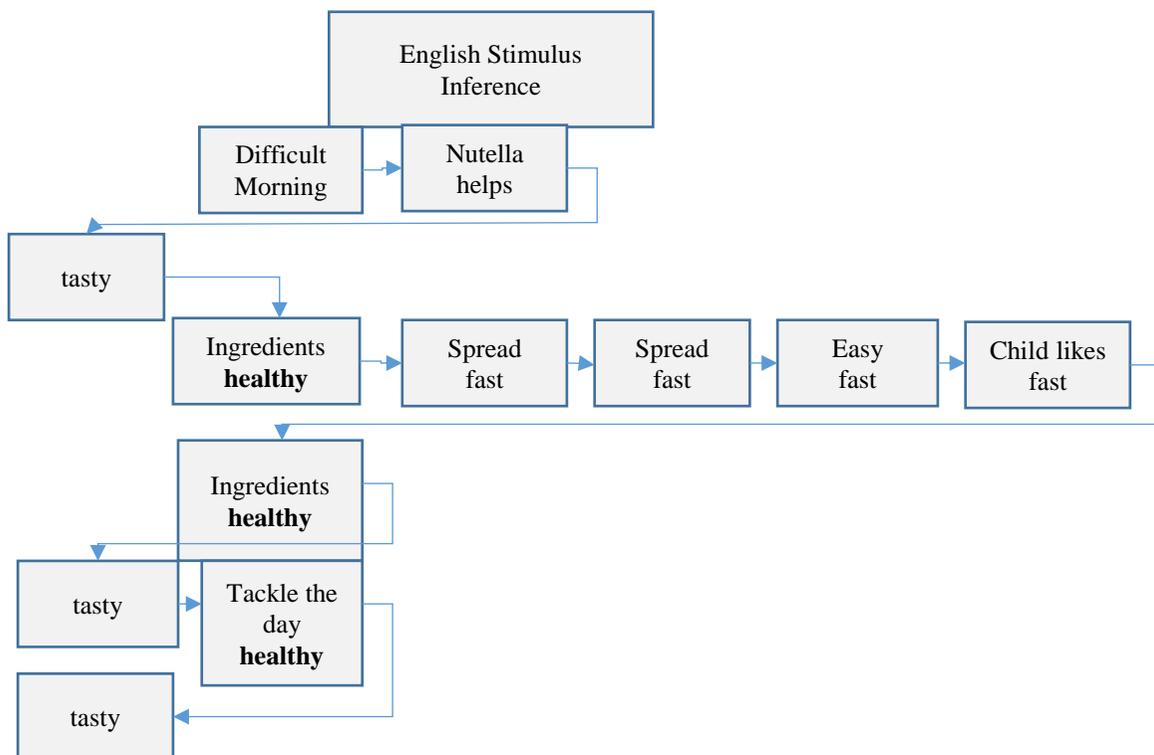

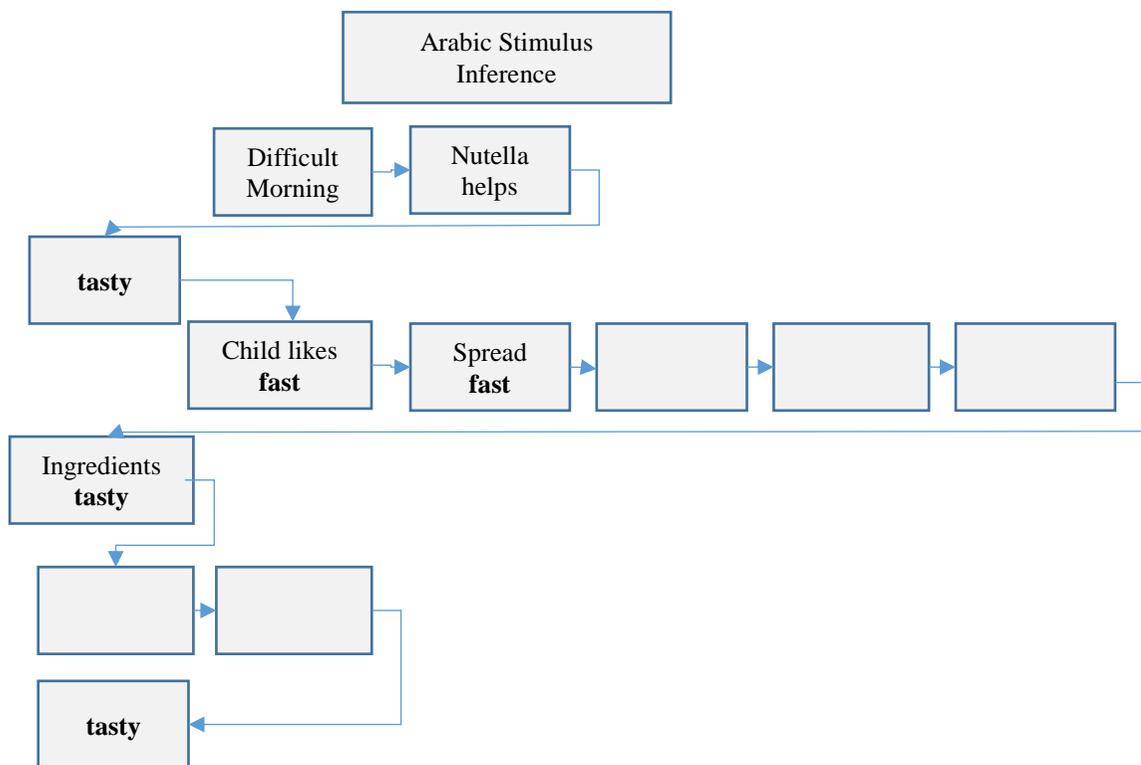**Figure 1: Nutella stimuli and inference order in English**

Figure 2: Nutella stimuli and inference order in Arabic

The advertisements employed some persuasive techniques to confirm the assumption that *Nutella* is the best option, again to serve one function, that is to promote the product. These techniques are used to maximize the relevance of the product to consumers, such as the use of certain vocabulary in Arabic and repetition in English. The persuasive techniques are used to make certain stimuli more salient to capture our attention to the value of the product; it allows it to stand out and be distinctive among other products. In Arabic, the advertisement employed more trendy vocabulary that make the taste of the product more salient and attractive. For example, while the ingredients are described as 'simple' and 'delicious' in the English version, they are the 'best', 'delicious and unique' in the Arabic one. The English stimuli repeat the idea that Nutella is easy and quick three times. Repetition is made for a reason, that is to maximize relevance of the product to us, that is Nutella is the solution to our problems in the morning, the healthy for our children and therefore it is

the product we should buy. The Arabic text does not apply this device, and the contextual effect of the English version is missing. As Sperber and Wilson have shown for utterances that involve repetition:

> "The task of the hearer faced with these utterances is to reconcile the fact that a certain expression has been repeated with the assumption that optimal relevance has been aimed at. Clearly, the extra linguistic processing effort incurred by the repetition must be outweighed by some increase in contextual effects triggered by the repetition itself" (1986a: 220).

Nike

The discussion about *Nike* is different. This advertisement is subtitled, not indirectly translated or adapted as the advertisement about *Nutella*. This section will allow us to look into a product with all stimuli in the ST present in the TT. *Nike* is a brand for sportswear. *Nike* Company uses the success stories of sport stars in the world as examples and evidence to promote their products by connects it to themes such as achievement, equality and physical movement. In Nike official website, they state:

> "EQUALITY represents Nike's belief that sport brings people together like nothing else. The ongoing effort to encourage people to take the fairness and respect they see in sport and translate them off the field"[4].

Table (2) below describes the voice over and subtitle as they appear in a *Nike* advertisement[5]. This table lists all the stimuli in the created and translated versions of the advertisement.

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[4] https://communityimpact.nike.com/.
[5] https://www.youtube.com/watch?v=Y_iCIISngd

Arabic voice over	English subtitles	Literal translation of the Arabic text (my translation)
‎1-إيش حيقولوا عنك؟	What will they say about you?	What will they say about you?
‎2-إنك مو المفروض تكوني هنا	That you shouldn't be out there.	That you shouldn't be here.
‎3-النظام مو ليكي	That is unlady like	The system is not for you.
‎4-إنه دي ما هي لعبتك	That you're not built for this.	That, this is not your game.
‎5-أو يمكن	**Or maybe**	**Or maybe**
This is the changing point in the structure		
1. يقولوا إنك قويه	They will say you're strong.	They will say you're strong.
‎7-إنه ما حدى يقدر يوقفك	That you can't be stopped.	That nobody can stop you.
‎8-إنك حتلاقي طريقك	That you will always find a way.	That you will find your way.
‎9-إنك قدهم	That you make it look easy.	That you are equal to them.
‎10-إنك أبهرتيهم	That you make it look good.	That you impressed them.
‎11-أو يمكن يقولوا	Or maybe they will say	Or maybe they will say
‎12-إنك حتصيري شي كبير	You're the next big thing.	That you will be a big thing.
Not translated	**Slogan: Believe in more**	

Table 2: Stimuli in Nike ads.

The advertisement is narrated in the Arabic Saudi dialect with English in the subtitle, apparently for Muslims who live in the Arab Gulf and do not speak Arabic. The advertisement addresses the Arab Gulf area. The following discussions explains the themes adopted by *Nike* such as equality and achievement. As mentioned before, this advertisement aims at advertising sportswear designed for Muslim women especially who wear "hijab". The analysis will examine whether stimuli in the ST and subtitles are comparably relevant to ST and TT recipients. It will also consider if it has achieved the informative and communicative intentions in both versions.

The stimuli are translated literally with all of them present in both version of the advert. Being so, the advert does not necessarily achieve success and therefore we cannot claim it has promoted the product in a similar way. The advertisement starts with a voice over stating: *What will they say about you?* The reference of "they" is clearly understood as people of Arab culture and Arab communities. This sentence is very common in Arabic language; it expresses the importance of one's image in the community, especially women who should keep a reputation by not doing what is against the codes of the culture or what is expected from them. The product this way challenges the cultural code of some communities in the Arab world. Therefore, attention to it as most relevant in the path of promoting the product becomes less likely.

 The stimuli continue to portray the traditional picture of women in the Arab culture. For example, alongside with showing a *Nike* sportswear, the discourse converts to the strong revolutionary version of woman who shows that she can dare the society and excel in sport. The advertisement also shows images of Arab women athletes who proved to be successful by fulfilling their dreams. To the date of issuing this advertisement, physical education was forbidden in the girls' schools in Saudi Arabia. Also no fitness centers were allowed, and of course women are not allowed to run, for sport, in the streets or to participate in any sports teams or competitions (Alarab Newspaper, 2017[6]). In this case the advertisement contributes to the stereotypical image that is not necessarily true in all Arab countries. When addressing a wide audience through subtitling of the same stimuli, it is not easy to know or specify the

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[6] https://s3.eu-west-2.amazonaws.com/alarabuk.prod/pdf/2017/02/24-02/p1000.pdf#page=24

cognitive environments of this audience, therefore the subtitle, which is supposed to act as a medium of communication, results in confusion of the message and misunderstanding of the communicative end of the advert.

The stimuli extend the informative intention of the advertisement without successfully contributing to its communicative end. The advertisement calls for the Arab woman to play sport and act against the traditional stereotyping ideas about women. So women should not care about what people will say about them and should prove to their communities that they are strong and able to succeed. For example, consider the non-verbal reaction by the surrounding people who are not comfortable with the woman in the advertisement doing sport. The stimuli therefore are becoming culturally in appropriate and this deters customers' processing of it as most relevant. For example, the second to the fourth stimuli act an answer to the question posed at the beginning of the advert: *They will say that she should not be out there, and that this is unlady like*. Then, comes the ostensible verbal stimulus that was supposed to change this image to a positive one: *They will say that you are strong.* The choice of the adjective 'strong' was not successful. A strong woman in the Arabic dialects has a connotation of being rude and tough and of women acting like men. The time the word "strong" was supposed to start a change of the negative image of woman to a positive one, this adjective discontinues the thread of meaning interpretation confirming a more negative stereotyping of Arabic woman doing sports and wearing Nike sportswear.

Nutella and Nike: tips for creating and translating advertisements following RT

The designer of the advertisements and the translator should agree on the best approach to produce an advertisement on the basis of the following factors:

1. Selection of stimuli of the advertisement in both languages that maximize relevance of the product to customers.
2. Balancing the informative and communicative intention to avoid deception and false advertising.
3. Consequently, 1 and 2 help translators decide which translation strategy should be adopted. Gut (1989:286) explains that:

> "In order to determine what close enough resemblance in relevant aspects is, the translator needs to look at both the likely benefits of what, that is, the contextual effects, and also at the processing effort involved for the audience. Thus, he will have to choose between indirect and direct translation, and also decide whether resemblance in linguistic properties should be included as well".

Translating advertisements may not require an exact translation of the ST or even the existence of an original text, thus the indirect method is more applicable. However indirect translation without considering the tips 1-3 above will not produce the desired outcomes of the advert by the audience. Smith (2002:109) explains that:

> "When it comes to translating advertisements, travel brochures, and manufacturer's manuals, what matters is not whether the translation accurately expresses the meaning of the source text, but that the translation effectively conveys the necessary information. The source text essentially functions as a guide for the production of an original target language text".

When it comes to translating or creating advertisements in new languages, companies tend to spread good themes of the product for branding and promotion purposes. Translators have to be selective of stimuli in the TL and order them in a way to build expectations of the product as beneficial to the customers. The stimuli should be easy to process by the customers, culturally-appropriate and result-oriented to secure positive conclusion or positive cognitive effect of the product. Following Hopkins' conclusion that "the more you tell the more you sell" (1923: 233, cited in Armstrong 2011: 4), we suggest that stimuli should be enough in the TL to trigger a purchase of the product. For example, some stimuli in the advertisement of *Nutella* were not present in the Arabic adapted version. We suggest therefore that a translator should consider as many stimuli as possible to avoid uncertainty about the value of the product. The stimuli should be attractive, likable and persuasive to change the customers' attitudes of the product and therefore influence their decision to buy it. Culturally appropriate stimuli are also mandatory for the success of the advertisement (see Munday, 2004 for a similar conclusion). This includes amongst others the customers' beliefs, traditions and values

that regulate his/her behavior and therefore his/her decision to buy the product or not. We noticed from the discussion above that Nike advertisement failed this aspect. Culture and its aspects form what Gutt (1989) referred to as the cognitive environment of the message recepient. Gut (1989:176) argues that:

> "The translator has to make use of his knowledge of the audience: he has to make assumptions about the cognitive environment of his audience: he has to think about background knowledge that might have a bearing on the interpretation of the translation."

Creation and translation of advertisements should balance the informative and communicative intentions of the message. In the advertisements above, the translator only managed to achieve the communicative purpose of the advertisement. The translated *Nutella* could not achieve what Torresi (2010) refers to as agility, that is "the ability to recognize different functions and purposes in the source text" (2010:8). This failure is evident as not all stimuli in the English advertisements are transferred into the Arabic versions. Other qualities, according to Torresi (2010), required of promotional translators, are persuasiveness and creativity. Though related to agility, persuasiveness triggers the emotional and evocative style of the translator to "help lure the addressee into the desired course of action" (2010: 8), or in our case by applying RT, the communicative intention of the advertisement. Agility and persuasiveness therefore clash and impose an ethical predicament for the translator. This predicament is very similar to the clash between the informative and communicative intentions of the advertisement. The translator may find communicating all the information about the product in conflict with the desired outcome of the advertisement, that is to increase the firm profits through promoting the product. For example, the stimulus that *Nutella* is sweet, fast and easy to prepare gives rise to the inference that it is junk food, and therefore unhealthy. This implication once arrived is deterring to the communicative intention of the advertisement, that is to lure the addressee to become convinced that this product is a remedy to his/her problems. Thus to buy the product becomes less likely. Therefore, weighing both intentions becomes a must to avoid deception. It is true that translators are required to be

creative in their reproduction of the source text, however only to the extent the informative intention of the advertisement allows.

Adaptation of the advertisement is a good translation strategy only if it considers the informative and communicative intentions. When the communicative intention is over emphasized through adaptation, the advertisement becomes false and deceptive. Subtitling and other direct approaches of translation on the other hand may risk the communicative function of the advertisement and therefore become a source of confusion to the customers when culture is different in the SL as we observed in the second advertisement. We recommend adaptation when both languages are culturally distinctive and subtitling or direct translation when they are comparable. We also recommend that SL advertiser should collaborate with translators prior to the production of the advertisement to rule out any risk factors that might contribute to false advertising or become a source of confusion to customers.

4. Conclusion

This research applies RT as a framework to analyze and evaluate audiovisual advertisements and their English/Arabic translations. RT does not give specific instructions on how to translate, however it guides and measures the quality of translation as an act of communication. As RT is an inferential cognitive approach, comparing inference by stimulus proved to be a good tool in translation by weighing the informative and communicative intentions of two versions of the same ad. Indirect translation was successful in keeping the same inferences and communicative intentions of many stimuli, however, the selectiveness of advertisers and/or translators of the stimulus in the target language may lead to inadequate and deceptive information, thus failure to communicate all the communicative intentions of the ads. Making totally new ads for a target culture can be a good way in increasing relevance, however, the wide targeted cognitive environment is a challenge for advertisers and translators. Subtitling can be a good way to achieve the informative intentions of an ad, however, the inadequate knowledge of the target language cultural connotations can lead to mistranslation. Thus, we need to resort to adaptation and domestication and integrate such methods of translation with RT to achieve optimal relevance.

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Conflict of Interest
The authors declare that they have no conflict of interest

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