

Translation And Localization Strategies In Automotive Advertising Of Multinational Companies In Russia

*Olga I. Popova*¹, and *Ekaterina V. Stepanova*²

¹ Volgograd State University, 400062, Universitetskiy Av., 100, Volgograd, Russia,

² Volgograd institute of management – branch of Russian Academy of National Economy and Public Administration, 400131, 8, Gagarin Street, Volgograd, Russia

Abstract. The paper deals with the way multinational automotive companies incorporate their values and goals through different advertising approaches in local markets including Russian, how they adapt to cultural, social and economic conditions. The authors discuss localizing strategies and potential effects of advertising texts, as well as common techniques, nonverbal presentations and verbal transformation used by localizers to overcome incoherent marketing needs of different countries. The paper focuses on such concepts of advertising and localization as adoption strategies alongside such processes of globalization, internationalization and standardization. The relevance of advertising localization for the successful marketing of automotive products has been proved as it plays the major role in adaptation of the text to the cultural realities and social and economic environment. The work presents examples of source texts in French and localized texts in Russian with subsequent translation into English and their linguistic analysis. The study of the language features inherent in advertising on multinational automotive companies' websites has been conducted; the transformations made by the translators of the advertising and localization strategies for the Russian-speaking audience have been revealed).

1 Introduction

Localization refers to linguistic and cultural product adaptation to the needs of local target markets. Appropriate translation is a part of localization, which is a complex multilevel process within globalization and internationalization. Multinational companies incorporate their values and goals through different advertising approaches in various local markets adapting to their cultural, social and economic conditions. The overall advertising campaign success and each product acceptance are relevant to the level of linguistic and cultural strategies applied in context of local environment and their marketing implementations.

Nowadays, due to the process of internationalization, a large number of global companies and world trademarks are being created. In the global market, a noticeable trend of appearance of "universal" properties of goods and products is becoming dominant. Thus, communication and marketing strategies applied by multinational companies are often based on the standardization in different target countries regardless the type of product being advertised.

Nevertheless, the analysis shows that standardization-marketing strategies are coherent with partial adaptation of the advertising campaign to the national environment of the target country as it is arguably impossible to develop an internationally unique advertising style. Thus, the small number of global

brands marketed identically through tangible cultural homogenization.

2 Materials and Methods

2.1 Materials

The concept of localization emerged from cooperation in the field of technology and business has found its application in linguistics, communication and cultural studies. The term localization is used alongside with such concepts as internationalization and globalization [1].

Initially, localization presupposed absolute adaptation of the product marketing strategy to the cultural environment of a certain region and more importantly to characteristic features of the target language [2]. In recent years, localization is increasingly associated with the translation process being an integral part of globalization and the worldwide trade of goods and services. Previously translation used to refer not only to the process but also to the result and was regarded as a finished product of advertising campaign. Since the target audience belonged to a different cultural society, translators or localizers needed to take into account numerous specific realities of the country for which the product is being advertised including buyer preferences, product usage conditions, cultural and

* Corresponding author: olgapopovavl@yandex.ru

religious considerations, economic and competitive factors, corporate culture, growth strategies, etc. [3].

A specialist engaged in the localization of automotive advertisements is not only a professional translator but possesses certain cultural background, is able to use IT technologies, has deep understanding of the product, corporate conditions of hosting and target markets. The importance and the impact of the local culture are highly relevant to many countries around the world specifically in Western Europe. Accordingly, it has become indispensable for the localizer to adapt appropriately using the whole scope of verbal and nonverbal communication to some markets especially when it comes to transferring western European marketing campaigns to Russian cultural tradition [4].

On the one hand, the global marketers need to be aware of the local regulations before launching any type of advertising campaign [5]. On the other, some intercultural studies have proved that the main role of localization consists in adaptation of the text to cultural realities [6] [7]. International business is faced with a possible failure in the form of considerable financial and corporate losses, so the trend towards localization is gradually establishing itself in multinational advertising strategies. "Adaptation is implemented through a range of techniques dealing with texts interpretations" by the translator [8]. This range consists of potentially correct translation solutions from which the translator independently chooses the most appropriate to the environment of communication [9] [10].

2.2 Methods

The core of multilingual communication in the era of globalization enhances international corporations to manage cultural incoherence within a single advertising campaign in different countries. We will try to verify the validity of this statement by analyzing the automotive websites in French and their translation strategies applied in the process of localization to the Russian market.

Renault, Citroën and Peugeot are the three well-known producers or the sponsors of the French automotive ads studied in the paper. We will pay our attention to the design of the web sites as a part of promotion of automotive markets in French and Russian languages and typical adaptation strategies. Corporate culture of the selected transnational groups is highly recognizable all over the world, which explains our choice of the sites as material for linguistic and cultural analysis.

3 Results and Discussions

3.1 Results

We have studied Renault Group, Citroen and Peugeot official websites and their Russian versions. The French version of Renault home page starts with a black and white achieve picture of the company's plant in Palencia and focuses primarily on some corporate culture values

such as consistency of operations and traditional legacy (*L'usine de Palencia, de père en fils. - The Palencia plant, from father to son*). The Palencia is a flagship of Spanish industry, a position it owes to all those who have worked at the site over the years is celebrating its 120th anniversary, The Russian version of the site is significantly localized to social and economic environment and differs considerably in the outlay, selection of material and its verbal and nonverbal presentation. The home page starts with advertising the relevant for the Russian market model Renault presented in a modern style with picture of the car in the foreground on the right, cosmos, rockets and hypermodern city with skyscrapers at the foreground Kaptur (*Хан Соло: Звездные войны истории. Покоряйте вселенную с Renault Kaptur. - Han Solo: Star Wars of History. Conquer the universe with Renault Kaptur.*).

The French version of the site hosts an advertising of the model KADJAR Quest. In its brief presentation the epithet *expérience inédite (unprecedented experience)* is used together with a picture of the moon surface on the background. In addition, the play of words is used in the phrase *les essais lunaires (lunar tests)*, since the adjective *lunaire* has several meanings, which include:

1. Moon, moonlike.
2. Trans, unreal, imaginary.

Developers of the ad managed to use the best effect of this duality of expression, presenting the image of the moon in the background of the promoted car. In addition, this phrase implies not so much the possibility of carrying out "unreal" test drives, but the car successful passage on uneven and complex surfaces.

The texts on the website are of interest from the linguistic point of view. One of the most noteworthy features is the active use of verbal and imperative constructions in order to appeal to a potential client and to draw his/her attention to those facts and features, which are important for the advertiser. Despite high expressivity of imperativeness, it is very effective in some types of appeal, in particular in those, which do not directly encourage buying the product but euphemistically imply some actions provoking further interest or awareness. For example, on the main page of the French version of the Renault Group site, there are such imperative constructions as (*Découvrez tous nos masters. - Discover all our masters. Entrez dans l'univers initiale Paris. - enter the initial universe Paris. Vivez l'émotion et éprouvez chaque jour les sensations de la conduite sportive au quotidien. - Experience the excitement and discover every day the sensations of sports driving. Retrouvez notre gamme sportive. - Discover our sports range. Réserver un essai. - Book a test drive. Demander une brochure / télécharger une brochure électronique. - Ask for a brochure / download an electronic brochure*).

We observed the frequent use of different expressive means in the ads promoting various models of Renault vehicles in French. For instance in the presentation of the Twingo model, apart from imperative constructions, there are numerous anglicisms or English loan words such as (*Agille, colorée, punchy. - Agille, colorful,*

punchy. Craquez pour son look. – Unable to resist his look.) The word *punchy* is also a vivid example of a means of expressiveness implying such meanings as *energetic, spectacular, catchy*.

In addition, French texts of the web pages of multinational companies contain various metaphors: *Découvrez son design pétillant. Agile, colorée, punchy. Avec ses phares espiègles et ses strippings inédits, Renault Twingo affiche un design moderne et optimiste. - Discover its sparkling design. Agile, colorful, punchy. With its playful headlights and unprecedented strippings, Renault Twingo displays a modern and optimistic design.*

Let us turn to the web site of another famous French brand Peugeot. New models and last minute special offers for customers are displayed on Renault home page, similarly to other automotive companies. However, alongside specifically selected and outplayed images and brand names, texts contain plays of words and other means of expressiveness. The expression "*Les prêts à partir PEUGEOT*" (*Ready to set off*) is used on Peugeot homepage. The phrase *prêts à partir*" forms by analogy with the famous French expression of fashion world "*prêt-à-porter*" which in literal translation means *ready to wear*. In turn, *prêts à partir* can be translated as *ready for a trip/ ready to set off* which creates favorable associations of freedom and independently made choice in the minds of potential consumers.

The Peugeot website features various automotive lines, such as berlines et breaks (sedans and hatchbacks), SUVs, citadines, sportives, familiales, e-cars. Let us explore the description of city cars in the French version of the site.

De petites voitures pour des villes modernes et connectées.

Que ce soit pour le trajet quotidien au travail, une escapade shopping, ou une rencontre entre amis, grâce à nos citadines, vous vous faufilerez sans effort dans la jungle urbaine.

Tous nos modèles de citadines ont été conçus pour la vie urbaine moderne. On retrouve aisément le style et la personnalité des voitures Peugeot à travers chacun de ces petits véhicules.

Elles sont le compromis entre dimensions contenues, faibles émissions de CO2 et meilleures innovations Peugeot. La technologie Park Assist, le freinage automatique d'urgence et la caméra de recul vous assistent au quotidien dans les centres-villes encombrés.

Peugeot offre un très large choix en matière de citadines : de la 108, personnalisable et connectée, en version berline ou découvrable - à la polyvalente 208, nous proposons des citadines à 3 et 5 portes. Une offre 100% électrique est également disponible avec la Peugeot iOn.

(Small cars for modern, connected cities

Whether for the daily commuting to work, a shopping trip, or a meeting with friends, thanks to our city cars, you will sneak effortlessly into the urban jungle.

All our city car models have been designed for modern urban life. We easily find the style and personality of Peugeot cars through each of these small vehicles.

They are the compromise between contained dimensions, low CO2 emissions and the best Peugeot innovations. Park Assist technology, automatic emergency braking and reversing camera assist you on a daily basis in crowded city centers.

Peugeot offers a wide choice of city cars: the 108, customizable and connected, sedan or convertible version the versatile 208, we offer 3 and 5 door cars. A 100% electric offer is also available with the Peugeot iOn.)

This advertising text incorporates the advantages of city cars of Peugeot brand and presets the image of the product favorably as it suits big city conditions and its residents' needs. The full text is available after clicking on the image. Unextended and simple sentence dominate, they are complicated by numerous definitions, homogeneous parts of the sentence and explanations (*Tous nos modèles de citadines ont été conçus pour la vie urbaine moderne. On retrouve aisément le style et la personnalité des voitures Peugeot à travers chacun de ces petits véhicules. Elles sont le compromis entre dimensions contenues, faibles émissions de CO2 et meilleures innovations Peugeot. La technologie Park Assist, le freinage automatique d'urgence et la caméra de recul vous assistent au quotidien dans les centres-villes encombrés.*). There is an active use of the present tense revealing super temporal characteristics attributed to the product (*Vous vous faufilerez, on retrouve, elles sont le compromis, Peugeot offre, nous proposons - You will sneak, we find, they are the compromise, Peugeot offers, we offer*), with the exception of one sentence in the past tense demonstrating long-lasting tradition of car designing and manufacturing (*Tous nos modèles de citadines ont été conçus pour la vie urbaine modern - All our city car models have been designed for modern urban living*).

An important component of this advertising texts is the frequent use of qualitative and relative adjectives, for example: *des villes modernes et connectées - modern and connected cities, la jungle urbaine - the urban jungle, la vie urbaine moderne - modern urban life, petits véhicules - small vehicles, dimensions contenues - dimensions contained, faibles émissions de CO2 - low CO2 emissions, meilleur innovations - best innovations, centres-villes encombrés - crowded downtowns, un très large choix - very wide choice, personnalisable et connectée - customizable and connected*. All the characterizations have positive meaning and promote the image specific to the situation. For instance, in the analyzed ad, the definitions serve to create a positive image of the line of urban cars and to characterize their dignity.

They are typically the first subject of localization as their meaning is contextual and varies significantly from culture to culture. In many cases, the particular regulations of a country prevent companies from using just standardized techniques to marketing despite if they would be preferable. Similarly, the use of superlative adjectives and descriptive definitions is strictly regulated in France whereas in Russian practice there is more freedom in verbal and nonverbal expression.

It should be noted that on the Russian version of Peugeot website, the section "city cars" is not represented which can be explained by the company's smaller presence in the Russian automotive market and different priorities and cultural values promoted for the Russian-speaking consumers as well as by clear division of the Peugeot vehicles lines. Unlike the French-speaking site, only 4 lines of 6 are represented on the Russian-language Peugeot website.

In some advertisements, we observe a structural layout repeating itself in both French and Russian texts. Examples of Peugeot Traveler 108, a 3-door model and 208 GTi visually correspond in the layout and systematized structure of the representation as the name of the model is given in the center of the page, followed by a brief description of no more than 2 sentences and options for selection: 1. *Configurez.* - Specify the parameters. 2. *Reservez un essai* – Book a test drive. 3. *Telecharger la brochure.* - Download the brochure.

These options are similarly presented in the layout of Renault, Peugeot and Citroën web sites, thus, it can be concluded that imperative constructions on francophone sites perform an appellative function.

In Russian automotive websites imperative constructions are also used but in a lesser degree (*Пройди тест драйв и получи выгоду. Записывайтесь на обслуживание в любое время. Рассчитайте стоимость обслуживания в несколько кликов. Откройте для себя мир Citroën.* - Take the test drive and get the benefit. Register for service at any time. Calculate the cost of service in a few clicks. Discover the world of Citroën). The appeal also expresses by infinitive constructions (*Связаться с нами. Записаться на сервис.* - To contact us. To sign up for a service) and predominantly, by interrogative sentences (*Нужна Помощь? Как стать дилером? Вы уже владелец автомобиля Citroën? Не нашли то, что искали? – Do you need assistance? How to become a dealer? Are you already a Citroen car owner? Did not find what you were looking for?*).

The Russian version of the website promotes such values as the increased status of the car owner or financial benefits gained by its purchase and, despite technical characteristics still being present in the text, the emphasis is made either on exclusivity and brand uniqueness or on the price and special offers. The revealed adaptations of the automotive advertising texts and images of French multinational companies' products in Russian websites can be divided in two types: one of the meaning and the background in various language versions and of interrelation between the product and the background.

Let us analyze one of the adaptation examples where regarding the iconography the same images and graphic elements in the French and Russian versions are presented. The texts are translated and localized. The structure and the layout of the both texts are almost identical. The exceptions are paragraphs added to the Russian text on the option of Grip Control® system (improved patency) for different weather conditions (10). (*Sand or snow, summer or winter - the new Peugeot 2008 adapts to any conditions and will help you*

overcome obstacles encountered on the way). Whereas, in the French text there is added data on the average consumption measurement provided by the company through independent and certified national dealer (12) (*QUELLE EST LA CONSOMMATION MOYENNE* DE VOTRE SUV 2008 ? Afin d'offrir une meilleure information à ses clients, Peugeot, marque du Groupe PSA, propose d'avoir accès à une mesure indépendante et certifiée des consommations en usage réel*).

Another example of adaptation strategy is the omission of the semantic component of environmental safety of the vehicle in the Russian text (12) (*vous obtenez des consommations et des émissions de CO2i parfaitement maîtrisées - you get perfectly controlled consumption and CO2i emissions*). The value of sustainable development is not strongly present in Russian versions of French vehicle ads in general.

The translational transformations are mainly lexical (1) (2) (3) (*procurer toujours plus d'émotion - дарим новые эмоции - always get more emotion*) and lexicogrammatical (4) (5) (*se distingue. Laissez-vous séduire par son design affirmé, par sa force et par son tempérament - стиль выгодно выделяет автомобиль из общего потока и заставляет оборачиваться даже закоренелых поклонников классики. Laissez-vous séduire par son design affirmé, par sa force et par son tempérament, à la fois robuste et sophistiqué. - Его дизайн не может не впечатлять, его стиль выгодно выделяет автомобиль из общего потока и заставляет оборачиваться даже закоренелых поклонников классики*). And lexico-semantic transformations such as concretization (9) (*pour une expérience de conduite unique - делают вождение максимально комфортным и безопасным. Ajoutez à ces qualités - Добавьте к этим достоинствам*), generalization (12) (*vous obtenez des consommations et des émissions de CO2i parfaitement maîtrisées- Двигатель PureTech уже три года является лучшим в своём классе. aides à la conduite, connectivité et sécurité - делают вождение максимально комфортным и безопасным*), modulation (11) (*qualités une gamme de motorisations BlueHDi et PureTech - современный двигатель PureTech*), partitioning (13) (*Ses passages de rapports multiples et rapides sont fluides, sans à-coups - коробке передач EAT6, которое позволяет комфортное быстрое и плавное переключение передач*), grammatical replacement constitute grammatical transformations and compensation (6) (7) (*vous fait vivre une expérience intense - подарят вам приятные впечатления; à bord du - в обновленном салоне, un comportement routier précis - точную динамику*).

1. SÉDUCTION (1) ET FORCE DU SUV

Une conduite stimulante et valorisante (2), un design racé, une qualité sans compromis... PEUGEOT s'engage pour vous procurer toujours plus d'émotion (3).

Sur le segment des SUV compacts, le SUVi PEUGEOT 2008 se distingue. Laissez-vous séduire par son design affirmé, par sa force et par son tempérament (4), à la fois robuste et sophistiqué.

LE SUV AUX SENSATIONS UNIQUES

Avec la richesse de ses matériaux et sa finition sophistiquée, le SUV compact PEUGEOT 2008 vous fait vivre une expérience intense (6). Prenez place à bord du (7) PEUGEOT i-Cockpit®. Le volant compact, le combiné tête haute et l'écran tactile vous assurent une conduite intuitive, agile et sûre, et un comportement routier précis (8).

Les différentes technologies embarquées - aides à la conduite, connectivité et sécurité (9) renforcent vos sensations, pour une expérience de conduite unique.

LE SUV TECHNOLOGIQUE

Silhouette profilée et masse contenue sont deux atouts puissants de le SUV PEUGEOT 2008. Ajoutez à ces qualités une gamme de motorisations BlueHDi et PureTech (11) pensée pour tous les usages : vous obtenez des consommations et des émissions de CO₂ parfaitement maîtrisées (12).

Profitez également d'une conduite fluide et économe avec la boîte de vitesses automatique six rapports EAT6i. Ses passages de rapports multiples et rapides sont fluides, sans à-coups. (13)

QUELLE EST LA CONSOMMATION MOYENNE* DE VOTRE SUV 2008 ?

Afin d'offrir une meilleure information à ses clients, Peugeot, marque du Groupe PSA, propose d'avoir accès à une mesure indépendante et certifiée des consommations en usage réel(14).*

2. ПРИВЛЕКАТЕЛЬНОСТЬ (1) И СИЛА КРОССОВЕРА

Первоклассное (2) управление, изысканный дизайн, бескомпромиссное качество - PEUGEOT всегда дарит новые эмоции (3).

Новый компактный кроссовер PEUGEOT 2008 привлекает особое внимание благодаря своей силе и темпераменту (4). Его дизайн не может не впечатлять, его стиль выгодно выделяет автомобиль из общего потока и заставляет оборачиваться даже закоренелых поклонников классики (5).

PEUGEOT 2008 ДАРИТ УНИКАЛЬНЫЕ ОЩУЩЕНИЯ

Отделочные материалы и утонченная отделка нового компактного кроссовера PEUGEOT 2008 подарят вам приятные впечатления (6). Займите место в обновленном салоне (7) PEUGEOT i-Cockpit®: компактное рулевое колесо, комбинация приборов на лобовом стекле и сенсорный экран обеспечивают интуитивное, быстрое и уверенное вождение и точную динамику (8).

Многообразие применяемых технологий делают вождение максимально комфортным и безопасным (9).

Вы можете купить Peugeot 2008 с системой Grip Control® (улучшенная проходимость), благодаря которой изысканный городской кроссовер предложит пережить совершенно новые ощущения. Песок или снег, лето или зима – новый Peugeot 2008 адаптируется к любым условиям и поможет Вам преодолеть препятствия, встречающиеся на пути (10).

ТЕХНОЛОГИЧНЫЙ КРОССОВЕР

Обтекаемый силуэт и умеренная масса являются двумя главными преимуществами нового PEUGEOT 2008. Добавьте к этим достоинствам современный двигатель PureTech (11), который позволяет значительно снизить расход топлива. Двигатель PureTech (12) уже три года является лучшим в своём классе.

Наслаждайтесь плавным вождением и экономичностью благодаря автоматической шестиступенчатой коробке передач EAT6, которое позволяет комфортное быстрое и плавное переключение передач (13).

On the French websites, after presentation of options, the reasons for choosing different models are listed. The specific focus is made on numbers and actual information presenting technical characteristics of vehicles. The number of causes and names of models vary in ads in reverse proportion to the price: *5 raisons de choisir la 108. - 5 reasons to choose 108. 4 raisons de choisir le nouveau traveler. - 4 reasons to choose the new traveler. 3 raisons de choisir la nouvelle 208 Gti. - 3 reasons to choose the new 208 Gti.* Then follows the detailed descriptions of the reasons for choosing the model with illustrative examples. This intuitive method of organizing information makes it easier for users to choose and understand the advantages of different models.

3.2 Discussion

When comparing the official francophone and Russian sites, we observed other techniques of localization specified by language requirements at lexical and grammatical levels. For instance, the title of the French section "*Découvrez notre gamme*" is translated into Russian as "*Peugeot Cars*". This confirms prevalence of nominative constructions in the Russian language in particular, while verbal imperative phrases are more commonly used in the French headings. "*La gamme Peugeot*", which can be translated as *The range of Peugeot cars, Assortment of Peugeot cars, Peugeot Series*, when localized were translated by the neutral expression *Автомобили Peugeot - Peugeot Cars*. This method can be referred to as grammatical adaptation and is a part of advertising localization.

Let us turn to another example from the francophone and Russian automotive websites:

1. Savoir quelle voiture choisir et être sûr de faire le bon achat? Peugeot vous guide dans vos comparaisons de modèle. A travers une large gamme de modèle, que vous soyez particulier ou professionnel, des citadines aux familiales en passant par les berlines où les SUV, trouvez le véhicule qui correspond à vos besoins.

2. Не только гордый лев на радиаторной решетке, но также стиль и элегантность уже стали неотъемлемым признаком марки PEUGEOT. Хэтбеки, седаны, кроссоверы, минивэны, — наши автомобили привлекают к себе элегантным внешним видом, оптимальной комплектацией, самыми современными системами помощи на

дороге, также инновационными технологиями и высоким качеством внутренней отделки.

More significant differences in the syntactic structure of the localized text have been observed. For instance, three sentences in the French version are converted into two sentences in the Russian translation. The rhetorical question used at the beginning of the French-language text is omitted, while in the Russian version supplementary information is added (*Не только гордый лев на радиаторной решетке, но также стиль и элегантность уже стали неотъемлемым признаком марки PEUGEOT - Not only the proud lion on the radiator grille, but also the style and elegance have already become an integral feature of the PEUGEOT brand*).

Another important difference observed by the authors lies in specific values in Russian and French advertising. In French, they include sustainability, lifestyle choosing and essential needs of the buyer, whilst in the Russian versions the values are centered on status, appearance and modern technologies. These differences can be explained by the fact that the Russian-speaking audience is more appreciative of practicality, while it is important for the French-speaking audience to choose a car depending on their preferences of comfort and sustainability. In addition, this may be explained by the fact that the Peugeot range of models in France is wider than in Russia, therefore Russian buyers have less choice and main attention in advertising is given to the characteristics inherent in all models of the company.

Analysis of localization and translation as linguistic and cultural adaptation to the needs of local target markets of advertising of French global companies and world trademarks to the Russian language at the example of Citroën (<http://www.citroen.fr>) and (<http://www.citroen.ru>) was also carried out in this study. It has revealed that the translator, in the course of localization, tried to preserve the original syntactic layout and structure of the source text. The rhetorical question used in the French text, as well as the answer to it, remained in the Russian version, but when translating the sentence *C'est l'équation résolue par Nouveau CITROËN C4 Picasso!* were turned into *Новый CITROËN C4 Picasso знает ответ!* – *the new CITROËN C4 Picasso knows the answer!* in Russian version. The localizer changed the thematic relations of topic and comment division of the phrase correspondingly to the context. Besides, *équation - equation* in the French version was translated as *ответ - response* in the Russian-language version. The direct substitution of correspondences is used in the second sentence and the other part of text has undergone significant changes. First of all, syntactic transformation has been introduced, the interpreter divided one long sentence of the original text into three more compact sentences in Russian:

1. *Comment concilier famille et plaisir ? C'est l'équation résolue par Nouveau CITROËN C4 Picasso ! Modernisée, dynamisée, cette nouvelle version de C4 Picasso (5 places) s'appuie sur le design unique et facilement identifiable de son aîné. Les atouts stylistiques du monospace original sont sublimés par de*

nouveaux chevrons arrière Noir Brillant, une face avant énergique qui inspire dynamisme et puissance ainsi que trois nouvelles teintes : Gris Acier, Lazuli Blue et Sable.

2. *Как объединить семейный досуг и удовольствие от поездки? Новый CITROËN C4 Picasso знает ответ! Модернизированный и динамичный Новый C4 Picasso унаследовал уникальный и легко узнаваемый дизайн своего предшественника. Смелый образ оригинального минивэна подчеркивается плавными линиями передней части автомобиля. Они добавляют динамичности и мощности. Кроме того, представлены два новых варианта цвета окраски кузова: элегантный Gris Acier и энергичный. Lazuli Blue.*

It is important to point out that information on the number of new options for painting the car body is localized taking into account the current situation on the Russian market - three new colors are offered in France, only two in Russia. It should be noted that the names of the colors were not translated; in the text of the translation their francophone names were preserved.

In this respect, one of the most successful examples of localization of French automotive sites into Russian is the ad of a new model of the DS7 Crossback from the Citroën DS Automobiles line (<http://www.dsautomobiles.fr> and <http://www.dsautomobiles.ru>). One of the first differences is the addition of the sentence *Будущая модель в России - Future model in Russia* due to the fact that in Russia the model is not currently available. A brief description of the new model is presented after the introduction:

1. *Révéle le 28 février, le nouveau SUV selon DS, incarnant innovation and savoir-faire signé Paris, vous dévoilant toute son exclusivité. Visionnez le reveal de DS 7 CROSSBACK qui s'est déroulé au cœur de Paris, à proximité de la Pyramide du Louvre.*

2. *28-го февраля 2017 года в Париже бренд DS представил новый кроссовер — DS 7 Crossback. Утонченный и технологичный DS 7 Crossback является воплощением новейших разработок компании. Самое современное оборудование позволяет достичь прекрасных динамических характеристик.*

The interpreter has completely transformed the source text during localization, adapting it to the Russian-speaking audience preferences. First of all, syntactic transformations can be observed. If there are participial turns and a complex sentence in the original text, the syntax of the sentence in the Russian version is simple, not complicated by specific turns. The translator also omits information that the presentation of the new model was *in the heart of Paris next to the Louvre pyramid*, this transformation is fully justified, since for the Russian-speaking audience these data are not significant. In addition, the Russian version adds information on excellent dynamic characteristics which is not verbalized in the original version. As a result, the text of the translation is fully adapted to the perception of the Russian-speaking audience and transformed to

represent better the new model of the car in the local market.

4 Conclusion

International companies introduce similar ideas in advertising texts and images in both source (French) and localized (Russian) websites. Nevertheless, significant evidence of adaption to local cultural, economic and social environment was traced. The authors have observed clear patterns of linguistic and cultural adaptation strategies used in automotive advertising and marketing by French multinational companies in Russia. A large number of language expressiveness means, such as metaphors, epithets, anglicisms or English loan words, play of words, imperative and verbal constructions, active use of present tenses, as well as other lexical and grammatical means are aimed at creating certain positive image and change the consumers' behavior while promoting such values as consistency of business operations, traditional legacy, sustainability, freedom and independently made choice in French ads. The localized texts in Russian tend to be stricter and more laconic, rely on such values as stability, comfort and financial gain. Localization of French advertising texts into Russian often neutralizes expressiveness, simplifies the syntax, changes value load, modify the outlay significantly, alter selection principal of verbal and nonverbal material and its presentation.

References

1. E. Yalcin, I. Cimendag, *Global marketing advertising with cultural differences How can global companies better address cultural differences in marketing advertising in the Middle East?* (Master's in International Marketing, Jönköping University, Sweden, 2012)
2. N. Prema, *Export Marketing Strategies: To Adapt or Not to Adapt?* (Export Marketing, Export Strategies, 2015)
3. N. Buletova, E. Stepanova, *Analysis and Criteria for Assessment of State Economic Policy*, International Journal of Applied Engineering Research, 6603-6614, (2017)
4. B. Gillespie, J. Joireman, *American Behavioral Scientist* **60** (12), 1510–1528, (2016)
5. E. Stepanova, N. Buletova, *Legal Concept*, (2018)
6. K. Malmkjær, K. Windle, *Advertising and Localization. The Oxford Handbook of Translation Studies* (Print Publication, Oxford, 2011)
7. P. Sandrini, *MuTra Journal*, **2**, LSP Translation, 154, (2008)
8. D. Yankelovich, D. Meer, *Harvard Business Review* **84**, 122-131 (2006)
9. J. Cayla, E. Arnould, *Journal of International Marketing* **16**, 86-112, (2008)
10. A. Usacheva, T. Makhortova, T. Novikova, O. Popova, *Skopos, interpretation, cognition: from the multi-vector theory of translation to effective practice*, Series 2 "Linguistics", (Volgograd, VolSU Publishing House, 2015).