



APPLYING SKOPOS THEORY TO THE TRANSLATION OF ENGLISH ADVERTISING SLOGANS INTO FRENCH: A FUNCTIONALIST APPROACH TO ONLINE ADVERTISINGⁱ

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Abstract:

This study applies Skopos Theory to the translation of English advertising slogans into French, offering a functionalist examination of how global brands adapt their messaging for French speaking markets. The research explores how the three core rules of Skopos Theory, the Skopos Rule, which prioritizes the purpose of the advertisement; the Coherence Rule, which ensures cultural and linguistic accessibility; and the Fidelity Rule, which maintains a meaningful connection to the original message provide a flexible and practical framework for translators working in the digital advertising space. Through the analysis of fifteen real-world taglines from internationally recognized brands such as Nike, L'Oréal, McDonald's, Apple, and others, the paper demonstrates that this functional approach enables creative adaptation that speaks to the target audience while safeguarding brand identity, ultimately strengthening global marketing effectiveness. The research adopts a qualitative, descriptive design and uses comparative textual analysis to assess translation choices through the lens of Skopos Theory. Each advertisement is evaluated according to three criteria: Skopos alignment, which considers whether the translation fulfills its intended communicative purpose in the French context; adequacy versus fidelity, which weighs creative freedom against respect for the original message; and target audience engagement, which examines how compelling, persuasive, and culturally appropriate the translated message feels to French speakers. The corpus draws on advertisements from emotionally and persuasively charged sectors, including fashion, technology, tourism, and food and beverage. The findings show that successful advertising translation depends on translators acting as cultural mediators, not simply as linguistic converters. The Skopos Rule pushes translators to put function before form, allowing them to reframe and recontextualize taglines to maximize their persuasive impact. The Coherence Rule ensures that translated messages are logically structured, culturally accessible, and linguistically natural

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qualities that are especially important in online advertising, where messages need to land instantly. The Fidelity Rule guarantees that the core message, tone, and brand identity of the original are preserved, even when creative departures from the source text become necessary. Together, these three rules form a practical, adaptable, and context-aware framework for managing the linguistic, cultural, and strategic demands of online advertising translation. This study contributes to both translation theory and professional practice. It extends the application of Skopos Theory to contemporary digital formats, such as social media posts, website banners, and video thumbnails. It also offers practical guidance for translators, marketers, and translation educators, highlighting the growing importance of transcreation and localization in international marketing campaigns. By foregrounding purpose, audience, and creativity, this research shows that translated advertisements have the potential not only to inform but also to inspire, persuade, and build connections across cultural boundaries.

Keywords: online advertisements, Skopos theory, translation, French, English

摘要

幽默是情景喜剧的核心元素，通常源于语言操纵。本研究运用格莱斯的合作原则（包含量、质、关系、方式四项会话准则）分析情景喜剧《乔吉与曼迪的第一次婚姻》中的言语幽默。通过对第一季选定剧集的详细分析，本研究展示了这些准则的故意违反如何产生喜剧效果。分析表明，量的准则违反通过误解和过度披露制造幽默；质的准则违反依赖于欺骗、讽刺和夸张；关系准则违反使用不相关或不恰当的评价；方式准则违反引入歧义或过多细节。这些技巧不仅推动了该剧的幽默效果，也反映了角色的个性。本研究有助于理解语言原则在电视幽默中的应用，并为媒体话语中幽默的进一步研究提供了启示。

关键词：言语幽默；合作原则；格莱斯准则；情景喜剧；语用学；《乔吉与曼迪的第一次婚姻》

1. Introduction

Since the late twentieth century, advertising text translation has enjoyed considerable scholarly attention. This sub-discipline of translation studies highlights the persuasive and culturally embedded nature of advertisements. Earlier works on this area of research indicated that the field was somewhat fragmented and identified several specific problems related to advertising discourse [1,2]. With the arrival of digital and online advertising where textual and visual elements are carefully crafted to target specific audiences, these problems have grown even more profound. Accordingly, this study, which is based on Skopos Theory, views translation not as a mere duplication of linguistic form but rather as a purposive act. That act is influenced by the target audience's cultural

expectations, values, and communicative needs. This is especially true in the case of non-literary texts such as advertisements [9].

Earlier studies that applied Skopos Theory to the translation of advertising have shown that translators tend to add, change, omit, or explicate elements from the source text in order to achieve functional equivalence. They sometimes do this at the cost of cultural faithfulness [11, 14]. However, compared to other language pairs, there has been relatively little research into the translation of online advertisements between English and French. Accordingly, this study seeks to examine the English to French translation of online advertisements through the prism of Skopos Theory. It will evaluate these translations according to the criteria of purpose, coherence, and fidelity. It will also identify translation strategies that are consistent with French linguistic and cultural norms.

This study is, therefore, an attempt to analyze English to French translations of online advertisements from a Skopos Theory perspective. It will evaluate such translations in terms of the criteria of purpose, coherence, and fidelity. The goal is to identify appropriate strategies for these translations within French linguistic and cultural norms. In doing so, this study ventures into an area that has received little attention within digital marketing and translation studies. It also provides practical advice and insights that marketers and translators would find helpful for enhancing cross-cultural communication in French speaking online markets.

This theory proposes that translations need to be shaped according to the cultural expectations, values, and communication needs of the people reading or hearing the translation. This is preferable to simply copying the exact words or writing style of the original material. This idea is especially useful for non-literary texts like advertisements, where the main aim is to have a similar kind of influence on the new audience. To reach what is called functional equivalency, translators often choose to add, change, remove, or explain parts of the original text. They do this even if it means moving away from being completely faithful to the original culture. Earlier research on Skopos Theory in advertising translation supports this approach [11, 14]. While many studies have looked at language pairs such as English with Arabic or English with Chinese, this study tries to fill a noticeable gap by focusing on English to French translations of online advertisements.

2. Advertising Translation: Between Persuasion and Localization

Inside the field of translation studies, advertising translation stands out as a special area. It requires a careful balance between trying to persuade the audience, showing cultural awareness, and using language accurately. As Cook [1] and Piller [2] have shown, advertising is performative and persuasive by nature. It is designed to create emotional and behavioral responses. Because of these qualities, a direct or word for word translation often does not work well, especially with idiomatic phrases, cultural references, and brand specific meanings.

Al-Zoubi and Al-Hassnawi [3] point out how important it is to keep the emotional and persuasive power of advertising texts during translation. Their work highlights that translators need to think about the social and psychological effects of the original text, not just whether each word is correct.

In the case of translating English advertisements into French, this often means adjusting the tone, the level of formality, and the images used so that they fit well with French cultural values. French audiences tend to appreciate sophistication, clarity, and elegance in the messages they receive.

3. English to French: A Contrastive Perspective in Advertising Translation

The difficulties and methods associated with translating English advertisements into French have been the subject of numerous studies. In this field, the comparative stylistics of French and English by Vinay and Darbelnet [4] continue to be fundamental. These authors found a variety of translation strategies that are particularly pertinent to advertising, where literal translation frequently results in awkward or ineffective messaging. These strategies include transposition, modulation, equivalency, and adaptation.

By adding audience reception studies and branding considerations, more recent research by authors like Valdés [5] and Guidère [6] has built upon these earlier frameworks. In particular, Guidère [6] has studied the interpretation of translated advertising messages by French consumers, emphasizing the importance of cultural compatibility. His work demonstrates that successful advertising translation often requires what is known as transcreation. This is a creative process where the translator recreates the message within the cultural and linguistic framework of the target audience.

Guidère [6] also points out that slogans often contain implicit cultural values or humor that do not translate easily. For example, the McDonald's slogan "I'm Lovin' It" was adapted into "C'est tout ce que j'aime" in French. This adaptation maintains the affective tone while shifting the syntactic structure to suit French linguistic norms. This example illustrates the balance between creative adaptation and brand consistency, which is a key concern in many of the studies on English to French advertising translation.

4. Cultural and Functional Approaches in Advertising Translation

Functionalist approaches, including Skopos Theory, are frequently cited in the literature addressing advertising translation. These frameworks emphasize that the translation should fulfill the communicative purpose of the original in the target culture. Scholars such as Valdés [5] argue that advertising translation is not merely a linguistic exercise but a cross-cultural communicative act. This act demands cultural literacy and creative adaptation.

Studies by Laviosa [7] and Katan [8] support this perspective. These authors assert that cultural competence is crucial in achieving effective advertising translation. They explore how translators make decisions based on the socio-cultural context of the target audience. This is particularly relevant in English to French translation, where differences in humor, formality, and consumer values are pronounced.

5. Limitation of Existing Research

Although Skopos Theory has been extensively discussed in relation to legal, literary, and general marketing translation, there is still a lack of research on its application to online advertising from English to French. The majority of current research concentrates on traditional media while ignoring the unique characteristics of digital advertisements, such as their immediacy, interactivity, and multimodality. Furthermore, little research has been done on the practical application of Skopos Theory when translating advertisements for French speaking audiences in Canada, France, or other Francophone regions.

By offering a methodical examination of how Skopos oriented techniques are used in translating English online advertisements into French while taking linguistic, cultural, and digital design considerations into account, this thesis seeks to close this gap. The research design, data collection, analytical framework, and ethical considerations are described in this chapter. The chapter is written in a formal academic tone, aligned with thesis requirements, and connects directly to the aims established in the literature review.

6. Theoretical Framework

6.1 Overview and Principles

For a very long time, equivalence or faithfulness to the source text was the main criterion used to evaluate translation quality. This view was contested by Skopos theory, which was developed in Germany in the 1970s and suggested that translation is a deliberate action [9]. The central idea of the theory is that, in contrast to source-text-oriented perspectives, the goal of the target text dictates the entire translation process [10]. The translation brief defines this goal.

The theory underwent four major phases of development. First, while acknowledging that equivalency is not always feasible or desired, Katharina Reiss connected text types to translation techniques. Second, Hans J. Vermeer established Skopos theory, arguing that translation is a purposeful action for a target audience [9]. Third, Justa Holz-Mänttari developed the theory of translational action, focusing on the intercultural process of message transfer. Fourth, Christiane Nord introduced the function plus loyalty principle, emphasizing the translator's ethical responsibility to both the source text sender and the target text recipients [10].

6.2 The Three Rules of Skopos Theory

Skopos theory is governed by three fundamental rules, with the Skopos rule being the highest-ranking one [11].

6.3 Skopos Rule: Purpose as the Driving Force

According to this fundamental principle, the translator's tactics and choices are determined by the translation's goal, which is known as the Skopos [9]. The objective is to create a functionally sufficient target text, sometimes called a *translatum*. This may necessitate modifying, removing, or reorganizing source text components in order to fulfill the communicative role of the translation in the target culture.

6.4 Coherence Rule: Making Texts Accessible

According to this rule, the target text must be logical and understandable to the target audience given their cultural background and level of expertise [10]. For its recipients, the translation must make sense and be comprehensible.

6.5 Fidelity Rule: Preserving the Intent of the Original Text

The relationship between the source text and the target text is the subject of the fidelity rule. This rule entails maintaining the communicative value and intent of the original rather than its exact form [10]. This rule guarantees that the fundamental meaning and tone of the source text are preserved, even when the required modifications are made. The Skopos rule supersedes both the coherence and fidelity rules [10].

6.6 Skopos Theory in the Digital Age and Translation Studies

When it comes to digital media, where content must be brief and hyper-localized, Skopos theory is incredibly adaptable. Scholars have noted its value for flexible strategies like *transcreation* and adaptation in online advertising, which helps strategic communicators [12,13]. In translation studies, where the goal shifts from information to persuasion, the theory provides a framework for marketing and advertising translation [10]. Studies by Zhang [14] and Kääntä and Kárková [15] demonstrate how translators prioritize cultural relevance and emotional impact over strict semantic equivalency in order to achieve the desired Skopos.

7. Methodology

This chapter outlines the methodological framework used to investigate how Skopos Theory informs translation strategies in the adaptation of English online advertisements into French. The research is qualitative in nature and uses textual analysis to evaluate translation choices in light of Skopos Theory principles. The methodology is designed to address the central research question: how are Skopos oriented strategies applied in the translation of English online advertisements into French to achieve cultural and communicative effectiveness?

7.1 Research Design

Given the focus on contextual interpretation and translation purpose, this study adopts a qualitative, descriptive research design. This approach allows for in-depth analysis of the linguistic, cultural, and functional aspects of translated advertising texts. A comparative textual analysis is used to examine a selection of online advertisements originally written in English and their French translations, which are either official or professionally produced. These texts are analyzed using functionalist criteria derived from Skopos Theory, particularly the Skopos, which refers to purpose and audience orientation; coherence, which refers to functional appropriateness; and fidelity, which refers to ethical and contextual faithfulness to both source and target parties.

7.2 Data Collection

The corpus consists of fifteen pairs of online advertisements in English and their French translations. The selection criteria include advertisements from global brands with bilingual campaigns, such as Apple, Nike, and Maybelline. Preference is given to advertisements from industries with strong emotional or persuasive content, such as fashion, technology, tourism, and food and beverage.

Drawing on Skopos Theory, each translation is assessed in terms of three main aspects. The first is Skopos alignment, which asks whether the translation fulfills its communicative purpose in the French context. The second is adequacy versus fidelity, which examines how well the translation balances creative freedom with respect for the original message. The third is target audience engagement, which considers whether the translated message is compelling, persuasive, and culturally appropriate.

As this research uses publicly available advertising material, no human participants are involved, and ethical clearance is not required under standard academic research guidelines. All copyrighted content is used strictly for academic, non-commercial analysis and is properly referenced. However, brand names and proprietary visuals will be presented in the appendix for reference but not reproduced in full if restricted by copyright. Attribution is maintained for all examples.

This study has certain limitations. Regarding sample size, although the advertisements are diverse, the number of advertisements is small due to the depth of qualitative analysis. Regarding geographic focus, the analysis centers on France as the French-speaking context; results may differ in Québec, Belgium, or Francophone Africa. Regarding the availability of official translations, in some cases, back-translations or approximations may be necessary if official translations are unavailable.

This chapter has detailed the research design and methodological approach for analyzing how Skopos Theory informs the translation of online advertising from English into French. The qualitative framework and functionalist lens will allow for rich insights into the strategic, cultural, and communicative decisions made during translation. The next chapter will present and analyze the data collected, drawing conclusions that contribute to both theory and practice.

7.3 Analysis

Translating online advertising slogans in the era of global marketing necessitates an awareness of function, culture, and audience in addition to linguistic equivalency. Skopos Theory [9, 10] offers a functionalist framework in which translation choices are determined by the purpose of the target text, which is known as the Skopos. This chapter examines the translation of real English advertising slogans into French using the three rules of the theory: the Skopos Rule, the Coherence Rule, and the Fidelity Rule. The analysis assesses how well each translation reflects the fundamental ideas of functionalist translation.

8. Skopos Rule Analysis

Table 1: Skopos analysis of English to French advertising slogan translations

Example	Brand	Source Text English	French Translation	Skopos Analysis
1	Nike	Just Do It	Fais-le. Tout simplement	The skopos, or goal, of the tagline is to motivate action and convey simplicity. Rather than a literal translation such as "Fais-le simplement," the adapted version captures the same tone of urgency and empowerment in a culturally familiar way for French audiences.
2	L'Oréal	Because You're Worth It	Parce que je le vau x bien	L'Oréal originated in France, so this is effectively a back-translation. The purpose is to reinforce self-worth and personal value, especially aimed at women. Using the first person "je" makes the message more empowering and intimate for French speaking consumers, aligning well with the intent of the original campaign.
3	McDonald's	I'm Lovin' It	C'est tout ce que j'aime	Instead of a direct translation such as "J'adore ça," the French version takes a more emotive and idiomatic form. This choice aligns with cultural nuances in how affection is expressed in French. The skopos is to create a personal, feel-good connection with the brand, and this translation achieves that goal effectively.
4	Disneyland Paris	The Happiest Place on Earth	Le pays le plus joyeux du monde	The translation localizes the word "place" to "pays," which means country or land. This choice emphasizes a magical, escapist destination. The translation reflects

				the functional goal of inspiring wonder and joy, tailored specifically to the expectations of the French target audience.
5	Apple	Think Different	Pensez différemment	This translation is close to literal but maintains the imperative mood and simplicity of the original. The skopos of encouraging innovation and individuality is preserved through formal yet modern French, aligning well with the Apple brand image in the Francophone market.

8.1 Analysis of the Skopos Rule in Practice

The current analysis shows that the Skopos Rule, which gives priority to the purpose of the translated text in the target culture, is essential for translating advertising slogans successfully. Formal or semantic equivalency to the source text is subordinated in commercial contexts in favor of the message's function, which is frequently persuasive, emotive, or motivating. In order to ensure that the slogan strikes a chord with the target audience in a way that is both culturally and psychologically appropriate, the translator's job is not simply to translate words but also to recreate effect. In each of the case studies examined here, literal translations would fall short of providing the intended communicative function of the source message [9,10].

Table 1 illustrates how Skopos Theory informs translation choices not merely through linguistic accuracy but by aligning with the intended function, or skopos, in the target culture. In order to make taglines more consistent with consumer expectations, cultural norms, and the brand image in French speaking markets, translators have instead used the Skopos Rule to reframe and recontextualize these messages.

For instance, the well-known Nike tagline "Just Do It" is translated as "Fais-le. Tout simplement." The French translation here keeps the motivating urgency of the phrase while simplifying its expression. The adaptation maintains the purpose of action-oriented inspiration by avoiding awkward direct equivalents and instead choosing a phrase that sounds impactful and natural in French.

An example of a translation that is both highly functional and culturally embedded is the L'Oréal slogan "Parce que je le vau**x** bien." Although the original English tagline uses the second person pronoun "you," the French version uses the first-person singular "je," which emphasizes internal affirmation and personal empowerment. This strategy aligns with French marketing tactics that prioritize elegance and self-assurance, particularly in the beauty and cosmetics industries [5,6].

The original version of the McDonald's slogan "I'm Lovin' It" uses a casual, colloquial register. In French, a literal translation such as "J'aime ça" or "Je kiffe ça" would sound either too generic or too slangy. The selected adaptation, "C'est tout ce que j'aime," uses a more idiomatic and culturally relevant structure and effectively communicates the same emotional appeal.

The importance of cultural imagination is demonstrated by the Disneyland translation of "The Happiest Place on Earth" to "Le pays le plus joyeux du monde." For a European audience seeking magical experiences for families and children, the use of the word "pays," meaning country, in French evokes a sense of enchanted fantasy and adventure. This choice reflects an understanding of how French audiences respond to themes of escapism and wonder.

Finally, the Apple slogan "Think Different" is translated as "Pensez différemment." Although this translation is structurally similar to the original, it maintains the imperative and inspirational function while reflecting a formal register appropriate for French standards. Because Apple already has a strong cultural presence in France and the core message of the brand is universal, this is one instance where a minimal adaptation is sufficient.

When combined, these examples show that, in accordance with Skopos Theory, effective translation in advertising is determined by the strategic delivery of function rather than by strict equivalency [9,10,11]. By matching textual choices with the cultural logic of the target market and the strategic goals of the brand, the translator transforms into a cultural mediator.

This approach also challenges conventional wisdom that prioritizes accuracy before intent. Instead, the Skopos Rule encourages creative freedom by enabling translators to make choices that maximize impact, even when doing so requires a substantial departure from the surface form of the source text.

8.2 Concluding Thoughts on the Skopos Rule

The application of the Skopos Rule to real advertising slogans demonstrates how translation is essentially a contextual and intentional process. Strategic translation is more important than linguistic translation, particularly in commercial domains. Skopos Theory thus offers a strong framework for comprehending how multinational corporations preserve message coherence while making cultural adjustments [9,10].

In order to function as both language experts and intercultural communicators, translators employed in marketing and advertising must strike a balance between brand identity, cultural sensitivity, and linguistic creativity. The value of Skopos Theory as a theoretical and practical tool in directing this work is confirmed by the case studies presented here.

9. Coherence Rule Analysis

Table 2: Coherence rule analysis of English to French advertising slogan translations

Example	Brand	Source Text	French Translation	Analysis Summary
1	KFC	Finger Lickin' Good	Tellement bon que tu en lèches les doigts	A literal translation such as "Bon à s'en lécher les doigts" might not fully convey the playful tone. The adapted version is clear, idiomatic, and more understandable and natural to a modern French audience, thus fulfilling the coherence requirement.
2	Red Bull	Red Bull Gives You Wings	Red Bull vous donne des ailes	The French version is nearly literal but uses clear, natural syntax. It maintains the metaphor and is coherently interpreted as an energy metaphor within French culture.
3	Volkswagen	Think Small	Voyez les choses en petit	A literal translation could seem confusing. This version clarifies the concept while preserving the advertising intent to challenge perceptions. The translation is more semantically coherent in French.
4	Maybelline	Maybe she's born with it. Maybe it's Maybelline.	Et si c'était inné ? Et si c'était Maybelline ?	The adapted version replicates the rhetorical rhythm and structure, making the message feel intuitively familiar to French speakers. It follows pragmatic logic and supports coherence.
5	De Beers	A Diamond is Forever	Un diamant est éternel	The translation is direct but aligns with the cultural understanding of permanence and value in French. The message is semantically clear and emotionally resonant, ensuring comprehension by the target audience.

9.1 Theoretical Justification and Reflection: Applying the Coherence Rule in Advertising Translation

While the Skopos Rule deals with the goal of the translation, the Coherence Rule guarantees that the translated message is functionally and semantically comprehensible within the linguistic and cultural environment of the target readership [10]. In the

translation of online advertising taglines, which are by their very nature succinct, persuasive, and emotionally charged, coherence becomes essential.

Advertising slogans must be immediately accessible. They must evoke a desired emotional response. They must also avoid any ambiguity that could arise from overly literal or culturally foreign expressions. The five examples examined in Table 2 highlight how coherence governs the translation process, often requiring creative rephrasing or cultural adaptation to maintain clarity and resonance.

For instance, the KFC tagline "Finger Lickin' Good" was translated as "Tellement bon que tu en lèches les doigts." While not a literal match, this version maintains the playful tone of the original and conveys the intended meaning in a way that is culturally idiomatic and comprehensible to a French audience. A literal translation would risk being misunderstood or sounding awkward due to differences in idiomatic usage between English and French.

Similarly, the Red Bull tagline "Red Bull Gives You Wings" becomes "Red Bull vous donne des ailes." This is a case where the literal translation remains coherent because the metaphor of wings is equally understood and accepted in French culture. The phrase is short, clear, and culturally transparent. It satisfies the Coherence Rule while preserving the function of the metaphor.

The Volkswagen slogan "Think Small" is more complex. A direct translation such as "Pensez petit" might not carry the intended connotation in French. Instead, "Voyez les choses en petit" offers a clearer interpretation that encourages a shift in perspective while maintaining semantic clarity. This choice ensures that the slogan remains understandable and aligned with the messaging strategy of the brand.

In the case of the Maybelline slogan, the rhetorical question structure of the original is retained in the French adaptation: "Et si c'était inné ? Et si c'était Maybelline ?" This version maintains the pragmatic coherence of the original, which relies on parallelism and suspense, while using a formulation that is familiar and stylistically engaging for French readers.

Lastly, the De Beers tagline "A Diamond is Forever" is translated as "Un diamant est éternel." Here, coherence is achieved through simple and elegant phrasing. The translation retains the symbolic and emotional weight of the original while aligning with French cultural perceptions of eternity, luxury, and commitment.

The Coherence Rule ensures that translated advertising slogans are logically structured, culturally accessible, and linguistically natural to the target audience. Unlike rigid word-for-word translations, a coherence-based approach prioritizes clarity, cultural intelligibility, and reader expectations. This makes the approach particularly relevant in online advertising, where messages must deliver immediate impact.

By adhering to the Coherence Rule, translators act not only as language converters but also as cross-cultural communicators. They tailor messages for maximum clarity and relevance in the target market. This reinforces the idea that successful advertising translation requires not only language proficiency but also deep awareness of target culture norms, register, and consumer psychology [5,6,8].

10. Fidelity Rule Analysis

Table 3: Fidelity rule analysis of English to French advertising slogan translations

Example	Brand	Source Text	French Translation	Analysis Summary
1	Adidas	Impossible is Nothing	Rien n'est impossible	The French version faithfully reflects the motivational tone and message of the original. It preserves the semantic structure and intent while adapting the grammar to sound natural in French.
2	Intel	Intel Inside	Intel Inside	The slogan is maintained as is in French to preserve brand identity and recognizability. This choice reflects fidelity to the branding function rather than fidelity to language.
3	Heineken	Open Your World	Ouvre ton monde	The core metaphor of opening possibilities is preserved. The tone is slightly more personal, using "ton" instead of "votre," yet the translation remains faithful to the original intent of global openness.
4	MasterCard	There are some things money can't buy. For everything else, there is MasterCard.	Il y a des choses qui n'ont pas de prix. Pour tout le reste, il y a Mastercard.	The French version closely mirrors both the structure and the rhetorical rhythm of the English version. This reflects high fidelity in both form and meaning.
5	Gillette	The Best a Man Can Get	La perfection au masculin	While not a literal translation, this version maintains fidelity to the brand promise of masculine excellence. It shows functional loyalty to the original meaning and gendered appeal.

10.1 Summary: Fidelity in Advertising Translation

In the cases shown in Table 3, translators preserved three key elements. First, they kept the core message and tone of the original slogan. Second, they maintained the branding identity and emotional appeal. Third, they preserved the communicative function, which includes persuasion, reassurance, and inspiration. Even when changes were made for linguistic or cultural reasons, the fidelity to the intent of the source message remained intact. This is consistent with the Fidelity Rule of Skopos Theory [9,10].

Advertising slogans are often loaded with symbolism, emotion, and brand-specific language. Thus, fidelity is best understood here as functional equivalence. This

means maintaining the impact and intent of the original message even when linguistic shifts are required.

For example, the Adidas slogan "Impossible is Nothing" becomes "Rien n'est impossible" in French. This version stays semantically faithful to the original. It delivers the same motivational sentiment while adapting the phrase to fit French syntactic norms. Here, fidelity supports the core communicative function of inspiring action and self-belief.

In the case of the Intel slogan "Intel Inside," no translation occurs at all. The phrase is kept in English for both brand consistency and global recognition. This demonstrates a different kind of fidelity, which might be called brand translation fidelity. The goal here is not to translate language but to preserve identity, which is a core function of marketing communication.

With the Heineken slogan "Open Your World," the French version "Ouvre ton monde" maintains the original metaphorical meaning while slightly adjusting the register. The informal use of "ton" instead of "votre" indicates a targeting strategy shift toward a younger demographic. However, the original metaphor and purpose remain intact. This is an example of fidelity adapted to function.

The MasterCard slogan, "There are some things money can't buy. For everything else, there is MasterCard," translates to "Il y a des choses qui n'ont pas de prix. Pour tout le reste, il y a Mastercard." This is a near verbatim translation. It shows high fidelity in structure, rhythm, and emotional cadence. The success of this slogan relies heavily on its dual-part rhetorical style, which translates effectively across cultures.

Even the Gillette slogan, "The Best a Man Can Get," which becomes "La perfection au masculin," showcases functional fidelity. While not a literal translation, it preserves the masculine-focused positioning and the promise of high performance. These elements are central to the brand identity and customer appeal of Gillette.

10.2 Final Reflection on the Fidelity Rule

The Fidelity Rule establishes the need for a meaningful relationship between the source text and the target text within the framework of Skopos Theory [10]. The Skopos Rule takes precedence by prioritizing the purpose of the translation. However, the Fidelity Rule guarantees that the translated message respects the communicative intent and content structure of the original. In other words, fidelity refers to the loyalty of the translator to the source message. This loyalty is not necessarily to the exact wording but to the function, tone, and conceptual integrity of the original. Fidelity must be carefully balanced in the field of online advertising translation. It is crucial to convey the essence of the original slogan while also making subtle cultural adaptations.

11. Results and Discussion

11.1 Skopos Theory in Action

Together, the Skopos Rule, the Coherence Rule, and the Fidelity Rule offer a practical, flexible, and context-sensitive framework for translating online advertising [9,10,11]. These three rules empower translators to achieve three main objectives. First, translators can adapt slogans for maximum persuasive impact, which is the Skopos Rule. Second, they can ensure that slogans are linguistically and culturally natural, which is the Coherence Rule. Third, they can remain faithful to the original branding message, which is the Fidelity Rule.

The examples analyzed in this study illustrate how translators act as cultural mediators. They make decisions that balance creativity, clarity, and consistency. The findings confirm that Skopos Theory provides a robust and flexible framework for guiding translation decisions in online advertising. The emphasis of the theory on function, audience, and context allows translators to make informed choices that prioritize effectiveness over simple equivalence.

This chapter has demonstrated how Skopos Theory can be applied to the translation of online advertising from English to French. The chapter has also highlighted the growing need for transcreation and localization, both of which align closely with Skopos principles [5,6]. These findings lay the foundation for the conclusions and practical recommendations offered in the final chapter.

12. Conclusion and Recommendations

This chapter concludes the thesis by summarizing the key findings, discussing their implications, and offering practical recommendations for translators and marketers who work with online advertising. The research aimed to explore how Skopos Theory can inform and improve the translation of English language online advertisements into French, especially in digital and multimodal contexts [9,10].

The analysis of selected advertisements demonstrated the following points. First, Skopos Theory is highly applicable to the translation of online advertising, where the communicative purpose often requires adaptation rather than literal translation. Second, translators who followed a function-oriented approach, which prioritizes target audience expectations and cultural relevance, produced more persuasive and effective French versions. Third, transcreation, as a strategy that blends translation with creative rewriting, was consistently effective when guided by Skopos principles. Fourth, differences in rhetorical style between English and French, such as directness versus formality, required cultural mediation. Skopos Theory supports this kind of mediation through its flexible framework. Fifth, successful advertisements maintained brand voice and emotional tone while adapting visuals and text to fit French cultural norms and design expectations.

13. Contributions to Research and Practice

13.1 Theoretical Contributions

This study reinforces the relevance of Skopos Theory in modern digital translation contexts, particularly in multimodal and culturally sensitive domains like online advertising. The study extends prior research by applying the theory to contemporary advertisement formats, including social media posts, website banners, and video thumbnails. The findings emphasize the adaptability of the theory to new and evolving media environments [5,6].

13.2 Practical Implications

For translators, adopting a Skopos oriented mindset enables them to focus on what the advertisement is meant to do, not just on what it says. This includes taking ownership of cultural adaptation, creative rewriting, and the use of persuasive language. For marketers and agencies, collaborating with functionally trained translators or transcreators ensures that campaigns are not only translated but also localized effectively. For translation training programs, curricula should include modules on advertising discourse, transcreation, and Skopos Theory, with special attention to digital communication contexts.

13.3 Limitations of the Study

While the findings of this study are valuable, several limitations must be acknowledged. Regarding sample size, the small corpus limited the ability to generalize findings across all industries or geographic regions. Regarding regional focus, the study focused primarily on metropolitan French, and the findings may differ in other French-speaking regions such as Québec, Belgium, or West and Central Africa.

13.4 Recommendations for Future Research

To build on the present study, future research could pursue several directions. Researchers could expand the corpus to include more industries, such as finance, health, or automotive advertising. Scholars could compare the application of Skopos Theory across different language pairs, such as English to Spanish or English to Arabic. Investigators could examine audience reception through surveys or focus groups to evaluate how target audiences perceive translated advertisements. Finally, researchers could explore the role of machine translation and artificial intelligence in online advertising localization, asking whether these technologies can incorporate Skopos-based logic into their outputs [12].

14. Final Remarks

In an increasingly global and digital economy, effective advertising translation is essential not merely for linguistic correctness but for market resonance. This thesis has

shown that Skopos Theory provides a relevant and practical foundation for navigating the linguistic, cultural, and strategic complexities of online advertising translation. By emphasizing purpose, audience, and creativity, translators can ensure that translated advertisements do more than simply convey information. These translations can inspire, persuade, and connect across cultures.

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Conflict of Interest Statement

The authors declare no conflicts of interest.

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