

Abstract

An advertising slogan is one of the main ways how a brand communicates with a customer. The success of the company in the market depends on how it will be formulated. In the current economic situation, when brands operate internationally, the translation of advertising slogans is an equally important aspect. The purpose of this work is to find out which methods of translation of English advertising slogans exist, and also to find out which of them are most often used in Russian, and which are in Czech languages.

Key words: advertising, advertising text, advertising slogan, translation, translation methods, translation of advertising slogan, English language, Russian language, Czech language