

LANGUAGE BARRIERS IN BRANDING

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Резюме – основная проблема компаний, распространенных по всему миру, – адаптировать их логотип и название к культурным и языковым особенностям. В данной статье описаны стратегии, которые следует выбрать организациям для привлечения аудитории из других стран. Результатом работы являются решения проблемы языковых барьеров, предполагающие мировую известность, лояльность клиентов и существенное отличие от конкурентов.

Resume – the main problem for companies that spread all over the world is to adapt their logo and brand name to cultural and language features. This article describes the strategies that organizations should choose to attract audience from other countries. The result of the work is the solutions to the language barriers problem that assume global awareness, customer loyalty and a significant difference from competitors.

Introduction. Branding is not such simple process as you can think. Many companies try to expand their production into global business market and the right brand name will help them to reach the goal. However, most of them forget that different countries have their own culture and language. These factors significantly influence not only the impression of the company, but also its sales and profits. Brand awareness is increased through a good advertising campaign, though language barriers can destroy the company strategy. What works successfully in one region will not popular with the population of other countries. In addition, it may be impossible to translate some phrases or just the words appropriately into desired language. Finally, this situation can lead to misunderstandings and complaints. Then the company will get a bad reputation, which will be complicated to improve. The right choice for attracting customers from foreign-speaking countries is to employ language specialists with rich brand experience. It helps localize and culturally adapt a brand name to the target country.

The main body. The main aim of each organization is to maximize the possibility of successful marketing campaign on all continents. Nevertheless, they face many translation problems that have various ways to solve them.

There are a few words in every language, including slang and dialect, that sound the same, but they have absolutely opposite meanings. For instance, such brand name as Gerber failed in France because of similarity to the infinitive of the French slang word, the meaning of which is vomiting [1].

Another situation happened to Irish Liqueur. This product was sold as “Irish mist”, but it was not as popular in German as the company had expected. The Germans textually translated the word “mist” into “dung”, which, of course, didn’t attract the attention of consumers [2].

Language barriers concern not only word meaning but also its pronunciation. It is vital in international market to avoid letters that are difficult to read. Asian clients can't pronounce R and L correctly, and it will be embarrassing for them to ask for necessary products. Russian language also has complicated sounds as soft "B", hard "R", soft "shch" and "ts" and so on. It is the fact, that there are some places where people read sentences from right to left, so different reading rules can cause confused situations. This applies to both brand names and commodity packaging. If a consumer reads illustrations on the packaging in the wrong way, it will lead to difficulties in using the product. Branding issues may involve more than words, pronunciation or reading. Cultural barriers arise when choosing the color of an organization, because certain color shade may be associated with propaganda of racism, homosexuality, any political situation in the world. Let's take a look at green. This color means good luck in Ireland, holiness – in Muslim countries, but lack of trust and infidelity – in China [3]. To avoid language problems the company, which tries to enter the global market, should consider cultural and language features. One of the best solutions is to create a new word to distinguish the company from other competitors or to adapt a brand name to the local audiences.

The conclusion. This article shows the impact of cultural norms and traditions, language reading and pronunciation rules on the reputation of the company, its profits and consumer loyalty. In this way, every company, deciding to attract an international audience, should create an authentic connection with each customer using special approach to certain culture.

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