



Metaphor Translation: Russian and English-Language Taglines for Feature-Length Films

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ABSTRACT This research is based on cognitive and linguocultural approaches to the analysis of taglines containing a metaphor, taking into account cognitive approach to its rendition. Therefore, according to the framework of the following study, the researchers turned to practical material under analysis: original taglines in English for feature films and their rendition into Russian. Thus, the research deals with the interaction of textual and visual components in the analysis of taglines from advertising posters to feature films. Then, original taglines and texts in the target language (TL) are compared with the purpose of determining whether the latter are translations in the framework of a functional approach or cultural adaptations of the original slogans. In fact, it aims to identify how metaphor and means of its renditions reflect cultural experience and mentality, inherent in the languages under analysis. This study showed that in most cases, Russian-language taglines are the result of the adaptation of original English-language texts.