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FUNCTIONAL ANALYSIS OF BUZZ MARKETING TERMINOLOGY: TRANSLATION STUDIES

Summary. The present article highlights functional features and the most frequent ways of translating English language buzz marketing terms that constitute a dynamic layer of the modern marketing language system. Buzz marketing terms are considered as the complex marketing units of evaluative connotation, aimed at creating information boom around products, services, technologies being advertised in social messengers and social networking channels. It has been proven that stable systemic relations of buzz marketing terms are formed through their thematic organization, structural models and functional characteristics. Thus, neologisms, the most common buzz marketing terms, have been split into six functional groups that amplify buzz marketing forms, techniques and formats. It has been found that abbreviations significantly expand a marketing terminology system, simplifying advertising messages and streamlining effective business communication. Four thematic groups of abbreviated terms have been identified with the focus on their functional specifics. Furthermore, buzz marketing two- and three-componential terminological clusters have been grouped into five thematic fields with the most applicable structural models: Adj. + N., N. + N., N. + Part. II + N., Part. I + N., N. + of + G. It has been revealed that buzz marketing terms-neologisms are rendered into Ukrainian by the direct translation approach and by complex transformations: adaptive transcoding + transliteration, lexical substitution + adaptive transcoding. Fifty terminological abbreviations have been conveyed by full names, by the transfer of original forms and by complex transformations, mainly represented by: semantic development + adaptive transcoding, generalization + transposition + loan translation, loan translation + grammatical replacement. One hundred buzz marketing terminological clusters have undergone lexical and complex transformations. Thus, the most effective translation approaches turn out to be direct, transformational, pragmatic adaptation in rare cases with the transfer of original units into the target language for non-equivalent terms.

Key words: buzz marketing terms, neologisms, initialisms, acronyms, complex terms, pragmatic adaptation, complex transformations.

Statement of the problem. Emerging businesses along with thriving manufacturing companies, that work on efficient marketing strategies, understand the crucial role of buzzwords' functioning in advertising campaigns to promote brands, increase the target audience's awareness and curiosity as well as facilitate immense popularity of goods, services, technologies in domestic and global markets. Buzz marketing terms (the core of the novel marketing basis) together with Internet buzzwords create powerful public triggers in the competitive business environment, ensure effective business communication with other companies, individual customers,

marketing agencies through various social messengers by gradually setting regular purchase channels, by developing online contacts, involving general public into vehement discussions and noisy arguments around this or that brand. Buzz marketing terms are coined by marketing and digital marketing experts or they are formed by other active e-business participants as the communicative amplifiers in the mobile advertising discourse, being manifested in the internet interactive space to attract potential customers, thus shaping two constant sources of buzz marketing terms' origin. Buzz marketing terminology subsystem is replenished continuously since marketing tools evolve and their effective functioning contributes to building better contacts with clients, providing them with the most valuable updated content. However, English buzz marketing units are often perceived ambiguously causing confusion, misunderstanding, and hesitation in choosing the exact target language correspondences. They are viewed as common vocabulary, slangisms (jargonisms in some cases), emotive units (namely idiomatic expressions, emphatic phrases), advertising discourse markers in business communication or economic and technical units. Moreover, buzz marketing units are taken for digital marketing terms that account for the structure of the site content, customer behavioral patterns, data analysis, profitability metrics, overall digital settings [1]. So, there is no unified definition recorded for buzz marketing terms and the range of their functional characteristics remains underdeveloped. Many English buzz marketing units, requiring full clarification and adequate comprehension, often come with simple explanations (in blogs, bloggers' interviews, target readers' reviews in company sites), with practical examples, relevant to a specific advertising issue (on the internet page) or a video support in vlogs, overloading online interactive space in social media sources. Nevertheless, business owners, marketers, experienced customers, AI experts, marketing newcomers, data analysts, social network users, and modern linguists strive for researching the functional scope of buzzwords, their contextual applicability and emotive force although not differentiating buzz marketing language units of terminological nature. Hence, functional features of buzz marketing terms, revealed in their thematic organization according to structural and semantic peculiarities, with the adequate translation into Ukrainian, targeting at their full pragmatic adaptation in the target language content and culture, have become the focus of our scientific interest.

Analysis of recent research and publications. Current studies on functional characteristics and translation ways of buzz vocabulary have made it possible to conduct a comprehensive analysis of Internet buzzwords' translation approaches that are expounded as follows: variation theory, high-context and low-context culture

theory, intercultural communication theory, eco-translation studies, functional equivalence theory, adaptation theory [2]. In addition, recent researches of L. Bilozerska, N. Voznenko and S. Rodetska have grounded the relevance of resorting to lexical (transliteration, adaptive transcoding, loan translation), lexical and semantic (concretization, generalization, semantic development), grammatical (replacement, transposition), lexical and grammatical (explication, addition, omission, contextual replacement) transformations when rendering English terms into Ukrainian. It has also been pointed out that complex transformations, being applied to terminological clusters' translation, foster the translated version's adaptation in the target language environment to achieve maximum clarity [3, p. 44–49]. Some linguists center their translation research outcomes on the direct translation approach which somewhat differs from word-for-word translation, the paraphrase method, imitation, variation recreation, the idiomatic translation method, identifying a number of problems inexperienced translators may encounter in their translation practice: a lack of cross-cultural and economic knowledge, some difficulties in converting lexical and grammar forms, distorted collocations in translation, ambiguity of concepts due to their polysemic nature, cultural connotation ignorance [4].

It is also underscored that internet buzzwords should be explored across different cultural backgrounds and contexts in social networking sites to achieve cultural adaptability and flexibility during language conversion that is of vital importance for cross-cultural communication. In addition, Internet buzzwords are regarded as popular or fashion words in the Internet language, mostly functioning to tackle upon burning issues in society [5]. Due to the interactive nature of buzzwords in social network sources, they are known to be concise and clear in order to effectively deliver information messages to the target readers or viewers and make a desired effect on public opinion [6].

In the pragmatic plane, new insights were provided on the functional potential of buzzwords that contribute to realizing communicative intents of advertising campaigns: to promote the authority of the brand, to boost bold action, to focus on the acquired experience and knowledge, to risk to the best advantage, to create appealing content through compelling storytelling, high-quality visuals, useful tips, shocking facts, humor, attention-grabbing slogans, eye-catching headings.

Therefore, **the relevance of our study** is stipulated by the necessity to ground the terminological nature of marketing buzzwords with their functional capabilities in the advertising content of social messengers and social networking sites in order to develop the translational apparatus for achieving their partial or full equivalence.

The aim of research is to explore the functional potential of English buzz marketing terms with their translational analysis that can be fulfilled by **the following tasks**:

- to describe the terminological nature of buzz marketing words in the advertising content;
- to explore the thematic organization of buzz marketing terms in conformity with structural and functional peculiarities;
- to find the most common ways of their adequate translation into Ukrainian.

Outline of the main material of the study. With the stable development of buzz marketing as an innovative strategy of business communication, buzzwords constituting a predominant lexical layer of the present-day marketing language system are increas-

ingly spread among internet users due to their simplicity, modernity and popularity. At the modern stage of globalization processes, internet technologies' advancement, vast cross-cultural communication ways, buzzwords in marketing are not only endowed with new concepts, advertising nuances but reflect cultural values of the youth and high-tech society on the whole. Buzz marketing, so-called "noise marketing", can be defined as an art of creating information boom around certain products, services, technologies to attract as many customers, motivate them to speak about a certain brand, get commercials across to other people concerned, arousing the interest of potential buyers, causing unexpectedness, strong positive or negative emotions, and "infecting them with the virus of popularity".

It can be stated that buzz marketing is mainly a large-scale word-of-mouth campaign that is carried out in mobile speech forums including chat rooms, sites with video and audio support, in the writing press release as a marketing hype tactic that uses the media as an intermediary to make the advertising content attractive to general public [7; 8]. It is inherent in virality (the ability of the content itself to circulate widely and rapidly), emotive controversy (laugh, joy – anger, disgust; thrill – shock; efficacy – absurd) in public opinion (admiration, criticism, condemnation), naturality (Advertising messages seem to be created by final consumers themselves.) and the speed of dissemination.

Buzz marketing lexis has become one of the most dynamic layers of vocabulary in the evolution of the language of economics since it demonstrates continuous changes, stable term-formation ways of conversion and derivation, transitions to the processes of internationalization and convergence which is the blending of language units when two or more languages come into contact [9].

Buzz marketing terms denote complex marketing concepts of emphatic nature, aimed at strengthening marketing strategies, tactics, methods, automation features by a number of tools, campaigns, optimization processes, to make a certain brand in the competitive marketplace attractive by causing desired public reaction, so creating «buzz». The lexical system of buzz marketing content covers common lexis, general scientific terms, borrowings, author's terms, marketing intrabranch and interbranch terms, stylistically marked units (idioms, phraseological units, slang, metaphoric expressions) and mostly noun clusters – all of them shaping advertising messages that are delivered to the addressee in the most accurate, logical, persuasive way. But the most notable markers of the buzz marketing terminology subsystem turn out to be neologisms, abbreviated forms, buzz marketing terminological clusters. Besides, systemic relations of buzz marketing terms-markers can be traced on the basis of specific thematic fields, structural models, functional peculiarities.

Buzz marketing terms-neologisms, the tokens of constantly advancing marketing strategies, signify new notions, phenomena bearing a certain emotional message, with the existing forms taking on new meanings or with the newly appeared forms denominating new concepts of evaluative connotation, not recorded in reference sources or dictionaries that call for careful consideration of their translated versions [10].

Such lexical innovations predominantly function in the following interactive buzz marketing forms, techniques and formats:

Meme campaigns (мемні кампанії) cover intensive discussions of memes, humor, internet-phrases for direct communication with the target audience, thus launching a big wave of reposts

and bringing about controversial feedback through memes. Memes are known to get the youth actively engaged in such advertising campaigns, stimulating memes' rapid circulation.

– *Pranks* (пранки) imply marketing sweepstakes in video reels, such as: fake adds, a hidden camera, actors performing in casual situations. Pranks provide viral coverage and controversial public reactions.

– *Flashmobs* (флешмоби) express group actions being imitated by online or offline viewers in challenging contests, in public platforms, in public places.

– *Star collaborations* (зіркові колаборації) represent the brand's cooperation with outstanding actors, bloggers, TikTokers, sportsmen while advertising the brand product, the *promo-video* (промо-відео), *collaboration merch-line* (колабораційна мерч-лінійка) are intended to gain trust, *virality* (вірусність, швидке поширення контенту) and renewed channels of the brand's popularization.

– *Situational marketing* (ситуаційний маркетинг) is treated as an urgent brand's reaction on current events, news, trends with the aim of creating maximum virality in record short time.

– *Deliberately absurd products* (навмисно абсурдні продукти) cause powerful comments' explosion, meme skirmish between competing brands, with hundreds of reposts resulting in *organic hype* (органічний хайп).

It should be noted that buzz marketing terms-neologisms are mostly expressed by compound nouns (*flashmobs*, *promo-video*), by two-componential asyndetic noun clusters (*star collaborations*, *situational marketing*, *memе campaigns*), three-componential noun clusters in rare cases (*deliberately absurd products*) and by common nouns (*virality*, *pranks*). It can be seen that the direct translation approach is the most common one to adequately render two- and three-componential terminological clusters although such noun clusters as *organic hype* (adaptive transcoding + transliteration) and *memе campaigns* (lexical substitution + adaptive transcoding) undergo complex transformations in Ukrainian translation.

It has been found that abbreviations, contributing to a rapid buzz marketing terminology system expansion, stipulate effective business communication, enhance the content clarity, ensure the word economy, and provide navigation aid for the target audience. Having explored practical aspects of their functioning and conveying into Ukrainian, modern linguists identified four basic translation approaches: equivalent or adequate translation, explication, and the transfer of original forms into the target language text in case of Latin contractions and well-known international acronyms [11]. However, newly emerged terminological abbreviations in the buzz marketing textual space should be introduced with full names in parentheses for content consumers to get easily adapted to their consistent usage thereafter. Buzz marketing abbreviations should be well structured and appropriately interpreted not to obstruct their full comprehension. Complex notions expressed by abbreviations at their first mention are often disclosed in footnotes so that visuals of different formats are fully comprehended. The dominant terminological abbreviated units in the marketing content proved to be clippings where some syllables can be dropped, initialisms that are pronounced letter by letter and acronyms being formed by the first letters of each word in the word-group [12]. It is to be noted that the constant update of digital communication platforms generates a great many abbreviated forms, saving space and time, simplifying marketing language narratives that allow to concentrate on the con-

tent core rather than being misled by detailed descriptions, instructions, complex terms, lengthy structures. As a result of research done, fifty contractions of terminological nature were classified into four thematic groups, each with its functional analysis:

1. Social Media and Platform-oriented initialisms serve as the communicative markers of digital environment and platform awareness, increasing speed and economy of communication. They function as interactive triggers in replies, reposts, invitations, creating a sense of informality and proximity between marketing content creators and final consumers. The most common ones are as follows: *DM* (*Direct Message*) – приватне повідомлення (concretization + loan translation) or *DM* (the transfer of the original form into the target language content); *PM* (*Private Message*) – особисте повідомлення (loan translation) or *PM* (the transfer of the original form); *RT* (*Retweet*) – ретвіт (the full name) or *RT* (the transfer of the original form).

2. Engagement and Performance Metrics initialisms belong to digital culture and integrate interbranch marketing terms and internet lexical units of interactivity. They function for informative and analytical purposes, tracking the clientage behavior and the marketing content's impact on them. They are employed for gathering quantitative and qualitative data in social platforms and advertising campaigns. The most frequent terminological initialisms and acronyms are represented as: *CTR* (*Click-through Rate*) – коефіцієнт клікабельності (concretization + transposition + lexical substitution); acronym *ROI* (*Return on Investment*) – рентабельність інвестицій (semantic development + adaptive transcoding); *ER* (*Engagement Rate*) – рівень залучення (generalization + transposition + loan translation); *CPA* (*Cost per Action*) – вартість цільової дії (loan translation + grammatical replacement).

3. Influencer and Brand Collaboration Buzz group of terminological contractions is designed to stand out commercial intent and partnership relations, bridging corporate and personal interaction. They are also considered as digital marketing terms with the PR pragmatic component to emphasize promotional content through collaboration structures. They can be manifested by the acronym *KOL* (*Key Opinion Leader*) – ключовий лідер думок (lexical substitution + transposition + transliteration), by the initialism *SMM* (*Social Media Marketing*) – маркетинг у соціальних мережах (equivalent translation) or *SMM* (the transfer of the original form), by the clipping *COLLAB* (*Collaboration*) – колаборація (adaptive transcoding) or *COLLAB* (the transfer of the original form).

4. Content Format and Creative Buzz abbreviated terms serve as genre markers, identifying the content type and its tone, improving its visual aesthetics, the extent of proliferation, encouraging the target audience to talk about trendy novelties and creative brand approaches, thus turning buzz into informal, easily accessible forms. The acronym *CIF* (*Graphics Interchange Format*) – анімоване зображення (pragmatic adaptation) or *CIF* (the transfer of the original form); *ASMR* (*Autonomous Sensory Meridian Response*) – автономна сенсорна меридіальна реакція (adaptive transcoding + loan translation), *BTS* (*Behind the Scenes*) – закулісні матеріали (pragmatic adaptation); *CTA* (*Call to Action*) – заклик до дії (loan translation) or *CTA* (the transfer of the original form).

It is worth summing up that buzz marketing acronyms, initialisms, clippings of terminological character in four basic thematic groups are mostly translated by full equivalent names due to complex transformations in translation or by the transfer of the well-known original abbreviation into the target text.

Pragmatic adaptation technique is also employed to provide the functional equivalence of context-dependent abbreviations so that the target audience could fully grasp their intended meanings.

In the course of researching one hundred buzz marketing terminological clusters, there turned out to be five thematic groups discerned on the basis of their structural and functional features:

1. Virus and Buzz Content group of terms includes two-componential asyndetic noun clusters of the following structural patterns:

- a. Adj. + N. (*viral content* – вірусний контент);
- b. N. + N. ((1) *teme marketing* – мем-маркетинг, (2) *shock advertising* – шокова реклама);
- c. N. + Part. II + N. (*user-generated content* – контент, створений користувачами).

They are rendered by adaptive transcoding + loan translation (a), transliteration (b. 1), lexical substitution + loan translation (b. 2), transposition + generalization + lexical substitution (c). As can be seen, complex transformations prevail to achieve the full pragmatic adaptability in the target marketing language space that lies in creating emotionally charged marketing content to draw public attention and spread advertising information rapidly.

2. Customers' Engagement and Participation group of complex buzz marketing terms encompasses mainly two-componential asyndetic noun clusters of the following structural models:

- a. N. + N. (*engagement rate* – рівень залученості);
- b. Adj. + N. (*social sharing* – поширення в соцмережах);
- c. Compound Adj. + N. (*word-of-mouth marketing* – сарафанний маркетинг).

To achieve their exact translation into Ukrainian with the emphasis on the participants' engagement, complex transformations – transposition + generalization + loan translation (a), generalization + transposition + semantic development (b), pragmatic adaptation + transliteration (c) – appeared to be the most relevant ways of their exact rendition into Ukrainian with the pragmatic aspect to show the target audience's involvement in consuming the marketing content through reacting, commenting, sharing, recommending, gossiping.

3. Influence-driven Buzz group, based on the main buzz marketing strategies with the influential factors available, is formed by mostly two-componential asyndetic noun clusters of such structural types as:

- a. N. + N. (*influencer marketing* – маркетинг впливу; transposition + lexical substitution + transliteration);
- b. Part. I + N. (*seeding strategy* – стратегія початкового поширення; transposition + adaptive transcoding + pragmatic adaptation).

4. Emotional Effect group of buzz marketing terms, expressing the feelings of the target consumers of the content, is employed to create certain public sentiments that increase memorability and encourage heated discussions, enormous feedback, a direct connection between the message sender and the message recipient. It is represented by predominantly two-componential asyndetic or syndetic noun clusters of such structural patterns as:

- a. N. + N. (*surprise effect* – ефект несподіванки; transposition + generalization + transliteration);
- b. N. + of + Gerund (*fear of missing out* – страх щось пропустити; loan translation + grammatical replacement + equivalent translation + addition).

5. Buzz Frequency group of terminological units highlights marketing campaign efficacy through quantitative factors or within set time limits and covers simple terms (*impressions* – кількість показів; semantic development), compound nouns (*trendjacking* – використання тренді; adaptive transcoding + generalization), two-componential asyndetic noun clusters of the model N. + N. (*virality coefficient* – коефіцієнт вірусності; transposition + transliteration + adaptive transcoding).

To sum up, the most common way of conveying buzz marketing two-componential asyndetic noun clusters of terminological nature proved to be complex transformations with loan translation, adaptive transcoding, transliteration, transposition as the dominant ones.

Conclusions. Buzz marketing terminological units represent a separate lexical layer in the framework of the marketing language system. They represent complex marketing concepts of quantitative or qualitative evaluation, aimed at analyzing, managing, measuring and assessing the spread of buzz, its impact on the advertising campaign extent and its effectiveness, at emphasizing the form and nature of marketing content, the involvement of the target consumers through reactions, comments, recommendations, reviews, reposts. They are often treated as informative and psychological triggers, emotional amplifiers with the interactivity component that is an essential feature in digital media formats to create engagement-based buzz. Besides, a wide range of buzz marketing terms' applicability has been observed in mass media space of advertising directionality: posts, short-term video platforms, online campaigns, digital PR materials, outdoor media. On the grounds of functional and structural aspects, the most common buzz marketing terms-neologisms, abbreviations of four thematic groups, complex units of five thematic fields (mainly two-componential asyndetic noun clusters of the most common structural models: N. + N., Adj. + N., Part. I + N., Compound Adj. + N.) – form the core of the buzz marketing terminology subsystem. In the course of researching their target language correspondences, direct translation (equivalent or loan translation types), pragmatic adaptation and transformational approaches (complex transformations) enabled to elaborate the adequate Ukrainian versions for English buzz marketing terms although notable were ten abbreviated terms rendered by the transfer of the original forms in the target language textual environment as the only way of conveying English non-equivalent lexical units of terminological character into Ukrainian. **In the perspective**, structural and functional peculiarities of translating English author's terms, international lexicon, slangisms in buzz marketing textual space into Ukrainian will give a deep insight into the issue considered.

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Мошковська Л. Функціональний аналіз термінології buzz-маркетингу: перекладацька розвідка

Анотація. Ця стаття висвітлює функціональні характеристики та найуживаніші способи перекладу англomовних термінів buzz-маркетингу, що складають динамічний прошарок системи сучасної маркетингової

мови. Терміни buzz-маркетингу розглядаються як складні маркетингові одиниці оцінної конотації, що спрямовані на створення інформаційного шуму навколо реклами товарів, послуг, технологій в соціальних месенджерах та каналах соціальних мереж. Доведено, що стійкі системні зв'язки термінів buzz-маркетингу формуються на основі їх тематичної організації, через структурні моделі та функціональні властивості. Отже, неологізми, найпоширеніші терміни buzz-маркетингу, поділено на шість функціональних груп, які підсилюють маркетингові buzz-форми, прийоми, формати. Виявлено, що аббревіатури значно розширюють термінологічну систему маркетингу, спрощуючи рекламні повідомлення та оптимізуючи ефективну бізнес-комунікацію. Виокремлено чотири тематичні групи аббревіатурних термінів із зазначенням їх функціональних особливостей. До того ж, двота трикомпонентні термінологічні кластери buzz-маркетингу розкласифіковано на п'ять тематичних напрямів з характерними структурними моделями: Adj. + N., N. + N., N. + Part. II + N., Part. I + N., N. + of + G. Виявлено, що терміни-неологізми buzz-маркетингу перекладаються українською мовою за допомогою прямого перекладацького підходу та комплексних трансформацій: адаптивне транскодування + транслітерація, лексична заміна + адаптивне транскодування. П'ятдесят термінологічних аббревіатур передано повними назвами, переносом оригінальних форм та комплексними трансформаціями, переважно представленими: семантичним розвитком + адаптивним транскодуванням, генералізацією + транспозицією + калькуванням, калькуванням + граматичною заміною. Сто термінологічних кластерів buzz-маркетингу зазнали лексичних і комплексних трансформацій. Таким чином, найефективнішими перекладацькими підходами виявлено прямий переклад, трансформаційний переклад та прагматична адаптація, а в рідкісних випадках – перенесення оригінальних одиниць у мову перекладу для безеквівалентних термінів.

Ключові слова: терміни buzz-маркетингу, неологізми, ініціалізми, акроніми, складені терміни, прагматична адаптація, комплексні трансформації.

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