

CHAPTER-10

Translating advertisement from Hindi to Marathi: A linguistic and cultural study

Dr. Supriya Sangvikar¹ and Dr. Pradnya Konarde²

¹Assistant Professor, English (Linguistics), Institute of Indian and Foreign Languages, MGM University, Chhatrapati Sambhajanagar, MH, India,

ssangvikar@mgmu.ac.in

²Assistant Professor, Sanskrit, Institute of Indian and Foreign Languages, MGM University, Chhatrapati Sambhajanagar, MH, India,

pkonarde@mgmu.ac.in

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ABSTRACT

Advertisements are an effective tool to help businesses reach out to customers and make them aware of new products and services. Advertisement translation plays a crucial role in multilingual societies like India, where linguistic diversity demands effective cross-cultural communication. This research paper examines the translation of advertisements from Hindi to Marathi, focusing on linguistic shifts and cultural adaptation involved in the process. Advertisements are persuasive texts that rely heavily on cultural references, idiomatic expressions, and emotional appeal. Using selected Hindi advertisements and their Marathi versions as primary data, this study analyses changes at lexical, syntactic, and pragmatic levels. The paper will also explore how cultural elements such as regional identity, social values, and consumer behaviour influence translation strategies. The findings reveal that successful advertisement translation prioritizes functional equivalence and cultural localization over literal accuracy. The study contributes to the field of Translation Studies by highlighting the importance of linguistic creativity and cultural sensitivity in Hindi-Marathi advertisement translation.

KEY WORDS: Advertisement Translation, Hindi-Marathi Translation, Cultural adaptation, Linguistic analysis, Localization.

1 Introduction

India is characterized by immense linguistic and cultural diversity. While Hindi serves as a link language for national communication, regional languages such as Marathi play a vital role in connecting with local audiences. In the field of advertising, language choice significantly influences consumer perception and response. Therefore, translating advertisements from Hindi to Marathi is not a simple linguistic exercise but a culturally sensitive and creative process. Advertising language is designed to persuade, attract, and emotionally engage consumers. Literal translation often fails to achieve these objectives, making it necessary to adopt specialized translation techniques. This paper explores how Hindi advertisements are translated into Marathi and how cultural and linguistic adaptations help maintain the original advertising intent.

Translation is re-expression of meaning in the language. It establishes not only between two languages but also in culture. In the advertisement translation the aim is not only convert words from one language to another but to communicate the message clearly and effectively to the target audience. Literary translation, where stylistic depth may be emphasized but in

advertisement translation more focuses on persuasion, clarity and impact. Translator must have knowledge of social and cultural context of target audience. The translator has to make various choices regarding the choice of words, word function, style, register tone etc all of which fit into the context of the advertisement. Advertisements are deeply influenced by cultural values, beliefs, trends and consumer behaviour. The primary aim of advertising translation is to convey the original message's intent and persuasive impact in the target language and culture. The translator must adapt the message in such a way that it aligns with the expectations, emotions and lifestyle of the target audience. This study focuses on translating from Hindi, a widespread language of commerce and media in India, to Marathi, a regional language with rich cultural depth and unique linguistic structures.

This research paper investigates the linguistic and cultural challenges of translating advertisements from Hindi to Marathi. Advertising translation goes beyond literal meaning; it involves preserving persuasive intent, cultural nuances, and socio-cultural values. Through analysis of real ad texts, the study identifies strategies used to maintain message effectiveness across language borders, discussing issues such as idiomatic expressions, cultural references, humor, and audience expectations. This research explores how translators navigate linguistic and cultural hurdles in Hindi to Marathi Translation.

2 Literature Review

Eugene Nida (1964) emphasizes the importance of dynamic equivalence, where the response of the target audience is prioritized over formal similarity. Nida's translation theory draws upon multiple disciplines such as linguistics, lexicology and other related fields. His translation theory is not established or unchangeable, but is constantly evolving on the basis of theories in other disciplines. Unlike technical translation, advertising translation prioritizes persuasive intent. According to Nida's Dynamic Equivalence Theory, translation should evoke the same response in the target audience as in the source audience. This principle is central to advertisement translation. In the *Theory and Practice of Translation*, Nida and co-author Taber gave a textbook definition of translation: Translation refers to the reproduction of source language information in the receiving language with the closest natural equivalence.

According to the principles of dynamic equivalence, translation should recreate the source message in the target language with close attention to both semantic content and stylistic features, ensure naturalness and clarity. This approach to translation prioritizes communication, ensuring that the translated text delivers the same message and effect as the source text through natural and equivalent expression.

Peter Newmark (1988) highlights that advertising translation requires communicative translation rather than semantic translation. Cook (2001) views advertising as a discourse shaped by culture, ideology, and social context.

Previous studies suggest that advertising translation relies heavily on transcreation, a process that allows creative rewriting to preserve emotional impact. Indian scholars have also pointed out the increasing use of code-mixing and localization in regional advertising. This research builds upon these theoretical foundations by focusing specifically on Hindi-to-Marathi advertising translation.

Vermeer in 1978 had first proposed Skopos theory in his book *Framework for a general Translation Theory*. The basic approach of this theory is to apply the concept of "Skopos" to translation theory. According to theory, the end justifies the means of the translation⁽⁵⁾ the translator's frame of reference in the whole translation process should not be the original text and function emphasized by the reciprocal translation theory, but one or several communicative functions to be achieved by the translated text in the translated culture, and the primary principal should be to realize the intended function of the translated text in the translated

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culture. The Skopos theory has an extremely important position for guiding certain specific genres, especially advertising texts.

3 Research Methodology

This paper follows a qualitative and descriptive research methodology. A Purposive sampling method has been used to select popular Indian advertisements originally created in Hindi and later adapted into Marathi. The advertisements have been analyzed on the basis of-

- Language structure
- Cultural references
- Emotional appeal
- Degree of Transcreation

Translation Techniques Used in Hindi-Marathi Advertisements

1. Transcreation
2. Cultural Adaptation
3. Code-Mixing
4. Use of Colloquial Language

1. Transcreation:

Transcreation is a process of translation, rather than a docile transference of meaning from one linguistic system to the other, becoming a retelling by the translator in another language. Transcreation refers to taking the message written in one language and reworking it to make it more resounding with another language. While this seems a lot like what a translator does, the two terms are not substitutable. Translation is focused on imitating the subject matter, transcreation is engaged with reconstructing its effect. Transcreations means making significant alteration to the source text. Transcreation is more than exact grammar structure or verbatim. One can create unique, original, and creative content as long as it includes the spirits and actions to engage with the brand. It involves recreating the message of the source advertisement in the target language while retaining its intent, tone, and emotional appeal.

Example- 1 Let's consider the advertisement of Cadbury dairy milk

Hindi tagline - “कुछ अच्छा हो जाए, कुछ मीठा हो जाए” (*Kuch Achha Ho Jaye, Kuch Mitha Ho Jaye*) (image 1)



Image 1

Marathi tagline - “काही चांगलं करूया, तोंड गोड करूया” (*kahi changla kruya, tond god kruya*) (image 2)
(Let's do something good, Let's have something sweet)



Image 2

The Hindi Language tagline “कुछ अच्छा हो जाए, कुछ मीठा हो जाए” (**Kuch Achha Ho Jaye, Kuch Mitha Ho Jaye**) literally means “Let’s do something good, Let’s have something sweet.” However, in the context of advertising it suggests celebrating special moments, sharing happiness, expressing affection, marking achievements or festivals.

In the Marathi advertisement “काही चांगलं करुया, तोंड गोड करुया” (*kahi changla kruya, tond god kruya*). It is also treated literally as “Let’s do something good, Let’s have something sweet.” It maintains the same celebratory tone, same emotional warmth, the same cultural association of sweets with joy. The core message remains intact, even though the structure is slightly adapted to sound natural in Marathi.

2. Cultural Adaptation

Advertising campaigns must resonate with diverse audiences. Cultural adaptation ensures that marketing messages, visuals, and branding align with local norms, values, and preferences. Cultural adaptation modifies expressions to suit regional cultural values and emotional sensibilities.

Example- 2 Life Insurance Corporation of India (LIC)

Hindi tagline: “अपनों के लिए” (*Apano ke liye*)

Marathi tagline: “आपल्या माणसांसाठी” (*Aaplya mansansathi*)

The Marathi phrase carries a stronger emotional resonance among Maharashtrian audiences.

3. Code-Mixing

Code mixing happens when words or phrases from one language are inserted into another within a single sentence. Code switching and other related language use phenomena occurs in all linguistic situations, monolingual or bilingual situations. A person who knows more than one dialect uses different codes. A person who belongs to one particular dialect may use a standard code in formal situations or with his friends. At the same time, he may change the code. In a bilingual situation also code switching occurs. A person who knows two languages may know the cultural background of both the languages and sometimes become proficient in both the languages.

Example-3 Let’s consider the example of Coca-Cola advertisement

Hindi tagline: ठंडा मतलब (*Thanda matlab*)

Marathi tagline: महाराष्ट्राची असली चाँईस (*Maharashtra chi asli choice*)



Image 3

Effect: Connects the global brand with local culture.

4. Use of Colloquial Language

Colloquial language includes slang, idioms and informal registers- serves as a vital tool to bridge the gap between a brand and its target audience. Advertisements prefer spoken Marathi over formal Language to enhance relatability.

Example-4

Hindi tagline : *हर कदम आपके साथ* (har kadam aap ke sath)



Image 4

Marathi tagline : *प्रत्येक पावलाला तुमच्या सोबत* (pratyek pawalala tumchya sobat)



Image 5

It emphasize values such as innocence and growth, demonstrating cultural reinterpretation

4 Findings and Discussion -

The study shows that literal or word to word translation often fails in advertising because it does not capture cultural nuances, emotional tone, or contextual meaning. Advertising language is persuasive, emotional and culturally embedded. The success of transcription and code mixing indicates that advertising language is dynamic and adaptive. It reflects social realities, evolving identities and regional diversity. Therefore, effective advertising translation in Marathi is not only about linguistic equivalence but about cultural resonance and emotional engagement.

5 Conclusion

Translating advertisements from Hindi to Marathi is not merely a linguistic exercise but a multidimensional process that integrates language, culture, psychology and regional identity. This paper highlights that effective translation in advertisement goes beyond liberal word to word conversion and instead requires cultural adaptation, emotional alignment, and strategic communication planning.

1. **A Marketing Strategy Perspective** - Advertising agencies increasingly prioritize translations into regional languages to enhance reach and audience engagement. In a Linguistically diverse country like India, universal brands actively localize campaigns to connect with regional consumers. Translating advertisement into Marathi allows companies to penetrate deeper into Maharashtra's market by making messages more relatable, trustworthy, and emotionally resonant. Regional translations are not only cost effective strategies for expanding consumer bases but also essential tools for brand localization and market segmentation.

2. **Cultural Perspective** - Marathi translations must reflect local traditions, values, idioms, and socio-cultural nuances. Direct translations often fail to convey the same emotional depth or contextual relevance. Cultural adaptation ensures that advertisements respect local sentiments, festivals, family structures, and lifestyles patterns. This cultural sensitivity strengthens consumer identification with the brand and prevents miscommunication or cultural disconnect.

3. **Psychological Perspective**- Consumers tend to respond more positively to messages communicated in their mother tongue. Language influences perception, trust, and decision-making. Advertisements translated effectively into Marathi evoke familiarity and emotional comfort, which enhances persuasion and recall value. Emotional appeal becomes stronger when conveyed in a language deeply rooted in personal identity.

4. **Impact on Audience**- The overall impact of advertisement on the audience depends largely on how successfully the message is adapted linguistically and culturally. Well-translated advertisements enhance brand loyalty, consumer engagement, and product acceptance. Poor translations, on the other hand, may lead to confusion, reduced credibility, or negative brand perception.

5. **Linguistic Skills**- Finally, the linguistic skills of content writers and translators significantly influence the success of translated advertisements. A skilled translator must process not only proficiency in both Hindi and Marathi but also cultural awareness, creativity, and marketing insight. The ability to adopt tone, style, idiomatic expressions and persuasive techniques determines whether the advertisement retains its original impact or loses its communicative strength.

In conclusion, the translation of advertisements from Hindi to Marathi represents a dynamic intersection of language, culture and marketing strategy and psychology. Effective regional

translation enhances audience engagement, reinforces cultural identity, and contributes to the overall success of advertising campaigns in regional markets.

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Image 1 & Image 2 Cadbury dairy milk

https://www.behance.net/gallery/71806575/Multilingual-Calligraphy-for-Cadbury-Dairy-Milk?locale=tr_TR

Image 3 Coca-Cola Advertisement

<https://www.linkedin.com/pulse/matlab-branding-from-thanda-10-minutes-semiotics-shortcut-joshi-puwnc>

Image 4 Paragon Hindi Advertisement

<https://www.facebook.com/Paragonfootwear/photos/d41d8cd9/6259686460757225/>

Image 5 Paragon Marathi Advertisement

<https://www.facebook.com/Paragonfootwear/posts/at-paragon-footwear-we-believe-in-building-relationships-that-last-a-lifetime-on/6287702907955580/>

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