



## Translation and Adaptation of Advert for Russian Magazine (report)

**Objective:** translate the advert to Russian for publication in the local marine magazine. The challenge of the translation was the tagline that had to be modified using a typical Russian expression or proverb.

**Target audience:** marine industry specialists

**Category:** hardware.

## **ABB ad draft in English:**

Driving shipping and energy into new frontiers?

Certainly.

Technology from ABB has opened up new trade routes and possibilities in the far north. Azipod® propulsion from ABB drives commercial ships through oceans that used to require ice breaking, and makes new business possible in Arctic areas. Close partnership between ABB and bold shipping and energy companies will continue to create economic opportunities. In the toughest elements, reliable and powerful electric propulsion technology from ABB has proven itself over and over again. [www.abb.com](http://www.abb.com)

## **Our translation to Russian:**

Прорубить окно в Арктику для нефтегазовых проектов?

Поможем.

Технология ABB открывает новые торговые маршруты на Крайнем Севере. Электрический движитель Azipod® позволяет коммерческим судам преодолевать арктические льды без ледокольного сопровождения. Это дает нефтегазовым компаниям новые возможности для освоения арктических месторождений. Кроме того, сотрудничество ABB с передовыми транспортными компаниями открывает новые перспективы в области освоения Северного морского пути. В суровых условиях плавания пропульсивный комплекс ABB подтверждает свою надежность и мощь снова и снова. [www.abb.com](http://www.abb.com)

## **Our linguistic approach:**

The tagline in Russian starts with the phrase “Прорубить окно в” which refers to Pushkin’s phrase about Peter the Great having, with the foundation of St Petersburg, “cut a window through on Europe”. The latter phrase is popular in Russian and can be found in contexts telling about revolutionary changes, establishing new trade, communication routes, etc. Besides, the phrase is semantically close to the idea of icebreaking.

Our proposed Russian tagline is translated as:

Cut a window through on Arctic for shipping and oil-gas projects? Certainly.