

Role-based Prompting for Translation: A Study on Language Style and Translation Technique of Airline Slogan Translation Generated by ChatGPT

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Abstract

A recent popular topic of interest in the study of ChatGPT as an AI translation technology is the quality of its translations and the factors influencing its ability to meet users' expectations. However, translation studies focusing on role-based prompting for translation remain underinvestigated, particularly those involving advertising materials such as airline slogans. This study explores a novel prompting strategy for ChatGPT by assigning role-based prompts using a persona pattern to translate English airline slogans into Indonesian. Airline slogans were purposely chosen for their typical memorability, differentiation, and emotional connection to retain global customers by emphasizing safety, comfort, or unique services. It aims to identify the typology of language style and translation techniques that emerged from the translations generated by ChatGPT. These two aspects are significant to study due to slogans' typical syntactic structures and linguistic choices that shape them, and the need to improve understanding of AI's translation behavior when translating slogans. Within the qualitative research design, the researchers conducted four stages: the prompt design stage, the ChatGPT translation generation stage, the data coding stage, and the analysis of language style and translation technique stage. First, ChatGPT 4.0 was commanded to translate 30 pieces of data of English international airline slogans collected from various online information sources, including the airlines' official websites, into Indonesian using the "skilled translator" prompt (Prompt 1) and "translation professor" prompt (Prompt 2), which basically represents two expert professions from industry context and academic context. Their Indonesian translations generated by ChatGPT 4.0 were then coded and examined using comparative translation methods. To identify the types of language style and translation techniques appearing from the perspective of each role, Grey's (2008, as cited in Munder, 2024) theory of language style types, Shi's (2014) linguistic components of slogans, and Li's (2025) five techniques of translating slogans were applied. The findings reveal that when prompted with Prompts 1 and 2, ChatGPT generates outputs that reflect the viewpoint of each role. Prompt 1 produces shorter, catchier phrases and exhibits some colloquial lexical choices suited to advertising needs, although it tends to use more literal translation techniques. Prompt 2 leans towards semantic fidelity, using slightly longer words and a more alliterative, grandiose touch to achieve poetic appeal. Unexpectedly, under both prompts, ChatGPT employs literal and free translation as its predominant techniques. This study contributes theoretically by providing more empirical evidence on role-based prompting for translation and by optimizing ChatGPT prompt training to improve ChatGPT's creativity in translating advertising materials. Practically, it assists ChatGPT's everyday users in efficiently generating real-time outputs that nearly meet their expectations. Nevertheless, it is reassuring that ChatGPT's outputs align with the airlines' values and identities behind their slogans, but this still needs to be done.

Keywords: airline slogan; AI translation; ChatGPT; role-based prompts

INTRODUCTION

Recent advances in generative artificial intelligence (AI)—particularly large language models (LLMs) such as ChatGPT—have opened new possibilities for studying translation as a context-sensitive, role-dependent act. Its use has gained significant attention in marketing translation, including advertising slogan translation. ChatGPT, as one of the most popular AI-driven translation tools, has a key feature: the ability to use prompts, which enable users to guide the translation process with specific instructions. Unlike traditional translation systems, this AI-assisted translation technology can simulate varied translator personas through *role-based prompting*, allowing researchers to explore how linguistic style and translation strategy or technique shift according to assigned roles (e.g., “professional translator,” “advertising copywriter,” or “translation professor”). This approach resonates with Kozanda’s (2023) concept of *linguistic engineering*, which holds that language can be strategically shaped to fulfill persuasive purposes. While prompting allows users to guide AI-generated output, its effectiveness in maintaining translation accuracy and linguistic creativity remains a subject of investigation, particularly in creative translation. Previous research exploring advertising slogans using AI is limited because it merely focuses on the strengths and weaknesses of ChatGPT translations, such as those for beauty product slogans (Puppel & Borg, 2025). Other studies examine human translations of advertising slogans of general products (Jiang, 2023; Komljenovic, 2017; Li & Xiao, 2020; Gorski, 2018; Nguyen et al., 2024). Some studies focus on analyzing translation challenges and strategies (Komljenovic, 2017; Li & Xiao, 2020; Gorski, 2018; Nguyen et al., 2024).

Advertising slogan translation is a field where linguistic precision meets creative adaptation. Nguyen et al. (2024) expand on this statement using Newmark’s (1988) framework, identifying “free translation” and “communicative translation” as the dominant methods for rendering English slogans into Vietnamese. Their findings emphasize the need for flexible strategies that accommodate the cultural aspects and rhetorical expectations of the target market rather than unchangeable linguistic correspondence. In line with Nguyen et al. (2024), Bondarevska (2019) elaborates that the development of “functional and cultural approaches” has further shifted slogan translation from a simple text transfer to an act of cross-cultural communication. Moreover, slogan translation within the context of airline discourse features such as lexical metaphors and transitivity systems that play crucial roles in maintaining brand identity and emotional appeal across languages (Chueasuai, 2022). Chueasuai’s (2022) findings show that linguistic and affective equivalence, rather than literal similarity, determines the success of slogan translation in commercial contexts. The effectiveness of slogan translation is examined by Lim and Loi (2015). Their Macao-based study finds that audiences tend to reject word-for-word slogan translations due to unacceptable syntax and reduced persuasive appeal. Although these studies offer insightful information about effective slogan translation from a human-translation perspective, they leave unanswered the question of how AI-assisted translation tools may replicate or improve such translation techniques. Thus, there is room for further analysis of airline slogan translations from the perspective of AI-assisted translation technology, by examining a role-based prompting as a methodological innovation for examining ChatGPT’s translation of airline slogans, focusing on its use of language style and translation techniques. It specifically explores how ChatGPT 4.0-driven translations generate advertising slogan translations when guided by two distinct role-based prompts.

The urgency to investigate ChatGPT’s role-based prompts for slogans stems from the scarcity of empirical studies on role-based prompts for the translation of slogans, particularly airline slogans. In addition, the abundance of slogan materials, which serve as essential branding tools that retain their persuasive and emotional appeal across languages, often leaves their translation dependent on human translators. In contrast, AI translation technology continues to evolve and awaits utilization. Airline slogans are chosen as the subject of this study due to their typical memorability, differentiation, and emotional connection, which help retain global customers in terms of safety, comfort, and unique services. The uniqueness of a slogan could make an airline stand out in a competitive market by emphasizing its specialty.

Thus, this study proposes a novel approach to ChatGPT translation by assigning role-based prompts to explore ChatGPT's potential as a context-specific translation tool. This study is conducted to achieve two main objectives. First, it aims to reveal and contrast ChatGPT's responses to two different role-based prompts when translating English airline slogans into Indonesian. Second, it identifies the language style and translation strategies that emerged from the perspectives of the "skilled translator" and "translation professor" roles. By doing so, this study will provide insights into the potential of the AI language model to master the art of role-based prompting. The findings will also be valuable for optimizing ChatGPT prompt training to unlock new levels of ChatGPT creativity in translating advertising materials, as well as enriching empirical studies on role-based prompting for translation.

METHOD

This study is a qualitative study that applies role-based prompting as its methodological approach and centers on: 1) 30 English airline slogans of 2025 (STs) collected in July 2025 and from various online information sources, including the airlines' official websites. The slogans were purposely selected for their strong position as the largest and most popular airline companies across five continents, with popularity and global standing determined by the Skytrax World Airline Awards 2025 ranking. This benchmark utilizes the world's largest independent passenger satisfaction survey that evaluates comprehensive service and product quality indicators worldwide; and 2) two Indonesian translation versions of those slogans (TTs) generated from ChatGPT 4.0, which were commanded two distinct role-based prompts: "skilled translator" prompt and "translation professor" prompt. *Role prompting*, categorized as a manual prompting technique, involves assigning a role model that influences the tone, formality, and depth of the output, and is commonly used to adapt responses to specific audiences (Anam, 2025). The role-prompting technique was chosen because it is best suited to everyday users, including educators and students, who benefit from immediate feedback from ChatGPT. The researchers conducted five stages in this study: prompt design stage; ChatGPT's translation generation stage; data coding stage; analysis of language style stage; and analysis of translation technique stage.

First, the researchers designed two role-based prompts, "skilled translator" prompt and "translation professor" prompt, by taking into account their expertise within two distinct working contexts, namely industry context and academic context. The prompts were designed by: 1) formulating the prompts by explicitly stating the description of the roles' context, the roles' experience and expertise, instruction, and output (see Table 1); and 2) consulting and validating the prompts with an expert. The expert validating the prompts is an Associate Professor of Applied Linguistics with a Ph.D. in Language Interpretation and Translation and 20 years of teaching and research experience. He has published numerous academic research articles in linguistics, AI-assisted translation, and translation technology, making him qualified to assess the prompt's appropriateness.

Table 1. Prompt Design

Role-based prompt	Prompt
Prompt 1: skilled translator	You are a highly skilled translator with 15 years of experience in creative translation, working for translation agencies or language service providers. You possess a combination of linguistic, cultural, and technical expertise to convey meaning accurately across languages. You are proficient in both source and target languages, understand cultural nuances, and utilize translation tools effectively. Translate these airline slogans into Indonesian that are catchy adaptations for marketing purposes. Generate the best slogan translation of every airline slogan.
Prompt 2: translation professor	You are a translation professor with 15 years of experience in translation teaching and research. You have been teaching courses on translation theory and practice, as well as the cultural aspects of language transfer. You also often research translation-related topics and supervise students pursuing translation studies. Translate these airline slogans into Indonesian that are

catchy adaptations for marketing purposes. Generate the best slogan translation of every airline slogan.

This second stage is ChatGPT's translation generation stage. In this stage, the STs were inserted into ChatGPT 4.0's text box in batches, following the prompts. The free version of ChatGPT 4.0 was used because it ranked among the top AI tools in surveys conducted during February-October 2025 (Fischer, 2025; Baily, 2025; Singh, 2025). The prompts were written in English because most Large Language Models (LLMs) are trained on English-language data (Szumilo, 2025). Moreover, as written in the last sentence of both prompts, "Generate one best slogan translation of every airline slogan", ChatGPT's outputs were restricted to one translation version.

The third stage is data coding. The STs were first coded by their sequence numbers, continental locations, and sentence-structure types. The types of sentence structure refer to Crystal & Davy's (1969, as cited in Podolonovičová, 2021) categories of actual sentence structures in advertising slogans. They are Major Sentences that include imperative sentences, interrogative sentences, and statements, and Minor Sentences – short, incomplete clauses that do not have a subject, a verb, or both, but still convey a full meaning. For instance, Lufthansa's airline slogan was coded "01-Eu-Imp", meaning that the slogan is the number one slogan inserted into ChatGPT, that the airline is located in Europe, and that it has imperative sentence structure. The complete codes are listed as follows:

Eu : Europe
 Asia : Asia
 Ame : America
 Afr : Africa
 Aus : Australia
 Imp : Imperative Sentence
 State : Statement
 Min : Minor Sentence

Next, ChatGPT's output generated from the "skilled translator" prompt was named Target Text 1 (TT1), and that produced from the "translation professor" prompt was referred to as Target Text 2 (TT2). A comparative translation method was employed by comparing TT1 and TT2 to identify the language style and translation techniques evident in each translation. The fourth stage is the analysis of language style, which was examined using Grey's (2008, as cited in Munder, 2024) language style theory and Shi's (2014) theory of the linguistic components of an advertising slogan. In the last stage, translation techniques were examined using Li's (2025) theory of translating slogans.

ANALYSIS

Airline Slogan Linguistic Components Analysis

Analysis of the ST's linguistic components is necessary because it represents the first stage of Nida's and Taber's (2003) translation process, i.e., the ST analysis stage. It is done to explain the characteristics of linguistic components of airline slogans. In doing this, Shi's (2014) theory on linguistic components of airline slogans was employed, which covers lexical features, sentence structure, and rhetorical features. According to him, lexical features typically used in slogans include the use of original words to show that the product is special and novel, and the insertion of misspelled words or abbreviations into a slogan to make its special meanings easier to remember in specific contexts. Focusing on the original slogan, the majority of the English airline slogans exhibit the use of unique words to differentiate their product image, for example in India's IndiGo airline slogan "Go IndiGo" and SpiceJet "Red. Hot. Spicy.", Kuwait Airways' "Where east meets west", Philippine's "The heart of the Filipino", and United Arab Emirates' "From Abu Dhabi to the World". Unlike common adjectives used to direct customers' preference, such as *great*, *better*, *perfect*, *unforgettable*, *safe*, and *cheap*, airline slogans tend to reveal the values of unforgettable flying by frequently using words or phrases like *memorable journeys*, *journey with a caring smile*, *enjoy the sky*, and *going places together*. In addition, specific words related to airline context are most frequently used in the slogans: *fly*, *flight*, *journey*, and *world*. However, the original airline slogans contain no misspelled words or abbreviations.

The second linguistic feature of a slogan is sentence structure. It is often suggested that advertising slogans should be brief, attractive, and use simple sentences (Nida & Taber, 2003). At this syntactic level, the original airline slogans meet this criterion. Simple sentences are presented in imperative sentences (11 data) and statements (4 data), which support Myers's (1944, as cited in Podolonovičová, 2021) theory, which states that advertising slogans predominantly include imperative sentences. The rest (15 data) are in the form of minor sentences – elliptical clauses that miss the verb or another element (Podolonovičová, 2021) – that are more frequently employed in phrases, adjectives, adverbs, and clauses. For instance, Singapore Airlines' *"A Great Way to Fly"* and Qatar Airways' *"Going Places Together,"* which rank first and second on the 2025 World Airline Awards list, use minor sentences. Although grammatically incomplete, these sentences are effective in evoking emotion and prestige. Conversely, Emirates' *Fly Better*, ANA's *Inspiration of Japan*, Japan Airlines' *Fly into Tomorrow*, and Turkish Airlines' *Widen Your World*, which rank third to sixth, use imperative structures that explicitly command the audience to take action. These slogans are energetic and persuasive, calling customers to accept better service, travel to the future, or embrace a broader scope of culture. Meanwhile, statement slogans such as Air France's *"France is in the Air"* are more declarative, making an explicit connection between the airline's identity and national pride or customer-centered values. The combination of changes in syntactic levels displays various rhetorical strategies: minor sentences create prestige and intimacy, imperatives prompt action, and statements define who one is.

In terms of rhetorical features, Shi (2014) emphasizes the importance of employing rhetorical devices such as rhyme, repetition, rhetorical questions, idioms, and personification in advertising slogans. The airline slogans in this study also employ several of these features to enhance emotional appeal and memorability. Personification appears in slogans such as Saudia's *"The Wings of Kingdom's Vision 2030,"* Qantas' *"Spirit of Australia,"* and Philippine Airlines' *"The Heart of the Filipino."* By giving human qualities to abstract concepts like *wings*, *spirit*, and *heart*, these slogans transform airlines into living symbols of national pride, warmth, and progress. Simile is found in Thai Airways' *Smooth as Silk*, which compares the flying experience to the softness of silk, suggesting elegance, comfort, and luxury while also reflecting Thailand's cultural association with silk craftsmanship. Hyperbole occurs in AirAsia's *Now Everyone Can Fly*, an intentional exaggeration that underscores the airline's mission to make air travel affordable and accessible, inspiring optimism and a sense of empowerment.

Meanwhile, idioms in slogans such as Lufthansa's *"Say Yes to the World"* and Turkish Airlines' *"Widen Your World"* convey encouragement and openness, inviting passengers to embrace exploration and global connection through the airlines' services. Overall, these figurative devices function collectively to strengthen the persuasive power and emotional resonance of airline slogans. Together, they make the slogans sound more poetic, memorable, and engaging. Through the creative use of these rhetorical features, airlines successfully build brand personalities that evoke pride, trust, and aspiration, which transform short linguistic expressions into powerful tools of persuasion that connect emotionally with global audiences.

In addition, rhymed slogans add musicality, rhythm, and memorability. India's *Go IndiGo* employs internal rhyme through the repetition of the *-go* sound, producing a playful, upbeat rhythm that matches the airline's youthful and energetic branding. Kuwait Airways' *"Where East Meets West"* uses partial rhyme and balanced alliteration (*the w* sounds in "where" and "west") to emphasize cultural connection and harmony, symbolizing the airline's role as a bridge between regions. ANA's *Sustain Together, Inspire Forever* features an end rhyme (*together-forever*) that reinforces unity and continuity, aligning with the airline's sustainability vision and long-term commitment to excellence. Through rhyme, these slogans become more rhythmic, easier to recall, and emotionally engaging, helping them stand out in customers' minds.

Comparative Analysis of ChatGPT's Translation Output Under Prompt 1 vs Prompt 2

This section analyzes the stylistic variations and translation techniques in ChatGPT's Indonesian translations of English airline slogans, using two distinct prompts: Prompt 1, which frames ChatGPT as a professional translator, and Prompt 2, which frames ChatGPT as a translation professor. Based on the analysis, the comparison offers insight into how role-based prompting

influences linguistic decisions in the translation of airline slogans. The summary is provided in Table 2.

Table 2. The Highlight of Language Style Analysis Result by Role

Feature	English	Indonesian	
		Prompt 1	Prompt 2
Style	Poetic, evocative, rhetorically rich	Dynamic, concise, market-friendly	Formal, descriptive, balanced between grammatical completeness and rhetorical features
Key language style			
a. Ambiguity	15	13	14
b. Hyperbole	15	13	14
c. Imperative	14	12	12
d. Colloquial	15	13	14
e. Ellipsis	11	9	8
f. Incomplete sentence	12	10	9
g. Association	10	9	10
h. Neologism	1	2	1

Language Style Analysis

The analysis of language style is conducted using Grey's (2008, as cited in Munder, 2024) theory. Under Prompt 1, ChatGPT consistently delivers a dynamic, concise, and market-friendly style, using more colloquial words to create engaging, emotive expressions appropriate for Indonesian promotional discourse. In this study, the term "dynamic" is placed within the concept of "dynamic equivalence", which focuses on conveying meaning rather than adhering strictly to word-to-word translation (Nida & Taber, 2003). It involves reproducing the meaning of English airline slogans by prioritizing naturalness while retaining the essence of the original text message. This is in line with Gorski's (2018) statement that slogan translation requires substantial changes and creativity, and that the form of the original slogan is not always preserved. The analysis shows that ChatGPT can dynamically translate source texts, using words that are noticeably distinct from their original forms. Specific syntactic and lexical features support this dynamic style. As shown in Table 2, Prompt 1 is characterized by higher frequencies of ellipsis and incomplete sentences, which create succinctness and facilitate consumer recall. The use of imperative and colloquial language reinforces the direct, action-oriented tone. Lexically, Prompt 1 exhibits a higher frequency of neologisms, reflecting a creative, market-friendly approach that introduces novelty to enhance consumer appeal. Conversely, Prompt 1 shows slightly lower frequencies of ambiguity, hyperbole, and association compared to Prompt 2, indicating a preference for directness and clarity over interpretive richness.

Prompting ChatGPT with a skilled translator persona yields a translation that prioritizes transcreation, emphasizing catchiness over literal faithfulness, even when the words differ dramatically from the original. This is obvious in the translation of Lufthansa's *Say yes to the world - Ayo, Jelajahi Dunia!*, Etihad Airways' *From Abu Dhabi to the World - Dari Abu Dhabi Menyapa Dunia*, Scoot Tigerair's *Escape the Ordinary - Tinggalkan yang Biasa, Rasakan yang Luar Biasa*, Cebu Air's *Let's Take to the Sky - Mari Menembus Langit!*, and American Airlines' *Let Good Take Flight - Biarkan Kebaikan Terbang Tinggi*. The examples also demonstrate ChatGPT's ability to produce translations with rhetorical elements, as evidenced by the use of figurative expressions in the slogan translations, including *Biarkan Kebaikan Terbang Tinggi*, *Dari Abu Dhabi Menyapa Dunia*, *Kami Membuat Semua Bisa Terbang*, and *Sayap dari Visi Kerajaan 2030*.

Another typical finding in ChatGPT's performance, when commanded by Prompt 1, lies in the production of concise translations. It indicates brevity in communicating the airline slogan translation, using the fewest possible words while avoiding extra words, and the translation does

not lose accuracy, even though it is expressed briefly. The measurement of the "content words" aspect is broken down from Kohli's (2006, as cited in Podoloničová, 2021) theory, saying that "good slogans finish the job in 7-8 words," as well as Luchies' (2019) stating that a good slogan typically consists of 3 to 6 words, with an absolute maximum of 7 to 8 words. This conciseness is achieved through syntactic features such as ellipsis and incomplete sentences (Grey, 2008, as cited in Munder, 2024), which allow the omission of redundant words while preserving the core message. These features enable the translator to prioritize brevity and memorability as the key characteristics of effective advertising discourse. Compared to the outputs for Prompt 2, some data on this issue exhibit shorter word lengths while still retaining the original slogan's message (See Table 3).

Table 3. Comparison of ChatGPT's Performance in Generating Concise Translation

Data Number	Airline	Slogans	Output for Prompt 1	Output for Prompt 2
02-Eu-State	Air France	Elegance is a journey. Air France	<i>Anggun dalam Setiap Perjalanan – Air France</i>	<i>Keanggunan Ada di Setiap Perjalanan – Air France</i>
01-Eu-Imp	Lufthansa	Say yes to the world	<i>Ayo, Jelajahi Dunia!</i>	<i>Ayo Jelajahi Dunia Tanpa Batas</i>
07-Asia-Imp	Cathay Pacific Airways	Move Beyond	<i>Melangkah Lebih Jauh</i>	<i>Melampaui Batas, Menyongsong Dunia</i>
08-Asia-Imp	Cebu Air	Let's Take to the Sky	<i>Mari Menembus Langit!</i>	<i>Mari Menyapa Langit Bersama</i>
18-Asia-State	Lion Air	We make people fly	<i>Kami Membuat Semua Bisa Terbang</i>	<i>Kami Membuat Semua Orang Bisa Terbang</i>
19-Asia-Min	Philippine Airlines	The Heart of the Filipino	<i>Hati Orang Filipina</i>	<i>Jantungnya Keramahtamahan Filipina</i>
27-Ame-Min	Delta Airlines	100 Years, Still Fly	<i>100 Tahun, Tetap Mengudara.</i>	<i>100 Tahun dan Terus Mengudara</i>

The last distinguishing characteristic under Prompt 1 is ChatGPT's tendency to replace metaphorical English words with easily digestible Indonesian words. It could be seen in EgyptAir's "Enjoy the Sky," which is rendered as "Nikmati Indahnya Langit," where the metaphorical phrase "enjoy the sky," meaning to find joy in the experience of flying and to emphasize a dreamlike feeling rather than just a means of travel, is translated into more comprehensible Indonesian words. The additional word *indah* in the translation *Nikmati Indahnya Langit* makes the meaning easier to grasp due to its explicit focus on the aspect of enjoyment, i.e., *the beauty of the sky*. This technique reflects the lexical feature of simple vocabulary, ensuring broad accessibility through easily understood words. The addition of *indah* also demonstrates hyperbole, as it emphasizes the sky's beauty to create a more vivid and appealing image for consumers.

Other data under this condition are Lufthansa's "Say yes to the world" and Cebu Air's "Let's Take to the sky," which are consecutively translated as "Ayo, Jelajahi Dunia!" and "Mari Menembus Langit!" Through the slogan "Say yes to the world," Lufthansa wants to inspire people to say "Yes" to new adventures by booking their flight and turning their travel dreams into reality. ChatGPT straightforwardly conveys the intended meaning of the slogan in the common Indonesian phrase "Ayo, Jelajahi Dunia!" Here, the use of colloquial language (Ayo) and imperative mood creates a direct, engaging tone that aligns with Grey's (2008, as cited in Munder (2024) syntactic features for consumer-oriented discourse. In addition, Cebu Air's "Let's Take to the Sky" is a literal call to action for air travel, with the phrase interpreted as an invitation to fly and see the world, particularly through the key word "take" (to the sky). ChatGPT explicitly renders the word "take" as "menembus (langit)," meaning to travel distantly in the sky. This translation employs hyperbole, as *menembus langit* (piercing the sky) exaggerates the act of flying, creating a dramatic, adventurous quality that captures consumer attention. This result resonates with Yamada's (as cited in Puppel & Borg, 2025) research finding, which gives specific instructions focusing on literary devices. He finds that ChatGPT could demonstrate enhanced performance in certain creative aspects.

In contrast, Prompt 2 elicits a slightly more formal, descriptive style of language. While still oriented to marketing, the translations reflect a more cautious tone that often explicates the figurative expressions of the original texts. As a result, ChatGPT tends to produce longer translations with explanatory constructions, reflecting the academic tendency to narrate meaning. This formal and descriptive style is supported by specific syntactic and lexical features (Grey, 2008, as cited in Munder, 2024). As shown in Table 2, Prompt 2 exhibits higher frequencies of ambiguity, hyperbole, colloquial language, and association. These features reflect a preference for rhetorical richness and interpretive depth. However, Prompt 2 demonstrates lower frequencies of ellipsis and incomplete sentences, indicating a preference for grammatical completeness over structural compression. Let us take the example of datum 01-Eu-Imp, where Lufthansa's slogan "Say yes to the world" is translated as "Ayo Jelajahi Dunia Tanpa Batas". Compared to the translation under Prompt 1 *Ayo Jelajahi Dunia*, ChatGPT generates a longer one by adding the words *Tanpa Batas*. Another obvious example of the same case appears in datum 07-Asia-Imp, where the words *menyongsong dunia* are attached to the slogan translation of Cathay Pacific Airways' "Move Beyond". These examples indicate a trend of glossing figurative words to exaggerate translations merely to meet the requirements of rhetorical features in slogans.

In addition, Prompt 2 produces translations that balance grammatical completeness and rhetorical features. However, they are still considered less intimate and more institutional, which may reflect the assumed role of a professor who frequently demands clarity and accuracy. Lion Air's "We make people fly – Kami Membuat Semua Orang Bisa Terbang" is an example that reveals ChatGPT's ability to maintain the clarity and accuracy of the original slogan, particularly in translating the word "people" as "semua orang". This translation is slightly different from that generated by Prompt 1, where the word *people* is rendered as *semua*, implying that readers already understand it as *semua orang* (all people). This contrast highlights how Prompt 2 prioritizes grammatical completeness over the elliptical brevity favored by Prompt 1, reflecting a shift from incomplete sentences to full syntactic structure (Grey, 2008, as cited in Munder, 2024).

Another example can be seen in Philippine Airlines' slogan *The Heart of the Filipino*, " which is rendered into *Jantungnya Keramahtamahan Filipina*. ChatGPT precisely retains the meaning of the rhetorical feature of the original slogan, *the heart (of the Filipino)*, into *jantungnya*, but explicates it with the additional word *keramahtamahan* for explicitly linking *heart* with *hospitality*. This strategy reflects association (Grey, 2008, as cited in Munder, 2024), as it evokes positive imagery of Filipino warmth and hospitality, while also demonstrating a preference for explicit meaning over implicit inference. Translation with complete syntax is also apparent in datum 27-Ame-Min, since ChatGPT translates Delta Air Lines' slogan "100 Years, Still Fly" by adding the conjunction "dan" in its translation, "100 Tahun dan Terus Mengudara". Syntactically, this reflects the reduction of ellipsis and incomplete sentences in favor of structural completeness.

The findings on ChatGPT's stylistic shifts when commanded by two distinct personas reflect the AI technology's translation operation, which is more than linguistic variation. ChatGPT's outputs demonstrate how role-based prompts shape the functional objective of airline slogan translation through typical linguistic realizations such as word conciseness, structure length, and completeness of rhetorical devices. Prompt 1 aligns with commercial creativity and Prompt 2 with pedagogical completeness. The contrast supports Kozanda's (2023) idea that prompt engineering could well adjust and shape ChatGPT's language and translation priorities to fulfill particular purposes.

Translation Technique Analysis

This section elaborates on the research's findings and analysis of the typology of translation techniques. The choice of translation techniques is one of the key determiners of how effectively the message of the original airline slogans can appeal to the target audience. Referring to Li's (2025) advertising slogan translation theory, only three of the five translation techniques are identified in ChatGPT's text generation, i.e., literal translation, free translation, and creative translation. Table 4 below presents a comparison of ChatGPT's outputs and translation techniques for Prompt 1 and Prompt 2.

Table 4. Comparison of ChatGPT's Outputs and Translation Techniques for Prompt 1 and Prompt 2

Data Number	Slogans	Output for Prompt 1	Translation Techniques from Prompt 1	Output for Prompt 2	Translation Techniques from Prompt 2
01-Eu-Imp	Say yes to the world	<i>Ayo, Jelajahi Dunia!</i>	CT	<i>Ayo Jelajahi Dunia Tanpa Batas</i>	CT
02-Eu-State	Elegance is a journey. Air France	<i>Anggun dalam Setiap Perjalanan – Air France</i>	FT	<i>Keanggunan Ada di Setiap Perjalanan – Air France</i>	FT
03-Eu-State	Our sign is a promise	<i>Tanda Kami adalah Janji Kami</i>	LT	<i>Tanda Kami adalah Janji Kami</i>	LT
04-Asia-State	Now Everyone Can Fly	<i>Kini Semua Bisa Terbang!</i>	LT	<i>Kini Semua Bisa Terbang</i>	LT
05-Asia-Min	Time For Memorable Journeys	<i>Saatnya Menempuh Perjalanan Tak Terlupakan</i>	CT	<i>Saatnya Menorehkan Perjalanan Tak Terlupakan</i>	CT
06-Asia-Imp	Sustain Together, Inspire Forever	<i>Lestarkan Bersama, Menginspirasi Selamanya</i>	FT	<i>Bersama untuk Bumi, Menginspirasi Selamanya</i>	LT
07-Asia-Imp	Move Beyond	<i>Melangkah Lebih Jauh</i>	FT	<i>Melampaui Batas, Menyongsong Dunia</i>	FT
08-Asia-Imp	Let's Take to the Sky	<i>Mari Menembus Langit!</i>	CT	<i>Mari Menyapa Langit Bersama</i>	CT
09-Asia-Min	Journey with a caring smile	<i>Perjalanan Penuh Senyum dan Kepedulian</i>	FT	<i>Perjalanan Penuh Senyum dan Kepedulian</i>	FT
10-Asia-Min	Sharing the World, Flying Together	<i>Berbagi Dunia, Terbang Bersama</i>	FT	<i>Berbagi Dunia, Terbang Bersama</i>	FT
11-Asia-Imp	Fly Better	<i>Terbang Lebih Baik</i>	LT	<i>Terbang Lebih Baik</i>	LT
12-Asia-Min	From Abu Dhabi to the World	<i>Dari Abu Dhabi Menyapa Dunia</i>	FT	<i>Dari Abu Dhabi Menjelajah Dunia</i>	FT
13-Asia-Min	The wings of Kingdom's Vision 2030	<i>Sayap dari Visi Kerajaan 2030</i>	LT	<i>Sayap Visi Kerajaan 2030</i>	LT
14-Asia-Imp	Fly towards your dreams	<i>Terbang Raih Mimpimu</i>	FT	<i>Terbang Raih Mimpimu</i>	LT
15-Asia-Min	Red. Hot. Spicy.	<i>Merah. Pedas. Menggoda</i>	CT	<i>Merah. Panas. Pedas.</i>	LT
16-Asia-Imp	Go IndiGo	<i>Ayo Terbang Bareng IndiGo!</i>	CT	<i>Ayo Terbang Bersama IndiGo!</i>	CT
17-Asia-Min	Where east meets west	<i>Tempat Timur dan Barat Menyatu</i>	FT	<i>Persimpangan Timur dan Barat</i>	FT
18-Asia-State	We make people fly	<i>Kami Membuat Semua Bisa Terbang</i>	LT	<i>Kami Membuat Semua Orang Bisa Terbang</i>	LT
19-Asia-Min	The Heart of the Filipino	<i>Hati Orang Filipina</i>	LT	<i>Jantungnya Keramah-tamahan Filipina</i>	FT
20-Asia-Min	Going Places Together	<i>Bersama Menjelajahi Dunia</i>	FT	<i>Menjelajah Dunia Bersama-sama</i>	FT
21-Asia-Min	Flight Path to the Future: Focus, Adapt, Succeed	<i>Lintasan Masa Depan: Fokus, Adaptasi, Sukses</i>	LT	<i>Terbang Menuju Masa Depan: Fokus, Adaptasi, Sukses</i>	FT
22-Asia-Imp	Escape the Ordinary	<i>Tinggalkan yang Biasa, Rasakan yang Luar Biasa</i>	CT	<i>Lepas dari Rutinitas, Jelajahi yang Luar Biasa</i>	FT

23-Asia-Min	A Great Way to Fly	<i>Cara Terbaik untuk Terbang</i>	LT	<i>Cara Terbaik untuk Terbang</i>	LT
24-Asia-Min	Smooth as Silk	<i>Selembut Sutra</i>	LT	<i>Selembut Sutra</i>	LT
25-Asia-Min	Asia's Boutique Airlines	<i>Maskapai Butik Asia</i>	LT	<i>Maskapai Butik Asia</i>	LT
26-Ame-Imp	Let Good Take Flight	<i>Biarkan Kebaikan Terbang Tinggi</i>	FT	<i>Biarkan Kebaikan Mengudara</i>	FT
27-Ame-Min	100 Years, Still Fly	<i>100 Tahun, Tetap Mengudara.</i>	FT	<i>100 Tahun dan Terus Mengudara</i>	FT
28-Afr-Imp	Enjoy the Sky	<i>Nikmati Indahnya Langit</i>	FT	<i>Nikmati Indahnya Langit</i>	FT
29-Aus-Min	Spirit of Australia	<i>Semangat Asli Australia</i>	LT	<i>Semangat Sejati Australia</i>	LT
30-Eu-Asia-Imp	Widen Your World	<i>Luaskan Duniamu</i>	LT	<i>Luaskan Duniamu</i>	LT

Notes:

CT: Creative Translation

FT: Free Translation

LT: Literal Translation

Under Prompt 1, Skilled Translator Prompt, the analysis shows that free and literal translation are the most frequently used techniques, with 12 data points each (40% each). Moreover, ChatGPT applies creative translation to only six data points (See Figure 1). Applying free translation techniques, ChatGPT prioritizes cultural appropriateness, naturalness, and persuasive impact over strict adherence to the source text. Free translation allows the AI translation technology to adapt sentence structure, adjust expressions, and select vocabulary that resonates with the target audience while preserving the original intent. For example, the translation of *Move Beyond* as *Melangkah Lebih Jauh* maintains the original's aspirational tone while sounding smooth and motivating in Indonesian. Similarly, the translation of *Fly Towards Your Dreams* into *Terbang Raih Mimpimu* transforms a potentially stiff literal phrasing into a fluid and persuasive message. These cases demonstrate that free translation tends to be effective in maintaining functional equivalence, helping to ensure that the slogans are memorable, engaging, and culturally aligned, as highlighted by Li (2025).

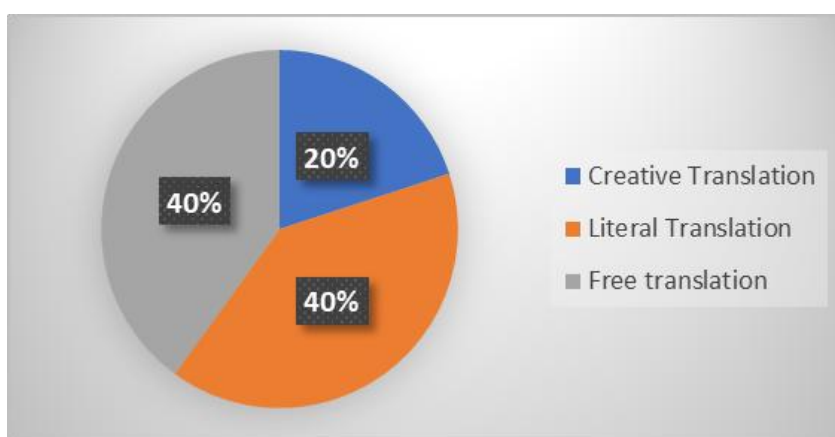


Figure 1. Percentage of translation technique applied by ChatGPT under Prompt 1

Literal translation is also the most frequent technique used by ChatGPT (12 data/40%). As Newmark (1988) says, “literal translation” – which involves converting source language grammatical structures into their closest target language equivalents while individually translating lexical words – must not be avoided, if it saves referential and pragmatic equivalence to the original. It is not simply

a word-for-word replacement but rather an attempt to find the nearest match in both meaning and structure. This technique is applied by ChatGPT when the source slogans are short, clear, and culturally neutral, allowing for a faithful rendering without losing readability. Literal translation preserves both the meaning and the structural simplicity of the original, which is crucial for concise advertising slogans. Examples include *Now Everyone Can Fly*, which is rendered as *Kini Semua Bisa Terbang!*, and *Fly Better*, which is rendered as *Terbang Lebih Baik*, which keep the sentences precise and universally understandable. According to Wang (2019), literal translation is particularly suitable for declarative slogans because it conveys information efficiently and credibly while retaining the brand's original tone and identity.

Creative translation appears less frequently (6 data points/20%) but plays a critical role in conveying emotional, stylistic, and rhetorical nuances. Creative translation involves reconstructing the slogan to make it vivid, persuasive, and culturally engaging, without altering its fundamental meaning. For example, saying "yes to the world" translates as "Ayo, Jelajahi Dunia!" and transforms a literal imperative into a motivational, culturally appealing call to action, enhancing reader engagement. Translating *elegance is a journey. Air France* into *Anggun dalam Setiap Perjalanan – Air France* shifts a descriptive statement into a poetic and aesthetically refined expression, while also sounding more natural in Indonesian compared to the literal *Anggun adalah Perjalanan*. This adaptation reinforces the luxury and elegance associated with the brand. Similarly, the translation of *Red. Hot. Spicy.* into *Merah. Pedas. Menggoda* adds sensory appeal and persuasive nuance. *Menggoda* means *tempting*, demonstrating how creative translation leverages rhetorical strategies to heighten memorability and emotional impact, as emphasized by Wang (2019).

In the analysis of airline slogans under Prompt 2, Translation Professor Prompt, there are three translation techniques identified, i.e., literal translation (13 data), free translation (13 data), and creative translation (four data), which provide distinct functions depending on the nature of the original slogan and the cultural context of the target language. Under Prompt 2, ChatGPT prioritizes semantic integrity, cultural analysis, and didactic precision. Figure 2 below shows the percentage of translation techniques used by ChatGPT for Prompt 2.

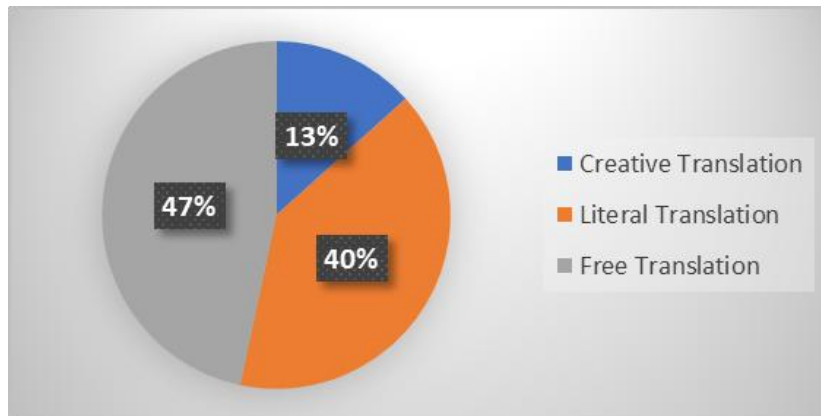


Figure 2: Percentage of translation techniques applied by ChatGPT under Prompt 2

As can be seen in Figure 2, the translation techniques used by the Translation Professor Prompt show a significant tendency towards literal translation (12 data/40%), free translation (14 data/47%), and creative translation (4 data/13%). Discussing literal translation, for instance, slogans like Air Asia's "Now Everyone Can Fly" and Emirates' "Fly Better" are simple, universally understood, and can be translated without adaptation or adjustment. Using literal translation, the intended meaning of such slogans is retained, with both meaning and impact still present in the target language. This literal translation helps restore the brand image by maintaining the message's consistency and familiarity across multiple markets, allowing the slogans to remain accepted globally without diluting their original meaning. As stated by Li and Xiao (2020), "literal translation can effectively express the meaning of the original text and take into account the style of the original text."

Moreover, the use of literal translation highlights the importance of linguistic clarity and accessibility, especially in commercial contexts where the primary goal is to ensure the message is easily understood by a broad audience. When the source slogan is simple and culturally neutral, a literal translation can effectively carry over its essence without introducing complexity or ambiguity. Slogans such as *"Our sign is a promise"* (Swiss International Airlines) or *"Spirit of Australia"* (Qantas) show how literal translation can successfully preserve the original message's tone and intent. Despite its advantages, literal translation does have drawbacks, especially when translating idiomatic expressions or more complex language, but when dealing with simple slogans, it is a proven and efficient method to ensure that the brand's message is not lost and remains culturally suitable.

Free translation applied by ChatGPT is a technique that prioritizes the meaning and emotional appeal of the original slogan rather than sticking to its exact wording. This strategy is most effective when there is a need to inspire, motivate, or foster a sense of belonging among the target readers. For instance, the translation *"Fly towards your dreams"* as *"Terbang Raih Mimpimu"* not only maintains the vital meaning but also enhances the emotional impact by using the word *raih*, which gives a more powerful call to action and a stronger sense of identification. However, as Li (2025) argues, free translation sometimes loses the subtlety of the original message. Finding that balance between the necessary cultural adjustment and the emotion's original intent is the dilemma. Having much freedom in translation can cause a mismatch between brand identity and message, as House (2014) warns that the functional role of the source text should be preserved.

Creative translation in Prompt 2 goes beyond literal meaning and free adaptation of an airline slogan to render it uniquely engaging with the target reader. Creative translation involves reconceiving or reinterpreting the message to fit the cultural context, often rewriting both the composition and the wording to make the slogan more effective or engaging. Prompt 2 has less creative translation, 4 data (13%), compared to what prompt 1 does, as seen through instances such as Lufthansa's *Say yes to the world*", which is translated as *Ayo Jelajahi Dunia Tanpa Batas* (Let's Explore the World Without Limits). Cebu Air's *Let's Take to the sky*, which is rendered into *Mari Menyapa Langit Bersama* (Let's Greet the Sky Together). The creative translation is highly flexible, with the translator having the freedom to introduce cultural appropriateness without compromising on the emotional content of the source message. The retranslation of *"Say yes to the world"* into *"Ayo Jelajahi Dunia Tanpa Batas"* makes the message more culturally dynamic and proactive in character, and therefore more attractive to the Indonesian market. The creative translation of the slogan also aligns with Wang's (2019) view, which holds that advertising often requires crossing cultural boundaries, thereby ensuring the message remains powerful and relevant across different linguistic and cultural contexts. However, creative translation is more dangerous than free or literal translation because it requires considerable creativity and cultural sensitivity. It risks losing too much of the original message and, therefore, the brand identity or audience if done to excess.

The findings on the translation techniques used by ChatGPT to translate airline slogans under Prompt 1 and Prompt 2 reveal the application of literal and free translation techniques. In this study, regardless of using free translation as the dominant technique for rendering slogans, as stated by Nguyen et al. (2024), ChatGPT shows the opposite. ChatGPT's outputs for both prompts exhibit a balanced use of free and literal translation. While Chueasuai (2022) asserts that the success of slogan translation (by human translators) within the context of airline discourse is not determined by literal translation technique, this study suggests that it is, in fact, mainly used by ChatGPT to specifically translate airline slogans that are short, clear, and culturally neutral. Although literal translation is popular in this study, free translation techniques still frequently appear, supporting the majority of research findings by many scholars (Chueasuai, 2022; Gorski, 2018; Nguyen et al., 2024).

CONCLUSION

Role-based prompting involving detailed, context-rich prompts in this study, Prompt 1 "skilled translator prompt" and Prompt 2 "translation professor", demonstrates stylistic variation in the ChatGPT's translations of English airline slogans into Indonesian. However, they also share some common findings regarding translation techniques. Prompt 1 translations are generally more dynamic, compact, and market-oriented, suiting advertising needs by presenting the linguistic

components of an advertising slogan, including lexical features, sentence structure, and rhetorical features. Among the three components, the rendering of the original text's rhetorical features, such as personification, simile, hyperbole, and idiom, into the more digestible expressions in Prompt 1's outputs is prominent. Slightly different from the results of Prompt 1, Prompt 2 leans on semantic integrity, using a slightly more formal and descriptive language style, reflecting a scholarly translation approach that prioritizes the source text's message clarity and completeness. It is obvious when ChatGPT's outputs tend to explicate the rhetorical expressions of the original texts, making the translations more conventional.

This study also reveals that ChatGPT uses a spectrum of translation techniques, from literal to creative, when translating airline slogans. They cover literal translation, free translation, and creative translation; under both Prompt 1 and 2, the first two techniques are the most predominant. It is nevertheless necessary to translate airline slogans literally, particularly when ChatGPT recognizes brief, culturally neutral airline phrases having a straightforward structure. Every word in the source text is frequently rendered by its primary meaning or closest equivalent in the translations, and even the word order in most cases is preserved. Unexpectedly, when given Prompt 1 and 2, ChatGPT uses creative translation the least frequently.

Based on the findings, this initial study on role-based prompting for ChatGPT in the context of airline slogan discourse is expected to contribute to the prompting engineering field by training the AI-assisted translation technology using richer linguistic and cultural datasets to improve AI performance. In a practical context, it also assists ChatGPT's everyday users, especially translation teachers, students, and practitioners, in using AI technology to translate advertising materials with rich rhetorical expressions more efficiently and to generate real-time outputs that nearly meet their expectations. However, they are still advised to adjust ChatGPT's results for double-checking, in line with the airlines' values and the identities behind the slogans. In the academic context, this study is expected to enrich the empirical studies on role-based prompting for advertising materials translation. Despite the proposed contributions, this study still has limitations due to the limited number of airline slogan data. Thus, for future researchers, role-prompting studies on ChatGPT could be conducted more thoroughly, with additional data on airline slogans from airlines outside the Asian continent, so that the region-based typology of language style and translation techniques can be mapped. In addition, another stage for identifying areas of post-editing in ChatGPT's outputs could be added to their research methodology.

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