

MOCK EXAM 28 APRILE

Correzione



DETANGLING

The Healthy ^After Shower Brush. No Tears, No Snags, No Clumps, No Tangles!



- ✗ Wet brush, la spazzola più districante e più sana sana per quando uscite dalla doccia
- ✗ La spazzola districante più efficace per il dopo doccia
- ✗ Wet brush il top per districare in modo sano i capelli bagnati

No tears, no snags, no clumps, no tangles

- Come tradurre la ripetizione anaforica:
- Basta/Stop a/ Non più ® (non più lacrime, frase brevettata da Johnson and Johnson)
- **Tears** = lacrime, pianti
- **Snags** = Strappi/capelli strappati/spezzati
- **Clumps** = small mass or ball of something = groviglio/ammasso
- **Tangles** = Groviglio/nodi
- ***Stop alle lacrime e ai nodi, stop ai capelli strappati o aggrovigliati!***
- ***Basta pianti, basta nodi, basta capelli strappati e aggrovigliati.***

Featuring IntelliFlex Bristles

- Bristles = setole
- **Combs have teeth, Brushes have bristles.**
- ***Con tecnologia Intelliflex ® /Grazie alle setole Intelliflex ®***

First paragraph

- The magic of the Wet Brush™ is in the specially formulated IntelliFlex™ bristles. The adaptive flexibility of IntelliFlex™ eliminates all tugging, tearing, pulling and ripping. No split ends, no hair loss.
- La magia di WetBrush sta tutta nelle sue setole che grazie alla speciale tecnologia Intelliflex ®/ ideate con una speciale tecnologia Intelliflex ®. L'estrema flessibilità/ elasticità delle setole Intelliflex (che si adatta facilmente ai vostri capelli che non saranno più strattonati, strappati, tirati e rovinati/danneggiati. (Dite) basta/addio alle doppie punte e ai capelli spezzati nella spazzola.

Second paragraph (part I)

- At first glance, The Wet Brush looks like an ordinary hair brush, but with just one use, women, men and children will learn why it's the world's best detangling brush!
- A prima vista/
Apparentemente WetBrush sembra una spazzola ordinaria/
normale/ qualsiasi, ma già al primo utilizzo tutta la famiglia (uomini donne e bambini), si accorgeranno del/capiranno perché (questa) è la migliore spazzola districante al mondo/del mondo.

Second paragraph Part II

- Specially formulated, The Wet Brush's IntelliFlex bristle is designed to be ultra thin and flexible, yet still have rapid recovery memory to instantly bounce back to its original form.
- Grazie alla loro speciale formulazione/tecnologia le setole Intelliflex sono state concepite per essere extra flessibili e ultra sottili, capaci di rimbalzare/ritornare velocemente /istantaneamente/ prontamente alla posizione iniziale.

Second Paragraph Part III

- In addition, the ball tip bristles provide a massaging action that stimulates circulation at the follicle and is a proven benefit for hair health.
- Inoltre, la copertura/ punta arrotondata/ tondeggiante delle setole ha un effetto/azione massaggiante che stimola la circolazione in corrispondenza del follicolo/a livello follicolare ed è benefica/salutare, ha un effetto benefico per la salute del capello/dei capelli/ dei tuoi capelli.

Third Paragraph

- Perfect for use in the shower, after a shower, at a salon, on a beach or on children who cringe at the sight of a hair brush, The Wet Brush allows anybody to have beautiful, soft, healthy and tangle-free locks.
- Perfetta sotto la doccia, dopo la doccia, dal parrucchiere, in spiaggia, con i bambini che hanno paura della spazzola/ fanno i capricci alla vista della spazzola, WetBrush rende i (tuoi) capelli/le tue chiome belle/i, soffici, sani/e e senza nodi.

WE'VE GOT THE **HANDLE** ON TANGLES

Believe it or **KNOT™**



- Abbiamo i nodi sotto controllo/ Abbiamo preso in *manico* la situazione
- Credici o No (di)
- Credici o ann(No)dati!
- Vedere/provare per credere!

Risposte alle domande :

1 Find and describe at least two rhetorical figures in the ad you have just translated. 2 Can you explain the play on words in the payoff of the ad?

- **No tears, no snags, no clumps, no tangles => Anaphora** (repetition) of the word NO. Anaphora is the repetition of a word at the beginning of a phrase.
- **We've got the handle on tangles:** Play on words based on the double meaning (**homography**) of "handle" that can be both a verb, to handle (gestire in italian), and a noun: handle, the handle of a brush. The sentence means that with WetBrush, a brush with a handle, you can handle tangles and knots. Homograph a word that is spelled like another word but that is different in origin, meaning, or pronunciation
- **Believe it or Knot => Play on words based on the homophony** between not (no in italian) and knot (nodi in italian). Homophones are one of two or more words pronounced alike but different in meaning or derivation or spelling (merriam-webster.com)

Risposte alle domande

3 What is the difference between reason and tickle and which technique is used in this advert?

- **Reason** ads suggest motives for purchase **tickle** ads, on the other hand, appeal to emotion, humour and mood. (Cook 2001: 15).
- Reason (mainly) when the advantages and results of the use of Wet brush are explained throughout the ad, a little bit of tickle when puns are used to move potential clients to the purchase of WetBrush.

Risposte alle domande

4 Can you explain the difference between verbal personal style and verbal contextual style?

- **Verbal personal style** covers individual-centered language, it enhances the “I” identity, it is person-oriented (e.g. English). **Verbal contextual style** covers role centered language, it emphasises context-related role identity (e.g. Japanese, Chinese). The two styles focus on personhood vs. situation or status. Verbal personal style is linked with low power distance (equal status) and individualism (low context), whereas verbal contextual style is linked with high power distance (hierarchical human relationship) and collectivism (high context). Verbal contextual style includes different ways of addressing different people, according to their status (as in Japanese).