# AETNA’S RADIO SPOT

## SPANISH

*Tú necesitas vía libre a una mejor salud.*

*Chen Medical y Aetna te ofrecen el acceso directo a una esmerada atención médica.*

*La búsqueda de planes de salud puede ser sencilla.*

*En Chen Medical y Aetna, te ayudamos a encontrar el cuidado de salud que tú necesitas.*

*Cambiar de médico es muy fácil. La ayuda está a sólo una llamada de distancia. Llame al <123-456-7890>.*

*Tu salud, tu médico, tu plan. Chen Medical y Aetna. <123-456-7890>*

*Otros/otras <Farmacias/Médicos/Proveedores> están disponibles en nuestra red.*

## ENGLISH

You need free way to a better health.

Chen Medical and Aetna offer you direct access to a dedicated medical care.

The search for health plans can be simple.

In Chen Medical and Aetna, we help you find the health care you need.

Changing doctor is very easy. Help is just a phone call away. Call at <123-456-7890>.

Your health, your doctor, your plan. Chen Medical and Aetna. <123-456-7890>.

Other <Pharmacies/Physicians/Providers> are available in our network.

# HERO+ LCD RADIO SPOT

## U.S. English

Capture incredible moments and relive them on the spot. HERO+ LCD delivers 1080p60 video and 8MP photos, and features the convenience of a touch display. Built-in Wi-Fi and Bluetooth® connect to the GoPro App to allow for shot preview, total camera control and easy content sharing to Instagram, Facebook, Twitter and more from your phone or tablet. Rugged and waterproof to 131’ (40m), with the ability to power up and record at the press of a button,

HERO+ LCD is the convenient life capture solution for all of your adventures.

## SPANISH-LATIN AMERICA

Captura momentos increíbles y revívelos al instante. HERO + LCD toma videos de 1080 p. a 60 cps y fotos de 8 megapíxeles con una cómoda una pantalla táctil. Con Wi-Fi y Bluetooth® integrados, se conecta a la aplicación GoPro para ver vistas previas de tomas, controlar la cámara y compartir fácilmente contenidos desde tu teléfono o tableta en Instagram, Facebook, Twitter, etc. Resistente a golpes y al agua -hasta 131 pies (40 m) de profundidad-, puedes encenderla y grabar con sólo presionar un botón. HERO + LCD es la solución para capturar en vivo todas tus aventuras.

## Back-translation

Capture incredible moments and relive them instantly. HERO + LCD takes 1080p video at 60 fps and 8-megapixel photos with a comfortable touch screen. With built-in Wi-Fi and Bluetooth, it connects itself to the GoPro application to see shot previews, control the camera and easily share content from your phone or tablet on Instagram, Facebook, Twitter, etc. Shock and water resistant -up to 131 feet (40 m) deep-, you can turn it on and record with only pressing a button. HERO + LCD is the solution for live recording your adventures.

# ADAPTATION –Radio Headlines ENGLISH into SPANISH

**1) Everything you love about summer**

**Spanish Adaptation**: Lo que amas del verano

**Backtranslation:** What you love about summer

**Rationale:** The abstract Spanish pronoun "lo" encompasses the concept of everything. In the other hand, Spanish speakers mostly speak in octosyllabic or eight syllables phrases with trochee rhythm (stressed/ unstressed).

This is a classic Spanish trochaic tetrameter (4 trochees, 8 syllables) (stressed syllables are in bold):

**Lo** que **a**mas **del** ve**ra**no

**1** 2 **3** 4 **5** 6 **7** 8

The source text has 5 words or 32 characters with spaces. The translation has 5 words with only 22 characters with spaces.

**2) Grab a front row seat for the season**

**Spanish Adaptation:** Siéntate en primera fila para la estación

**Backtranslation:** Sit on front row for the season

**Rationale:** The translations of the English word “grab” in Spanish (coger, agarrar, tomar) have offensive or confusing meanings for several Hispanic cultures. Also, the phrase “(agarrar/coger/tomar) una silla en primera fila” is too long, so I choose “Siéntate en primera fila” (sit on the front row) in order to save space. I choose also translate the English word of “season” into “estación” (a weather period of the year) instead of “temporada” (commercial or fashion season) in order to keep the phrase sonority, rhythm and metrics (7 trochees, 13 syllables), and to limit the number of characters (stressed syllables are in bold):

**Sién**tat**e en** pri**me**ra **fi**la **pa**ra **la es**ta**ción**

 **1** 2 **3** 4 **5** 6 **7** 8 **9** 10 **11** 12 **13**

The English source has 8 words and 36 characters, while the Spanish adaption has 7 words and 41 characters, only 5 more.

**3) A pinch of sunshine, a dash of blue sky**

**Spanish Adaptation:** Un rayito de sol, una pizca azul de cielo

**Backtranslation:** A little beam of sunshine, a blue bit of sky.

**Rationale:** In order to keep the spirit of the English source, it is used the popular Spanish phrase “rayito de sol” (a little beam of sunshine) instead of the literal translation “una pizca de rayos de sol”, which is too long and repeats the preposition “de”, which is a vicious pronunciation in Spanish. In the same way, the Spanish expression of “pizca” (“a little bit” in English) is more effective for the spirit of the phrase than using the literal translation of “a dash” (“raya” o “trazo” in Spanish).

The comma separates the phrase in two:

Un rayito de sol, / una pizca de cielo azul.

This allows the separate it in two verses with two different kind of rhythms and metrics, one for each phrase.

The first phrase has 2 dactyls with 6 syllables (stressed syllables are in bold):

Un ra**yi**to de **sol**

1 2 **3** 4 5 **6**

The second phrase is a classic Spanish trochaic tetrameter (4 trochees, 8 syllables):

**u**na **piz**ca a**zul** de **cie**lo

**1** 2  **3** 4 **5** 6 **7** 8

The hyperbaton that switches places of the adjective “azul” (blue) from modifying the noun “cielo” (sky) into modifying the noun “pizca” (bit) allows to keep the unity of the rhythm of the phrase, giving it a poetic flight.

The source has 9 words or 39 characters while the Spanish adaptation has 9 words with 41 characters, keeping its size very close to the original.

**4) Cool off with a dip in the living room**

**Spanish Adaptation:** Disfruta la frescura de tu sala

**Backtranslation:** Enjoy the freshness of your living room

**Rationale:** I would need the context of this phrase. I don’t know if the ad intention is about a jacuzzi or some kind of pool for the living room, which is not likely. So, I choose to believe that the phrase is about an air conditioning system or any mean of refreshing yourself at the living room (even drinking some refreshing drink, soda, beer, etc.). Any literal translation of the English expression “take or have a dip” (hundirse en, sumergirse en, bañarse en, darse un chapuzón en) doesn’t work well for the translation of the spirit of the English source into Spanish, and they are too long, so I decided to avoid it. Many Hispanic countries use the expression “sala de estar”, a bad translation of “living room”, but the Spanish word “sala” alone means “the main room of a house.

This way, the translation keeps the necessary Spanish rhythm (5 trochees, 11 syllables) and shortness (stressed syllables are in bold):

 Dis**fru**ta **la** fres**cu**ra **de** tu **sa**la

 1 **2** 3 **4** 5 **6** 7 **8** 9 **10** 11

The English source has 9 words with 38 characters, and this Spanish adaptation has 6 words with 31 characters.

**5) Your home is a great place to hang**

**Spanish Adaptation:** Para pasarla bien, tu casa es el lugar

**Backtranslation:** To have a good time, your home is the place

**Rationale:** The literal translation (Tu hogar es un buen lugar para pasar el rato) is too long (10 words with 44 characters), it has too many “ar” sounds and repetitions and an uneven rhythm, which is no good in Spanish. The word “tu casa” in Spanish is also synonym of “hogar” (home), which is not the same in English, that’s why I’ve use it to avoid more “-ar” sound. The adverbial of intent has been switched to the front of the phrase in order to void having two tonic syllable together (lu**gar** **pa**ra) and to put the dactyl syllable at the beginning to keep the troche metrics for the rest of the phrase, improving its sound, and to highlight the idea of having a good time (stressed syllables are in bold):

 Dactyl / tochee / trochee /trochee /trochee

**Pa**ra pa**sar**la **bien**, tu **ca**sa es **el** lu**gar**

**1** 2 3 **4** 5 **6** 7  **8** 9 **10** 11 **12**

The English source has 8 words with 34 characters, while the Spanish version has 8 words with 38 characters.

**6) New season, new products!**

**Spanish Adaptation:** ¡Nueva temporada, nueva oferta!

**Backtranslation:** New season, new offers!

**Rationale:** The literal translation (¡Nueva temporada, nuevos productos!) is the logic option, but it has 36 characters, 11 more than the source (which only has 25 characters) and uneven metrics. The word “oferta” (offer) in Spanish not only express an individual offer as in English but also a plural and even a general one (as supply), so it could express many products as well. The English source has 4 words with 25 characters, while this Spanish adaptation has 4 words with 31 characters. Its metrics is 5 trochees in 10 syllables (stressed syllables are in bold):

**Nue**va **tem**po**ra**da, **nue**va o**fer**ta

**1** 2 **3** 4 **5** 6 **7** 8 **9** 10