
DIFFICULTIES OF TRANSLATION TOURISTIC SLOGANS

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Traducerea a devenit deja indispensabilă pentru industria turismului. Prezentul articol abordează problema dificultăților traducerii sloganelor turistice. Scopul articolului este de a identifica, a analiza și de a prezenta metode prin care traducătorul poate face față acestor provocări.

Translation has already become indispensable to the tourism industry. However, with the information that exists on the internet, in many different languages, translation agencies are not the only way to obtain such translations. This is because tourism translations are more than just knowing the source and target languages and the respective target audiences, they also have to take into account the specific and diversified terminology of each country, activity or topic of relevance to the visitor.

Specialization and professionalization are obligatory today for translators working for this sector within companies: not because of the technical requirements of translation, but primarily due to the type of language to use. A tourism translator has to show off a country through informal language that is accessible and understandable to all audiences, using simple and intuitive terms, and assuming that the visited locations are totally unknown to these audiences. Details are also very relevant for translators in the localization of language and other related elements, such as the currency exchange differences between countries. Accordingly, translation in the tourist industry is an absolute necessity for governments and businesses. The greater the professionalization and specialization of translators, the more effective is the communication with tourists [1, p. 56].

Tourism is an activity which involves the direct contact between cultures and all that this concept includes, namely folklore, customs, gastronomy, dancing, rules, etc. This makes us consider the language of tourism an element of inestimable value between tourists and the place they are visiting and, above all, a joint element between the local and foreign cultures involved.

Consequently, this situation requires high quality tourist texts, especially translations, so as to guarantee effective and clear communication between local people and culture and real or potential tourists. Unfortunately, this quality is not always achieved as these texts frequently contain many difficulties in translation touristic slogans and blurred information: spelling or conceptual mistakes, lack of information, reiteration, misadaptations, among others. One of the main reasons for this to happen is due to the underestimated value that the translation of touristic slogans received from most of administrations, travel agencies and companies, which continue ordering their translations to unskilled translators or people that have no experience in translation but have some knowledge of languages [2, p. 47].

The quality in translation touristic slogans depends on the translator's ability to carry out a work with the absence of mistakes, considering "mistake". To this definition we add the inability to transfer the function of the text required by the customer and the audience, to write without spelling mistakes, or to produce a natural and fluent discourse in the target text without omissions and misunderstandings.

It goes without saying that this is not an easy task to be carried out by unskilled translators. These translation difficulties of touristic slogans are a sign of interference between working languages, lack of comprehension in source text and lack of extralinguistic knowledge, as well as the inability to produce proper oral or written communication in one's own native language. These mistakes are frequently encountered in translated touristic slogans, since, contrary to what happens in other specialized translations, most of translators in the tourism domain are not professional, they are not skilled translators in this domain.

As said before, customers usually order translations to non-professionals, sometimes with a limited knowledge of the target language and no specific training in translation or domain-specific languages, who accept low fees and produce quick translations. Therefore, they do not usually produce good quality translations

neither they fulfil the requirements regarding translation competences established by the recent European norm.

According to the different mistakes cited above, and following some relevant authors, we can propose this general categorization:

- Grammar and spelling;
- Lexis and semantic;
- Pragmatics and discourse;
- Omissions, repetitions and additions [2, p. 74].

The quality of translation touristic slogans depends on the presence or absence of these kinds of difficulties, and unfortunately in translations of touristic slogans the number of them is usually too high. These difficulties in translation touristic slogans are frequently encountered in tourist texts and, as they are so visible and easy to notice, they are the main reason why the quality of this kind of translation is considered so low. They are usually due to a lack of revision or even to a lack of translator's skills when translating into a foreign language. Almost in any tourist text (brochures, tourist guides, menus, etc.) we observe abundant spelling mistakes.

Difficulties in translation touristic slogans, regarding terminology also occupy an important position in tourist translations, and sometimes they even provoke misunderstandings due to conceptual problems. Apart from translation problems caused by terminology difficulties, the translation of touristic slogans also presents intrinsic difficulties regarding the cultures involved. As it has been said, tourist texts describe and inform about a reality (being a city, a country, a type of food, a festivity, etc.) in a local culture which may not exist in the foreign culture, and to an audience who may have never heard of this reality.

These cultural differences require translators to search for adequate solutions according to the text function, its audience, and the media, and to put into practice different strategies, e.g. explicitation or adaptation, with the aim of transferring the original meaning to the target audience and thus, overcoming communication barriers.

This is essential for the touristic slogans, since the target audience must understand the text in order to do, go, buy or whatever the aim of

the text be. Otherwise, the function would be broken and therefore, its aim would not be fulfilled and the communication would fail.

Besides the difficulties that are intrinsic to touristic slogans and that can provoke translation mistakes, we have to mention another cultural difficulty: namely, translation equivalents of proper names (people, museums, institutions, places, etc.). The translation of proper names is controversial and of high difficulty, since languages establish their own rules to translate them, which can even change over time. Tourists' expectations regarding slogans are related to content and style, and are mainly influenced by reader's knowledge of text conventions in their own language and culture [3, p. 77].

Lexical-semantic problems in translation a touristic slogan can be resolved by consulting dictionaries, glossaries, terminology banks and experts.

Grammatical problems of translation touristic slogans include, for example, questions of temporality, aspectuality, pronouns, and whether to make explicit the subject pronoun or not.

Syntactical problems in translation touristic slogans may originate in syntactic parallels, the direction of the passive voice, the focus or even rhetorical figures of speech.

Rhetorical problems of translation touristic slogans are related to the identification and recreation of figures of thought and diction.

Some deviations can be made due to the peculiarities of the target language or stylistic issue, but it is very important to prevent the loss of meaningful information contained in the source text.

References:

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3. GREGORY, M., SUSSANNE, C. *Language and Situation: Language Varieties and Other Social Contexts*. London: Routledge and Kegan Paul, 2019. 277 p.

Recomandat
Svetlana CORCODEL, lector, asistent univ.