PRAGMATIC APPROACH ON TRANSLATING TOURISTIC TEXTS

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Dezvoltarea turismului a influenţat în mare măsură necesitatea de a reda în diferite limbi informaţiile oferite pe site-urile turistice locale, pe paginile web de promovare regională sau pe site-urile organizaţiilor turistice comerciale internaţionale. Aşadar, această lucrare încearcă să analizeze dificultăţile de traducere ale textelor turistice ca mijloc de îmbunătăţire a traducerii textelor şi a site-urilor web din domeniul turismului pentru a face o distincţie între „a traduce o cultură” şi „traducere culturală”.

Considering the fact that tourism has become one of the central phenomena of a postmodern society greatly owing to its liaison with language. Especially prominent is the link between tourism and English language, which, being the global lingua franca, not only monopolies all negotiations/transactions that take place in a tourist destination, but also functions as a creator of a destination's many realities, indeed as the very embodiment of processes in tourism.

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. Tourist texts present several difficulties that are based on the features that we have seen before. Nevertheless, the major problem in translating tourist discourse is due to its cultural content.

Tourism discourse has a socio-institutional character. Various organisations linked with this industry may be assigned to the institutes of tourism discourse: tour operators; travel firms and agencies; air and railway ticket offices; PR and advertising agencies. The destination of the expansive tourist universe may be national tourism organisations, the Travel Agency of the Republic of Moldova, travel agencies and companies, tour operators, guides, hotel workers, restaurants, museums, animators and many others. They come with a lot of offers, services and ideas to the audience. Both the target audience and the viewpoint can represent the receiver. Tourist discourse is a special mass information and status-oriented institutional discourse. In pragmatic orientation, referring to selling tourist products and high information richness, tourist discourse is closer to advertising discourse [3, p.150-152].

In tourist texts/ advertisements, the lexical and semantic approach has a very important status, in order to create a brand-new world full of special effects on the reader to persuade them to operate with goods provided by those who sell them via tourist texts/ advertisements.

Neologisms are usually used in tourist texts/ advertisements to define invented or real things. There were many expressions derived from the word "vacation". Speakers defined their vacation as their *mancation* (taking vacation only in group of other men), *greycation* (taking vacation together with older generations of your family). A term to *sofalize* was also used for staying at home and communicating only electronically.

Polysemic is the English term "*host*." This word originally had the meaning "*a person who has invested guests*" [1, p. 152], then it was terminology with the meaning "*the landlord of a hotel or inn, also sometimes of a restaurant*" [1, p. 152]. Later, with the development of the tourism sector, this meaning was clarified, as a result of which in English the term "host" has the following meanings: *a representative of the group (organiser) that may array optional excursions and answer questions but does not have escort authority* [2, p. 201 - 222], i.e. your local host can suggest optional tours or ideas for independent exploring and dining.

Stylistic devices, also known as figures of speech or rhetorical devices, have an important impact on the reader because they affect the meaning of the message received by them.

Pun is a literary device that is also known as a "play on words". For example, the word "connections" will have different meanings in different contexts. "*To be a successful frequent flyer you need a lot of connections*" (Pun of the Day), where "*connections*" can mean both "*number of connections in a flight*" and "*connections with people*", but in this context the former is correct [4].

In tourism, text translating process refers to the techniques that help the translators to convey a certain cultural message, which is actively helping the readers to recognize the translated texts.

Cultural Borrowing is the process to transfer a ST expression verbatim into the TT. This is the case in the following example:

*Tradițional, ornamental (rombul) era brodat pe **ia** de nuntă și pe prosoapele din **Casa Mare**.*

*Traditionally, the ornament was embroidered on the wedding **IA** (the IA is a traditional embroidered blouse on white cotton, flax or silk) and on the towels in **Casa Mare** (the traditional guest house).*

Calque refers to the rendering of each element of the source-text word or phrase into the target language literally.

*Vatra medievală cu biserica **„Nașterea Maicii Domnului"** din 1882.*

*The medieval village area with the church **"Birth of the Virgin Mary"** from 1882.*

Cultural Adaptation refers to the replacing of the unfamiliar with familiar.

*Pentru iubitorii de carne, o mâncare moldovenească grozavă de care vă veți bucura este **frigăruiul**. Acest **frigărui moldovenesc** îmbină carne fragedă la grătar și legume.*

*For meat lovers, a great Moldovan food you'll enjoy is the **grilled kebab**. This **Moldovan kebab skewers** tender grilled meat and vegetables together.*

Conclusions

Over and done with this article, we wanted to subsidise to the creation of a contrastive study of the terminology in the field of tourism from Romanian to English. In accordance to this, when we discuss the translation of tourist texts from Romanian to English or vice versa, it is very important to make a distinction between the two terms ‘translating culture’ and ‘cultural translation’. Translating culture, in a narrow sense, refers to the act of transferring meaning from one specific culture-bearing language to another. Cultural translation refers to a dynamic process where everyone and everything that are a part of the interaction in translation undergo change, where notions are constructed about other cultures and about oneself. That is to say, translating culture is an act only in translation and cultural translation is the understanding and rendering of cultural concepts. Translating tourist texts is not simply translating culture, but also involves cultural translation. In a sense, translating tourist texts means translating the source culture to the reader. It seems necessary for an acceptable translation to produce the same (or at least similar) effects on the TT readers, as those created by the original work on its readers.

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Recomandat

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