Example Translation Examination 1 - Analysis

Genre: Tourism promotion

Text type: Argumentative/Expository (Descriptive)

Text Objective: Present (and describe) a tourism destination with a key aim of attracting tourists to the region

Readership: potential visitors

Lexical Features

* Mix of simple Germanic and some more complex Latinate terms, but no complex vocabulary.
* ‘over the course of history’ (collocation)
* Possible use of alliteration in describing the ‘experiential journey’: sounds, scenery shapes, scents

Grammatical Features

* ‘Have been used to welcoming visitors’ (a habit continuing from the past to the present)
* Mostly, short and simple sentence structure
* Some sentences shortened and reorganised to make the TT clearer (3rd paragraph)

Cultural Elements

* Heel of Italy (connotation)
* Explain term *Trulli* (dwellings)
* UNESCO World Heritage Site (standard translation)

Register:

* Tenor: neutral – No direct relationship between producer and recipient of text, but text seeks a tone of familiarity with the reader
* Field: Tourism promotion, with specialist references to monuments and figures etc. but no technical content
* Mode: Written, but without any complex vocabulary and language usage

Translation Strategies and Procedures

* Direct translation
  + Borrowing: ‘Trulli’; ‘panorama’
  + Calque: ‘tacco d'Italia’ –‘ heel of Italy’
  + Literal Translation: ‘da cui prese il nome’ – ‘from which it takes its name’
* Oblique translation
  + Transposition: ‘storicamente abituato’ – ‘over the course of history have been used to’
  + Modulation: ‘Il mare ha da sempre caratterizzato i paesaggi’ – ‘The landscapes have also been marked by the sea’
  + Equivalence: ‘Patrimonio dell’Umanità’ – ‘World Heritage Sites’
  + Adaptation: ‘a cavallo’ – ‘in the period between’

Possible difficulties:

* Puglia or Apulia? (both possible)
* The many cultural references
* The English names of figures (Frederick, Duke of Swabia), buildings (Sanctuary), etc.