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The Language of Italian Food and Wine Tours: English and German Translations of Culture-specific Words and Phrases

This study focuses on one of the many different manifestations of the discourse of tourism, i.e., descriptions of food and wine tours in Italy along the so-called *Strade dei vini e dei sapori*. On the basis of a sample collection of English, German and Italian parallel texts such as travel articles published on websites “that are not translationally equivalent, but functionally similar in situational motivation and rhetorical structure” (Hartmann 1996: 950), I will consider and discuss the strategies used to explain or to translate culture-specific words and phrases into English and German, with particular reference to Peter Newmark’s theory (1988).

Finally, I will show how the comparative analysis of texts and translation strategies may provide useful didactic tools for teaching cross-cultural awareness and linguistic competence, which are particularly essential skills for future tourism professionals (Mayer 2001).

References:

Hartmann, R. R. K. “Contrastive Textology and Corpus Linguistics: On the Value of Parallel Texts.” *Language Sciences* 18.3-4 (1996): 947-957.

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Newmark, P. *A Textbook of Translation*. New York & London: Prentice Hall, 1988.