

## GO FOR THE REAL THING: IDIOMATISING TRANSLATED TOURIST PROMOTION

Like all promotional genres, tourist promotion has a persuasive purpose that has traditionally called for a functionalist or *Skopos*-oriented approach to its translation (Reiss and Vermeer 1984/1991; Nord 1997; Schäffner 1998, 2009). In the translation of tourist promotion, the Jakobsonian factor of communication whose characteristics the translator is called to accommodate is arguably the addressee: for this reason, the translation of tourist promotion copy can be ascribed to the category of consumer-oriented translation (e.g. Hervey and Higgins 2002 [1992]: 196-204; Hervey, Higgins and Loughridge 2006 [1995]: 145-154). And if it is the addressee's expectations that are to be accommodated, the translation of tourist promotional copy will preferably be covert – i.e. the translated text should normally appear to have been written directly in the target language (House 1981 [1977]: 189). This implies that the source text is usually domesticated, i.e., made to conform as much as possible to the linguistic and cultural norms the target community attaches to that text genre (Venuti 1995, 1998).

In this light, it is arguable that deliberately introducing target-language idioms and collocations that are fixed or frequent in the target-language tourist promotion literature (i.e., that are or may sound familiar to the target reader) counts as a way to improve target-text readability and 'covertness'. Such assumption will be discussed using several real-life examples drawn from parallel (Italian source and English target) texts of tourist promotion material produced by the tourist promotion agency (APT) of Emilia Romagna. The importance of the working context will be outlined as one additional factor of communication to be considered carefully in the translation practice, and considerations will be made about the risks of over-idiomatising English tourist promotion copy for a global audience.

### References (for this abstract only):

- Hervey, Sándor and Ian Higgins (1992/2002) *Thinking French Translation. A Course in Translation Method: French to English*, London and New York: Routledge, 2nd edition.
- and Michael Loughridge (1995/2006) *Thinking German Translation. A Course in Translation Method: German to English*, London and New York: Routledge, 2nd edition.
- House, Juliane (1977/1981) *A Model for Translation Quality Assessment*, Tübingen: Narr, 2nd edition.
- Nord, Christiane (1997) *Translating as a Purposeful Activity. Functionalist Approaches Explained*, Manchester: St. Jerome.
- Reiss, Katarina and Hans J. Vermeer (1984/1991) *Grundlegung einer allgemeinen Translationstheorie*, Tübingen: Niemeyer, 2nd edition.
- Schäffner, Christina (1998) 'Skopos Theory', in Mona Baker and Kirsten Malmkjær (eds) *Routledge Encyclopedia of Translation Studies*, London and New York: Routledge, 235-238.
- (2009) 'Functionalist Approaches', in Mona Baker and Gabriela Saldanha (eds) *Routledge Encyclopedia of Translation Studies*, London and New York: Routledge, 2nd edition, 115-121.
- Venuti, Lawrence (1995) *The Translator's Invisibility: A History of Translation*, London and New York: Routledge.
- (1998) 'Strategies of Translation', in Mona Baker and Kirsten Malmkjær (eds) *Routledge Encyclopedia of Translation Studies*, London and New York: Routledge, 240-244.