

# Diploma work

English-language Internet blog about tourism in  
the linguistic and translation aspect

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# Introduction

Undoubtedly, any travel agency that publishes information about its services on the Internet is interested in the correct interpretation of the information content of the resource, therefore, in order to facilitate mutual understanding, as well as to promote the development of cultural relations between different peoples, bilingual travel blogs or websites are created.

In order to create a website in two languages, a representative of a centuries-old profession enters into work - a translator who needs to develop a strategy for certain actions that can help him translate the original text. At the same time, the translator should take into account the peculiarities of the blog language, which is characterized by its expressiveness, as well as the use of a large number of expressive means that create extraordinary, vivid images that attract the attention of the addressee.

# The relevance

The relevance of the chosen topic is determined by the fact that today the number of tourist sites is increasing, which are becoming an increasingly popular source of information about tourist services, as well as the need to translate tourist Internet texts.

# The object

The object of the study is the linguistic and stylistic features of the texts of travel blogs presented on the Internet.

# The subject

The subject is the strategy of translation of tourist texts of English–language blogs.

# Tasks and goals

The purpose of this thesis is to develop the most optimal strategy for translating tourist Internet texts, with the help of which the translator will be able to effectively perform the tasks assigned to him.

**To achieve this goal**, it is necessary to solve the following tasks:

1. to study the functional and stylistic features and language design of the blog text;
2. determine the style of tourist texts;
3. conduct a comparative analysis of the original and translation of blog texts;
4. describe the transformations that are used in translating this type of text from English into Russian;
5. to propose an effective strategy for translating the content of tourist sites.

# Methods which were used to solve the task

To solve the tasks , the following methods were used:

- the method of continuous sampling, in which the material necessary for the study was collected;
- the method of linguistic and stylistic analysis of the text;
- a method of transformational text analysis, which helped to collect and describe data on frequently used transformations in the translation of the analyzed material;
- method of statistical analysis.

The research material used promotional texts of tourist orientation in Russian and English, presented on Internet sites [http://www.hayscruise.co.uk /](http://www.hayscruise.co.uk/), [https://www.goldentours.com /](https://www.goldentours.com/), [https://www.roughguides.com /](https://www.roughguides.com/), [https://www.tripadvisor.co.uk /](https://www.tripadvisor.co.uk/), [https://ru.voyages-sncf.com /](https://ru.voyages-sncf.com/).

# The first chapter

"Theoretical foundations of the study of texts of foreign Internet blogs about tourism" characterizes the main linguistic and stylistic features of blog texts, explores the means of speech expressiveness most often found in tourist texts, examines the concept of "translation strategy", explores the problem of translating blog texts, as well as the theory of translation formations. The sources for this work were scientific works on the basics of linguistics, cognitive linguistics, the study of the concept, electronic resources, terminological dictionaries.

# The second chapter

"Specifics of translation of texts of advertising tourist sites" is a practical part of this thesis, in which a linguistic analysis of tourist texts of blogs is carried out, the frequency of use of certain linguistic visual and expressive means is investigated, the most frequently used translation transformations are analyzed, and the most appropriate translation strategy for transmitting the content of tourist sites is proposed. The analysis of the content of tourist Internet sites made it possible to identify the stylistic diversity of linguistic means used in modern tourism advertising. In the course of this study, the most effective and frequently used visual and expressive means in tourist-oriented advertising texts based on the material of the English language were considered. Such means were transcription, modulation, descriptive translation and Calculus. The most rare means of expression in the texts of foreign Internet blogs have become metonymy and litota.

I attach a table of the frequency of translation transformations on the next slide

On this table, we have provided information about how certain translation transformations occur when translating tourist-oriented texts among translators

Based on the data obtained, we can safely conclude that the most common transformations in tourist texts are modulation (15.6%), transcription (15%) and descriptive translation (13.4%). Translators are the least likely to use omission (2.8%) and antonymic translation, in total (1.6%). In the analyzed texts, we did not encounter the use of such transformations as compensation and sentence division, which allows us to conclude that these translation techniques do not convey the desired flavor to the translation text.



1.(транскрипция (Krichim – Кричим); ,

modulation

Modulation, being on the contrary a noticeably leading technique of semantic development, was found in the following examples:•And for those who just like strolling around and making the most of the good weather, there is also the option of relaxing on one of the café loungers set up along the river banks.

А те, кто хочет просто погулять и насладиться солнечными днями, смогут расслабиться в одном из шезлонгов кафе на берегу реки.

- , descriptive translation and Calculus калькирование (Golden Ring of Russia – золотое кольцо России);

- It's an amazing and humbling place.

Это потрясающее место, где чувствуешь себя всего лишь песчинкой.

In this case, the translator was faced with a difficult task, he needed to translate the word "humbling", which, when translated verbatim, has a meaning with a negative connotation of "pejorative". In our opinion, the author of the translation coped perfectly with the task assigned to him, describing the phrase "humbling place" in a few words

«место, где чувствуешь себя всего лишь песчинкой».

# Table of the frequency of translation transformations

Уровень	Трансформация	Частота употребления
Лексический	Транскрипция	48 (15%)
	Транслитерация	20 (6,25%)
	Калькирование	35 (10,9%)
	Генерализация	12 (3,75%)
	Конкретизация	16 (5%)
	Модуляция	50 (15,6%)
	Добавление	10 (3,1%)
	Опущение	9 (2,8%)
Грамматический	Синтаксическое уподобление	20 (6,3%)
	Членение предложений	– (0%)
	Объединение предложений	15 (4,7%)
	Замена части речи	24 (7,5%)
	Замена числа	13 (4%)
<u>Лексикограмматический</u>	Антонимический перевод	5 (1,6%)
	Описательный перевод	43 (13,4%)
	Прием компенсации	– (0%)

# Conclusion

When working with the text of an English-language travel blog, the translator must adhere to the strategy that is contained in the sub-paragraphs

1. To identify the purpose of translation, in the conditions of this communicative situation.
2. To search for cultural information to understand the content of the text belonging to the field of tourism.
3. To get acquainted with ready-made translations on similar topics to search for ready-made translation solutions is another link in the chain of the algorithm of actions for the translator.
4. To translate the text, while maintaining the principle of the consistency of the text, created by using sequentially linked text passages, when working with Internet sites, consistency is most often achieved by using hyperlinks.
5. If necessary, adapt the translation text for a specific culture and language.
6. Perform editorial editing of the translation taking into account the specifics of the Internet text (unity of abbreviations, various names, consideration of non-verbal elements).

## Remark

Based on all the above-mentioned features of blogs in the field of tourism, we managed to develop the most appropriate strategy for translating such texts, however, the proposals we have made cannot in any case be called "exemplary options" for translating the content of tourist Internet sites.

# Difficulties in translation

As a result, the linguistic and stylistic analysis revealed that the main difficulties that the translator will face when working with the texts of Internet blogs are:

- the translation of proper names, which should begin with the search for ready-made correspondences, in the absence of such, the translator needs to translate the precedent vocabulary at the morpheme level using such transformations as transliteration or transcription.
- translation of abbreviations and abbreviations, difficulties in translating data units in the text are determined by the fact that they can be written in both uppercase and lowercase letters, with or without dots, together or separately, with a fraction sign or with a ligature (&).
- the use of a single terminology in the translation of terminology inherent in the texts of foreign Internet blogs. If a word is not understood by the recipient of the receiving language, the translator is obliged to provide for the possibility of cultural commentary or explanation, as well as the creation of a new language unit using transformations such as transliteration or calculus.;

The report is over. Materials from tourist-oriented websites, various sources of linguist writers, online translators and editors were used in the thesis.

Thanks for your attention! Ready to answer your questions answer your questions