

عنوان مقاله:

RECREATION OF DESTINATION IMAGE IN TOURISM TRANSLATION

محل انتشار:

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خلاصه مقاله:

This study aimed at investigating the recreation of destination image in translation of tourism texts. The concept of „destination image“ has been discussed by different tourist researchers as an important determinant and persuasive element in tourist`s destination selection process. Tourism texts are vocative and persuasive in nature and their focus is to persuade the reader or receiver of the text to act in a certain way. Therefore the present researcher evaluated the translation of a tourism text from Persian into English in general, and investigated whether the destination image in the ST was transferred to the TT in specific. Among various quality assessment models offered by different translation scholars, Newmark`s criticism model was the best match to conduct this study since it considers the transference of the purpose of the ST as an invariance against which the quality of translation is evaluated. The result of the study showed that the translation of the selected corpus was not fully adequate since the translator failed to .covey the image of the destination into the TT in specific and fulfil the purpose of the ST as a vocative text in general

کلمات کلیدی:

Translation quality assessment, Tourism, Tourist destination, Destination image

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