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# ON TRANSLATION OF TOURIST INFORMATION TEXTS

## 1. Introduction

Human beings are characterized by inherited curiosity of the world, the curiosity shared by most members of society and lasting almost from the cradle to the grave. Getting acknowledged with the nearest environment with the passing of time evolves into general need of expansion of one`s knowledge. The knowledge, which is obtained through the whole circle of life, is the driving force of progress. From the very beginning of human existence, people used to move from one place to another to fulfill their basic existential needs, to survive or improve their economic as well as social status. The inherited and encrypted in human subconsciousness need of traveling and broadening of one`s horizons resulted in numerous great discoveries and achievements – the discovery of America by Christopher Columbus to name the least. The great migrations, relocations, resettlements and refuges in the history of human beings caused numerous changes in the quality of life as well as the state of knowledge. The contribution of such `travels` to evolutionary development of human civilization may not be undervalued, as the gradual cease of relocations bore fruits in formalization and consolidation of nations and their languages. However the massive migrations stopped, still inner and recurring echo of ancient movements force people to change their location. The modern desire of change took the form of traveling for one`s pleasure and personal fulfillment. The present state of world allows a traveler to paddle one`s own canoe and visit almost all imaginable places in the world. Due to the development of technology and means of travel as well as favorable open-doors policy, one is enabled to fulfill his or her desires. The language barriers do not pose such insurmountable obstacles as in ancient times. Tourism as an important branch of each modern economy seeks to establish a positive and alluring image of a given country. Various organizations of national, regional and local level provide various promotional and informative brochures, texts and guidebooks aiming to provide some information about

a given object, place, region or country as well as to encourage potential and real travelers to visit it. The increasing number of foreign travelers may persuade various tourist organizations and publishing houses to provide translations of tourist literature, namely the texts of tourist information. Indeed, the increasing number of such publications caused a need for specification and complex discussion of such texts. The appropriate translation of tourist information texts may have additional implications. The foreign tourist should be more willing to visit a given place if the rendering is successfully conducted the recipient become equipped with adequate mental representation of the text's content as well as become the target of text's persuasive influence. Therefore, the translation policies and strategies of tourist information texts have to be delimited to provide the translators with some useful observations, guidelines and methods of translation.

## 2. Text

In order do to so, the notion of text should be first defined. The word `text` derives form Latin `texere` meaning `to weave.` Indeed, texts resemble textiles composed of words and sentences (Brown, 2005). `The textile` may be composed of one single word or continue into volumes (Sin-wai, 2004). The notion of text is a key aspect of translation as texts equivocally define translation process. No single theory or generalization about translation may function without the texts fixed in specific situations, as the process of translation is influenced by source text (ST), translator competence, situation and the intended target text (TT) (Neubert & Shreve, 1992). Texts are basic translation units, without the comprehension of their content, the translation may not be successfully conducted. Neubert stresses the importance of text meaning as […] *the translation scholar has to be a semanticist over and above everything else. By semanticist of the text, not just of words, structures and sentences. The key concept for the semantics of translation is textual meaning* (Neubert, 1984:57). Delisle defines text as an object of variable length, which forms a unity from the semantic point of view (2006). In modern theories of translation, the notion of text is treated ambiguously, as it may refer to:

1. a structurally and semantically combined sequence of sentences determined by the notion of textuality or
2. a verbal record of communicative event, which is determined by sociocultural conditions as well as sender's intentions - that is also the second sender, namely the translator itself (Dąmbska-Prokop, 2000).

First, the text is treated as a sequence of sentences, it forms a unit combined by determinants of cohesion, for instance connectors that semantically and formally link sentences into paragraphs, word order as well as co-references. Co-reference,

thus, includes repetition of the same words denoting referents, application of pronouns, employment of synonyms, use of hypernyms and hyponyms as well as various metaphors. The semantic relations of co-references in the text are the result of implications based not only on the knowledge of language but also on the knowledge of world and culture. Therefore, such an implication may cause partial co-reference and force the recipient to put more effort into the reception of the text. The reception in turn would be based on explicit signals derived from the given fragment of coherent text (Dambska-Prokop, 2000).

However, Ricoeur & Torop considered texts to be not only graphically encoded communiqué but also a complex unity functioning on the intersection of intra and external textual bonds (2008). The text may not be treated only in semantic-syntactic structure terms but *a verbal record of communicative event* (Brown & Yule, 1983:6) as the sender for a potential recipient produces each single text. Therefore, the text may be defined as *a communicative event, that is a language sign of complicated structure which function in a given semantic area to fulfill certain functions* (Dambska-Prokop, 2000:230, self-translated). Consequently, such definition assumes the text to be a product, which fulfills its communicative function by its adequate reception by the potential recipient. The translator itself is the recipient who forms the TT and determines its function in the target communicative area. Furthermore, textuality is considered to be an informative entity organized in a certain way with delimited beginning and end, which from the recipient point of view passes certain complete information. Cohesion, thus, is understood by the recipient as a message about a given subject issued by the sender to a given recipient (Mayenowa, 1974).

Therefore, the text is considered to be a static notion comprehended by the text linguistics as a relatively context free unit or as a communicative event performing certain functions. Consequently, the individual process of making and comprehending a given text, that is a text-in-context, is synonymous to the notion of discourse. Then, the notion of discourse may be defined as: *a communicative event which draws on the meaning potential of language (and other systems of communication) to carry communicative value (the illocutionary force) of speech acts through utterances which are linked by means of coherence* (Bell, 1998:163). For the purpose of the dissertation, the first definition would be applied as the stress of various functions that text performs poses considerable implications to further classification of texts.

## 3. Textuality

The text written in any possible language displays certain text identifying features. A stretch of language is partly considered to be a text because it is introduced as a text. The recipient, thus, with all their strength, mental capabilities

as well as patience will make efforts to comprehend it. On the other hand, the recipient perceives certain connections within a unit of sentences, which establish its textuality (Baker, 1991). Consequently, the notion of text may be defined as […] *COMMUNICATIVE OCCURRENCE which meets seven standards of textuality. If any of these standards is not considered to have been satisfied, the text will not be communicative. Hence, non-communicative texts are treated as non-texts* (Beaugrande & Dressler, 1983:3). Each of the seven standards of textuality is a vital element of each text and the failure of their fulfillment cause the overall failure of the text-intended-to-be unit and its degradation to an aggregate of letters, words and sounds (Bell, 1998). In the context of translation, the notion of textuality serves as a stringent criterion of equivalence between the ST and the TT. If the ST and the TT share the qualities of textuality, the translatability of the ST is safeguarded (Neubert, 1985). Therefore Halliday and Hasan stated, *the nearest we get to non-text in actual life, leaving aside the works of those poets and prose writers who deliberately set out to create nontext, is probably in the speech of young children and in bad translations* (1976:24).

The textual communication, thus, is underpinned by seven relational standards of textuality, which determine how occurrences are combined with each other by:

1.  **Cohesion** – the surface grammatical reliance, which is a number of various relations holding among the sentences of the text and its constituents: words and phrases.
2.  **Coherence** – the textual world`s conceptual dependencies, which is the scope of conceptual relations steering surface continuity.
3.  **Situationality** – the setting, the manner in which utterances are connected with situations.
4.  **Intertextuality** – the mutual relations of individual texts that is the way in which utterances are relevant to other utterances as well as other texts carrying out relevant functions.
5.  **Intentionality** – the various purposes for the application of utterances.
6.  **Acceptability** – the recipient attitude towards the text.
7.  **Informativity** – the application of new and unpredicted into the known and predicted that is the mixture of elements, which determine the informativity of the text (Beaugrande & Dressler, 1983).

Although the two first standards are separate notions, they share one crucial feature – the creation of meaningful sequences which hold the text together. Cohesion determines the way, in which the elements of the surface text are reciprocally connected within a sentence. The surface components rely on each other in agreement with grammatical forms and conventions (Beaugrande

& Dressler, 1983). In order to make the communication efficient, the interaction between cohesion and the other standards of textuality have to be maintained. Therefore, cohesion may be defined as […] *the various ways in which the individual components of the two texts are put together so that we can actually 'hear' them spoken or 'see' them written or printed [...]* (Neubert, 1985:93). It is the most evidently linguistic standard of textuality, which may be directly experienced as it allows the observer to perceive the grammatical and lexical view on the sender-recipient interaction features. Cohesion may not be separated from coherence as translation is formed by cohesive target language (TL) sequences functioning as equivalents to the cohesive source language (SL) text which represent the deeper level of conceptual coherence (Neubert& Shreve, 1992). Therefore, coherence may be defined as *the ways in which the components of the TEXTUAL WORLD, i.e. the configuration of CONCEPTS and RELATIONS which underlie the surface text, are mutually accessible and relevant* (Beaugrande & Dressler, 1983:6). The concept may be described as a cognitive content that can be activated in the mind of the recipient with more or less adequate unity. Relations are the ties that hold between the concepts appearing at the same time in a textual world, as each single link would carry a designation of the concept it refers to. Sometimes the relations in the text are implicit and not activated directly by the surface expressions. Consequently, the recipient would make as much effort as necessary to supply the relations in order to comprehend the text. In cases where no continuity of senses is discovered a mismatch between recipient's prior state of knowledge and the text's concepts and relation's structure is observable. Therefore, the continuity of senses serves as the basis for coherence, being the mutual admission and relevance within a structure of concepts and relations (Beaugrande & Dressler, 1983). However, there is a problem of delimitation of cohesion and coherence due to their interrelations. The interdependencies of the notions tend to merge and blur their distinction line. Coherence lost its significance in Halliday and Hasan's definition of cohesion, where cohesion is described as a semantic concept referring to the […] *relations of meaning that exist within the text, and that define it as a text* (1976:4). Neubert opposed such a mergence by underlying that the notion of cohesion expresses the conceptual connectivity instead of its coexistence with the chain of meaning connections in the text (1985).

The abovementioned cohesion and coherence are the most evident standards of textuality. They determine the way the elements of the text combine with each other and constitute a meaning. However, they do not provide a rigid distinction between texts and non-texts in real communication. Indeed, non-coherent and non-cohesive texts are also used in communication. Whereas coherence and cohesion are mainly text-oriented notions, there are also some standards

of textuality concerned with the users of texts rather than texts themselves. Therefore, the attitudes of text users should be also taken into account. The given language configuration is considered to be a text when it is intended to be so as well when it is accepted to be a text. As long as the major aim of communication is to convey a given message, certain disturbances and shortcomings of cohesion and coherence are tolerated. Intentionality and acceptability are bipolar notions as the first one is sender-oriented and the latter one is receiver oriented (Bell, 1998). Intentionality determined as the next standard of textuality may be defined as *the text producer's attitude that the set of occurrences should constitute a cohesive and coherent text instrumental in fulfilling the producer's intentions, e.g. to distribute knowledge or to attain a GOAL specified in a PLAN* (Beaugrande & Dressler, 1983:7). According to Neubert, all imaginable texts are characterized by gradable explicit or implicit intentionality which is inscribed in their ˙textness˙ (1985). The translator assesses the intentionality of texts by observing the differences in application of text producer's intensions in the meaning of texts. Therefore, before the actual performance of translation, the translator should empathize with intentionality of the text (Neubert, 1985). On the other hand, acceptability determines the text recipient's attitude towards text use or relevance, for instance to gain knowledge. The attitude is influenced by such factors as cultural or social setting as well as a text type. Text recipients must accept *a language configuration as a cohesive and coherent text capable of utilization* (Beaugrande & Dressler, 1983:129). Certain kinds of texts prove to be more demanding in terms of their acceptability, whereas other groups of texts allow for a greater freedom. Translators should always make their products acceptable for the TL audience, as its members are usually not acquainted with the SL standards of acceptability. In order to produce an acceptable TT, the translator should discern the standards of acceptability of the TL community. It should not be too difficult in the case of language and cultural resemblance. However, in the case of cultural and language discrepancies, the translator should make a research of such standards as their neglect and lack of insight may cause translation failure (Neuber, 1985).

The remaining standards of textuality determine the information structure of the text, its relevance to the situation of its production as well as its relationship with other texts. The standard of informativity involves the degree to which the occurrences of the presented text are considered to be expected or unexpected. The more demanding the processing of highly informative occurrence the more interesting and rewarding its results. However, the moderation of informativity has to be maintained, otherwise the information overload may endanger the communication. Even if the content is predictable, each single text is informative to a greater or lesser degree as some unpredictable elements will always occur.

However, low informativity of the text may cause boredom and the lack of interest in the text (Beaugrande & Dressler, 1983). The next standard of textuality is known as situationality, which denotes the relevance of the text to the situation of occurrence. When situationality is taken into account larger contexts have to be considered as it denotes the space-time realization of the socio-cultural context. Therefore, situationality is a presentation of general and concrete communicative habits of the SL community as well as the TL community when translation is taken into consideration. Consequently, the translation that aims at eliminating language and cultural boundaries between the SL sender and TL receiver is uniquely set in that is defined by a social setting not planned or predicted by the ST producer. However, if the situation demanding a translation does not occur, or when the translation is aimless, *the problem of translatability so often treated in abstractu to absolutely no avail, is, in fact, a non-problem* (Neubert, 1985: 67). Finally, the standard of intertextuality describes the way in which the recipient's knowledge of other texts determines the production and reception of a given text. It is a relationship which may be established between a given text and other texts characterized by similar features (Bell: 1998). Moreover, intertextuality defines the various factors which enable the text-processors to recognize features of other previously encountered texts in a new text. Therefore, intertextuality is responsible for the next object of research, namely the text types as typology of texts sharing typical patterns and features (Beaugrande & Dressler, 1983).

The abovementioned standards of textuality are not only valid in determination of texts, but also serve as a useful tool of assessing texts for translators. When the notions of text as well as the standards of textuality are outlined, the study of tourist information texts may move to classification of texts and at the same time narrow the scope of research.

## 4. Text typology

The notion of text type refers to various classes of texts which share typical patterns of characteristics, for instance sentence formation or terminology. Beaugrande and Dressler described the notion of text type as *a set of heuristics for producing, predicting, and processing textual occurrences, and hence acts as a prominent determiner of efficiency, effectiveness, and appropriateness* (1983:186). Is it of crucial importance for translators to be familiarized with characteristics of particular text types as an addition to the knowledge of various discrepancies between languages and cultures, since such characteristics determine the layout and linguistic form of the TT. Therefore, the translator should follow conventions of various texts, especially those highly conventionalized, as

introduction of numerous disturbances and alternations to the form of text may cause a rejection of such text and its translation (Sin-wai, 2004).

Text typology refers to the way in which language functions are classified on the basis of text types. It is very important notion from the translation point of view. Above all, the notion of text, as has been previously stressed, constitutes one of the key elements of translation system. Text typology thus influences the classification of translation systems and types of translation (Kielar, 2003). Text typologies are based on various criteria as texts themselves are studied by few disciplines: linguistics, theory of literature and translation studies. Due to these criteria as well as to the lack of specified and homogeneous basic terminology, the typology of texts constitutes a disputable and complicated problem. Therefore, the theory of translation makes use of various typologies conducted from various points of view (Baker, 2004).

Crystal and Davy proposed a classification in accordance to field and discourse criteria, where the subject matter of the text was the classification factor (1969). Maingueneau proposed three possible classifications of texts: the typology based on the texts' expression situation, the typology focused on the aim of the text and the typology which takes into consideration the social field of discourse (in Dąmbska-Prokop, 2000). Sager proposed a dual typology, according to which texts were classified either as those in which author's intentions may be followed as well as corrected by the translator or those texts which are adjusted to the receiver's expectations (in Kozlowska, 2007). Pisarska and Tomaszkiewicz proposed, a classification on literary and nonliterary texts, where literary translations and pragmatic translations of special texts (1996). Delisle divided texts according to disciplines, genres and their purposes into: a) literary, administrative, journalistic, scientific, etc. b) tourist brochures, reports, forewords, novels etc. c) descriptive, narrative and argumentative (2006). Lukszyn enumerated various texts: operative, artistic, spoken, expressive, special, impressive, informative, complementary, TT, coherent, complex, literary, technical, scientific, nonliterary, operative, source-language, written, poetic, popular science, general, simple, prototype, prose, input, informative, TL, journalistic, technical, official, output, addressed SL, specific SL, actual, literary context, and few other texts of equivalent name and nature (1993). However, in Lukszyn's typology no strict criteria of classification of texts are observable.

While defining the notion of textuality, the resemblance of certain texts to other texts has been stressed. This resemblance is applied by the text-processor while the sense of the text is recognized. Consequently, a type – token relationship may be illustrated by interdependence where the token is an individual text, a materialization of some ideal type which forms the basis for it. However, the

difficulty arises when a text-typology has to handle not with *VIRTUAL SYSTEMS, being the abstract potential of languages* […] but […] *with ACTUAL SYSTEMS in which selections and decisions have already been made* […] and therefore […] *be correlated with typologies of discourse actions and situations* (Beaugrande & Dressler, 1983:182-183). Traditionally, texts have been classified on the basis of topic by application of quantitative measures such as frequency of occurrence of a given lexical item or a given syntactic structure which were considered to be able to specify a given type of language. In fact, such a classification of texts poses severe difficulties of texts definition. Moreover, the overlap of meanings proved that content per se is insufficient to serve as the discriminator of the texts (Bell,1998). Therefore, the domain of the text was established as the basis for development of text's classification. Consequently one may speak of literary, poetic and didactic texts. However, text types distinguished in this typology have manifested an odd mixture of categories altering between discourse and field (Baker,2004).

Moreover, a number of functional typologies of texts have been proposed. Some of them are based on the degree of translatability, for instance Salomon-Kovarsky typology. Salomon-Kovarsky classified text in accordance to their translatability on the basis of the degree of aesthetic as well as stylistic complexity. This classification assumes that texts may be organized hierarchically in the terms of difficulties encounter frequency in translation. Therefore, the model distinguishes: highly specific texts, literary texts written in the literary language, literary texts written in 'the language of literature' and hybrid texts (in Anderman & Rogers, 2003). Furthermore, the functional typologies of texts employed a three-way distinction between informative, expressive and vocative texts. The distinction derived from Bühler's organon model of language, gave rise to the one of the most influential classifications of texts, namely the typology proposed by Reiß.

## 5. Reiß's Text and Translation Types

Reiß' work formulated on the concept of equivalence, perceived texts as the level at which communication is attained and at which equivalence should be sought. Her concept is based on language as a tool theory which is also known as Bühler's organon theory of language. Bühler proposed the theory, modeled on Cicero's distinction of language, which divided linguistic signs in accordance to the three functions they perform: informative, expressive and vocative (2004). Coseriu perceives the abovementioned functions in the way of their relative dominance in a given linguistic utterance, and thus proposes a three-way distinction of language forms: *a descriptive, declarative or informative language*

*form, the main object of which is providing information about a given topic; an expressive or affective or emotive form, mainly expressing the speaker's state of mind or feeling; and a vocative or imperative form which primarily seeks to bring out certain behavior in the hearer* (in Hatim & Munday,2004:183). Therefore, the language forms' main objectives are linked with the basic elements of the communicative process: sender, receiver and topic, where sender is equated to speaker or writer, receiver to hearer or reader and topic to information. Reiß equated the distinction with the division of verbal communicative situations (1977). Consequently, verbal texts also display similar communicative functions, where one of the three constituents of the communicative act dominates. Through the intention inscribed by the author to the text, the text becomes communicative function's means of conveying for the process of communication. In order to determine the intention of the author, one should be able to find out to which text type a given text actually belongs. The recognition of a given text type is of key importance for translators as *if we have done this, then - since the text type co-determines the appropriate translation method - we can begin by investigating whether the translator has correctly followed the hierarchy of what must be preserved* (Fawcett, 1997:104). Therefore, Reiß distinguished:

1) Informative text type may be defined as a plain communication of facts such as news, opinions, information, arguments, intensions, feelings etc. The topic of communicative intention is highlighted and influences the choice of verbalization. Therefore, the functional language would be the dominant for the information transmission. Moreover, the text is chiefly structured on the semantic-syntactic level. If certain features of literary are to be found in informative texts, those traits are treated as secondary aspects, for instance match reports or books' reviews. In the case of translation of informative texts, the translation of such texts should provide a direct and full access to the conceptual content stored in such ST. Therefore, the information provided in the ST should be translated without changes and alternations of the content to the TL. In order to maintain the invariability of the content, the translation should be done in accordance to the sense and meaning of the ST. Consequently, certain implicit information encoded in the ST might be translated explicitly in the TT and vice versa (Reiß, 1981).

2) Expressive text type may be defined as a creative composition. In the case of artistic shaping of the content, the sender plays the leading role, as he or she is the author of the text who determinates the means of verbalization. The author deliberately exploits the expressive, linking and associative potential of the language in order to present one's thoughts in and artistic, expressive

and creative way. According to Reiß, the expressive texts may be characterized by the principle of linkage, alternation of the material of reality as well as *the feature that speech elements are capable of pointing beyond themselves to a significance of the whole* (in Venuti, 2004:163). Therefore, the structure of the expressive texts has a double nature: firstly syntactic-semantic level and secondly the artistic organization level (Reiß, 1977). The translation of expressive texts should transmit *a direct impression of the artistic form of the conceptual content* (Hatim & Munday, 2004: 184). The expressive text transmitted to the TT content should be artistically shaped in the analogous way to the ST. Here, Reiß proposes the translation by identification, where *the translator identifies with the artistic and creative intention of the SL author in order to maintain the artistic quality of the text* (in Venuti, 2004:167).

3) Operative text type may be described as a text which aims to induce some intended behavioral responses. Texts function as stimuli to intended actions or reactions on the part of the reader. The receiver of the texts mainly shapes the verbalization of operative texts, as the addressed receiver is characterized by the receptiveness to verbal influence on one's behavior. Moreover, the frequency of words and phrases and other rhetorical figures of evaluation may serve as an indicator of operative texts (Reiß, 1981). The text is doubly structured, or even triply as Reiß observes: first on the syntactic-semantic level, next on the persuasion level and in certain cases but not obligatory on the artistic organization level (1977). The translation of operative text should then directly provoke a desired response, otherwise the TT does not provide the main function of the ST: *if the SL text is written to convey persuasively structured contents in order to trigger off impulses of behavior, then the contents conveyed in the TL must be capable of triggering off analogous impulses of behavior in the TL reader* (Venuti, 2004:168). Here, Reiß proposed adaptive translation, where the psychological mechanisms of operative texts should be adapted to the needs of the TL community (1981).

The following table proposed by Munday may usefully depict the characteristics of abovementioned texts and their translation methods:

| Text type | Informative | Expressive | Operative |
|---|---|---|---|
| **Language function** | Informative (representing objects and facts) | Expressive (expressing sender's attitude) | Appellative (making an appeal to text receiver) |
| **Language dimension** | Logical | Aesthetic | Dialogic |
| **Text focus** | Content-focused | Form-focused | Appellative-focused |

| TT should | Transmit referential content | Transmit aesthetic form | Elicit desired response |
|---|---|---|---|
| **Translation method** | 'Plain prose' explicitation as required | 'Identifying' method, adopt perspective of ST author | 'Adaptive'; equivalent effect |

Figure 1. Text types and translation (Munday, 2001:74).

Moreover, a fourth additional type of text has been proposed by Reiß, a hyper-type known as multi-medial text type. According to Reiß, translating material may not be narrowed only to autonomous written texts, but it should also include verbal texts which are also presented orally. Secondly, multi-medial texts constitute a part of a larger whole and are expressed with a view of additional information provided by a sign system different than that of language, for instance a text that is supplemented with pictures, music, gestures etc. Therefore, multi-medial or audiomedial texts are films and other visual and spoken advertisements which serve as a support for basic functions enlisted by Reiß (Reiß, 1981).

Additionally, Reiß has observed a mixture of text types, hybrids and compounds of texts, which represent those texts that may not be purely assigned to one of the three main text types. The presence of such hybrids has implications for the classification and definition of tourist information texts.

## 6. Tourist Information Texts

The three-way classification of texts proposed by Reiß is complemented by hybrid texts, which may be defined as not fully realized pure forms of texts.
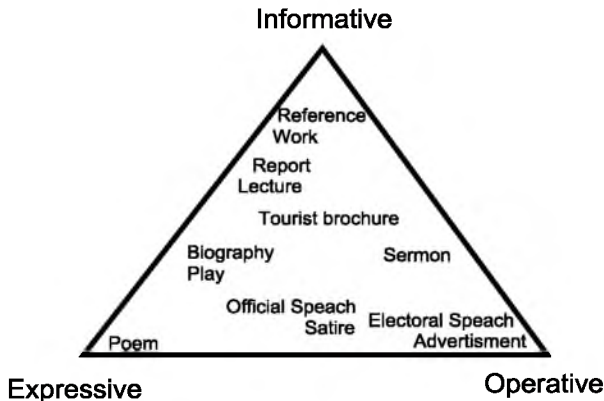


Figure 2. Reiß texts' placement in the cosmology of text types (in Munday, 2001:74)

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Mixed texts types may be attributed to the changes introduced to conventions of a given text type as well as to plural intentions of a given text. Therefore, the communicative intention and communicative form may not be explicitly adapted to each other (Reiß, 1981). It may be illustrated by Figure 2, where three basic, pure or ideal text types constitute frontiers containing a multitude of hybrid texts:

In fact, the majority of texts may be classified as hybrids and perform various functions. However, as Werlich observed, one particular function of a given text tends to prevail and dominate: *texts* [...] *conventionally focus the addressee's attention only on specific factors and circumstances* [...] *Accordingly texts can be grouped together* [...] *on the basis of their dominant contextual focus* (1976:19). In the case of hybrid texts translation, the predominant function of the ST serves as the determining factor for the assessment of the TT. Therefore, the translation of informative texts tends to focus on the proper transition of content and the rejection, thus non-translation, of other features of the text which could negatively influence the transition of the dominant function of the text. Similarly, the proper rendering of expressive texts would focus on the artistic form and aesthetic values of the ST and their transmittance to the TT rather than perseverance of informative and operative functions. In the case of operative texts, the translator should focus on the persuasive elements of the text, and render them in such a way, which would trigger off desired impulses, identical to the ST operative elements, into the TT. If the basic function of the ST is endangered in the translation by the secondary functions, then the basic function should be put on the pedestal, and secondary functions should be examined later.

As presented in Figure 2, tourist brochures belong to tourist information texts and are situated directly in the very center of textual triangle. Indeed, tourist information texts may contain various features of informative, expressive and operative texts. Therefore one may say that tourist information texts are compound texts which to a certain extent contain the following functions:

## 1. Informative features of tourist information texts:

*The Park is comprised of the forested southwestern hills of the edge portion of the Middle Roztocze and some parts of Solska Primeval Forest stretching at their foot. The landscape's dominant elements are hills (320m), dunes, and numerous swamps and peatbogs* (Bańcarz, 2003:7).

The text is focused on the content presentation. The basic and prevailing function of the tourist information text is to convey information about a given and/or potential tourist attraction, for instance a characteristic of a given place, building, structure, museum object, village, town, region, country etc. The information provided by such texts constitutes a guideline for tourists who are

willing to visit or are currently sightseeing a given place. The content, thus, may serve as a basic introduction for those who are interested in a given place or object. However, the presentation conveyed by the text may be later on confronted with reality. Therefore, the appropriate depiction is of key importance as the falsification of reality may cause the overall failure of the text purpose as well as irritation and disappointment with the text content when confronted with the present state of reality. The writer of the tourist information texts should then become particularly sensitive to the proper presentation of the content. Therefore the author should possess a broad and profound knowledge on a given topic and be able to select particular tourist attractions in order to make tourist information text function efficiently and adequately to its purpose. Moreover, such texts should not be too specialist, as the preoccupation with details and their accumulation may discourage potential readers to process them. The density of proper nouns, cultural and specialist words may to some extent constitute an obstacle in the comprehension of the text. However, the balanced level of such words combined with adequate explanation may serve as a useful introduction for the further inquiry of a given topic. The tourist information text, thus, may serve as a preface to detailed familiarization of a given tourist attraction.

## 2. Expressive features of tourist information texts:

*Bieszczady…This might be the only place where angels sometimes look as ugly as hell, and devils may take on heavenly beauty. Well, this is the land whose name 'contains' mythical, evil and friendly spirits* (Drupka & Mikita, 2010:20).

The expressive elements found in the tourist information text can rivet the attention of the reader and manage to put it on the right track. The artistic shape of the content may put the reader in an appropriate mood as well as create the right atmosphere for the comprehension of the text. The additional aesthetic values encoded in the text serve as supplementary features which differentiate it in the sea of such texts from other tourism information texts. The numerous mundane and conventional texts may not be as appealing and convincing as original creative compositions. Moreover, expressive features may indirectly effect one's emotions and simultaneously attract a potential tourist. Furthermore, the out of ordinary way of content presentation may convey the most subtle shades of a given place atmosphere. The establishment of a desired mood and climate additionally shapes and transmits the mental representation of the text's content. Therefore, it helps to attract the reader and convince him or her to come and visit a given place. However, the artistic elements may not overrule the content of the text, as the reader does not read tourist information texts for their artistic values but to acquire some information about a given attraction.

## 3. Operative features of tourist information texts:

*Brežany – Church Like No Other Greek-Catholic tserkov of Luke the Evangelist in Brežany, built in 1726-1727, from the beginning was not a typical sacred place. Although it was built as a tserkov it closely resembles a church, which is an effect of Catholic influences in this area* (Drupka & Mikita, 2010:32).

Tourist information texts should attract the attention of the reader by the application of various persuasive means. Operative features of the text should elicit desired responses by the application of stimulants, for instance the employment of rhetorical figures of evaluation. Catchy titles, slogans and word plays may serve as stimuli to recipient᾿s decision to read a given text as well as to persuade him or her to visit a given place. Moreover, the application of bold fonts may rivet the attention of the reader who simultaneously assigns to such bolded words a higher importance. Equally important may be the employment of italics as well as certain eye-catching colors which are considered to be connected with the emphasis of the significance. The implementation of witty and unusual ways of a given attraction presentation may win the attention of the reader and draw certain desired behavioral responses. Underlying the values, advantages as well as uniqueness of a given place may appeal to the reader᾿s consciousness and create some favorable implications for future decisions of the reader. The operative features may function simultaneously and equivalently with expressive ones as the persuasive aspects may be encoded in the aesthetic values of the text. In order to trigger off the desired responses, the author should employ carefully selected techniques and methods, which in turn may be based on texts᾿ purpose. Therefore, the appeal to one᾿s behavior and decisions may be to a high extent conducted by persuasive techniques applied in the creation of tourist information texts.

As presented, tourist information texts resemble multiple features which combine into a one unit performing an overall aim of providing information for tourists. Those features determine the hybrid nature of the text, as tourist information texts may be classified as compound text performing various functions. The text types and varieties triangle (see Figure 2) placed a tourist brochure – a variety of tourist information texts – in the very center of texts᾿ classification. However, a certain disproportion may be observed, as the functions᾿ importance in the case of tourist information texts has a gradable nature. As the very name suggests, such texts would be mainly informative, that is the content would be moved to the foreground of interest. Operative functions would be placed just behind the informative ones in the ranking of significance, as the persuasion of content to the recipient highlights it in the readers᾿ eyes.

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Moreover, the expressive functions in the case of tourist information texts may be treated as a subclass or a way through which informative and expressive functions are conveyed. Aesthetic effects performing expressive functions serve as an additional persuasive tool but their relative functional independence may be put into question, as the potential reader does not look for and read such texts for their artistic values. Therefore, the tourist information texts should be moved right from the center of the triangle to the informative-operative functions line. In this view, the tourist information texts may be defined as multifunctional texts, where a hierarchy of functions is established mainly on content and persuasion level and which deal with the presentation of values and recommendation of various tourist attractions. Moreover, the tourist information texts may be considered as the multi-medial text type, as the overwhelming majority of such texts are accompanied and complemented by numerous photos, schemes, maps and other diagrams which add variety to the perception of the text as well as help to comprehend the content and trigger off additional behavioral responses.

The multifunctional nature of the tourist information texts poses numerous implications for the translation process as the recognition and transmission of multifaceted functions may disturb or alleviate the balance between the dominant and subsidiary functions. The translator's task should be then the rendition of all possible functions of the ST in the TT unless the translation of a given function does not upset and overshadow the main function of the text. The acknowledgment with text's traits and its overall characteristics should then be of key importance for translators who are dealing with such a text type. Only then, a right method of translation may be applied.

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