A Comparative Study of the Language used in Turkish and English Versions of Tourism Brochures

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Abstract - This study discusses the differences between the Turkish and English tourism brochures from linguistic point of view. It has been seen that the brochures as tourist-information texts require a language of tourism with some specialised vocabulary, and grammatical rules in an appropriately given discourse of two cultures, Turkish and English. Corpus studies should be conducted to help the development of tourism sector.

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A COMPARATIVE STUDY OF THE LANGUAGE USED IN TURKISH AND ENGLISH VERSIONS OF TOURISM BROCHURES

Strictly as per the compliance and regulations of:

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Absract - This study discusses the differences between the Turkish and English tourism brochures from linguistic point of view. It has been seen that the brochures as tourist-information texts require a language of tourism with some specialised vocabulary, and grammatical rules in an appropriately given discourse of two cultures, Turkish and English. Corpus studies should be conducted to help the development of tourism sector.

Keywords : tourism brochures, translation.

I. INTRODUCTION

Tourism is travel for predominantly recreational or leisure purposes or the provision of services to support this leisure travel. Tourists travel for recreational purposes. The only considered tourist aim is a general pursuit of happiness. Tourism brochures help tourists all around the world to visit places for leisure, business and other purposes.

a) The Importance of Language

* Language, in that sense, is a medium to attract people to those places to be visited implicitly and the language of tourism is, therefore, a specialised language. Fracesconi (2010,20) supports this idea, pointing out that the language of tourism is "a set of words or phrases showing a high degree of frequency and specificity in the context of tourist communication."

* According to European Union, there are three categories of tourism:
  1. Internal tourism, which comprises domestic tourism and inbound tourism;
  2. National tourism, which comprises domestic tourism;
  3. International tourism, which consists of inbound tourism and outbound tourism.
     Therefore, according to the category of tourism, the language naturally changes due to the addressees.

* According to text types, texts are split into four:
  1. Narrative texts,
  2. Expository texts,
  3. Argumentative texts,
  4. Descriptive texts,

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In terms of this division tourism broshures can be said to be both descriptive and expository, since they give information about the places to be seen with descriptions.

II. PURPOSE OF THE STUDY

This study aims at
* studying the language of tourism brochures through a stylistic analysis and
* discourse analysis,
* comparing Turkish and English versions of burochures in terms of the linguistic analysis.

III. RESEARCH QUESTIONS

This study discusses the following questions:
1. Is the vocabulary simple or complex?
2. Is the vocabulary descriptive or evaluative, general or specific?
3. Are adjectives frequent? To what kinds of attribute do adjectives refer? Physical? Psychological? Visual? Auditory? Colour? Referential? Emotive? Evaluative? Etc.
4. Do verbs carry an important part of the meaning?
5. Are adverbs frequent?
6. Do the texts contain idiomatic expressions?
7. What kind of grammatical categories are used in texts?
8. To what extent are grammaticality and intentionality related?
9. Is there foregrounding?
10. What is the type of the texts?
11. How is cohesion and coherence accomplished in texts?

IV. METHOD

In order to conduct this study, several tourism brochures (printed or online) each of which represents one geographical region in Turkey with Turkish and English versions have been scrutinized. Eight Turkish texts with their English translations have been extracted from the brochures for the linguistic analysis. In the selection of the texts, three categories of the tourism have been taken into account as well as the text types.

As a comparative language, English is taken, since it is a lingua franca assumed to be generally spoken by the tourists for intercultural communication.

V. Discussion of the Data

a) *South Eastern Anatolian Region*

i. *Adiyaman*

Güneydoğu Anadolu Bölgesi'nde yer alan Adıyaman'ın deniz seviyesinden yüksekliği 669 metredir. Doğusunda Diyarbakır, güneyinde Şanlıurfa ve Gaziantep, batısında Kahramanmaraş, kuzeyinde ise Malatya illeri ile çevrilmiştir. Merkez ilçe ile birlikte 9 ilçesi bulunan ilin yüzölçümü 7.614 km²'dir.

ii. *Adiyaman*

Adıyaman is a province located in the South-East Anatolian region. It is at an elevation of 669 metres above sea-level. It is surrounded by Diyarbakır to the east, Şanlıurfa and Gaziantep to the South. Kahramanmaraş to the west and Malatya to the North. It has nine administrative districts, including the central one, and extends over an area of 7,614 km².

a. *Lexical Categories*

In both Turkish and English texts the vocabulary is simple, formal, descriptive and specific. Referential meanings of the words have been used. Nouns are concrete. Proper nouns are used, such as **Adıyaman, Diyarbakır, Şanlıurfa, Gaziantep and Kahramanmaraş.**

The adjectives are not frequent. The verbs are stative and not dynamic. There are not any adverbs.

b. *Grammatical Categories*

In both texts, declarative sentences are used. In the Turkish text, the sentences on the whole have a complex structure; there is a notable occurrence of anticipatory structure. Besides, relative clauses are used whereas in the English text, there is only one complex sentence. Noun Phrases are relatively suitable.

In the English text, Adjective Phrases are used. Prepositional Phrases are used in both texts.

c. *Discourse*

In terms of foregrounding, there are formal and structural repetition, such as parallelism in both texts. In the Turkish text, cohesion, a logical link, between sentences is accomplished by coordinating conjunction. In both texts, anaphoric referents are used. In the English text, there is an exophoric referent (e.g.**the central one).** Coherence is established with appropriately used anaphoric referents in both texts.

b) *Nemrut*

i. *Dev heykeller mekânı Nemrut*

Adıyaman'ın Kâhta ilçesinde bulunan ve içinde Kommagene Krallığı'nın antik kentini barındıran milli park içerisinde, aslan ve kartal heykellerinin arasında 7 metreye varan dev heykeller bulunuyor. Bölge, tarih meraklıları için ideal.

ii. *Nemrut: Place of Giant Sculptures*

Nemrut is an ideal place for history fans. It locates in Kahta town of Adıyaman. In this area there is a national park which includes traces of Kingdom of Commagene an ancient civilization. There are gravestones and giant sculptures of lion and eagle head in 7 meters height.

a. *Lexical Categories*

In both texts, the vocabulary is complex, formal, descriptive and specific. The nouns are concrete. The adjectives are frequent. They are physical, evaluative and visual.

In English, the verbs carry an important part of the meaning. In both texts, the verbs are static; they do not refer to movements. Adverbs are not used in the texts.

b. *Grammatical Categories*

In both texts, declarative sentences are used. in the Turkish text, a minor sentence type with no verbs is used. In the Turkish text, the sentences on the whole have a complex structure; there is a notable occurence of anticipatory structure. In English compound sentences are used. In the English text, there is one relative clause, whereas in the Turkish text, almost all the sentences are formed with relative clauses.

Adjective Phrases are are used in both texts.

c. *Discourse*

In English foregrounding is established through the anaphoric referents, such as it, this area.

In both texts, cohesion is established by coordinating conjunction "and".

In the Turkish text, coherence in the title is established with a cataphoric referent, whereas in English, it is anaphoric.

A special deviation, metaphor, as foregrounding has been used to attract the attention of the reader to Nemrut through "Giant Sculptures".

c) *The Aegean Region*

i. *Antik kente gizemli yolculuk*

İzmir'in Selçuk ilçesi yakınlarındaki 4 bin yıllık Efes Antik Kenti, kiliseleri, çarşıları, mağaraları, çeşmeleri ile en çok ilgi çeken turistik mekânlardan.

ii. *Ephesus: A Mysterious Trip in Archaic City*

This archaic city is near the Selçuk town of İzmir. It has a history for 4000 years. It is the most attractive tourist place with its churches, bazaars, caves and founts. You should definitely visit this city to be witness of history and to feel it.

a. *Lexical Categories*

In both texts, the vocabulary is complex, formal, descriptive and evaluative. The nouns are concrete. The adjectives are frequent. They are visual, evaluative and attributive.

In the Turkish text, there are not any verbs. They are eliminated from the sentence.

In English text, the verbs are both stative and dynamic. (e.g. Visit)

Adverbs of degree have been used in both texts. In the English text, there is also a significant use of sentence adverb, disjunct, "definitely"

b. *Grammatical Categories*

In Turkish, minor sentence type has been used, since there is not a verb. In English, the sentences have a simple structure. In Turkish, a dependent clause preceding the subject of a noun clause has been used.

Adjective Phrases have been used in both texts.

c. *Discourse*

In the English text, the external relation of the last part of the text gives a sense of social relation between the writer and the reader.

It is a kind invitation for the tourists to visit Ephesus.

Both texts can be said to be cohesive and coherent. In the tittle of the Turkish text, the "city" is exophoric, whereas it is anaphoric in the English text. Therefore, it gives an effect of reinforcement for the tourists to visit this area.

d) *The Mediterranean Region*
   i. *HATAY: Nasıl Gidilir?*

Çeşitli illerden şehirlerarası otobüslerle karayolundan gidilebilir. Ayrıca Havayolu ile de şehre ulaşılabilir. İskenderun'da bulunan gar ve limandan da denizyolu ve demiryolu ile ulaşmak mümkündür.

ii. *HATAY: Transportation*

Hatay is easily accessible from all parts of Turkey by car or buses. It is also possible to reach Hatay by sea or railway transport. There is a railway station and a harbour in İskenderun.

a. *Lexical Categories*

In both texts, the vocabulary is both simple and complex; formal and evaluative. The nouns are concrete.

In English text, the adjectives are predicative, whereas in the Turkish text, they are both attributive and predicative.

The verbs are dynamic in Turkish text, whereas in English text, they are static through linking verbs. In Turkish text, there are not any adverbs, but in English text, to intensify the degree of adjectives, the adverbs have been used.

b. *Grammatical Categories*

In both texts, the declarative and simple sentences are used. In the Turkish text, the tittle is interrogative, "**Nasıl Gidilir?**",

Whereas in English text it is presented with a noun "transportation" to attract the tourists' attention directly to the aim.

c. *Discourse*

There are cases of structural repetition in both texts. Cohesion is established through conjunctions, "with, or, by, and". In the English text, there are no referents, whereas in Turkish there is only one anaphoric referent.

e) *The Black Sea Region*
   i. *SAMSUN: Konaklama*

Turistik işletme belgeli ve Belediye belgeli olmak üzere, Samsun'da her bütçeye uygun birçok konaklama tesisi mevcut. Bunların bazıları normal otel statüsündeyken bazıları iki ya da üç yıldıza sahip otellerden oluşur.

ii. *SAMSUN: Accommodation*

A variety of accommodation facilities is available in Samsun, some carrying the national certificate for tourism enterprises and some licensed by the local municipality, catering to different needs and budgets. Some hotels have two-star or three star ratings, while many unrated enterprises provide an economical but valuable service.

a. *Lexical Categories*

In both texts, the vocabulary is both simple and complex; the complex nouns are more in number. They are formal and descriptive. The nouns are concrete.

In the Turkish text, the adjectives are referential, wheras they are evaluative in the English text.

The verbs are static in both texts and there are not any adverbs.

b. *Grammatical Categories*

In both texts, there are both compound complex sentence structures. The sentence complexity has been established through coordination, subordination and parataxis.

c. *Discourse*

In the Turkish text, the cataphoric referents have been used, while in English, anaphoric referents have been used.

In the English text, a structural repetition is seen through parallelism of the use of "some".In the Turkish text, opposition is used instead.

f) *The Marmara Region*
   i. *İstanbul*

İmparatorluklar başkenti…kıtalara hükmeden kent…medeniyetlerin beşiği…kültürlerin, uygarlıkların, kıtaların buluşma noktası…İstanbul için söylenebilecek binlerce sözden yapılabilecek binlerce tanımlardan sadece birkaçı. İstanbul'u anlatmak için kelimelerin yetersiz kalması gibi sadece hakkında yazılanları okumak, anlatılanları dinlemek de İstanbul'u tanımanıza yetmez. Tarih kokan sokaklarını adım adım dolaşır, dünya üzerindeki en büyük imparatorluklardan olan Bizans ve Osmanlı'nın mirası eserleri yerinde görür, eşsiz konumunun sunduğu manzaraları, her köşesine saklanmış gizemleriyle tüm güzellikleri kendiniz keşfederseniz tanımaya başlarsınız İstanbul'u ve tanıdıkça da aşık olursunuz.

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ii. *İstanbul*

The capital of empires… the city that dominated continents…the cradle of civilasation…the meeting point of cultures and civilizations…These are some of the thousands of phrases that describe İstanbul. Yet neither words nor any amount of reading or listening are sufficient to truly describe and become familiar with the city. Only when you walk along its historic streets, when you see with your own eyes the architectural masterpieces of Byzantine and Ottoman Empires in their original setting, when you enjoy the panoramic vistas of its location, and when you start to explore its mystical beauties- only then will you begin to discover, and to fall in love with İstanbul…

a. *Lexical Categories*

In both texts, the vocabulary is complex, formal, descriptive, evaluative and emotive. The nouns are both concrete and absract. The adjectives are frequent. They are physical (**architectural**), visual (**panoramic),** referential (**familiar)** and evaluative (**mystical**). Besides, In the Turkish text, an gradabile adjective, (**the biggest**) has been used.

In both texts, the verbs are stative and dynamic. Additionally, the adverbs are frequent. There is a significant use of the adverb "**only**" to atract the tourists' attention.

b. *Grammatical Categories*

The Noun Phrases have been used at the beginning of each text instead of full sentences. The compound complex sentences have been used.

In the Turkish text, the conjuction "**and**" is only used, whereas in English, "**yet**" and "**only then**" are also used.

c. *Discourse*

In theTurkish text, as a foregrounding, the phonological scheme, alliteration of "[k]" and "[ş]" are used to take the attention of tourist readers to the slogans:

"İmparatorluklar başkenti…kıtalara hükmeden kent…medeniyetlerin beşiği…kültürlerin, uygarlıkların, kıtaların buluşma noktası."

whereas in English, "[k]", "[ş]" and "[s]" are used to take the attention of tourist readers to the slogans:

"**The capital of empire**s… **the city that dominated continents… the cradle of civilasation…the meeting point of cultures and civilizations**"…

In both texts the cataphoric referents have been used for "**İSTANBUL**" to emphasize the city. Besides, in both texts,a metaphor has been used, such as "**the cradle of civilasation**".

g) *The Central Anatolian Region*

i. *Kapadokya Yürüyüş Yolu: Keyifli Tavsiyeler*

Doğa harikası Kapadokya bölgesinin eşsiz manzarası ve peribacalarının arasında Atlı yürüyüş, jeep safari, ATV (4 tekerlekli tek kişilik araç), scoter, bisiklet turları yaparak, isterseniz de muhteşem Kapadokya manzarasını yüksekten balon turu ile süsleyebilirsiniz. Günün yorgunluğunu Türk gecelerinde Sema gösterileri, Halk oyunlarının örneklerini izleyerek ya da Kaya disco barlarda bölgenin güzel şaraplarını tadarak atabilirsiniz.

ii. *Trekking in Cappadocia: Pleasant Advice*

In the wonderful landscape of Cappadocia among fairy chimneys, you might do a tour on horseback, a jeep safari, a ride on the ATV (a 4 wheel cart for only one person), a scooter or bicycle… or you could enjoy the wonderful landscape of Cappadocia by a balloon tour. Finally, you can get rid of the fatigue of the day watching the performances of the dervishes, Turkish folk dances in the evenings or sipping excellent local wine in a Rocky disco bar.

a. *Lexical Categories*

Simple, complex, formal, specific,descriptive and evaluative vocabulary has been used in both texts.

"Yorgunluk atmak" "get rid of fatigue" is an idiomatic expression in the texts.

Both concrete and abstract nouns are used. In the Turkish text, several adjectives have been used, whereas in the English text only two adjectives, such as **"wonderful"** and **"excellent"** have been used.

In the Turkish and English texts, the physical adjective, **"rocky",** referential, **"ATV"** and evaluative **"excellent"**   have been used.

In the English text, the adverb **"finally"** has been used as a conjunction.The verbs are dynamic.

b. *Grammatical Categories*

In the Turkish text, compound complex sentences have been used with **"and"** and **"or",** while in the English text, only **"or"** has been used in order to present several alternatives to the tourist readers.

The tittle in Turkish has been presented by a Noun Phrase, whereas in English text, it is given through a Prepositional Phrase.

c. *Discourse*

In both texts, cataphoric referents have been used for Cappadocia as a foregrounding. Through the use of the exophoric referent, **"you"** in both texts, the tourist readers have been invited implicitly to Cappadocia.

h) *Eastern Anatoian Region*

i. *Van Gölü'nde günbatımı*

Van kültürel birikimi ve doğal güzellikleri, yöresel dokusuyla Anadolu'nun motiflerini yaşatabilen bir kent. Türkiye'nin en büyük gölü bu ilimizde. Van Gölü üç de ada barındırıyor: Bu adalardan en meşhuru Akdamar

ii. *The Van Lake:The Sundown in Van Lake*

Van can get motifs of Anatolia alive with its cultural accumulation and scenic beauties. The biggest

lake of Turkey, which harbour three islands, is in this city. Akdamar is the famous one among these islands. There is also a historic castle in this island.

a. *Lexical Categories*

In both texts, the vocabulary is simple, complex, formal, descriptive and evaluative. The nouns are both concrete and abstract. The Proper names, "Van" and "Akdamar" have been used to take the tourist readers' attention to the environment of Van implicitly.

The adjectives are frequent. They are physical, referential and evaluative. Besides, a gradable adjective has been used in the Turkish text. Additionally, in the Turkish text, there is only one verb which refers to a state, which is a transitive one. In the other sentences, the verbs are deleted.

b. *Grammatical Categories*

In both texts, declarative sentences have been used.In the Turkish text, minor sentence types have been presented. On the contrary, in the English text, the simple, complex and compound complex sentences have been used.

c. *Discourse*

In order to attract the attention of the tourist readers to the Lake Van, the archaic word, **"sundown"** has been used instead of **"sunset".** Therefore, the tourists are implicitly exposed to the ancient motifs of Anatolia.

In both texts, anaphoric referents have been used. Cohesion is established well; but coherence is violated through the tittle on purpose. It is because the tittle is nothing to do with the content. Taking this foregrounding, deviation, into account, it can be said that the tourist readers are deliberately invited to visit the Lake Van to see its environmet, as well.

VI. Conclusion

a) *Concluding Remarks*

In conclusion, this study points out that the brochures as tourist-information texts have a language of tourism with some specialised vocabulary, and grammatical rules in an appropriately given discourse of two cultures, Turkish and English. As is seen in both languages, intentionality has shaped grammaticality. "Tourism is a specialised field and the language of tourism is, therefore, a specialised language" (Francesconi 2010: 20).

In order to accomplish this specialized language, it should be borne in mind that implicitly there is a social relation between the writer and the tourist readers.

The linguistic analysis of the texts shows that almost all types of adjectives have been used in both languages. Generally speaking, in the English texts, the adjectives are predicative, whereas in the Turkish texts, they are both attributive and predicative.

According to the referential meaning of two cultures, different vocabulary items have been used. According to the text types, the type of vocabulary changes; descriptive and specific vocabulary has been used in descriptive texts, whereas evaluative and specific vocabulary has been used in expository texts. In the Turkish expository texts, minor sentence type has been used, since the verbs are deleted. Therefore, through verbs, foregrounding is established to carry an important part of the meaning.

In order not to lead misunderstanding, in the English texts idiomatic expressions have been avoided. Foregrounding has been given importance in order to attract the tourist readers' attention.

All the linguistic elements have been presented through a well designed discourse.

b) *Suggestions*
1. The Language of Tourism texts should be given importance;
2. 2. Due to cultural diversity between languages, the translation of the source language into   . the target language should be done cautiously in tourist-information texts;
3. In the translation departments of the faculties some linguistic courses on tourism should
4. be offered in order to train prospective translators for the field of Tourism;
5. The Tourism sector can be improved, conducting some Corpus studies.

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