



Análisis de la traducción de textos turísticos promocionales (Francés-Español):: tres ciudades de la Occitania [

2018

text (article)

Analítica

This paper focuses on the analysis of three promotional touristic texts from France and its translation into Spanish. The aims of this paper are: firstly, to go in depth in the concept of promotional touristic text as a specialized unit of sense from the perspective of the Translation Studies; secondly, the importance of translators and linguists in the Touristic field as a quality guarantee in the process of brand and branding. For this purpose, the main translation mistakes are identified in the Spanish versions from ST segments to offer a better translation. Those ones affect in a negative way to the touristic brand of the destination or the product. After the theoretical framework and the texts analysis, conclusions about possible future studies are drawn

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Editorial: 2018

Tipo Audiovisual: Traductología Turismo Traducción Francés-Español Promoción Turística Francia Translation Studies Tourism French -Spanish Translation Touristic Promotion France

Documento fuente: Gran Tour, ISSN 2172-8690, N°. 18, 2018, pags. 19-39

Nota general: application/pdf

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Lengua: Spanish

Enlace a fuente de información: Gran Tour, ISSN 2172-8690, N°. 18, 2018, pags. 19-39

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