Mass Tourism and the Environment
A Translation Study of Metaphors, Terminology and Hyphenated Pre-modifiers in Two Articles

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Abstract
The following essay is an analysis of a translation from English into Swedish of two articles concerning tourism, travelling and the environment. The language of the articles is expressive and rich in metaphors, which evokes images in the mind of the reader. The translation was performed with the aim to transfer this effect into the translated texts and the aspects to be examined in the analysis were chosen with this in mind.

One of the three aspects to be examined is the use of metaphors and how they are translated into Swedish. Many of the metaphors bear reference to travelling and the environment which gives them a function of enforcing the message and engaging the reader in the text. In order to obtain the same effect in the Swedish translations several translation strategies had to be used.

The second aspect to be examined is the terminology used within tourism and the environment. The environmental concern is a growing trend which inevitably influences the language and requires a new set of useful and understandable terms. This becomes clear when reading and translating the articles at hand. The environmental terms are fairly new and sometimes hard to distinguish. In this study focus is set on the translation strategies and the procedures used in order to find the Swedish equivalents of the terms in this context.

The third aspect is the translation of hyphenated pre-modifiers. This aspect is particularly interesting, since the phenomenon is more or less unknown in Swedish. Of the fifteen hyphenated pre-modifiers in the source texts none were translated into hyphenated pre-modifiers in Swedish although five of them were translated into regular pre-modifiers. The analysis is based on the translation strategies applied and the comparison of syntactic structures of the expressions in English and Swedish.

Keywords: translation strategies, metaphors, terminology, hyphenated pre-modifiers
# Table of Contents

1. Introduction ..................................................................................1
   1.1 Aim .........................................................................................2
   1.2 Material and method .................................................................2

2. Theoretical background .................................................................3
   2.1 Translation strategies ...............................................................4
   2.2 Metaphor ...............................................................................8
   2.3 Terminology .........................................................................9

3. Analysis .....................................................................................10
   3.1 Metaphors ...........................................................................10
      3.1.1 The English metaphor translated with a Swedish equivalent ....10
      3.1.2 Metaphors underlining the message of the source text ............12
      3.1.3 Metaphors in travelling .......................................................13
   3.2 Terminology ........................................................................14
      3.2.1 The translation of terms in tourism ......................................14
      3.2.2 The terminology in the field of environmental issues ...........16
      3.2.3 The mixed terminology in travelling and the environment .....17
   3.3 Hyphenated pre-modifiers .......................................................18

4. Conclusion ..................................................................................21

5. References ..................................................................................23
1. Introduction

Translation is a complex task and many considerations have to be made during the translation of a given text. In the field of translation research there are issues still left to be dealt with and the translator is therefore often left to trust his or her own judgment when deciding between strategies. The aim of this study is to analyse and discuss the different strategies used when translating two articles about tourism and the environment. For this purpose three main areas have been selected, namely metaphors, terminology and hyphenated pre-modifiers.

Metaphors are frequent in the translated texts and make up a powerful tool in evoking commitment in the reader for the intended message of the texts. This first field of interest includes an analysis of the different strategies applied during the translation of the metaphors as well as a discussion on the conceptual mappings at work in this context. The presentation of the metaphors will be built on their function and usage in the source texts and for this purpose they will be divided into three groups.

The second field of interest is terminology, which was one of the particularly challenging areas during the translation work. The main purpose of the texts is to discuss travelling and the impact of tourism on the environment which is why the terms are a mix of terms used in travelling brochures and guidebooks on the one hand and terms to do with the environmental aspect on the other hand. In this study focus will be on the translation strategies used and the procedure of determining an appropriate translation for these terms.

The third area of interest is the translation of hyphenated pre-modifiers. Pre-modifiers have a more significant role in English than in Swedish (Ingo 2007:187), especially the category of free-standing attributes of the noun. They are often found in compound words, e.g. coffee table and rubber boots. The hyphenated pre-modifiers are extremely rare in Swedish (ibid.) and will be analyzed in regard to the translation strategies applied here. The example below taken from “Travel adaptors” illustrates all three areas of interest.

The entire expression ‘no-frills’ airline is an example of a metaphor in terms of giving the

(1) it was the 26th ‘no-frills’ airline to fold or hit financial turbulence this year

var det den 26:e lågbudgetflyglinjen som gav upp eller drabbades av finansiella problem det här året
reader an image of not expecting anything out of the ordinary when choosing this type of airline. It can also be seen as a term in travelling since it is fair to believe that it is used exclusively within the travelling sector. It was most probably invented when low budget airlines became an alternative among the established airlines. Consequently it can be seen as a fairly new term within the travelling sector.

1.1 Aim
As I have already established the aim of this paper is to analyse the translation of two articles about travelling and the environment. The aspects to be examined are:

- The strategies used in the translation of metaphors
- The strategies used in the translation of terminology used in texts about tourism and the environment
- The strategies used in the translation of hyphenated pre-modifiers

1.2 Material and method
The texts chosen for the translation are two articles, comprising a total of 4882 words. The first article is named Travel adaptors and can be found at geographical.co.uk. It was written in December 2008 and the main topics are flying and carbon emission, as well as the advantages and disadvantages of tourism. The other article has the headline Tourist hordes told to stay away from world heritage sites by the locals. It appeared in the world news section of the Observer and on the website of the sister paper the Guardian on 6 September 2009. The focus in the article is on the environmental damage being caused by mass tourism at the ancient and idyllic tourist sites of the world. In both articles there are strong elements of concern for Mother Nature and an underlying message that the responsibility for saving the world lies with us, as human beings. Both texts would be classified as being informative, according to Reiss’ taxonomy (presented in Munday 2001:72), since the focus is to communicate a message. The message would be that the travel industry is expanding constantly and that the environment is suffering from the tourism of the world. However, it could also be argued that the articles are expressive and to some extent operative, given that the content is supposed to have an effect on the readers to act responsibly when it comes to travelling. The different forces at work in the source texts should have an influence on the
translation and creation of the target texts which is why the translator must be aware of these factors. The translator must try to create the same or a similar effect in the target text (hereafter referred to as the TT).

The target group of the articles would be people who are concerned with environmental issues as well as people in general depending on where the articles would be published. The purpose is to shed light on the current situation and to make a contribution to the discussion about the environment and tourism. In my Swedish translations I have tried to preserve the style of the text, which is rather informal although the language is sometimes elaborate. An effort was made trying to find corresponding expressions and metaphors in Swedish even if it meant not being able to transfer the exact image evoked in the source text (hereafter referred to as the ST).

Prior to this study and the translation a thorough study of the source texts (ST), i.e. the two articles, was made. Additionally a study of the different translation theories had to be carried out and notes written down. The sources for this purpose have primarily been *Introducing Translation Studies* by Jeremy Munday and *Konsten att översätta* by Rune Ingo, both of them giving an overview of translation theory over time, the latter being more of a practical handbook. Furthermore *A Textbook of Translation* by Peter Newmark, *Metaphors We Live By* by George Lakoff and Mark Johnson and *Metaphor and Thought* compiled by Andrew Ortony proved to be useful sources of literature. In addition to the literature online dictionaries, parallel texts and websites on the internet were essential, especially in order to determine the most common or frequent expressions used in the context of travelling and the environment.

### 2. Theoretical background

When a translator is about to begin working with the translation of a text it is of utmost importance that he or she develops an insight into the intentions of the writer of the ST. Another important thing is to be aware of who the reader of the translated text will be, i.e. the audience. The task is to transfer a message created in the source language to the target language, thereby aiming at reaching the same level of understanding. There are several situational factors that the translator must be aware of such as the sort of text, the cultural
context, the purpose of the translated text to mention a few (Ingo2007:15ff.). These situational factors make up the essence of the text and are important tools in creating an equivalent translation. Paired with the specific rules of the TL in regard to grammar and syntax the translation process therefore requires a usage of different translation strategies to achieve a satisfactory result.

2.1 Translation strategies
The discipline of translation has been discussed for over 2000 years but the theories of how it should be carried out have developed as late as from the second half of the 20th century and onwards (Munday 2008:7). In this section I intend to highlight some of the most important theorists. I will begin with a short presentation of Vinay and Darbelnet who made a comparison between English and French in 1958 and identified two translation strategies, namely “direct translation” and “oblique translation” (presented in Munday 2008:56ff). Within these two strategies there are seven different procedures.

Direct translation is divided into the three procedures of ”borrowing”, “calque” and “literal translation”. Borrowing means that you bring the original word from the source language (hereafter referred to as the SL) into the target language (hereafter referred to as the TL) without changing it, e.g. hat-trick which is borrowed into Swedish. Calque means that “the SL expression or structure is transferred in a literal translation” (ibid.), e.g. skyscraper becomes skyskrapa in Swedish. Finally, literal translation is the same as a “word-for-word translation” (ibid.), eg. make fewer trips which would then become gör färre resor, see (2) below. Literal translation is the most common translation strategy when performing a translation between languages of the same family.

Oblique translation is recommended by Vinay and Darbelnet when literal translation is not possible. Within oblique translation there are four procedures; “transposition”, “modulation”, “equivalence” and “adaptation”.

Transposition means that you change the part of speech of the SL expression without changing the meaning and it may or may not be obligatory. An example of obligatory transposition is shown in example (2) below.
(2) They *happily* offered…  De *var glada* att kunna erbjuda…

The adverb *happily* is used in the ST and the verbal phrase *var glada* in the TT, thereby changing the part of speech. A literal translation would be unidiomatic. An example of optional transposition is shown in example (3) below.

(3) When they had first met…  När de för första gången hade gjort varandras bekantskap…

Here one part of the verbal phrase in the SL is translated into a nominal phrase in the TL, i.e. *met* is translated into *varandras bekantskap*. In this case a literal translation, i.e. *när de hade träffats för första gången*, would be a possible solution. Without access to more text material it is impossible to say why this method has been discarded. An optional transposition means a structural change that the translator makes use of to reach the best possible solution in the TT.

Modulation may or may not be obligatory as well and is used when the translator finds that a grammatically correct transposition seems unsuitable, unidiomatic or awkward in the TL (Munday 2001:57). A modulation “changes the semantics and point of view of the SL” (ibid.) and Vinay and Darbelnet are of the opinion that modulation is “the touchstone of a good translator” whereas transposition “simply shows a very good command of the target language” (Munday 2001:58). An example of an obligatory modulation is illustrated below in example (4).

(4) a nice hotel *overlooking* the sea  ett trevligt hotell *med utsikt över* havet

The expression *a nice hotel overlooking the sea* must be changed since the same construction is impossible in Swedish. A possible, and perhaps the most obvious, translation would be *ett trevligt hotell med utsikt över havet*. In this construction the hotel (or, originally, the people in the hotel) has the role of “doing” something, namely *overlooking*, which is changed into the hotel “having or possessing” something (the view) in the Swedish translation.

An example of an optional modulation is illustrated in the choice of translating the English expression *throws a light on* with *belyser* instead of *kastar ljus över*. The choice of using...
belyser is a decision made by the translator aiming at the best possible solution for the TT translation. If he or she finds a literal or transposed translation unsuitable, which could be the case in this example, then it is his or her rightful decision to use a modulation.

The next procedure to be mentioned is equivalence, which refers to cases where the translator needs to find an expression with the same value and style as the one in the SL and cannot make use of literal translation. An example of equivalence is communities are up in arms which can be translated with invånarna är på krigsstigen, see (9) in section 3.1.1.

Finally, there is the procedure of adaptation which is to be used whenever there is a difference in common ground between ST target readers and TT target readers, e.g. in adapting a scientific text for laymen or making a cultural reference understandable. An example of a cultural reference where adaptation is used can be found in one of the translated texts where the expression two and sixpence is adapted into spottstyver. As a translator you always have to consider the situation and you have a responsibility to the reader in making the text clear in meaning.

Although the theories of Vinay and Darbelnet are useful there is a lot of variation within the procedures to be discussed. Equivalence is one of the areas where there are additional theories about the way of thinking when the procedure is used. The theories of Nida in terms of equivalence and equivalent effect are based on the notion that words acquire their meaning in the context and culture where they are used. It is a functional approach and it is a move away from the old idea that words have a fixed meaning. According to Nida there are two types of equivalence; “formal equivalence” and “dynamic equivalence” (Munday 2001:42). In formal equivalence the translation should be performed without changing the intended message of the ST, i.e. the culture and the language of the ST should be retained and match the translation in the TL. An example from the translated articles will illustrate this.

(5) they are facing ecological disaster because of hordes of tourists        de står inför en ekologisk katastrof på grund av horder av turister

In translating this expression both form and content have been considered. The word hordes is
a stylistic means of giving the expression a negative air, whereas *groups* would have been more neutral. Thus, in translating the expression it is justified to use a word with the same implication of negativity. According to Vinay and Darbelnet this would also be classified as a literal translation.

In dynamic equivalence the aim is to create a translation where the original message is expressed naturally and is adapted to meet the needs of the target reader, which makes it a receptor-oriented process. Nida discusses four basic requirements to be considered when aiming at equivalence in a translation. (1) “making sense”, (2) “conveying the spirit and manner of the original”, (3) “having a natural and easy form of expression” and (4) “producing a similar response” (ibid.). Although all four are important Nida underlines that keeping the meaning is more important than retaining the style if the purpose is to obtain equivalent effect. This is illustrated in example (3) below.

(6) But *when push comes to shove*, we find people will always vote for a holiday abroad…

This example is a typical case where a literal translation would be incomprehensible to the target readers. Instead, the meaning of the SL metaphor is kept and the style retained by using an equivalent metaphor of the TL.

Peter Newmark prefers the term “communicative translation” (Newmark 1981:39), which is similar to Nida’s ideas about dynamic equivalence. His definition of communicative translation is that the reader of a translated text ought to have the same understanding as the reader of the original text. According to Newmark translation builds a bridge between people because it is used to bring understanding between different countries through transmitting knowledge and culture (Newmark 1981:9). The translator needs to be able to reflect on the translated work and revise it in order to reach a natural translation that is equivalent to the original text. I have found the ideas of dynamic equivalence paired with communicative translation very useful during the translation of the texts for this study as will be shown in section 3.
2.2 Metaphor

Scientists used to have a firm belief that you must be precise and use a language that does not make use of unnecessary “frills” when describing reality. This has changed towards a belief that there is no difference between scientific language and other kinds of language, they are all constructed “on the basis of the constraining influences of human knowledge and language” (Ortony 1993:2ff.). Ortony describes two opposing approaches for this theory of language construction; “constructivism” and “non-constructivism”. In the non-constructivist approach metaphor is to be avoided since it is an unimportant, vague and poetic way of expressing reality which has nothing to add to scientific language. The constructivist approach to metaphor claims that metaphor plays an important role in the language since the use of metaphors is a creative way of explaining ideas and concepts.

The ideas of the constructivist approach tie in with the way another well-known theorist, George Lakoff, sees the role of metaphor (Lakoff in Ortony 1993:203ff.). He categorizes metaphors by giving evidence for the existence of a system of “conventional conceptual metaphors”. He claims that metaphor is a way of conceptualizing one mental domain in terms of another and he describes metaphors as mappings where different domains are combined. An example of his is the “love is a journey” concept where the two domains of love and journey interact to create metaphors to understand what love can be like by using terms and concepts from the domain of journey. He uses examples like “this relationship isn’t going anywhere” and “our relationship is off the track” (ibid.). In the book Metaphors We Live By Lakoff and Johnson even argue that “human thought processes are largely metaphorical” and that “metaphors as linguistic expressions are possible precisely because there are metaphors in a person’s conceptual system” (1980:6).

The theorist Max Black argues that “the cognitive aspects” of metaphor are strong enough to give an insight into “how things are” in reality (Black in Ortony 1993:21ff.) According to him the distinction between “dead” and “live” metaphors is of very little use, since a dead metaphor has developed into an expression of no “pregnant metaphorical use” (ibid.) and is barely noticed as a metaphor any more. He uses the example “falling in love” as an example and claims this is a case of an idiom filling a gap in the lexicon.
Dead metaphors are so-called fixed or lexicalized metaphors when described by Rune Ingo (2007:118ff.). They can be found in dictionaries and are therefore categorized as lexicalized or semantic metaphors. Another category is the literary metaphors, used as stylistic devices, with an emotive function in fiction and with a more cognitive, narrow function in non-fiction. The only difference between the semantic and the literary metaphor is that the semantic metaphor has been lexicalized whereas the literary metaphor is more novel and temporary. Ingo points out that the cultural context and situation must be carefully considered when translating metaphors, the TL reader must receive the correct semantic associations.

2.3 Terminology
A new term is usually created when a new product or a new phenomenon appear. According to Ingo (2008:101) a term is constructed on the basis of the features of the referent, i.e. the structure, size and material (inner characteristics) and function purpose, usage, location and origin (outer characteristics). A term can be borrowed from another language, especially from English into Swedish, but sometimes a new Swedish word is invented by means of translation or by making a compound word. Another option is adding an affix to an already existing word or adopting a commonly used term to be used within a specific context. In this study a comparison between the terminology in the ST and the TT has been made as to whether the construction of the terms in English and Swedish are the same.
3 Analysis

In this section the three fields of study will be presented and commented on along with examples from the translated texts.

3.1 Metaphors

There are several approaches to the construction and use of metaphors, as has been shown in the theoretical background. Here the metaphors will be presented in three groups according to their function and usage in the source texts. The first group will be a selection of metaphors where the English metaphor is used without any reference to travelling or the environment. The translations are then based on finding an equivalent Swedish metaphor containing the same value and style. The second group contains metaphors constructed to underline the message of environmental concern in the ST. Finally, the third group of metaphors will show how the imagery of travelling is used. The metaphors will be analysed and discussed in accordance with the theories of metaphor and the translation strategies mentioned in the theoretical background.

3.1.1 The English metaphor translated with a Swedish equivalent

The metaphors to be presented in this section are all examples of using a Swedish equivalent with the same conceptual mapping as in the original metaphors of the ST.

(7) But *their complaints have fallen on deaf ears*…

(8) …would do well *not to hold their breath.* … skulle tjäna på att ta bladet från munnen

In example (7) the English metaphor uses the image of *falling,* with the sense of failing, in combination with the physical handicap of being *deaf* in order to illustrate the despair of not being heard. The same type of expression is used in Swedish although the entire image of the English metaphor is not fully kept; *de talar* is less expressive than *their complaints have fallen.* Nevertheless, the Swedish metaphor is constructed this way and of common use, therefore it must be regarded as an equivalent to the English metaphor. The translation has been performed by using a Swedish metaphor which refers to the same feature of the body as in the ST, thereby transferring the sense and style of the expression into Swedish.
In example (8) a corresponding metaphor in Swedish proved to be suitable in this context. A literal expression was impossible and with dynamic equivalence in mind, i.e. to let the interests of the target reader determine the translation (Munday 2001:42), the selected solution was considered to be the best. At first the translation *sluta mumla i skägget* was considered but instead the choice to use *ta bladet från munnen* was made. The decision to use this metaphor was not easy to make since the two metaphors have a similar meaning in Swedish but the selected metaphor was finally considered to be slightly clearer in meaning.

The strategies used when translating the metaphors in examples (7) and (8) are similar, both would be cases of equivalence where recognized metaphors of the TL are being used. The concept of the body as a tool for making up the metaphors is illustrated and the reference to the body kept in the translations.

(9) From Easter Island to Venice, communities are up in arms at the environmental damage being caused by mass tourism

Från Påskön till Venedig är invånarna på krigsstigen med anledning av massturismens förödande inverkan på miljön

If the same metaphor exists in the TL and has the same stylistic value this ought to be the choice of the translator in order to attain the semantically correct associations (Ingo 2008:120). In example (9) it could be argued that this is the case since the metaphor is not exactly the same, grammatically speaking, but is very similar in meaning. So, this fixed and commonly used Swedish metaphor was considered to match the English. The reference to war is present in both English and Swedish, which gives the translated metaphor the same value and style as the original. It is also an example of the “argument is war” concept of Lakoff and Johnson (1980:4) where it is shown that an argument is often talked about in terms of war.

It is interesting to note that the metaphors of the current language pair (English and Swedish) often have the same connotation which is most likely due to the fact that they are related in their common Germanic origin.
3.1.2 Metaphors underlining the message of the source text

The metaphors in the examples below have been created to underline the message of the ST and the writer uses the domain of transportation to create metaphors that work particularly

(10) The growth of tourism has been fuelled by increasing prosperity, Turismens framväxt har drivits på av ett ökat välstånd,

(11) ... we talk a good deal about climate change but can’t kick our kerosene habit ... vi pratar gärna om klimatförändringen men har svårt att förändra våra fotogenslukande vanor

(12) the whole world is changing gear well in hela världen växlar om

In the translation of these metaphors the aim has been to keep the reference to the domain of transportation in the TT. However, in example (10) the verb fuelled is used metaphorically and has a connotation to oil that is not entirely kept in the Swedish translation. Although the verb phrase har drivits på has a connotation to drivmedel the reference is not quite as obvious as in the English metaphor. The verb phrase eldats på contains a clearer reference but would be unidiomatic in this context since it is preferably used concerning the action of people rather than of a concept. That is why a modulation is justified in the translation.

In example (11) the part referring to the domain of transportation is kerosene habit. In order to keep the reference this part was translated by means of modulation into fotogenslukande vanor which is a bit more elaborate than the original expression. A literal translation of kerosene habit would have been awkward which suggests that this modulation was obligatory. The whole expression has derived from the common idiomatic expression to kick a habit which has been used in combination with kerosene. An equivalent expression for kick a habit proved to be difficult to find in the TL and the less expressive verb förändra was used. The weakness of the verb förändra in this expression was considered to be compensated by the more elaborate translation of the noun phrase in fotogenslukande vanor.

In example (12) a combination of the whole world and changing gear, where the latter part once again refers to the domain of transportation, is used. In this case a literal translation, byter/ändrar växel, was considered to be unidiomatic and instead a slight modulation of the verb phrase växlar om was chosen. The equivalent effect was considered to be obtained and
the reference to the domain of transportation kept. Also, the usage of *the whole world* in this expression gives the reader a notion of the world as meaning *the people* of the world which is retained in the Swedish translation *hela världen*.

### 3.1.3 Metaphors in travelling

In this section some of the metaphors with reference to travelling are presented. The first subgroup represents metaphors created with an influence from travelling.

Travelling requires a route and there are many examples of using the words *way*, *track* and *road* in the source text. In the words of Lakoff and Johnson this is described as “a journey defines a path” (1980:90). This implies creativity on the part of the writer and gives the texts a framework that supports the content and helps keeping the reader focused. Genre-typical metaphors are discussed by Alan Partington who states that “one of the characterizing features of a genre is probably the kind of metaphor generally to be found herein” (1998:107).

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(13) ...there are areas off the beaten track you can find fewer people
      det finns områden bortom de vanliga turiststråken med färre människor
(14) The country has come a long way in tackling environmental damage...
      Landet har kommit långt i fråga om hur man tacklar miljöförstöring...
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Examples (13) and (14) have the reference to *track* and *way* in common. The metaphor *off the beaten track* in (10) has been translated into *bortom de vanliga turiststråken* and the translation strategy used is equivalence. Since the expression is used in the context of tourism in Venice the addition of *turist* in the Swedish translation is considered to have a clarifying function. A possible alternative would have been to use *de upptrampade stigarna* as a translation of *the beaten track* but the context, i.e. being in Venice, and the flow of the language in this section of the text made me choose the alternative mentioned first.

In example (14) the noun *way* in *has come a long way* is part of the expression and would be called a fixed metaphor according to Ingo (2008:119). The first choice fell on *har gått rejält framåt* since *har gått* refers to *way* as a place where you walk but after some consideration the
translation *har kommit långt* was chosen. The choice was made since the same effect was considered to be attained even though the word *way* remained untranslated. A transposition was performed in changing the noun phrase into an adverb and the expression became one word shorter. Since it is part of a long sentence this contributed to a certainty about the decision.

\[(15) \text{ …as many more of their citizens catch the travel bug, numbers of tourist have risen steeply year on year for the past five years.}\]

In example (15) above it is implied that you can get infected by the travel bug which will make you feel urged to travel around the world. The equivalent metaphor in Swedish would be *drabbas av resfeber* which refers to sickness just as in the English metaphor. But the most obvious translation was abandoned; instead an adjective was used to attain the same meaning within the Swedish sentence. The sentence containing the metaphor is very long and was complicated to translate which was one of the reasons for choosing this less expressive Swedish translation. The procedure used would be equivalence and once again the expressions refer to the same concept (sickness) in order to create the image of the metaphor in both languages.

### 3.2 Terminology
In this section the translation of terminology in tourism, the terminology in the field of environmental issues and the mixed terminology in the context of the effect of travelling on the environment will be exemplified and discussed.

#### 3.2.1 The translation of terms in tourism
The three examples below contain terms typically used in the context of tourism.

\[(16) \text{ … but still suffer from what some call } \textit{"backpacker fatigue"} \quad \text{… men lider ändå av något en del kallar } \textit{"backpacker fatigue"}, \textit{ett slags utmattningssyndrom när det gäller turister}\]

\[(17) \text{ … restricting numbers by aiming at } \textit{top-end tourists} \quad \text{… begränsa antalet turister genom att rikta in sig på lyxтурister}\]
In example (16) a corresponding expression was not available in Swedish. A literal translation of this expression would be impossible; it would not make sense in Swedish. So, the decision was made to borrow the English expression and add an explanatory phrase to clarify the meaning. Swedish is relatively open to adopting new terms from English and the Swedish readership is used to the presence of English words within the Swedish language and culture. This situational factor makes it fair to believe the procedure will be accepted by the readers as long as it is not overused. This is the only example in the translated texts where I have made use of borrowing.

Example (17) is an expression that includes a hyphenated pre-modifier, which is the third area of interest to be analysed in this study, see section 3.3. The meaning of this expression was not to be found in a dictionary and an educated guess was insufficient to reach certainty about it. So, the use of the internet lead to a number of parallel texts whereby I came to the conclusion that ‘lyxturister’ was a suitable equivalent to the English expression. The English combination of words underlines that a privileged group is singled out by placing the members at the top end of a scale. The Swedish expression is explicit, lyxturister requires very little imagination as to understanding the expression, whereas the English expression is more implicit.

There is a combination of expressions to be translated in example (18). The expression tourist sites, is part of a pun together with sight used later in the same sentence. In the Swedish translation the pun is made by using vykort and vy instead. In my translation of tourist sites it is translated into turistattraktioner, which would be translated into turistställen if literal translation were to be used, This choice of translation was based on an effort to compensate for the lost ambiguity of the word sights when translated into vy. The intention of the whole procedure was to obtain an equivalent effect of the sentence as a whole.

3.2.2. The terminology in the field of environmental issues

The expressions below were all used in the context of discussing the impact of travelling on
the environment. The translated texts contained environmental terms to be found in other contexts than that of tourism which made it all the more important to secure the corresponding translations. The terms in the examples below can be found either at the translation site of the EU, IATE (example 19), in NE (example 19 and 20) or in dictionaries (example 21) which makes them fairly easy to translate. Yet, the use of parallel texts is of great importance in order to establish whether the usage of the terms fits the translations in the dictionaries, which will be shown in the discussion of the examples below.

(19) … aviation will take longer to reduce its carbon footprint 

(20) … increasing fuel prices and peak oil

(21) … paying to reduce their carbon emissions

Example (19) contains a new term, at least in my experience, and there were two choices of how to translate carbon footprint. The term koldioxidavtryck was found at the site of IATE and the term ekologiskt fotavtryck was the term recommended in NE. When investigating which term was preferred in parallel texts on the internet I came to the conclusion that ekologiskt fotavtryck was the most common translation. I also discovered that both of the Swedish terms are used in a similar way, namely when calculating the carbon footprint of a person, nation and the like, or as in this case the amount of carbon emissions from flying. The second part of the English expression has been translated literally, fotavtryck, whereas the first part has been changed into ekologiskt which refers to the environmental aspect of the expression. The other option, koldioxidavtryck, is a literal translation provided that carbon is seen as koldioxid, and might have been the original translation of the term. The environmental concern has grown and the word or term ecological is being used increasingly, as well as the terms sustainable and responsible (tourism). In fact it has almost become fashionable to be familiar with these terms and aware of the environmental issues which could be the reason for the change of the Swedish expression. It would be interesting to look into this matter but it is beyond the scope of this paper to study this further.
As for example (20) the term was not to be found in any of the dictionaries except for the dictionary in NE. However, the usage of the term found in NE was frequent in parallel texts which once again convinced me of the legitimacy of the translation. The Swedish translation is more explicit than the English term although the expressions are based on the same characteristics. In example (21) the term carbon emissions was found in various dictionaries, and proved to be a common word in discussions about the environment in general, which made it easy to establish the correctness of the translated term. The strategy of literal translation has been used, if the translation of carbon as koldioxid is established when used in a compound expression.

3.2.3 The mixed terminology in travelling and the environment

In order to find a solution for translating the terms used in the context of the effect of travelling on the environment correctly it was necessary to look at sites of organizations or companies offering this type of products or to study articles where these issues are discussed.

(22) eco-holidays  miljövänliga semesterresor
(23) sustainable travel operators  arrangörer som erbjuder hållbara resor
(24) the responsible tourism sector  sektorn för ansvarstagande turism

In example (22) I chose miljövänliga semesterresor since I found that this is the most common word for talking about ecological alternatives in Sweden. Even if the word ekologiska is used in this context as well, the word is primarily used when discussing products like plants or products made from plants or animals. These were my findings and therefore the choice to use miljövänliga was made. In examples (23) and (24) I saw that there is a difference between sustainable and responsible in that the terms were used in different combinations in the ST. Although I chose to translate the words as they were used in the ST, i.e. sustainable with hållbara and responsible with ansvarstagande I have to admit that it seems that these words are often used interchangeably and the difference in meaning is hard to establish. The words suggest that being responsible is more personal and immediate and sustainable is something that lasts over time, so I came to the conclusion that the expressions were best translated with the intention of the writer of the texts in mind.
3.3 Hyphenated pre-modifiers

There is a total of 15 hyphenated pre-modifiers in the ST. As can be expected in this type of text the majority of them are parts of expressions concerning travelling. An attempt to categorize them further into usage within different domains, since a dominant feature of the hyphenated pre-modifiers was the reference to time, proved to be rather pointless since there was no pattern in how they were translated into Swedish from this angle. Instead I found it interesting to see what syntactic structure the translations had after being translated into Swedish and to examine the procedures used when translating them. The results are presented below, along with examples of each of the structures.

In six of the cases the hyphenated pre-modifiers and the following nouns were translated into a single compound noun. In examples (25) and (26) below the translation of the hyphenated pre-modifiers is literal although the second part of the compound noun in example (25) has lost the reference to the flow of time as in vein. Blood flows through the veins which is why the word is used to give reference to the flow of time in the expression. The possibility of compensating somewhere else in the text when a part of the translation is less expressive than the ST is then an option to be considered by the translator according to Ingo (2008:86). In example (26) the literal translation was the first choice and considered to be preferred over a set of words explaining the English expression which also would be unsuitable in the sentence as a whole.

(25) … that travel can’t continue in its post-war vein. … att resandet inte kan fortsätta på samma sätt som det gjort under efterkrigstiden.

(26) … with categories for “short-period” tourists with a maximum stay of 14 days, … med kategorier för korttidssturister med en vistelsetid på maximalt 14 dagar,

In five of the cases the hyphenated pre-modifiers were translated into regular pre-modifiers. Both examples (27) and (28) are cases of equivalence where literal translations were not possible.
The choice to translate *over-eager* with *klåfingriga* was made since this is the actual problem at Stonehenge, i.e. people wanting to touch the ancient stones and thereby causing environmental damage to them. Furthermore, being over-eager means a lack of control of your feelings which is similar to not being able to keep your hands off something. So, the context but also the fact that the expressions are related in meaning were the main reasons for this choice. The decision to translate *fossil-fuelled* with *ohållbara*, on the other hand, derived from the lack of an exact match to the English term in Swedish. To use more words and describe what is meant by *fossil-fuelled* was a possibility but would lead to a clumsy solution. After looking at web-sites concerning travelling and environmental issues the word *ohållbara* was chosen. So, both of the terms were considered to be equivalent in meaning although they are not similar from a semantic point of view.

Apart from the structures already mentioned there was one case where the hyphenated pre-modifier was translated into a post-modifying phrase (29) and one case of not translating the hyphenated pre-modifier at all (30):

(27) …with the standing stones at Stonehenge having to be fenced off from an *over-eager* public to prevent damage.

(28) …as another harbinger of the end of *fossil-fuelled* travel

(29) *Clear-up* efforts were finally put in place…

(30) …no immediate or even *medium-terms* signs of slowing down.

In both (29) and (30) changes in the sentence structure have been made in order to achieve an equivalence in meaning and readable sentences. In example (29) the post-modifier as such has been turned into an infinitive phrase. The infinitive phrase functions as complement in a prepositional phrase which, in turn, functions as a post-modifier of the original head. A literal translation would have resulted in a long Swedish word, e.g. *uppröjningsförsök* or *uppröjningssatsningar*. Both examples would have sounded unidiomatic and clumsy, at least in this context.
Considerations were made as to whether the expression *medium-terms signs* (30) should be translated or not. One suggestion was to translate it with *näraliggande* which would have resulted in the sentence *inga direkta eller ens näraliggande tecken*, but the decision to leave it out was made for the same reasons as for example (29); the sentence would become clumsy and slightly unidiomatic. The pre-modifier was also considered to be of little significance to the message of the sentence. So, instead the Swedish expression *inga som helst* was a compromise to compensate for both *immediate* and *no medium-terms*.

Finally, there were two cases where the hyphenated pre-modifiers were translated with a phrase consisting of two words:

(31) …finally getting its *well-overdue* comeuppance.

(32) It’s part of many popular *round-the-world* itineraries for independent travelers…

The strategy chosen for *well-overdue* (31) is modulation. One option would be to leave it out, which was my first choice; I considered the message to be sufficiently clear without a translation of *well-overdue*. Nevertheless, when trying out the translation *så länge* the sentence was found to run smoothly and it became even better in regard to the content. The translation closest in meaning would be *sedan mycket länge* and the choice to modulate this slightly by saying *så länge* means the time reference is less emphasized. However, there is a time reference in the chosen translation that was considered to be sufficient. So, there was no actual reason to leave it out, on the contrary, it would have been a mistake since remaining true to the ST is to be preferred.

In translating the hyphenated pre-modifier in example (32) literal translation was used, although the words change places and are written as separate words in Swedish. A difference between the two languages is illustrated in this example, namely the use of hyphens. As has been shown in the other examples in this section the English language often makes use of hyphens in the pre-modifiers which is very rare in Swedish. In Swedish two words are more often written together as one compound word and if there is a hyphen it is inserted between
the pre-modifier and the head, as in jorden runt-resenärer. According to Språkrådet (Svenska skrivregler 2008:130) this is the procedure used when there is a risk of misunderstanding, as in jorden runtresenärer, where the last word should be separated by a hyphen to clarify the meaning. In English, where it is common to separate words in writing instead of writing them as compound words, hyphens are used for the same reason; if there is a risk of misunderstanding the hyphen should be inserted between the two (or more) words that are meant to be linked.

4 Conclusion

The aim of this study has been to examine the translation strategies used when translating metaphors, terms and hyphenated pre-modifiers in two articles about travelling and the environment.

The metaphors were analysed according to their function and usage within the translated texts and they were divided into three groups. The first group of metaphors to be dealt with had no specific connection to travelling or the environment, whereas the second group was looked at in the context of tourism and the third from an environmental angle. The result of the analysis is that the strategies most frequently used were equivalence and modulation. The metaphors were often used as a stylistic device used to enhance the topic and enable the reader to conjure up a picture of the concept referred to in the text. In this case the references to travelling and environmental issues were frequent. The connotation of the metaphors was more or less kept in the analysed examples, which is of course facilitated by the common lexical background of the language pair (Ingo 2007:189).

The terms were analysed in groups based on the context, i.e. in tourism, in the field of environmental issues and the mixed terminology in the context of the effect of travelling on the environment. My findings were that the terms in the first group were to be found in various dictionaries whereas the other two groups were best found on various sites on the internet. I have come to a possible conclusion of this result being due to the fact that the terms are relatively new and have arisen in the two languages more or less at the same time. That might be the reason why they have not yet been incorporated in the dictionaries. Moreover, the rules are not firmly set as to when and how they ought to be used and there are variations
in the usage. The context must therefore be considered when settling for the most appropriate term.

The hyphenated pre-modifiers were the last area of analysis in this study and of the fifteen hyphenated pre-modifiers in the articles none were translated with the same structure in Swedish. These findings are in line with Ingo´s claim that the phenomenon of hyphenated pre-modifiers is non-existent in Swedish (2007:188). The majority of the hyphenated pre-modifiers and the following nouns in the translated texts were translated into single compound nouns in Swedish. Even if the material used is not very extensive it can be assumed that this result is an indicator of a difference between the two languages.

In my translation work I have considered how to perform the best and most natural translation. I think the translator plays a greater part than we are usually aware of, because there are so many choices to make between different strategies and within the sphere of equivalence. As a translator you interpret and communicate a text written by someone else. The problem in communication is that you can never be sure if your message comes through the way you intended. You may think that the information you are communicating is clear and cannot be misinterpreted but generally people tend to have slightly different understandings of the same thing. This ought to be the same in the profession of translation, first the translator has to interpret the text and then write a translation which will then be interpreted by the reader. Newmark (1988:6) says that “a satisfactory translation is always possible, but a good translator is never satisfied with it. It can usually be improved. There is no such thing as a perfect, ideal or “correct” translation”. I have tried to keep this in mind and feel that a constant awareness of the many different aspects and angles during the translation procedure are of utmost importance in order to attain a translation as “good” as possible.
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