

BUCHREZENSION

BOOK REVIEWS

Mirko Gojmerac, Pavao Mikić: Croatian Tourist Promotion in German Translation / Kroatische Touristikwerbung in deutscher Übersetzung, Jastrebarsko, Naklada Slap, 2008.; 212 str.

Well known germanists and honorable scientific authorities, prof. dr. sc. Mirko Gojmerac, professor of German language at the Department of German Language, Faculty of Philosophy, University of Zagreb and prof. dr. sc. Pavao Mikić, professor of German language at the Department of German Language and Literature at the University of Zadar, have pleasantly astounded wide scientific and professional public with an interesting new book "Croatian Tourist Promotion in German Translation."

The book was issued by publishing house "Naklada Slap" from Jastrebarsko, in volume of 212 text pages, with abundant bibliography, author index and attached original materials for the systematic study of translatology.

Book reviewers are respected translation and university authorities prof.dr.sc.Vladimir Ivir and prof. dr. sc. Stanko Žepić.

In authors prologue, authors explain goal and purpose of the book, which arised from long-standing scientific study and practice in Croatian translation into German language and vice versa, and translation and university work on numerous croatian and foreign universities. Authorial vision and guidance for writing this book is a desire to systematically draw attention to the wrong translation of foreign language (German language) and professional help to resolve translation shortcomings and errors in the language of the Croatian tourist promotion in German translation.

The book is structured from six separate thematic chapters: 1. Definition of the situation (Standortbestimmung), 2. Theoretically aspects of translation (Übersetzungstheoretisches), 3. Language promotion (Die Sprache der Werbung), 4. Language and promotion in Croatian tourist promotional materials (Die Sprache der kroatischen Werbung in Touristik-Werbetexten), 5. Fidelity and freedom of translation (Treue Freiheit und der Übersetzung), 6. Language problems with the translation (Sprachliche Schwierigkeiten des Übersetzens).

In the first part of the book Theoretical aspects of translation (Übersetzungstheoretisches) the authors discuss about contemporary theoretical issues of

translation and a variety of theoretical approaches to translation, analysing and commenting on relevant theoreticians of translation, putting in the foreground historical meaning of translation and definition of translation as a scientific discipline. Scientific discourse is continuing with analysis of translation as intermediary communication and timelessly question about equivalency and adequacy in the process of translation.

The second part of the book is dedicated to language of translation advertising, promotions, advertising, marketing practices and professional issues pertaining to the linguistic characteristics of the promotion and games with words in the advertising communication process. In this context, the authors are enlightening meaning of linguistic approach to translation, defining the promotion from the marketing aspect, citing typology and forms of advertising and linguistic characteristics of the promotion as the specific form of communication.

Fourth and fifth chapter are the real treasury of errors in the German texts, which are used in tourist promotion from the aspect of the original (non) credibility in the structure and the construction of sentences (unnecessary compression, missed expansion of sentences or overly free translation). We can say that the authors of this book have showed a wide range of errors, which includes semantics, frazeology, the creation of words, morfology, syntax, ortography and stylistics. In grammar sense, sometimes formally well translated texts contain numerous linguistic and contextual deficiencies that can be differently interpret and understood in the original German language.

Sixth chapter is titled "Language problems with the translation" (Sprachliche Schwierigkeiten des Übersetzens), which represents meaningful, scientific and praxeological contrastive analysis of the use of category appliances for grammar translation. The authors indicate that on the semantic level we can differentiate lexic, semantics, frazeology, the creation of words, onomastics, while on the morfology level morfology level, we analyze the meaning and use of neutral and particular clause, nouns, verbs, suggestions, adjectives and pronouns. According to the authors syntactical level handles the order of words in the sentence, verbal time, compounding of time and the main and dependent sentences. Contrastive, according to the authors are handled issues of ortography, style and language profession with the appreciation of

appropriate semantic communication fields such as church and faith, history and archeology, art and technology, policy and management and so on.

The authors conclude the book with rich and detailed list of relevant literature, which is of valuable use for the theory and practice of translation from the aspect of the use of languages in the process of tourist promotion in German translation.

Presented book is scientific and praxeology translation value in terms of motivation, instruction and translation practices at all levels of tourist promotion. Respectable professors Gojmerac M. and Mikić P. in this book are dealing and systemating previous empirical translation and communication fields in relation to the interpreter and a man (communicator) towards himself and the other individual, social groups and communities at all levels of tourist communicative public. We can conclude that this book is a valuable scientific contribution to the improvement of the theory and practice of translation, which promotes translatology as a young scientific discipline. In the same time, the book is contributing to systematic understanding of the Croatian tourist promotion of German language at all levels of tourism communication (locally, globally, regionally, nationally and globally), pointing on different problems. For full comprehension and understanding of the the tourist message, it must be understandable and adapted to specific, targeted cultural community, because the translation with the primary linguistic transfer always is also the conflict of two different cultures. Therefore, in contemporary theory of interpreting

besides filological aspect, they also emphasize the cultural and informational-communicological postulate, as the relevant elements for a successful transcultural communication.

The authors of this book certainly have a place among meritorious. Their book is not just a university textbook, but it is instructive textbook reading for all students of germanistic and interpreting, translators and tourist workers. The book is also a challenge which on systematic and contrastive manner focuses on problems of translation, analysing croatian tourist promotional material on the example of existing public and available german translations.

Reviewed book "Croatian Tourist Promotion in German Translation" is recommended and useful scientific and professional reading for all those who are in specific or in a wider sense dealing with translation and tourist promotion. The book is also a valuable scientific contribution to translation science, which in this area makes intensive efforts to profile and promotes the translation profession. The publication will be usefull to students of germanistic, croatistic, interpreting and tourism as a systematic and scientific theoretical instruction for understanding the gist of translation and tourist promotion and communication in the German language and culture.

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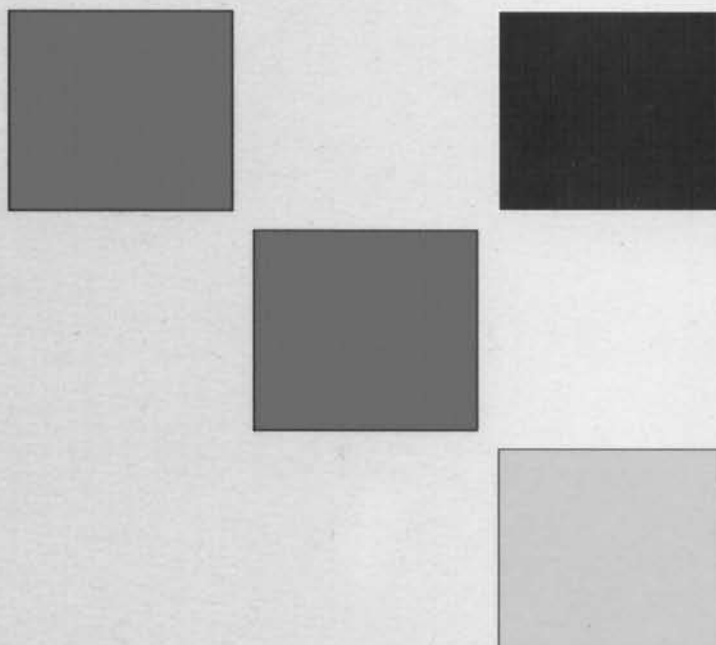
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**KROATISCHE
TOURISTIKWERBUNG
IN DEUTSCHER ÜBERSETZUNG**

**ÜBERSETZUNGSTHEORETISCHES
SPRACHE DER WERBUNG
PROBLEME DES ÜBERSETZENS**



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