

Intertextuality in Tourism Advertising: Sources of Knowledge Asymmetries in Translating Vocative Texts

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Abstract : The article addresses the problem of translating vocative texts with intertextual references and describes the influence of language on how knowledge and meaning are developed in the field of advertising. The starting point of the article takes advertisements from the sphere of tourism and the way we choose, translate, and interpret intertexts. The article focuses on the perception and understanding of the information in printed texts advertising recreational facilities and services for tourists as the target audience by representatives of other cultures and the knowledge intertexts convey. The authors argue that intertextuality complicates translation leading to knowledge asymmetries. Studying typical communicative failures is considered to be of great importance, allowing for improvement in the practice of translation in the sphere of advertising as well as preventing the fallacious transfer of knowledge when translating foreign intertexts.

Keywords : advertising, translation, intertext, Russian culture, knowledge asymmetries, tourism, vocative texts

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