

1. Record Nr.	UNINA9911097064903321
Titolo	Strategies of adaptation in tourist communication : linguistic insights / / [edited] by Gudrun Held
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Descrizione fisica	1 online resource (vi, 323 pages)
Collana	Utrecht studies in language and communication ; ; 31
Altri autori (Persone)	HeldGudrun
Disciplina	910/.014
Soggetti	Intercultural communication - Case studies Tourism - Language Tourism - Social aspects Discourse analysis - Social aspects Communication models Language and culture
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Front Matter -- Copyright page -- What Do Language Use and 'The Tourist Gaze' Have in Common? Introducing Studies on Adaptation Strategies in Tourist Communication / Gudrun Held -- Textual Practices -- Argumentative Strategies in Tourism Advertisements Promoting subjectTurkey -- TurkishTurkey: How to Adapt to an International Audience / Manfred Kienpointner -- How Language Sets Imagination in Motion: A Phenomenological Approach to the Reading of Promotional Texts in the Tourist Industry / Sonja Kolberg , Sascha Demarmels and Ursina Kellerhals -- National Attributes Viewed through Tourism Discourse: The Case of subjectSloveniaSlovenia / Vesna Mikoli -- I Needs subjectSpain -- SpanishSpain -- New Ways of Representing the Tourist Experience / Uta Helfrich -- Sustainable Tourism: A New Rhetoric in the Language of Tourism / Donella Antelmi -- Tourist Interactions -- The Local Language of Tourism in International Tourist Information Encounters: Adapting the What and the How / Adam Wilson -- Asymmetries and Adaptation in Guided Tours with subjectGerman -- Germany -- Austria -- SwitzerlandGerman as

a Foreign Language / Marcella Costa and Miriam Ravetto -- Genres -- The Generic Identity of Travel Guides: Ethos, Instruction, and Grammatical Metaphors / Francesca Santulli -- Strategies of Adaptation in the Translation of subjectGerman -- Germany -- Austria -- SwitzerlandGerman and subjectItaly -- ItalianItalian Travel Guides / Tania Baumann -- The Expression of Authorial Sensory Perception in Journalistic Travelogues: Narrative and Evidential Aspects / Martina Temmerman -- subjectMedia (print-media, AV-media, New Media, Social Media)Media -- Sonnenklar.tv: Advertising Travels via subjectTeleshoppingTeleshopping -- A Linguistic and Multimodal Analysis / Sabine Wahl -- Authenticity and the Construction and Perception of Identity in Tourism Apps / Olga Denti -- Tripadvisor and Tourism: The Linguistic Behaviour of Consumers in the Tourism Industry 2.0 / Maria Rosaria Compagnone and Giuliana Fiorentino -- Museums Popularising Art on the Web: Lexical and Cluster Representations of subjectItaly -- ItalianItaly and subjectSouth AfricaSouth Africa / Christina Samson.

Sommario/riassunto

The papers in this volume study the relationship between language use and the concept of the “tourist gaze” through a range of communicative practices from different cultures and languages. From a pragmatic perspective, the authors investigate how language constantly adapts to contextual constraints which affect tourism discourse as a strategic meaning-making process that turns insignificant places into desirable tourist destinations. The case studies draw on both, in situ interactions with visitors, such as guided tours and counter information, old and new mediatized genres, id est guide books, travelogues, print advertising as well as TV-commercials, service web-sites and apps. Despite the diversity of data, one of the common findings in the volume is that staging the sensory ‘lived’ tourist experience is the lynchpin of all communicative practices. Hence, the use of tourism language reveals itself as the mirror of how ‘people on the move’ continuously enact as ‘tourists’ and ‘places’ are constructed as must-see ‘sights’.

2. Record Nr.	UNINA9911097074403321
Autore	Bisaha Nancy
Titolo	Creating East and West : Renaissance humanists and the Ottoman Turks // Nancy Bisaha
Pubbl/distr/stampa	Philadelphia : , : University of Pennsylvania Press, , [2010] ©2004
ISBN	9786613211460 9781283211468 1283211467 9780812201291 0812201299
Edizione	[1st ed.]
Descrizione fisica	1 online resource (309 pages) : map
Disciplina	956.1/0151/004
Soggetti	East and West Humanists Turkey History Ottoman Empire, 1288-1918
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (pages 189-299) and index.
Nota di contenuto	Frontmatter -- Contents -- Time Line of Key Events in the Ottoman Advance -- Introduction -- 1. Crusade and Charlemagne: Medieval Influences -- 2. The New Barbarian: Redefining the 'lurks in Classical Terms -- 3. Straddling East and West: Byzantium and Greek Refugees -- 4. Religious Influences and Interpretations -- Epilogue: The Renaissance Legacy -- Notes -- Bibliography -- Index -- Acknowledgments
Sommario/riassunto	As the Ottoman Empire advanced westward from the fourteenth to the sixteenth centuries, humanists responded on a grand scale, leaving behind a large body of fascinating yet understudied works. These compositions included Crusade orations and histories; ethnographic, historical, and religious studies of the Turks; epic poetry; and even tracts on converting the Turks to Christianity. Most scholars have seen this vast literature as atypical of Renaissance humanism. Nancy Bisaha now offers an in-depth look at the body of Renaissance humanist works that focus not on classical or contemporary Italian subjects but

on the Ottoman Empire, Islam, and the Crusades. Throughout, Bisaha probes these texts to reveal the significant role Renaissance writers played in shaping Western views of self and other. Medieval concepts of Islam were generally informed and constrained by religious attitudes and rhetoric in which Muslims were depicted as enemies of the faith. While humanist thinkers of the Renaissance did not move entirely beyond this stance, *Creating East and West* argues that their understanding was considerably more complex, in that it addressed secular and cultural issues, marking a watershed between the medieval and modern. Taking a close look at a number of texts, Bisaha expands current notions of Renaissance humanism and of the history of cross-cultural perceptions. Engaging both traditional methods of intellectual history and more recent methods of cross-cultural studies, she demonstrates that modern attitudes of Western societies toward other cultures emerged not during the later period of expansion and domination but rather as a defensive intellectual reaction to a sophisticated and threatening power to the East.
