Crosslinguistic and crosscultural perspectives on destination advertising: The case of French, Italian and Spanish destination ads

Destination advertising seeks to present a touristic place as a complex brand and as a unique destination with high recreational value using a wide range of semiotic resources (e.g., text, image, typography, music, noises) constituting a multimodal text. Destination ads are usually designed as continuous, pluri-thematic campaigns which makes them particularly suitable for a contrasting perspective. Despite an increasing intensity of work in cross-linguistic research, the contrastive analysis of destination advertisements must still count as an under-researched area of study (but see e.g., Held 2008, Smykala 2015, Baumann 2018). The present paper aims to fill this gap by comparing print and digital destination ads in French, Italian and Spanish. Campaigns of destination advertising are mostly distributed cross-culturally and supranationally which converts them into a special form of global advertising (cf. Held 2008: 96). The point of departure is an inter-lingual and inter-cultural perspective, i.e., various aspects of media texts realized in different languages are compared in order to reveal linguistic and pragmatic specificities of the compared languages as well as cultural differences (cf. Hauser/Luginbühl 2012: 2). The *tertium comparationis* are thus first and foremost linguistic features (e.g., lexicon, syntax and morphosyntax, semantics, pragmatics, register) but also visual (and vocal) elements embedded into the multimodal design of the advertising texture. Another possible comparative constellation for destination ads is the inter-medial perspective, i.e., advertising in the tourism sector makes equal use of all potentially available media in the public space (print media, web communication, social media) (cf. Held 2008: 97). According to Hauser and Luginbühl (2012: 2), "comparisons in this field can reveal how constraints of different media influence the language use, but they also show how different media are used for different communicative purposes". The present contribution describes the interplay of semiotic resources, text functions and media formats in the mirror of translation and cultural transfer and investigates how a specific multimodal design concept in destination ads variates among languages. The method is based on multimodal discourse analysis which focuses on the "meaning multiplication" (Bateman 2014a: 6) of text and image both contributing "to the overall meaning by forming a structural, discursive and rhetorical whole whose individual semantic contributions cohere and may be multiplied in the multimodal combination" (Stöckl 2020: 190; cf. also Bateman 2014b). The contribution offers an analytical (multimodal) toolkit to examine the transfer of text-image combinations in destination advertising campaigns from one language / culture to another as well as from one media format to another.

Literature

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