

Foreign–Culture–Oriented English in the Texts of Travel Guides

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INTERLINGUACULTUROLOGY

The research began in 1981.

Interlinguoculturology as a linguistic discipline was created by the Russian linguist Prof. Kabakchi V.V. in 1987.



INTERLINGUACULTUROLOGY

It aims at discovering the rules of adapting English to the needs of non-English based cultures.



What is FCO–English?

Foreign–Culture–Oriented English (FCO–English)

is a specialized variety of English.

It is an **universal** phenomenon.

It can be applied to **any** world's culture.



Some varieties of FCO-English:

Swedish-
Culture-Oriented
English

Russian-Culture-
Oriented English



Finnish-
Culture-
Oriented
English

Estonian-
Culture-
Oriented
English

Hungarian-
Culture-
Oriented English

The universality of FCO–English:

- ▶ «**Jerusalem, Mecca, Rome, Moscow** — all are places of pilgrimage, whether the faithful come to pray at the **Wailing Wall**, circle the *kaaba*, be blessed by the **Pope** or file past **Lenin's** embalmed body in the great mausoleum on **Red Square**» (Fodor's 89, p.131)

CULTURONYMS are verbalized elements of any culture

- ▶ The major problem of FCO-English is to find adequate terms for the specific elements of a foreign culture.

Two types of culturoonyms

Idionyms

(RUS)

царь, Кремль, самовар



(FIN)

sauna, Kalevala, kantele



(EST)

saun, Kalev, Jannipäev



Xenonyms (in English)

tsar, Kremlin, samovar;

sauna, Kalevala, kantele;

saun, Kalev, Jannipäev.

FCO–English as a specialized variety of language has got:

- ▶ A specific vocabulary formed by xenonyms;
- ▶ A specific organization of text (depending on its genre and target audience: newspaper, travel guide, scientific text, fiction etc.)

The Dictionary of Russia, 2002 by V.V. Kabakchi

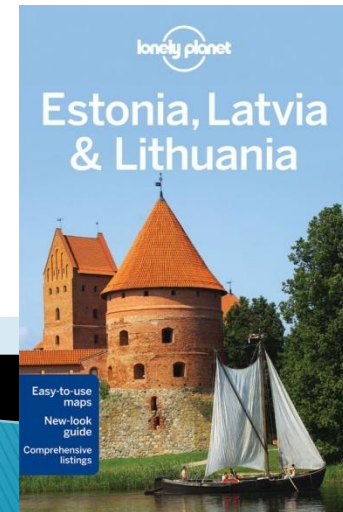
- ▶ The xenonyms of Russian–Culture–Oriented English.
- ▶ More than 2500 Russian cultural terms, such as *Bolshevik*, *Bolshoi* Theatre, The Thaw, *bliny*, *matryoshka* doll and etc.
- ▶ The Data bank: over 100 books (over 20,000 pages), among these – Cambridge Encyclopedia, numerous newspapers and magazines, 26 authoritative dictionaries.

*The Dictionary of Finland, of Sweden,
of Estonia, of Hungary and etc. must
be compiled*

There is an urgent need for every culture to compile their own dictionaries of xenonymic cultural terms to get the wider audience in the world.



A travel guide to a foreign culture is one of the types of FCO-English.



‘Finland is the undisputed sauna capital of the world’ (*Otepää in Your Pocket*)

The Finnish sauna, The Estonian saun, The Russian banya with the eyes of English writers.

Proto-Uralic roots of the sauna tradition

- ▶ “The Estonian *saun* is thought to come from a rural sauna tradition that extends from the Baltic region to the Urals, so it’s no surprise that the development of sauna culture and practices here has a lot in common with that of Estonia’s neighbors.”
(*Otepää in Your Pocket*)

Sauna xenonyms in travel guides

“The Russian bathhouse, or *banya* is a cross between the Finnish sauna and the steamy Turkish bath” (Smith 1976);

“The *banya*, something akin to sauna...”;The *banya*, a kind of Russians take on the sauna...”
(Thomas Cook Pocket Guides)

Sauna xenonyms in travel guides

- ▶ FIN–English: ‘*löyly*’, or steam
- ▶ EST–English: ‘*leil*’, or steam
- ▶ RUS–English: ‘*parilka*’, or steam room

“The person seated in the hottest part of the sauna – the upper bench– decides when the time is right to pour more water over the stove(*kiuas*), producing steam (*löyly*) and further raising the temperature” (*Lonely Planet*)

Sauna xenonyms in travel guides

- ▶ FIN–English: ‘*vihta*’,
- ▶ EST–English: ‘*viht*’,
- ▶ RUS–English: ‘*venik*’

«If you’re offered a bunch of birch leaves, called a *vihta*, use them to lightly whip yourself over the shoulders – It improve circulation and enhances the effect of heat on your skin”
(*The Rough Guide to Helsinki*)



- ▶ The Finno–Ugric languages and other European languages may and should use FCO–English effectively to reach a wide readership in the world.
 - ▶ The formation of Finno–Ugric–Oriented English requires constant monitoring and attention of linguists.
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