A BILINGUAL GLOSSARY OF COLLOCATIONS TYPICAL OF THE HOTEL INDUSTRY: A MODEL IN LIGHT OF CORPUS LINGUISTICS

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This study aims to present a sample of a proposal for a corpus-based bilingual glossary (English-Portuguese) of collocations – recurrent associations of lexical items, typical of the hotel industry. We investigated more specifically the collocational behavior of room, which was found to be a key term in the domain.

Tourism is a major sector throughout the world. Closely liked to this field is the hotel industry, a cross-cultural segment in which communication plays a crucial role and translation is a constant need. Translators by their turn are faced with challenges such as lack of reference materials, especially bilingual and more thorough publications. Most glossaries available consist of mere lists of terms with no information on actual usage and collocation of the terms.

Within such context, this paper aims to present the results of our master’s research (Navarro, 2011) on collocations typical of hotel descriptions. We focused this study on the term room, presenting its collocational patterns in English and their equivalents in Brazilian Portuguese in the form of a bilingual glossary of collocations.

To that end, this paper draws on the principles of Corpus Linguistics, the study of language based on examples of real life language use (Tognini-Bonelli, 2001). We also base this research on the propositions of Communicative Theory of Terminology (Cabré, 1999) and Textual Terminology (Bourigalt and Slodzian, 2004), which recognize texts as the natural habitat of terminology.

The comparable study corpus contains authentic texts extracted from Websites of hotel properties in Brazil and USA. The corpus is divided up into hotel categories and contains around 1 million words, which were explored with the aid of WordSmith Tools program and tools as keywords, collocations, clusters and concordances.

BIBLIOGRAPHICAL REFERENCES

Sandra Navarro has a master's degree (2011) in Corpus Linguistics and Terminology from the University of São Paulo. Currently she is a PhD student at the same university, with a project in the areas of Corpus Linguistics and Cultural Studies. She is also a professional translator.