

LOST IN TRANSLATION
The Changing Verbal Imagery of Norwegian “Lapland”

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The following article is an application of “the language of tourism” paradigm. It is a case study of the multilingual marketing of the Sámi region of Northern Norway known for promotional purposes as “Lapland”. This “a posteriori” investigation is brochure-based combining both quantitative (content analytical) and qualitative (semiotic) approaches. Focusing theoretically on the multisensory nature of tourism, it examines the ways that hearing, taste, touch, sight and experience are conveyed in Norwegian, German, English, Italian, Spanish and French. While some of the meaning is lost in translation in the transition from source to target languages, the remainder may be seen as idiomatic motivational gain.

KEY WORDS: Northern Norway, multisensory, brochures, translation, content/semiotic analysis.