New Loanwords in Lithuanian Tourism Discourse

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Abstract. Tourism discourse, being an important sphere of the modern world, has become the object of numerous scientific studies, including linguistic ones. The studies of different languages reveal that lexical loanwords are particularly characteristic of the said domain as a specific means of discourse creation. The current article presents the first study on lexical loanwords in Lithuanian tourism discourse. A qualitative and quantitative analysis of the loanwords in tourism discourse has been conducted in terms of their semantics, origin, integration into the language system and text, as well as the significance of loanwords as a means of tourism discourse creation is considered.

Key words: tourism discourse, new borrowing, functions of loanwords, meta-linguistic explanatory units of meaning, graphic distinction, semantic fields of loanwords, language donors.

Introduction

Tourism discourse, being an important sphere of the modern world, has become the object of numerous scientific studies, including linguistic ones (Thurlow, Jaworski, 2011). There are linguistic studies analysing its levels, including the lexical ones (ET, 2012, xi–xii; Maci, 2012, 39). For instance, there are abundant multilingual studies tackling with the problems of lexical translation (Skibitska, 2015). One of the most important trends of the discourse of tourism, as a specific discourse, is related to specific lexical loanwords (Dann, 1996, 184) (more information on the data of the studies performed in different languages can be found in ET, 2012, xi; D’Egidio, 2014, 58–61;
Gandin, 2014, 2–3). The current article presents the first study on lexical loanwords in Lithuanian tourism discourse.

The object of the research is new loanwords in the Lithuanian language that were not recorded in Lithuanian dictionaries before 1990, and were noted analysing different printed and electronic texts containing tourist information in 2014–2016: news portals, dailies and weeklies, (travel) magazines, (tourism) websites and articles on travelling in (travel) websites, (non) translated travelling books, and others. The research data contains 500 different loanwords pertaining to different realia, over 600 different forms of their orthographic and morphological expression forms, 800 examples of relevant text excerpts illustrating their usage collected from more than 200 different articles and books on travelling (over 500 000 print characters in total), that have been collected from the New Loanwords Database reflecting the usage of printed and electronic tourist information. It covers 2500 different borrowed lexemes, 5000 variant forms of their expression, as well as 10000 illustrating examples of printed and electronic texts collected from over 1500 different resources (approximately 300 000 000 print characters). A qualitative and quantitative analysis of the loanwords in tourism discourse has been conducted in terms of their semantics, origin, integration into the language system and text, as well as the significance of loanwords as a means of tourism discourse creation is considered.

1 Some articles written by students that are partly related to Lithuanian tourism discourse and the object of the current article should be mentioned: New Words of Magazine ‘Travelling and Entertainment’ (Traškevičiūtė, 2014); Rendering of the Names of Lithuanian Cultural Realia into English on Tourism Information Websites (Pociūtė, 2015). Tourism discourse is briefly mentioned in the study of new loanwords in the field of gastronomy that is closely related to tourism (Girčienė, 2015).

2 As in other works of Lithuanian researchers, herein we traditionally consider new loanwords as foreign words that have been adapted or not adapted to the rules of Lithuanian orthography and morphology, that have entered Lithuanian texts since the last decade of the 20th century, i.e. since the restoration of Lithuania’s Independence after the secession from the Soviet Union, and that were not included into Lithuanian dictionaries of international terms, primarily into the last Dictionary of International Words issued in Soviet times (TŽŽ, 1985; cf. Mikelionienė, 2000, 4; Vaicekauskienė, 2007, 31; 2013 and others). Hence, the current article analyses only the new words that, as Grzega summarises the classifications of loanwords, entered the language in the process of borrowing, which, according to Betz-Duckworth’s model of classification, is to be regarded as importation (cf. (partial) substitution, in the current article considered only as fragments of a meta-linguistic unit of an illustrative sample) – borrowed word: foreign word (according to Haugen – unassimilated) and loan word (according to Haugen – assimilated) (see Grzega, 2003, 26, 38 and others; cf. Winter-Frommel, 2008).

3 The current database is a part of the project The Study of New Loanwords Functioning in Standard Lithuanian: 2014–2016, which is implemented by Lithuanian University of Educational Sciences and financed by the State Commission of the Lithuanian Language.
New Loanwords as a Means of Creating Tourism Discourse

Abundance of loanwords. The research of language contacts demonstrate that “an active lexical change occurs in socially vulnerable domains, which have an inclination for renewal, are related to certain social prestige or lifestyle, change in accordance with cultural contacts, and today also change due to active mobility and globalisation” (Vaicekauskienė, 2013). Tourism discourse is considered as one of such domains reflecting the development of tourism (business, cultural, gastronomic and others) (Hoffmann, 2013, 16; Zylberstein, 2013, 1). Any person can become a tourist – hence, the addressee of tourist information, as well as the addressee sharing travelling experience (cf. Agorni, 2012, 6). Tourism-related texts are abundant not only in specialised, but also in general publications as most of them contain travelling rubrics (cf. Hoffmann 2013, 16). Dissemination of travelling information and personal experiences via the internet is particularly convenient (cf. D’Egidio, 2014, 57–58).

According to the research of tourism discourse, lexical loanwords are particularly characteristic of this “socially vulnerable” domain (Dann, 1996, 184). The materials of the past few decades on the Lithuanian language reveal similar tendencies: a fifth – approximately 500 – of the two and a half thousand loanwords collected from the New Loanwords Database reflecting the printed and electronic materials of 2014–2016 (except the space of communication) have been traced (also) in tourism discourse (cf. approximately 300 in youth discourse and about 250 in culture discourse)⁴. Moreover, it is noteworthy that a relatively big density of loanwords is ascribed to the majority of texts of tourism discourse (see further illustrative examples).

The strategy of text foreignising. Loanwords help text authors to render a specific colouring of a particular country, i. e. the cultural particularity and locality (cf. Dann, 1996, 183–185; D’Egidio, 2014, 67). Tourism discourse is considered as an example of intercultural communication (Agorni, 2012, 6), whereas the translation of tourist texts is compared to “cultural translation” (Sanning, 2010, 124–125). Tourist texts are considered as a special discourse having cultural and linguistic peculiarities (Pierini, 2007, 99; see more in Skibitska, 2015). An attempt to preserve the cultural colouring of a certain country is related to one of the two traditionally distinguished translation strategies – text foreignising (cf. text domesticating strategy, i. e. approximating to the cultural realia of the language of translation: see more

⁴ Cf. to the same amount (approximately 500) different loanwords belonging to the only semantic groups of the gastronomy field, whose loanwords prevail in tourist texts (different search methods are available in the New Loanwords Database: according to the nature of text source (portals, magazines, etc.), the specifics of descriptive content (the discourse of tourism, culture, etc.), addressee/addressor of the text (youth discourse, etc.); according to the semantic fields of loanwords (gastronomy, lifestyle / beliefs, clothing / fashion, music, computer science, etc., the latter are not as abundant as the first one; see more in Girčienė, 2015).
Loanwords are one of the main means of text foreignising that help to reveal the cultural particularity of countries described in tourist texts (Venuti, 1995, 1; cf. Gandin, 2014, 14–15; Pociūtė, 2015, 47–48). Seeking to select authentic names for the described cultural realia (i. e. loanwords), a similar strategy is employed by the authors of non-translated texts promoting travelling and personal experiences, e. g.:

1) Štai gomuriu jau patikrinti raktiniai žodžiai: ricci (jūros ežių ikras), bottarga (džiovinči tunų ar kiefalių ikras), pecorino (kietas avų pieno sūris, salos pasidžiavimas). O ką jų kaltė apie Sardinijos žvejų kaimelius ir mažutes parduotuves pescheria, kuriose jūros gėrybes galima išsirinkti pagal tos dienos vėjas. Nespėjome paragauti pikan- tiško paršelio porceddu, ilgas valandas kepamo mirtų lapuose po žeme. Rekomenduotą pyragaitį sebada, gaminamą iš šviežio sūrio, manų kruopų ir citrinų, iškeitėme į pistacijų ir mascarpone ledus... Ar gali Italijoje kada nuvilti gelato? [magazine Edita, 2014] (also see 2–5 illustrative examples).

[The key words have been tried by our palates: ricci (sea-urchin roe), bottarga (dried tuna and mullet roe that especially well goes with pasta), pecorino (hard sheep milk cheese, the pride of the island). Not to speak about the fishermen’s villages of Sardinia and their small shops pescheria, where one can choose seafood according to one’s mood. We did not have time to taste the spicy piglet porceddu that is cooked wrapped in myrtle leaves under the ground for long hours. We replaced the recommended pastry sebada that is made of fresh cheese, semolina and lemon by pistachio and mascarpone ice-cream. Can one be disenchanted by gelato in Italy?] [magazine Edita, 2014] (also see illustrative examples 2–5).

Explanatory and meta-linguistic units of meaning. As it is seen from the typical example, attempts are made to explain the foreign words having an authentic colouring of a country and presumably unknown to the reader (see examples 1 and 2–5, the explanations of which have been expanded by J. G.). The new loanwords (in the above given and the remaining illustrative examples marked in bold by J. G.) and the explanatory text elements – meta-linguistic units – accomplish a meta-linguistic, or else explanatory function (cf. Vaicekauskienė, 2007, 45; Graedler, 1998, 252–253; Girčienė, 2016, 7–9). It is the abundance of meaning explanatory meta-linguistic units

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5 Cf. Sanning suggested the new strategy for translation of tourist texts, the neutralizing strategy, as opposed to domesticating and oreignising strategies (see more Sanning, 2010).

6 The researchers of tourism discourse translations provide some drawbacks of the application of both foreignising and domesticating strategies (see more in Agorni, 2012).
that are considered as the most distinctive feature of tourism discourse. Such elements constitute approximately 80 % of the examples illustrating the use of loanwords, which means that they make twice as many examples as compared to the totality represented in the *New Loanwords Database*, in which these examples make over 40 % (see Girčienė, 2016). The abundance of meta-linguistic units of tourism discourse can be compared to the eminently changing semantic group of gastronomy loanwords (over 60 %), where foreign loanwords constitute about a half of loanwords found in tourism discourse (cf. Girčienė, 2015, 160–161; also see footnote 4).

Similar tendencies are also noted by other researchers of tourism discourse, who have analysed it in the context of language contacts (see Dann, 1996; Cappelli, 2013; Gandin, 2014). For instance, it is claimed that French and German texts describing other countries contain loanwords that help to render a specific colouring of a particular country, the uniqueness of its culture, locality and exotic nature; moreover, they are often explained (Dann, 1996, 184). According to the data of the qualitative tourism discourse analysis, loanwords are explained to the reader in different ways in about 60 % of cases (Gandin, 2014, 7; it should be reminded that the study analysed loanwords in general, not the new ones as in Lithuanian study – J. G.). This might be related to language donors. For example, it has been determined that the loanwords that are characteristic of Western and Northern European, as well as Western American languages are most rarely supplemented with commentaries, whereas the ones of culturally more distant Asian and African languages are most often presented with explanations (Gandin, 2014, 7, 13). It is unsurprising that similar tendencies are characteristic of Lithuanian tourism discourse: as it was mentioned before, only the loanwords that are not marked by traditional usage or bearing no clear meaning to the addressee are usually accompanied by explanatory commentaries; they comprise the afore-said exoticisms of geographically and culturally distant languages that constitute about a half of the loanwords of Lithuanian tourism discourse (see the following section). The loanwords that originate from Asian – the Middle East, India, Japan, China and others, Western European – Caucasus and Balkans, African and Latin American regions are almost always explained in one way or another in tourism discourse (over 90 % of cases) apart from the cases that designate realia (e. g. *sushi, tai chi*), which have become familiar to Lithuanians after the opened borders of such countries as, for example, Japan and China and which have been known in Lithuania for 20 or more years. The loanwords that originate from geographically and culturally closer languages, such as Italian, Spanish and French, are more rarely commented on (approx. 80 % of cases), since they signify more realia that are familiar to Lithuanians, e. g. *cappuccino, paella, croissant*. The loanwords of tourism discourse that are most rarely provided with commentaries (over 40 %) are the English ones that have nearly become *linguafranca* to Lithuanians, e. g. *pub, slow-food*. 
New loanwords that exist in meta-linguistic units are marked graphically, most often in italics, more rarely by inverted commas, etc. (see illustrative examples 1-5). Such expression can be interpreted as an implicit means of meta-language (cf. Župerka, 2012, 15–16), which is often combined with meta-linguistic commentaries that are considered as an explicit meta-linguistic means (it pertains not only to tourism discourse, but also to different texts in general: see Girčienė, 2016). Both afore-said meta-linguistic means are considered as two main ways of introducing new lexemes, having no usage tradition and presumably unknown to the addressee, by Lithuanian (Girčienė, 2016, 7–11) and foreign researchers (see Grant-Russell, 1999, 479–480; Yang, 2012, 429 and others).

Functions of loanwords in a text. It is obvious that loanwords existing in meta-linguistic units do not necessarily perform a meta-linguistic function: they themselves are more often being commented on, for instance indicating their meaning in the brackets, etc., or defining their designated realia (see illustrative examples 1–5). Such loanwords that are parts of meta-linguistic units can be related to other supplementary functions (cf. referential) alongside with the meta-linguistic one – poetic / phatic-social / emotional-expressive / conative. As it is seen from example 1 and others, the limits between different functions are not always easily distinguished in tourism discourse, as well as in language in general (cf. Vaicekauskienė, 2007, 44–81; also 155–162). It is not easy to distinguish specific intentions of the text author: in such and similar cases, it is possible to note the author’s aspiration to liven the text, make it authentic or reveal the author’s wish to demonstrate their awareness of the country’s culture, to express own attitude towards the described culture and influence the reader, to explain certain culturally distant conceptions, to highlight the choice and awareness of another language, as well as to amplify the specifics of the realia that are context significant (it is related to semantic causes of borrowing and the referential
function). Tourism discourse is generally more often marked by loanwords that have other functions besides referential than general language usage – their illustrative examples constitute approximately one third: cf. some studies demonstrate that the majority of loanwords perform referential, i.e. designating, function in the text in the Lithuanian language (approx. 80%), as well as in other languages (approx. 90%) (see Vaicekauskienė, 2007, 78, etc.; Graedler, 1998, 252–253; cf. Picone, 1996, 1–2). Nevertheless, we should agree with the opinion of the researchers of language contacts that meta-linguistic function, as all others, except the referential one – the function of information transfer, are often merely supplementary (Graedler, 1998, 252–253).

Loanwords of authentic expression (code change type) tend to perform functions that are usually related to the afore-said meta-linguistic units (cf. Vaicekauskienė, 2007, 156–157). The abundance of authentic loanwords that is related to the lack of such functions and usage tradition (over 50%), as well as the related tendency of graphical

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7 Analysing language contacts in her monograph discussing new loanwords in the Lithuanian language in 1991–1997, Loreta Vaicekauskienė introduces a four-dimensional classification of borrowing causes that is based on the summary of the analyses accomplished by world linguists: 1) designating causes (to refer to new realia or conceptions); 2) semantic causes (to highlight semantic differences and to mark shades of meaning when the content of the new and existing conceptions partly coincides); 3) stylistic causes (to make the language more expressive, to produce certain associations or stylistic effects, to mark stylistically); 4) socio-psychological cause (to demonstrate awareness of another culture and identification with it, to express identity that is insurgent against the prevailing social norms) (Vaicekauskienė, 2007, 34–43; a similar four-dimensional classification is presented by Joachim Grzega, who has generalised the causes of borrowing in the 20th – 21st centuries as analysed by world linguists. He distinguishes two main motifs for borrowing: the necessity to name new borrowed realia and the prestige of the language-borrower. Summarising other causes of borrowing, that are not mentioned by all linguists and are often debatable, he identifies two more important motifs for borrowing: these include different constraints (tabu) that are related by lexical alternatives and word-play, see Grzega, 2003). Referring to another researcher, Anne-Line Graedler (Graedler, 1998, 247–253, 288), Vaicekauskienė relates this classification to the classification of language communication functions by Roman Jakobson: 1) referential function (which helps to express linguistic content and transfer information); 2) poetic function (which helps to highlight text form, makes the text more expressive and ‘colourful’); 3) social function, which is referred to as phatic by Jakobson (which helps to express social relations of persons (the term ‘socio-phatic function’ is employed in the current article); 4) conative function (which reveals an aspiration to influence the addressee and produce an effect on them); 5) emotive function (which helps to express attitudes and feelings) (the term ‘emotional-expressive function’ is used in the current article, cf. other term used by Jakobson: emotive or expressive, see Jakobson, 2004, 10); 6) meta-linguistic function (which helps to explain conceptions, to highlight the choice of language and awareness of another language). Combining both classifications, she presents a model of the ratio between borrowing causes and functions of loanwords in the text: I. designating causes of borrowing (referential function); II. Semantic causes of borrowing (referential function); III. Stylistic causes of borrowing (poetic function); IV. Socio-psychological causes of borrowing (social, emotive and meta-linguistic functions) (Vaicekauskienė, 2007, 44–70).

8 It is noteworthy that the same loanword can perform a different function in a different text, e.g. in one text, the same loanword can have the referential function, whereas in another text, it can have the meta-linguistic function, etc., cf. Vaicekauskienė, 2007, 46, 67–81.

9 The tendency that a loanword starts its existence in a language in its authentic expression and in the course of time acquired an orthographically and morphologically adapted form has been determined (Vaicekauskienė, 2007, 2013; Girčienė, 2015).
marking of loanwords (over 60 %) are considered as a typical feature of tourism discourse (see illustrative examples 1–5): cf. orthographically and morphologically adapted forms of loanwords prevail in the New Loanwords Database that reflects the totality of usage, whereas the number of graphically marked loanwords is considerably smaller – up to 50 % (see Girčienė, 2016, 9). Exceptional graphics, as a means of distinguishing new loanwords in a text, is related to foreignising, stylistic and other marking that is characteristic of other languages (Grant-Russell, 1999, 479).

Loanwords of tourism discourse that have a particular usage tradition and are recognised by the reader as having only the referential function are usually marked orthographically, and if possible, are morphologically adapted, yet are neither graphically marked or explained – see text extracts 2–3, where the underlined loanwords are not graphically marked (also cf. examples 1 and 4–5 unmarked rare loanwords; cf. examples 2–3, which exemplify non-adapted loanwords that are put in italics, not underlined and having explanatory comments):

2) Šanchajaus <...> žinomiausi pasaulyje butikai, <...> karaokēs klubai.<...> Ypatinga nuotaika lydi stebint rytinius pagyvenusių žmonių taiči pratimus. <...>Jeigu įsigyti butą –laukia <...> remontas su fengšui interjero detalėmis. <...>Emigrantai žaidžia golfą, skvošą. <...> Šanchajus <...> ne kiekvieną svetingai įsikeitę ir ne kiekvienam suteikia vadinamąją „hukou“, nuolatinę registraciją. <...>Emigrantai žaidžia golfą, skvošą. <...> Šanchajus <...> ne kiekvieną svetingai įsileidžia ir ne kiekvienam suteikia vadinamąją „hukou“, nuolatinę registraciją. <...>Emigrantai žaidžia golfą, skvošą. <...> Šanchajus <...> ne kiekvieną svetingai įsileidžia ir ne kiekvienam suteikia vadinamąją „hukou“, nuolatinę registraciją. <...>Sultingi coldūnai xiaolongbao yra tradicinis Šanchajaus virtuvės patiekalas. [never-stinė knyga Mamahuhu. Šešeri metai Kinijoje, 2015]

[The world famous Shanghai boutiques, <...> karaoke clubs. <...> A particular mood overcomes you when seeing the morning tai chi exercises done by elderly people. <...> If you buy a flat, <...> you will have to decorate it with feng shui details. <...> Emigrants play golf and squash.<...> Shanghai <...> does not do everybody proud and does not provide everybody with the so-called “hukou”, permanent registration. <...> Taitai <...> are called unemployed women, who merely take care of their families. <...> The juicy dumplings xiaolongbao is a traditional food of Shanghai cuisine.] (non-translated book Mamahuhu. Šešeri metai Kinijoje, 2015)

3) Kas yra Italijos šiaurė, jau žinojau: picos, <...> kumščio dydžio mocarellos gabalas, sviešte plaukiojantys torteliniai, <...> riebioji panakota.<...>Kantriai laukiau savo ausytes primenančių makaronų (orecchiette). <...>Paskui dar buvo rizotas. <...>Apulijos apsustotis geriau ne viešbutyje, o kaimo turizmo sodyboje (masseria). <...> Vaikstant tarp unikalios architektūros tradicinių Apulijos gyvenamųjų namų, vadinamųjų trulių (trulli), įkryiai persekioja mintis, kad iš vieno pabirs nykštukai. <...> Apie dar vieną tradicinį produktą burata sklandantys gandai susiję jau su arabų
pasauliu. <...> Pora gurkšnių espresso italai pasimėgauja net ne prie staliuko, o stovėdami prie baro. [žurnalo portalas www.moteris.lt, 2014]

[I already knew what the north of Italy was: pizzas, <...> a big piece of mozzarella, butter soaked tortellini, <...> and the fat panna cotta. <...> I waited patiently for my ear-shaped pasta (orecchiette). <...> Later I had risotto. <...> It is better not stay in a hotel in Apulia, but rather in a country house (masseria). <...> Walking among the uniquely designed traditional living houses of Apulia, the so-called trulli, you have a feeling that a crowd of dwarfs will run out of one of them. <...> The rumour related to one more traditional product burrata is connected to the Arab world. <...> Italians enjoy a few sips of espresso, not sitting by the table, but rather standing at the bar.] (portal of the magazine www.moteris.lt, 2014)

Such loanwords are considered as usual text elements, demanding no particular attention of the reader, differently from the ones discussed above that are rare or text specific loanwords, usually authentically expressed, graphically marked and accompanied by different commentaries, used to make the text more expressive, authentic, to demonstrate awareness of the country culture, to express own attitude towards the described culture as well as to affect the reader. Such new loanwords become an important means of creating tourism discourse (cf. Dann, 1996, 6; Cappelli, 2013, 360–263; Gandin, 2014, 3).

The Origins and Semantics of New Loanwords of Tourism Discourse

Semantic fields. As in other languages, another feature of Lithuanian tourism discourse is the abundance of gastronomy loanwords. The loanwords that are attributed to this field constitute about a half (approx. 50 %) of all the loanwords detected in Lithuanian texts ascribed to tourism discourse: cf. the loanwords of the field make approximately 25 % in the New Loanwords Database that reflects the totality of usage.10 The studies of multi-lingual discourse of the tourism sector – Italian, French, German, Russian, Swedish, Romanian and Croatian – reveal the field of gastronomy as one of the most significant ones (Dann, 1996, 184; Hoffmann, 2013, 16; D’Egidio, 2014, 57, 60; ET, 2012). The representative corpus studies of English travel journalism also demonstrate that the loanwords ascribed to the semantic field of food and drink constitute the largest number of borrowed lexemes – over 40% (Gandin, 2014, 6). The

10 The studies of the past three years as compared to the data of the earlier period, 1991–2013 – 12 % (Vaicekauskienė, 2013), reveal the tendentiously growing number of gastronomy loanwords (see more in Girčienė, 2015).
abundance of gastronomy loanwords is also related to the specifics of tourism discourse as a fundamental for the dissemination of national colouring (national cuisine is one of the most significant aspects of cultural identity) and to the growing attention to food that encourages the development of gastronomy discourse in general (cf. Hoffmann, 2013, 16; Girčienė, 2015, 147, etc.). It is also conditioned by the ideology of glocalisation that stimulates the aspiration of a modern person to retain the development of national, including local cuisine in the globalised world. Hence, the interest to national cuisine is hardly surprising (cf. Kostjukoviča, 2012; Girčienė, 2015). Gastronomic tourism has become particularly popular in the past decades (see Zylberstein, 2013, 1). Interest in the field of gastronomy is also reflected in tourism discourse (see illustrative example 4 and others):

4) Every country has a dish or a product that it is proud of and which is associated with the country as soon as you hear its name. As Italians are associated with pasta, the French with French baguette, Cypriots are often associated with the cheese halloumi. It is a semi-hard cheese, whose taste has been tried to be preserved and passed to the coming generations by Cypriot chefs. If you had a chance to visit the country, take an opportunity to enjoy this exceptionally tasty Cypriot cheese. This unique and authentic product is preserved by the European Union law that must be observed by Cypriots when producing halloumi.
The cheese halloumi, as a visiting card, is liked by both Cypriots and guests. “Meze”. It is a traditional and yet specific Cypriot food that is made of salad, sauces and a number of meat and fish dishes served in small portions. As most countries, Cyprus has national dishes. Therefore, gourmets and other food lovers should taste the national dishes of this country in order to have a better understanding of its culture, traditions and values. One of the main dishes of the island that is considered as national, is lamb meat, called kleftiko, cooked in a special clay oven. And pitta – Greek bread – is included into the national cuisine of Cyprus. Grilled cutlets, meat and vegetable dishes, the so-called souvlakia are also referred to as national dishes.] (travelling website www.kelionespigiai.lt, 2015)

Several subgroups of gastronomy loanwords can be distinguished in the main Lithuanian tourism discourse. They include food products, dishes, drinks, persons related to food production and consumption, as well as names of equipment and places (see illustrative examples).

Speaking about culturally significant realia, the ones related not only to national cuisine, but also to national instruments, festivals, traditions and particular household articles are mentioned (cf. Pociūtė, 2015); however, in comparison to gastronomy loanwords used in tourism discourse, the number of loanwords representing other fields is relatively small. Out of them, the most abundant one (15 %) is a group of loanwords of national colouring related to a specific lifestyle. A smaller number (10 %) are related to specific national dress. Other groups are related to the semantic fields of music, other types of arts, transport means, sports, medicine, free time / entertainment, computer equipment, etc., whose loanwords are partly related to national colouring and constitute less than 5 % each in Lithuanian tourism discourse. The following passage contains representative examples of loanwords of almost all the afore-said semantic groups (for more, see other illustrative examples in the article):

dienos išvargusiems <...> hostess pridegs cigaretę, <...> padainuojus karaoke, paflirtuos. <...> Klubams, kaip ir geišų mokykloms, vadovauja mama-san (motinėlė). Susiradome išsvajotąjį onsen kurortą (onsen – viešosios karščių srovii pirtys). <...> Kiote tikrai jautėmės tarsi muziejus: machiya stiliaus fasadai, bambukinės užuolaidos. <...> Eidavome į <...> deserto, tofu, soba, arbatos parduotuvių. Svojauj Kio te patamyti geišų, FushimiInari šventyklos torii vartų tunelius. <...> Tradicinės Okinavos soba – tai didelis dubuo tirštos, riebios, bet labai girdžios miso sriubos, verdamos iš mėsos, sojų arba žuvies sultinio, su bambukų ir pupelių ūgliais, norais ir kauburių aštraus padažo. <...> Geišos Japonijoje oficialiai dirba tik Kiote, pagrindinės <...> gatvės ochaya – arbatos namuose (nors tai labiau klubui, na, ne vakarietiški, bet panašios koncepcijos: šokti, muzika ir gražios moterys...). <...> Prie šio pastato aš ir jįtaisiau medžioti geišų, tiksliau – maiko, būsimųjų geišų. <...> Jos tampa geišomis, kai išmoksta šokti, grooti tristygiu instrumentu shamisen. <...> Maiko – ekstravagantiškos, balto veidzo, raudožu dažytomis lūpomis, su puošniais, spalvingais furisode ilgais šleifais, giliomis, <...> rankovėmis, plevėsuoja nčiomis darari-no-obi (tarystu nebaigtomis rišti obi juostomis), <...> aukštaišis (net iki 15 cm) okobo sandalais. Geišos <...> ne tokiais ryškiais kimono, tradiciniu taiko būdu rištomis obi juostomis (nugaroje juosta susukta tarsi į būgną). [žurnalas Laima, 2015]

[Hanami – blossoming of sakuras, a short moment of fragile beauty that lasts from a few days to a week, saw its end in Tokyo. <...> Otaku is a Japanese term, used to define people that have overpowering (nearly obsessive) interests. A social ... otaku man is over 30 and lives with his mom, has no job or income and constantly escapes into the virtual reality and anime world. <...> These will later be uploaded on Facebook. <...> You can still see the night goddess geiko (the old generation applied this term to geisha) or maiko (a young geisha apprentice) that still does not have the veil of magic. ... You can find faster and clearer services than offered by geiko. Hostess is a word that is difficult to translate into Lithuanian, which defines a girl that can accompany you, listen to you and spread cheap fluids of sexuality. In Lithuania they are referred to as consummators. A hostess will light a cigarette, <...>, sing karaoke and flatter the tired ones. <...> Clubs, like geisha schools, are run by mamas-an (the mother).

We found the onsen resort that we had dreamt of (onsen – public hot-spring baths). <...> We felt like in a museum in Kyoto: machiya style facades and bamboo shades. <...> We walked to <...> dessert, tofu, soba and tea shops. I dreamt of seeing geisha in Kyoto, as well as the tunnels of torii gates of Fushimi Inari temple. <...> Traditi- al Okinawa soba is a big bowl of thick fat but very tasty miso soup that is cooked of meat, soya or fish stock with bamboo and bean sprouts,
miso and plenty of hot sauce. <...> Geisha officially work only in Kyoto in Japan in ochaya tea houses in the main street (though these remind of pubs; not western ones, yet the conception is the same: dances, music and beautiful women...). <...> I sat to hunt geisha, or maiko – future geisha, to speak more precisely, by such a building. <...> They become geisha when they learn to dance and play shamisen – a three-string instrument. <...> Maiko look extravagant, with a white face, red coloured lips, wearing smart and colourful long-trailed furisode with <...> deep sleeves <...> and streaming darari-no-obi (the untied obi sash), <...> high (up to 15 cm) okobo sandals. Geisha <...> wear less colourful kimono traditionally tied with an obi sash by means of taiko (the sash is tied like a drum at the back).] (magazine Laima, 2015)

Speaking about the particularity of tourism discourse in this respect, it is noteworthy that the division of the semantic groups of loanwords belonging to this domain considerably differs from the general data provided in the New Loanwords Database. In both cases, gastronomy loanwords are most abundant, yet they constitute only a fourth of base loanwords; a similar frequency is observed in the group of computer loanwords. Comparing to tourism discourse, loanwords pertaining to clothing and fashion, lifestyles and beliefs, music and other arts, free time and entertainment, sports, medicine and cosmetology, as well as other semantic groups are more prominent and abundant and comprise over (up to) 10 %.

**Grammatical word classes.** It is noteworthy that nouns prevail in all the semantic groups of tourism discourse loanwords (as is the general case in the Lithuanian language) – over 95 % (see almost all the bold loanwords in the illustrative examples above). Adjectives occasionally appear in tourism discourse (about 2 %), e. g. raw (when speaking about food). Some verbs, adverb, interjections and others are rather rare (up to 1 % each). The obtained results are not surprising: “the studies of language contacts have established the fact that the majority of loanwords (according to research data – 80–90 %) are nouns <...> This is conditioned by the main function of borrowing, namely the need to designate an unfamiliar / different object, phenomenon or conception” (Vaicekauskienė, 2013).

**Language donors.** The diversity of loanwords borrowed from language donors, especially the abundance of geographically and culturally distant languages, is considered an exceptional feature of tourism discourse in Lithuanian and other languages (cf. Gandin, 2014, 13). A half (50 %) of new loanwords of Lithuanian tourism discourse comprise borrowings from geographically or (and) culturally distant languages that have originated in Asia (Middle East, Japan, China, India, etc.), South-western Europe (Causasus, Balkans), and more rarely in Africa and Latin America. Loanwords borrowed from the Japanese (about 10 %) and Chinese (about 7 %) languages can be distinguished as individual subgroups, the majority of which refer to the names of the
dishes or their ingredients that have become popular in Lithuania, e. g. *sushi* (Japanese rice rolls with raw fish, seafood, etc.), *shíitake* (a type of Chinese mushrooms). The “more distant” group also contains loanwords of Hindi, Turkish, Greek, Georgian, Armenian, Uzbek and other origins, e. g. *chutney* (Hind. *caṭnī* – a strong flavour seasoning based on fruit and vegetables), *ouzo* (Gr. *Oúžo* – traditional Greek anise-flavoured aperitif). Similar tendencies have been determined in English tourism discourse, where more than a half of the loanwords domain have origins in Asian, South American and African languages (Gandin, 2014, 12).

New Anglicisms that are related to the functions of English as *lingua franca* constitute less than 20 % of tourism discourse loanwords in language and the majority of individual semantic fields, except gastronomy (see Girčienė, 2015), e. g. *hostel*. A similar, rather visible, group (over 15 %) is made of Italian borrowings, e. g. *biscotto* (biscuits that are eaten dipped in a drink). The popularity of these loanwords in tourism discourse, in which gastronomy loanwords prevail, is unsurprising: cf. the realia of Italian cuisine that has become popular all over the world constitute about a third of gastronomy loanwords (Girčienė, 2015). About a tenth of new loanwords in tourism discourse originate from Spanish and less from French (in both cases, names related to food prevail), e. g. *paella* (Spanish food made of rice and different additives), *crème brûlée* (a desert consisting of a rich custard with a layer of hard caramel). Loanwords of German and other origins rarely occur in tourism discourse. Tourism discourse largely differs from the general tendencies of linguistic borrowing in terms of semantic fields and language donors: loanwords of English as *lingua franca* prevail in Lithuanian, as well as in other European languages (Vaicekauskienė, 2013).

**Generalisations and Conclusions**

The results of the first Lithuanian tourism discourse study reveal that the borrowed lexis is a frequent and important means of discourse creation. Loanwords help the authors of tourism texts to render a specific colouring of a particular country – cultural particularity and local colouring, as well as to make the text more expressive, authentic and attractive to the reader, i. e. alongside with the referential function, they perform poetic / phatic-social / emotive-expressive / and conative functions.

Loanwords naming specific realia of the described country, which are presumably unknown to the addressee and characteristic of a particular text, are most often employed to attain the afore-said aim. The following features of tourism discourse loanwords are distinguished in comparison to general usage: a) the abundance of meaning explanatory meta-linguistic units that perform a meta-linguistic function: more than 80 % of loanwords are provided with definitions of different structures for culturally (more) distant realia; b) there is a greater tendency (over 60 % of cases) to
distinguish loanwords, most often by italics, presumably highlighting the effect of novelty and citation; c) there is a greater tendency (over 50 % of cases) to use authentic forms of loanwords: cf. loanwords having traditional use are usually orthographically and, if possible, morphologically adapted, non-commented and graphically unmarked in tourism discourse and language in general.

The diversity of language donors is also considered to be a distinctive feature of tourism discourse, especially the abundance of loanwords of geographically and (or) culturally distant languages (they are almost always accompanied by explanatory commentaries). A half (50 %) of new lexemes of Lithuanian tourism discourse are borrowed from geographically or (and) culturally distant languages of Asia (Middle East, Japan, China, India, etc.), South-western Europe (Causasus, Balkans), and more rarely from Africa and Latin America. Anglicisms constitute less than 20 % of tourism discourse loanwords in language and the majority of individual semantic fields, except gastronomy. A similar, rather visible, group (over 15 %) is made of Italian borrowings, a tenth of Spanish origin, and slightly less are borrowed from French that name gastronomic realia familiar to Lithuanians; therefore, similarly to Anglicisms and differently from the afore-said exoticisms, they are expressed as adapted to the Lithuanian language system. Loanwords of German and other European origin are very rare in tourism discourse.

One more distinctive feature of the domain is the abundance of gastronomy loanwords (about 50 %) that is related to the specifics of tourism discourse as a means of rendering national colouring, the growing attention to food that encourages the development of gastronomy discourse in general, as well as the development of glocalisation ideology that stimulates the aspiration of a modern person to retain the development of national, including local, cuisine in the globalised world. The groups of loanwords representing other fields are considerably smaller: a group of loanwords of national colouring related to specific lifestyle and beliefs (up to 15 %) and specific national dress (up to 10 %). Loanwords of other semantic fields, such as music, other types of arts, transport means, sports, medicine, free time and entertainment, computer science, etc., represented in Lithuanian tourism discourse constitute less than 5 %. Borrowed nouns prevail in all semantic groups and language in general (over 95 %).

It is common knowledge that loanwords of the field of gastronomy, the diversity of language donors, as well as the diversity and abundance of loanwords of geographically and culturally distant languages are inspired by the specifics of this domain – tourist needs are reflected in travelling texts. Tourism discourse, as an important field of the mobile and global world, is closely related to culture contacts and is considered as one of the socially vulnerable domains analysed in the studies on language contacts that is characterised by a more activate change of borrowed lexis. The first study of the borrowed lexis of Lithuanian tourism discourse, which covers the so-called new loanwords that entered the language after perestroika, reveals similar processes in terms of loanwords as in tourism discourses of other languages.
References


Lietuviškojo turizmo diskurso naujieji skoliniai

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Santrauka

Turizmo diskursas, kaip svarbi šiuolaikinio globalaus pasaulio sritis, yra tapęs daugelio moksliinių tyrimų, tarp jų ir lingvistinių, objektu. Kaip rodo įvairių kalbų tyrimai, viena iš svarbių turizmo kaip specifinio diskurso kūrimo priemonių yra šiam domenui itin būdingi leksikos skoliniai. Pirmoji lietuviškojo turizmo diskurso skolinio tyrimo rezultatai taip pat rodo skolintą leksiką esant dažnai ir svarbą šio diskurso kūrimo priemonę. Skoliniai turistinių tekstų autoriams padeda perteikti specifinį tam tikros šalies koloritą – kultūros savitumą, lokalumą ir kartu pagyvinti tekstą, sukeitikį jam autentiškumo, patraukti skaitytojo dėmesį, t. y., be referentinės, atlieka poetinę / fatinę-socialinę / emocinę-ekspresinę / konatyvinę funkcijas.

Šiam tikslui dažnai pasitelkiami specifines aprašomosios šalies realijas įvardijant, adresatui, tikėtina, nepažįstami, kartais tik tam tekstui būdingi skoliniai. Su tuo susiję skolinų atžvilgiu išskirtiniai, palyginti su bendrąja vartosena, turizmo diskurso bruožai: a) reikšmės aiškinamųjų metakalbinių vienetų, atliekančių metakalbinę funkciją, gausa: daugiau nei 80 proc. skolinių yra pateiki su įvairiastrukūrės jais įvardijamų kultūrinių realijų apibūdinimais; b) didesnis polinkis (per 60 proc. atvejų) skolinius išskirti grafiškai, dažniausiai kursyvu, tikėtina, dar paryškinantis naujumo, citatiškumo efekta; c) didesnis polinkis (per 50 proc. atvejų) vartoti autentiškas skolinių formas: plg. vartostenos tradiciją turintys skoliniai ir turizmo diskurse, ne tik apskritai kalboje, pp. vartojami ortografiškai ir, jei jmanoma, morfofoniškai adaptuoti, nekomentuojami ir grafiškai neskiriami.

Išskirtiniu turizmo diskurso bruožu taip pat laikytina skolinų kalbų atvejų skoliniai išskirtiniai geografini ir (ar) kultūrinės tolimesnių šalių (kielę) skolintų leksemų. Apskritai kalbose, kaip ir tarp daugumoje paskirų semantinių sričių, išskyrus gastronomijos srities, vyraujantys anglizmai sudaro mažiau nei 80 proc. turizmo diskurso skolinių. Žmonės gana matomi grupė (per 15 proc.) sudaro iš įvairių kalbų skoliniai, dažnai įvardijantys lietuviams jau pažįstamas gastronomines šių šalių realijas, todėl, panašiai kaip ir angliškai ir, skirtingai nei minėtieji egzotizmai, vartojami prie lietuvių kalbos sistemos pritaikytos adaptuotos raiškos. Labai retai turizmo diskurse pasitaiko vokiečių ir kt. Europos kalbų kilmes skoliniai.

Dar vienas išskirtinis domeno bruožas – gastronomijos sritys skolinių gausa (apie 50 proc.),
sietina su turizmo diskurso, kaip nacionalinio kolorito perteikėjo, specifika, didėjančių šiandienos žmogaus dėmesiu mitybai ir kartu gastronomijos srities skolinių gausėjimu apskriptai, globalizacijos ideologijos, skatinančios šiuolaikinio žmogaus siejį globalėjančia pasaulioje iššaikyti lokalinius nacionalinius, tarp jų ir vietinės mitybos, ypatus, plėtrą. Kitoms sritims atstovaujančių skolinių grupės daug mažesnės: kiek ryškesnės taip pat su nacionaliniu koloritu atitinkančių specifinį gyvenimo būdą, tikėjimus įvardijančių skolinių (iki 15 proc.) ir nacionalinių aprangos pavadinimų (iki 10 proc.) grupės. Kitoms – muzikos, kitų menų, transporto priemonių, sporto, medicinos, pramogų bei laisvalaikio, kompiuterijos ir kt. – semantinėms sritims atstovaujančių skolinių lietuviškame turizmo diskurse aptikta mažiau nei po 5 proc. Visose semantinėse grupėse, kaip ir apskriptai kalbose, vyrauja skolinti daiktavardžiai (per 95 proc.).

Savaime suprantama, kad gastronomijos srities skolinių ir kartu jų kalbų donorių įvairovė bei geografiškai ir kultūriškai tolimų šalių kalbų, kaip ir bendrai skolinių įvairovė ir gausa yra inspiruota šio domeno specifikos – keliones aprašančiuose tekstuose atsispindi keliaujančiųjų poreikiai. Turizmo diskursas, kaip svarbus šiuolaikinio mobilojus ir globalaus pasaulio sritis, itin glaudžiai susiję su kultūrų kontaktais, laikytinas vienu iš kalbų kontaktų tyrimuose minimų socialiai įtariamų domenų, kuriam būdinga aktyvesnė skolintos leksikos kaita. Pirmasis lietuviškame turizmo diskurse skolintos leksikos, tiesa, apimančios tik vadavardų naujusius skolinius, į lietuvių kalbą patekusius atsivėrus sienoms po perestroikos, tyrimas rodo čia vykstant skolinių atžvilgiu panašius procesus kaip ir kitomis kalbomis plėtojamuose turizmo diskursuose.

**Esminiai žodžiai:** turizmo diskursas, naujasis skolinys, skolinių funkcijos, reikšmės aiškinamieji metakalbiniai vienetai, grafinis išskyrimas, skolinių semantinės sritys, kalbos donorės.