

Practical 12 Tutor notes

Working through the examples in class will take time, but is very instructive. It will make clear the importance of TL genre expectations in translating consumer-oriented texts. It will also give an idea of the great variety of consumer-oriented texts, which are actually often good examples of hybrid genres; instruction leaflets in particular can be specialist or technical texts at least as much as persuasive ones.

12.1 Consumer-oriented texts

A good example of a hybrid genre, consumer-oriented and technical. In reality, a technical translator would probably be asked to translate most of the handbook. But the instructions have to be absolutely clear to a non-expert. TT 'show in the arrow' is *sic*. The mistranslation in point 3 may or may not lead to damage, but students should be expected to spot it.

12.2 Consumer-oriented texts

This assignment needs little specialist knowledge. But it still requires an effort to produce a suitably relaxed TL style (the idea is after all to persuade the reader to open a Miles & More account). The published TT does this very successfully, although a few formulations may be open to debate, e.g. 'hire a car within the entire car rental partner network' or 'great flight, upgrade, travel, experience or prize awards'. In 'Miles & More' advertisements, 'Erlebnisprämien' is usually translated as 'adventure awards', and 'Sachprämien' as 'merchandise awards'. 'An holiday' in the TT is *sic*.

12.3 Consumer-oriented texts

This is equally well done individually or in groups. Some terms will need research in the local lingerie shop. But some can only be elucidated by asking the manufacturer or at least a German expert. *In extremis*, the translator may even have to get drawings faxed from the manufacturer, and then consult the local lingerie shop, before being able to translate some of the terms. Tunnelling and control engineering are not the only areas to pose such problems!

PRACTICAL 12.1 CLASS HANDOUT

VW TOURAN TT

Compare your TT with the published one:

To remove the rear lights, you need the wire hook and screwdriver contained in the vehicle tool kit => page 56.

Removing the rear lights

1. Open the tailgate.
- 5 2. Insert the wire hook into the small aperture in the rear lights trim. Turn the wire towards the centre of the vehicle and pull it approx. 1 cm in the direction show in the arrow => fig. 34.
3. Remove the trim by pulling it first down and towards you and then up and towards you. You can now see two screws.
- 10 4. Use the flat blade of the screwdriver to remove the two screws.
5. Press the rear lights slightly to the outside and remove. The rear lights can be accessed from the rear only.
6. Release the bulb holder and pull it off => fig. 35.
7. Change the damaged bulb.

15 Fitting the rear lights

8. Fit the bulb holder. Make sure that it engages.
 9. Place the rear lights back in their original position and screw them on.
 10. Fit the trim to its original position – first the bottom section and then the top section.
- 20 If the light bulbs are not damaged, the fuse might have blown.

! Caution

Make sure you do not drop the rear lights on the car body.

(Volkswagen 2003b: § 3.2, 71–2)

PRACTICAL 12.2 CLASS HANDOUT

MILES & MORE TT

Compare your TT with the published one:

STYLISH CARS AND AWARD MILES – THANKS TO MILES & MORE

Clock up award miles with four major car rental partners

Wherever you fly with Lufthansa, our car rental partners are ready to assist you. With Miles & More partners like Avis, Europcar, Hertz and Sixt, it's easy to hire the car you want – not just at the airport but anywhere in the world – to get you to your destination
5 safely and comfortably.

Flexibility and mobility are not the only advantages you'll enjoy. All four car rental partners will reward you with award miles whenever you hire a car within the entire car rental partner network. In addition to the standard mileage accrual, special promotions which take place on a regular basis also give you the chance to earn even more miles!

10 You can find out about all the current special promotions online at **www.miles-and-more.com**

Exchange your award miles for the car of your dreams

You can also redeem your accrued miles with Avis, Europcar, Hertz and Sixt and enjoy your dream car for a weekend or even an holiday. Award miles can also be redeemed
15 for flight, travel and adventure awards or merchandise awards. Your Miles & More membership really pays!

Detailed information about Miles & More car rental partners and all other partners, awards and privileges can be found online at **www.miles-and-more.com**

Earn miles and enjoy awards – with Miles & More

20 Miles & More is Europe's leading Frequent Flyer Programme. Thanks to over 30 partner airlines, you will enjoy a worldwide network with ideal flight connections on which you can collect miles. In Business Class you will earn double miles and in First Class triple miles! Our hotel and car rental partners, as well as many other partners on the ground, also help your mileage account to grow fast! Accrued miles can be
25 exchanged for great flight, upgrade, travel, experience or prize awards.

Further information about all our partners, awards and the benefits of Miles & More can be found online at **www.miles-and-more.com**. Register now and start earning your first miles right now!

(Miles & More 2004: 70–1)

PRACTICAL 12.3 CLASS HANDOUT

FELINA TT

Compare your TT with this pre-publication draft:

News from Felina:

NEWSLETTER SPRING/SUMMER 2004

Contents:

SHIMMER; a sheer, smooth look

BEAUTY lift; firm support in a delicate disguise

The trend for spring/summer 2004 favours decidedly feminine shapes, with a definite bust, bottom and hips. Curves get the high fashion treatment, enhanced with feminine details. The requisite support is there, as ever, but with the appearance and feel of lingerie. The bras have a more elegant and delicate look. There are deeper décolletés and revolutionary new fabrics. A new feature is the balconette bra with a choice of ordinary and transparent detachable straps.

SHIMMER, cool and smooth as glass, with transparent tulle embroidery, is the ultimate in feminine allure. The bras are reinforced, to give a perfect fit up to an F cup. The SHIMMER collection comprises a balconette bra with detachable straps, an underwired bra, a camisole top with integral bra, a thong and briefs.

Available in vanilla, white and black.

BEAUTY lift combines FELINA'S usual excellent support with the look and feel of lingerie. BEAUTY lift shapes and supports comfortably, promising you a flat stomach, a slim waist and a beautiful bottom. A host of delightful details make this range beautiful as well as highly effective in its support. A new, subtle mixture of colours gives the embroidery a vibrant three-dimensional appearance. BEAUTY lift is a visual cosmetic for your body. You can revel in your femininity again, showing off your curves to their best advantage.

In the BEAUTY lift series there is a balconette bra with detachable straps, a regular bra, an underwired bra up to an F cup, a soft cup teddy, a delicate chemise, embroidered briefs, panties and a thong.

Available in pacific blue, white and black.