



FUNCTIONAL ASPECTS OF ORAL INTERPRETING IN GUIDE-INTERPRETER ACTIVITY

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Abstract. This article examines the functional aspects of oral interpreting in guide-interpreter activity. The study focuses on informative, cognitive, pragmatic and intercultural functions of interpreting in tourism communication. The role of guide-interpreters as linguistic mediators, cultural representatives and communication managers is analyzed.

Key words: oral interpreting, guide-interpreter, tourism communication, intercultural communication, cultural mediation, studies.

Introduction

International tourism has become one of the most rapidly developing sectors of the global economy. As communication between people of different linguistic and cultural backgrounds increases, the importance of professional guide-interpreters also grows. A guide-interpreter does not only translate speech but also facilitates intercultural understanding, provides explanations and manages communication during excursions.

Theoretical Background



Guide-interpreting occupies a special place in translation studies. Unlike conference or liaison interpreting, guide-interpreting combines translation, public speaking, cultural mediation and organizational management. Modern researchers emphasize that successful guide-interpreters must possess linguistic competence, intercultural awareness and communication skills.

Informative and Cognitive Functions

One of the primary functions of oral interpreting is the transfer of information. During excursions, tourists receive historical, cultural and social information through the interpreter. The cognitive function is related to processing, organizing and adapting information for listeners. Interpreters frequently simplify complex concepts, explain culture-specific terminology and ensure audience comprehension.

Pragmatic Function

The pragmatic function includes giving instructions, coordinating tourist groups and ensuring effective communication. Guide-interpreters provide directions, warnings and recommendations. They also manage unexpected situations and answer tourists' questions. Therefore, pragmatic competence plays a crucial role in professional performance.

Intercultural Mediation

Guide-interpreters serve as bridges between cultures. Tourists often encounter unfamiliar traditions, customs and values. The interpreter explains these cultural elements and helps avoid misunderstandings. Effective intercultural mediation promotes tolerance, respect and positive communication among people from different backgrounds.



Technology in Guide-Interpreting

Modern technologies have significantly influenced tourism communication. Audio-guide systems, wireless microphones and digital translation tools support interpreting activities. However, technology cannot fully replace human interpreters because successful communication requires cultural sensitivity and interpersonal interaction..

Challenges in Guide-Interpreter Activity

Guide-interpreters work in dynamic environments influenced by noise, movement, weather conditions and audience diversity. They must process information quickly, maintain attention and adapt communication strategies to different situations. These challenges make guide-interpreting a highly demanding professional activity.

Conclusion

Guide-interpreting is a multidimensional activity that integrates language proficiency, intercultural competence and communication management. Informative, cognitive, pragmatic and cultural functions contribute to successful tourism communication. The development of professional competencies among guide-interpreters remains an important task for translation studies and tourism education. Informative, cognitive, pragmatic and cultural functions contribute to successful tourism communication.

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