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Code Glosses in Tourism Discourse: A Contrastive Analysis of Croatian Tourist Brochures, English Originals, and Their Translations

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Abstract

Previous linguistic studies have extensively highlighted the critical role of metadiscourse, the language used by writers to guide readers through a text, in various academic and professional genres (Dafouz-Milne, 2008; Fuertes-Olivera et al., 2001; Mauranen, 1993a). Despite this established importance, metadiscoursal features, particularly in the highly persuasive and informative genre of tourist discourse, have received comparatively limited scholarly attention. This study addresses this gap in the literature by systematically examining the use of a specific interactive metadiscoursal feature: code glosses, within tourist brochures. Code glosses are linguistic devices employed to clarify, explain, or exemplify information presented in a text. As tourist brochures are designed to inform and persuade readers, often of diverse linguistic and cultural backgrounds, code glosses are expected to play an important role in enhancing clarity and accessibility. The research tests two hypotheses: (1) there are considerable differences between Croatian and English tourist texts in the use of code glosses; and (2) in Croatian–English translations, code glosses differ in quantity and type from those found in original English texts. The analytical foundation of this research is a self-compiled corpus of tourist brochures, meticulously structured into three distinct subcorpora: original Croatian texts, original English texts, and English translations of Croatian brochures. To identify, classify, and interpret the communicative functions of the code glosses, the study employed a robust combination of quantitative and qualitative methods. The findings reveal several notable differences across the subcorpora, confirming the study's primary predictions. Specifically, the analysis demonstrates that original Croatian brochures employ a significantly higher number of code glosses compared to their original English counterparts. English translations of Croatian brochures largely reflect source-text conventions, showing limited adaptation to English discourse norms. This transfer of metadiscoursal patterns may reduce the effectiveness of translated brochures for international audiences. The study confirms both hypotheses and highlights the need for greater awareness of metadiscourse in translating and producing tourist texts to ensure clarity, accessibility, and persuasive impact across languages and cultures.



Ključne riječi

Tumači;
Metadiskurs;
Turističke brošure;
Strategije prevođenja;
Međikulturalna komunikacija;
Engleski kao lingua franca
(ELF); Uvjeravanje u
turističkom diskursu

Sažetak

Prethodna istraživanja istaknula su ulogu metadiskursa u akademskim i drugim žanrovima (Dafouz-Milne, 2008; Fuertes-Olivera i sur., 2001; Mauranen, 1993a), ali je metadiskurs u turističkom diskursu dobio malo znanstvene pozornosti. Ovaj rad popunjava tu prazninu istražujući korištenje tumača (code glosses) u turističkim brošurama. Tumači se koriste za razjašnjavanje, objašnjavanje i davanje primjera. Kako su turističke brošure namijenjene informiranju i uvjeravanju čitatelja, često različitih jezičnih i kulturnih pozadina, očekuje se da će tumači imati važnu ulogu u povećanju jasnoće i pristupačnosti. Istraživanje testira dvije hipoteze, i to da: (1) postoje značajne razlike u korištenju tumača između hrvatskih i engleskih turističkih tekstova; te (2) u prijevodima s hrvatskog na engleski, tumači se razlikuju po količini i vrsti od onih u izvornim engleskim tekstovima. Analiza se temelji na vlastitom korpusu turističkih brošura koji obuhvaća tri potkorpusa: izvorne hrvatske tekstove, izvorne engleske tekstove i engleske prijevode hrvatskih brošura. Za identifikaciju i razvrstavanje tumača te interpretaciju njihovih komunikacijskih funkcija korištena je kombinacija kvantitativnih i kvalitativnih metoda. Rezultati pokazuju značajne razlike među potkorpusima: u hrvatskim se brošurama češće koriste tumači nego u engleskima. Engleski prijevodi hrvatskih brošura uglavnom odražavaju konvencije izvornog teksta, s ograničenom prilagodbom normama engleskog diskursa. Ovaj prijenos metadiskursnih obrazaca može smanjiti učinkovitost prevedenih brošura za međunarodnu publiku. Istraživanje potvrđuje obje hipoteze i ističe potrebu za većom sviješću o metadiskursu pri prevođenju i pisanju turističkih tekstova radi osiguravanja jasnoće, pristupačnosti i uvjerljivosti u različitim jezicima i kulturama.



Ključne besede

Tolmači; Metadiskurz;
Turistične brošure;
Prevajalske strategije;
Medkulturna komunikacija;
Angleščina kot lingua franca (ELF);
Prepričevalnost v turističnem diskurzu

Povzetek

Raziskave potrjujejo pomembno vlogo metadiskurza v akademskih in drugih žanrih (Dafouz-Milne, 2008; Fuertes-Olivera idr., 2001; Mauranen, 1993a), vendar so bile metadiskurzivne značilnosti turističnega diskurza doslej le redko predmet znanstvene obravnave. Ta študija zapolnjuje omenjeno vrzel z analizo rabe tolmačev (code glosses) v turističnih brošurah. Tolmači se uporabljajo za razlago, ponazoritev ali dodatno pojasnitev informacij. Glede na to, da so turistične brošure namenjene obveščanju in prepričevanju bralcev, ki pogosto prihajajo iz različnih jezikovnih in kulturnih okolij, se domneva, da imajo ta sredstva pomembno vlogo pri zagotavljanju jasnosti in dostopnosti besedila. Raziskava preverja dve hipotezi: (1) med hrvaškimi in angleškimi turističnimi besedili obstajajo izrazite razlike v uporabi tolmačev; ter (2) v hrvaško-angleških prevodih se tolmači razlikujejo po pogostosti in tipu v primerjavi z izvirnimi angleškimi besedili. Analiza temelji na lastno oblikovanem korpusu turističnih brošur, ki obsega tri podkorpuse: izvirna hrvaška besedila, izvirna angleška besedila in angleški prevodi hrvaških brošur. Za prepoznavanje, razvrščanje in razlago funkcij tolmačev je bila uporabljena kombinacija kvantitativnih in kvalitativnih metod. Rezultati kažejo opazne razlike med podkorpusi: hrvaške brošure uporabljajo več tolmačev kot angleške, medtem ko angleški prevodi hrvaških brošur večinoma sledijo vzorcem izvirnika in se le delno prilagodijo angleškim diskurzivnim normam. Tovrsten prenos lahko zmanjša učinkovitost prevedenih brošur za mednarodno občinstvo. Raziskava potrjuje obe hipotezi in poudarja pomen zavedanja metadiskurza pri prevajanju in pripravi turističnih besedil za zagotavljanje njihove jasnosti, dostopnosti in prepričljivosti v različnih jezikovnih in kulturnih okoljih.

1. Introduction

Originally developed within research on academic discourse, the concept of metadiscourse plays a crucial role in managing interaction between writer and reader and in making texts clear, coherent, and persuasive (Dafouz-Milne, 2008; Hyland, 2005; Fu & Hyland, 2014; Pisanski Peterlin, & Zlatnar Moe, 2016). Drawing on Hyland's (2005) model, this study examines code glosses, metadiscoursal elements that clarify or exemplify content, in the genre of tourist brochures in English and Croatian. The aim is to identify how code glosses contribute to textual organisation and persuasiveness across languages and in translation.

The analysis is based on a self-compiled corpus of tourist brochures comprising three subcorpora: TouristHR (original Croatian brochures), TouristEN (original English brochures), and TouristHREN (English translations of Croatian brochures). The study investigates the frequency, type, and function of code glosses in these texts. It further explores how code glosses are retained, omitted, or modified in translation and how these choices align with the conventions of English tourist discourse. Since translated tourist materials are typically aimed at an international readership—including both



native and ELF users of English—translators’ strategies can crucially affect the clarity, accessibility, and persuasive impact of the final text.

Two following hypotheses are examined in the research:

- The distribution and type of code glosses differ significantly between Croatian and English tourist brochures.
- In Croatian–English translations, the frequency and type of code glosses diverge from those found in original English brochures, reflecting transfer from source-language conventions.

2. Metadiscourse in tourist discourse

2.1. Metadiscourse

Metadiscourse is used to guide the reader through the text, but also to persuade them in the propositional content (Hyland, 2005). The appropriate use of metadiscourse is thus of special importance. Since languages differ in the use of metadiscourse (Hoorickx-Raucq, 2005; Mauranen, 1993a, 2010), its use in tourist discourse and in translations of the same with a persuasive purpose is not simple and straightforward.

Although Croatian and English have not yet been comparatively analysed in terms of metadiscourse and rhetorical traditions, researchers have analysed other Slavic languages in relation to English. Slavic languages seem to rely less on metadiscourse than English (Čmejrkova, 2007; Duszak, 1994; Limon, 2007; Pisanski Peterlin, 2005; Pisanski Peterlin & Zlatnar Moe, 2016). This indicates there is a gap in the use of metadiscourse in English and Croatian (Peršurić Antonić, 2016). Slovene, another language from the South Slavic language family, has been identified as a ‘reader-responsible’ or ‘author-oriented’ language where the information load is high, as opposed to English which is a ‘writer-responsible’ and ‘addressee-oriented’ language with a low information load (Limon, 2004, 2005, 2008; Pisanski Peterlin, 2005, 2008, 2013). The distinction relies on Hinds’ typology of reader versus writer responsibility (Hinds, 1987). Since ‘writer-responsible’ languages are described as ones in which the author is responsible for presenting the material in a way that the reader can easily interpret, in general metadiscourse is used to guide the reader through the text and make it easier to understand and interpret in these languages. The opposite is true for ‘reader-responsible’ languages, in which the use of metadiscourse is not as common. As Croatian belongs to the same language family as Slovene, a similar pattern could be expected in the Croatian language.

There has also been considerable research for other Slavic languages. Čmejrková (Čmejrkova, 2007) examines the (re)presentation of the author in two Slavic languages – Slovak and Czech – in scientific texts, and emphasises that there are a lot of similarities between the two languages in terms of rhetorical traditions due to their mutual contact, but also due to the connection with other Central European languages. However, she identifies a shift toward the Anglo-Saxon norms for scientific communication, which differ from those for Slovak and Czech (Čmejrkova, 2007).



In countries whose economy heavily relies on tourism, such as Spain, considerable research has been done on metadiscourse in the tourist discourse (Suau-Jiménez and Dolón Herrero 2007; Suau-Jiménez 2012) with the aim of raising awareness of the importance of metadiscourse in the promotion of touristic services or products, as well as of the distinction between languages in terms of metadiscourse. Previous research has dealt with tourism translation (Vankova, 2025; Zain Sulaiman & Wilson, 2019) and persuasion in tourism texts (Hassan et al., 2008). Swales' (1990) CARS model has been extensively used for genre analysis in promotional texts and established that there is no unique structure for writing tourist leaflets and that the informative function is intertwined with promotion (Huang, 2015; Iborra & Garrido, 2001), indicating that metadiscourse could play a significant role in tourist discourse.

It has been proven that brochures can have an impact on tourists' decisions (Molina & Esteban, 2006) and are thus key in tourist promotion. Translators are often faced with difficulties when translating tourist texts (Kelly, 1997), especially due to cultural differences (Sulaiman, 2016; White, 2005; Zain Sulaiman, 2014). Studies focused on mistakes translators make and proposed guidelines, indicating that translators can greatly influence the reception of tourist brochures (Durán Muñoz, 2011, 2012). Corpora, such as COMETVAL (Suau-Jiménez 2016), have been compiled to better understand and explore tourist discourse and were used to identify differences in the use of metadiscourse in English and Spanish tourist discourse. Findings confirmed that in tourist discourse the focus is on informing and persuading the reader (Suau-Jiménez, 2012) and the interaction with the reader (Suau-Jiménez, 2016, 2019). Metadiscourse has proven to be essential for it (Suau-Jiménez 2012, 2016; Suau-Jiménez & Dolón Herrero 2007; Peršurić Antić 2016). Previous research has however, focused mostly on interactional metadiscourse (Suau-Jiménez, 2012, 2016).

2.2. A metadiscourse model

In this study, metadiscourse is above all defined as a “rhetorical strategy whose primary macrofunction is to have a persuasive effect on readers” (Dafouz Milne, 2003, p. 32). The term was first developed by Zelig Harris (Harris, 1959) to refer to elements of a text that are not used to convey information but to comment on the information being presented, since at the time it was considered that a text only served to convey information. Several models of metadiscourse have been developed since (Crismore, 1989; Vande Kopple, 1985). Among them was Hyland, who subsequently developed the interpersonal model of metadiscourse and divided it into interactive and interactional metadiscourse (Hyland, 2005; Hyland & Tse, 2004). His taxonomy of metadiscourse is particularly suitable for analyzing metadiscourse in tourist discourse because it accounts for the interpersonal and interactive dimensions of communication, enabling a nuanced examination of how writers guide readers through information while shaping engagement, persuasion, and accessibility in promotional texts.



Over time there have been various conceptions of metadiscourse, varying from a narrower view in which metadiscourse is seen as metatext and the author's perspective is excluded from it (Mauranen, 1993b), to a more inclusive view which includes how writers refer to themselves, their texts and readers, which is referred to as a 'reflexive' view of metadiscourse (Ädel, 2006, p. 20) and finally, some authors take a broader view of metadiscourse and include both text organising elements, but also how the writer positions themselves about the content/text and the reader (Crismore, 1989; Hyland, 2005). Several alternative views of metadiscourse have also appeared, such as those proposed by Beauvais (Beauvais, 1989), who limits it to explicit illocutionary predicates, and Ifantidou (Ifantidou, 2005) who, based on relevance theory, claims metadiscourse is either intra-textual, or inter-textual. These taxonomies, however, are less appropriate in this context as they treat metadiscourse in a more rigid, sentence-bound way and do not fully capture the persuasive and reader-oriented strategies typical of tourism promotion.

Research on metadiscourse has mainly focused on academic discourse (Hyland, 2010; Mauranen, 1993b; Perales-Escudero & Swales, 2011), but a significant amount has also looked at metadiscourse in business (Fu, 2012), student's writing (Bunton, 1999; Hyland & Tse, 2004), blogs (Zou & Hyland 2019; Zou & Hyland 2020) and newspaper journalism (Fu & Hyland 2014). It has also been proven that metadiscourse has a prominent role in advertising, and a metadiscourse taxonomy was developed for the headlines, subheads and slogans in printed ads (Fuertes-Olivera et al., 2001). While researchers have focused mostly on written genres, there has also been research on metadiscourse in spoken genres (Ilie, 2002).

The metadiscourse model used in the current study was developed by Hyland (Hyland, 2005), and to date has been primarily used with academic texts, but its relevance for other genres has been proven by numerous researchers (Dafouz-Milne, 2008; Dafouz Milne, 2003; Fuertes-Olivera et al., 2001; Mauranen, 1993a). In this taxonomy, metadiscourse is divided into two categories: interactive and interactional. The interactive category, which is used to create a coherent and convincing text and to guide the readers through it, is divided into several subcategories: transitions, frame markers, endophoric markers, evidential and code glosses. Interactional metadiscourse is also divided into multiple subcategories: hedges, boosters, attitude markers, self-mentions and engagement markers.

Research has shown that the use of metadiscourse differs depending on the genre, and some metadiscourse categories have a more important role in certain genres, while other categories feature more prominently in other types of discourse (Hyland 1998; Salager-Meyer 1994; Suau-Jiménez 2016; Crismore, Markkanen, and Steffensen 1993; Crompton 1997). In this study, the focus is on code glosses. English and Croatian tourist brochures – as well as English translations of the Croatian brochures – were analysed, first manually and next with the help of SketchEngine in order to gain insight in the code glosses frequency and distribution in tourist brochures in Croatian and English, as well as in the English translations of Croatian brochures.



2.3. Code glosses

Code glosses “ensure the reader is able to recover the writer’s intended meaning” (Hyland, 2005, p. 52). They are a reflection of the author’s effort to predict the reader’s knowledge in order to be more convincing (Hyland, 2005, 2007). Code glosses explain, rephrase and elaborate, with reformulation and exemplification as their subfunctions (Hyland, 2007, Pisanski Peterlin, 2020). Both punctuation and verbal code glosses can be used to that purpose. Table 1 gives an overview of the metadiscourse items identified as code glosses, divided according to their function (Hyland, 2005, 2007; Mur-Dueñas, 2011; Peršurić Antičić, 2016). Parentheses and colons can be used to fulfil both functions, and are thus included under both of these. Some researchers, such as Dafouz Milne (Dafouz Milne, 2003), include parentheses and punctuation devices as separate subcategories.

Table 1.

Code glosses

Category	Subfunction	
Code glosses	Reformulators	Parentheses Colon In other words In fact That is i.e.
	Exemplifiers	Parentheses Ellipsis Colon for example, for instance, e.g.

Hyland defines reformulation as restatement or elaboration of an idea, with the aim to present it from a different angle and to reinforce it and labels such connections as ‘reformulation markers’ (Hyland, 2007, p. 269). In order for reformulation to serve its intended purpose, the author needs to choose appropriately what is going to be reformulated and how. The author usually makes assumptions about the readers’ knowledge and expectations. Reformulation is far more than mere paraphrase or summarising, as it usually presents what authors deem most important in their statements (Hyland, 2007, p. 270).

Pisanski Peterlin (Pisanski Peterlin, 2020, p. 181) deals with reformulation in translations and identifies several types, as illustrated in examples from the subcorpus of



translated brochures from this research below: those involving monolingual elaborations, i.e., (near-)synonyms (Eg1), paraphrase (Eg2) and abbreviations (Eg3), those explaining culture-specific or local concepts (cross-cultural explanations) (Eg4) and those involving a third language (L3 term- (Eg5), gloss of a L3 term - (Eg6) and L3 title). Only the L3 title is not listed here, as no examples of it were found in the subcorpora:

Eg1: The campsites mentioned here are divided according to clusters, that is to say by regions and destinations.

Eg2: Today, the largest settlement on the island is oriented toward high quality health tourism and family tourist activities. first destination in the country with products and services with halal certification (i.e., in accordance with Islamic regulations).

Eg3: The PDV-P i.e. Tax Cheque form must be certified within 3 months of purchase, or of the receipt date for goods delivered.

Eg4: We can begin with Istrian minestrone and jotas, thick soups made of dried/smoked meat and beans, Istrian žgvaceti with venison or lamb (a pasta dish with meat stew), various sauces from famous Istrian truffles and asparagus, which are poured over Istrian fuži (homemade pasta) and pljukanci (homemade tortellini), very similar to old medieval macaroni, or to season fine risottos.

Eg5: The important road connecting the major urban centres of Mursa (Osijek) and Sopijana (Latin Sopianae, today's Pécs) led through Baranja.

Eg6: In the eastern part are animals which form a part of the steppe fauna: some rare species of butterflies, hamster, mouse, short-legged lizard, scincidae / Ablepharus kitabelli, i.e. bibron and bory, and the long snake.

When exemplifying, the authors clarify or support their statements with examples, usually by using exemplificatory marks, which according to Hyland include punctuation, linking adverbials and abbreviations (Hyland, 2007, p. 270), as seen in the following examples:

Eg7: Najbliži otok je Prvić, na kojem je opuštanje zajamčeno između ostalog i zbog nepostojanja prometa i gdje svoje nepce možete nagraditi, primjerice, prvinskom hobotnicom na salatu u maslinovu ulju, koja nosi oznaku "Hrvatski otočni proizvod". (TouristHR subcorpus)

Eg8: It has no magnificent monuments, such as for example the Egyptian pyramids, the Pompeii in Italy or the castle Neuschwanstein in the German Alps. (TouristHREN subcorpus)

Eg9: For instance, we get fantastic wild duck from John Bell at Lissara outside Downpatrick, superb pigeons from Hayley, Ireland's only female gamekeeper at Rademon Estate in Crossgar and Ireland's only hand-churned butter from Will and Allison at Abernethy. (TouristHREN subcorpus).



3. Methodology

The one-million-word corpus of tourist discourse used in this study, Tourist Corpus, was compiled with the use of Sketch Engine. This corpus, comprising of original English and original Croatian tourist brochures, as well as translations of the Croatian brochures, was compiled for the purposes of this study. The Tourist Corpus consists of brochures published between 2010 and 2018, which were the latest publicly available versions on the websites of the related tourist boards at the time of the compilation of the corpus. It consists of the following three comparable subcorpora:

- TouristHR subcorpus consisting of original tourist brochures published in Croatia and written in Croatian,
- TouristHREN subcorpus consisting of the corresponding English translations of Croatian tourist brochures that were published in Croatia,
- TouristEN subcorpus consisting of original tourist brochures published in the United Kingdom and written in English.

The TouristHR and TouristHREN subcorpora each consist of 30 brochures, i.e., 30 original Croatian brochures and their translations. The Tourist EN subcorpus consists of 29 tourist brochures. The overall corpus size of approximately one million words was deemed sufficient to ensure a representative and balanced sample of contemporary tourist discourse while remaining manageable for detailed qualitative and quantitative analysis. Table 2 gives an overview of the number of words in each subcorpus.

The selection of 30 brochures per subcorpus allowed for adequate coverage of regional and thematic diversity while maintaining comparability across the three datasets. It includes brochures from all the regions of both of Croatia and the United Kingdom and covers various topics in both corpora to ensure comparability.

Table 2.

Number of words in the subcorpora

Name of the subcorpus	Words
TouristHR	299,379
TouristEN	315,880
TouristHREN	333,286

The brochures in.pdf format were retrieved from the websites of tourist boards in Croatia and the United Kingdom. As English is a pluricentric language, it was necessary to focus on one variety of English, and the United Kingdom was chosen as the country representative of English since it is the English-speaking country with the highest number of tourists visiting Croatia (Gulić, 2018, p. 27).

Only brochures published or endorsed by official tourism organizations were included to ensure reliability and authenticity. The Croatian brochures were issued by



different local or regional tourist boards or the national one. Brochures from the United Kingdom were also issued by tourist boards, tourist associations or the national tourism agency. As the materials are publicly accessible institutional publications intended for promotional use, no individual or sensitive data were involved, and formal ethical approval was therefore not required. Copyright was respected in accordance with fair use for research purposes, and sources are fully acknowledged. Since the brochures were used solely for linguistic analysis and not reproduced for commercial or distributional purposes, additional permissions from the tourist boards were not necessary.

Brochures had to be publicly accessible in PDF format and target a general or specific tourist audience. To achieve representativeness, brochures were selected purposively, taking into account both geographic and thematic diversity. The final corpus includes brochures presenting different regions of Croatia and the United Kingdom and covering a range of tourism-related themes such as summer and winter tourism, nature, history, gastronomy, accommodation, adventure, and events. Some brochures also target specific audiences (families, business travellers, partygoers, or couples planning weddings), thereby reflecting the heterogeneity of tourism communication in both countries.

The English translations of Croatian brochures were obtained from official tourism board websites. As these materials were publicly available, it was not possible to verify whether they were produced by professional or non-professional translators, which may influence features such as code gloss use. To address this limitation, a questionnaire study was conducted among Croatian tourist boards to gather information on their translation practices, including whether translations are outsourced or produced in-house. While the study assumes general comparability of translation quality across brochures, future research will further examine how translator status may affect discourse patterns.

Code glosses were chosen as the representative category of interactive metadiscourse and were analysed. Previous research based on manual analysis of tourist brochures (Peršurić Antonić, 2016) showed that compared to other categories of interactive metadiscourse, code glosses had higher frequencies in the corpus and that they have an impact on the clarity, accessibility, and persuasiveness of the text. Code glosses contribute to a coherent and reader-friendly text (Hyland, 2007, p. 266). Their purpose is to reformulate and exemplify, based on the author's viewpoint and expectations of the audience, and they are thus an important element in the writer-reader relationship. If used appropriately, they can have a deep impact on the readers' stance on the text. Their relevance for the analysis of translation was the main reason for the analysis.

The corpus was uploaded and analysed both manually and with the help of Sketch Engine. Hyland's (Hyland, 2005) classification of metadiscourse was a starting point for the analysis, especially for the English brochures. A previous study of metadiscourse in tourist brochures helped identify relevant code glosses, with additional



metadiscourse items included in the model of metadiscourse in English (Peršurić Antonić, 2016, 2020). The list of metadiscourse in English was translated using dictionaries (Bujas, 2001; Drvodelić, 1996), and Croatian equivalents were then defined and adjusted for tourist discourse by a manual search of the corpus of tourist brochures (Peršurić Antonić, 2016, 2020) and by using the wordlist function of SketchEngine, i.e., frequency lists for each subcorpus.

Each subcorpus was uploaded as a separate dataset, and standardized metadata were applied to enable comparability. Search parameters included both word-form and lemma-based queries, and part-of-speech tags were used where relevant to distinguish between grammatical functions. Case-insensitive searches were performed to capture all occurrences of target items. Frequency lists, keyword analysis, and collocation analyses were generated to identify salient lexical and phraseological patterns. Concordance lines were then examined manually to verify the relevance and contextual meaning of each occurrence and to exclude false positives. For qualitative interpretation, up to 100 concordance lines per key item were reviewed in context to identify recurring pragmatic or rhetorical functions. All search settings and query patterns were documented to ensure replicability.

The final lists of search items were applied in a corpus search using SketchEngine in all three subcorpora. The obtained frequency lists had to be additionally analysed and cleaned manually for the purpose of eliminating entries that do not fall under metadiscourse. This was especially important in cases with parentheses that were used not only as code glosses, but also as text markers, or for example in phone numbers (for country codes), and these were very common in the subcorpora. Manual cleaning was also needed to identify homonyms and eliminate items that do not fall under a specific category. All brochures were manually cleaned following a predefined set of guidelines specifying which elements (e.g., phone numbers, URLs, and formatting symbols) should be excluded. The procedure was applied consistently across the entire corpus to ensure objectivity and replicability. To further reduce subjectivity, cleaning decisions were documented and cross-checked. The obtained frequencies in the three subcorpora were then compared.

The outputs from the TouristHR and TouristHREN subcorpora were contrasted to find matches, omissions and additions in the both the original Croatian tourist brochures and their translations. Selected metadiscourse was queried in one corpora and then the subcorpus in the other language was queried for the metadiscourse equivalent in the other language to see whether the metadiscourse items identified were retained, added or omitted in translation. Several items were subsequently added to the lists as they were identified through translation. Code glosses were analysed further in order to identify code glosses functioning as reformulation markers as well as those functioning as exemplificatory markers, and to determine how their use differs between Croatian and English. The examination of both reformulation and exemplificatory markers aimed to identify different types of reformulation and exemplification.



4. Analysis

Table 3 shows the raw frequencies for code glosses in the three subcorpora. The numbers are sums of all the code glosses identified by the automatic corpus search, except the closed parenthesis (only the open parenthesis was included since both open and closed parentheses constitute a single code gloss). It is evident that in English tourist brochures, code glosses are used significantly less than in Croatian tourist brochures and their English translations. In fact, both the TouristHR and TouristHREN subcorpora contain more than twice as many instances of code glosses as the TouristEN subcorpus, which suggests that Croatian authors and translators tend to provide more explicit explanations or reformulations to guide readers through the text.

Table 3.

Code glosses in the three subcorpora per 10,000 words

	Code glosses
Croatian originals - TouristHR	111.53
English originals – TouristEN	46.87
English translations – TouristHREN	116.03

The most frequently identified type of code gloss marker in the three subcorpora was punctuation. Figure 1 shows the percentage of punctuation code gloss markers as opposed to lexical code gloss markers in the individual subcorpora. The ratio is almost identical in all three subcorpora, with punctuation accounting for about 98% of the code glosses used. Although verbal code glosses are far less frequent, their presence is nevertheless significant, as they often signal subtle shifts in meaning or provide nuanced guidance to the reader.

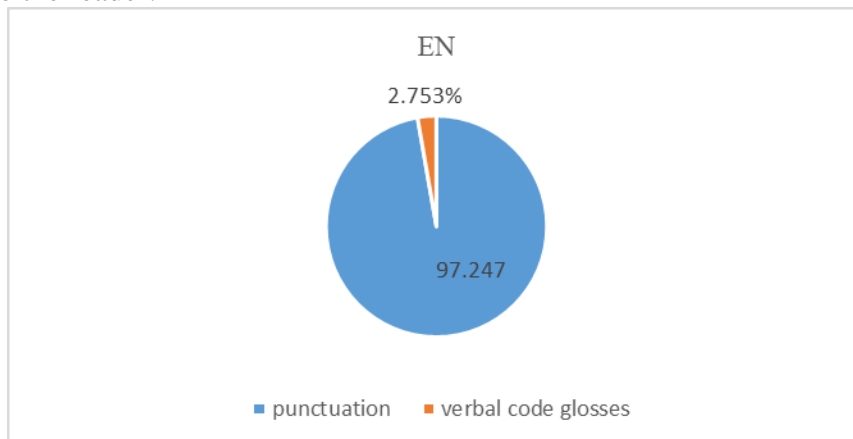


Figure 1. Ratio of punctuation used as code glosses vs. verbal code glosses in the TouristEN subcorpus

The punctuation used included parentheses, colon and ellipsis (...), with parentheses used to the greatest extent. Figure 2 shows the frequencies for individual punctuation marks in the three subcorpora, with the lowest frequency for ellipsis and the highest for parentheses in all subcorpora. When the three subcorpora are compared, the lowest frequencies can be seen in the English originals subcorpus. Ellipsis is the only code gloss that was used slightly more in the TouristEN than in the HREN subcorpus, but still less than in the TouristHR corpus.

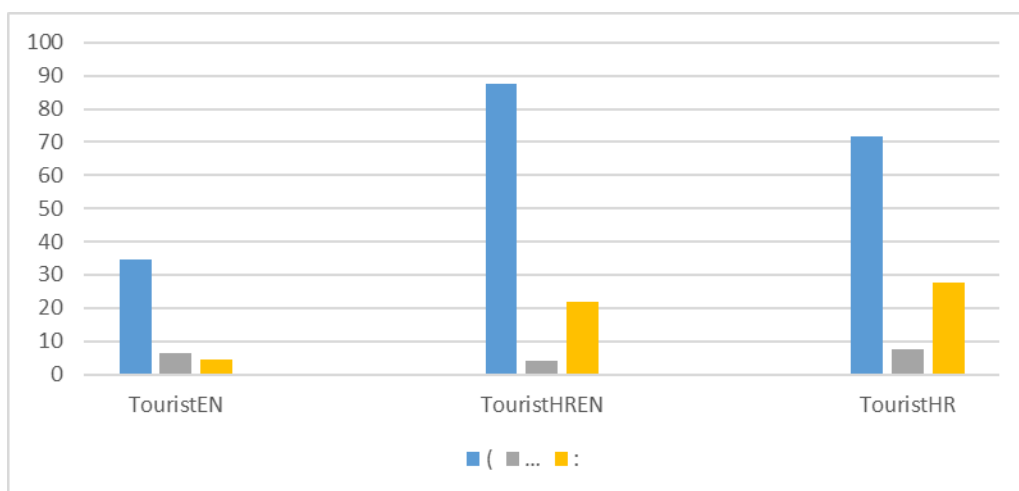


Figure 2. Punctuation used as code glosses (per 10,000 words).

The query of the subcorpora resulted in very high frequencies of parentheses. However, the manual analysis showed that approximately half of the parentheses used do not fall under metadiscourse, since they do not have a metadiscursive function, but are used for extralinguistic functions. Those cases included mostly parentheses used for phone numbers (e.g., +385 (0)52 700 700), or to refer to photos on a certain page (e.g., There is old Buzet (43), Oportalj, Hum, Pićan, the romantic Završje (42) and...) and were not included in the analysis.

If we take a closer look at parentheses and compare the Croatian brochures and their translations, it can be seen that the TouristHREN corpus included more parentheses than the TouristHR corpus (Figure 3), i.e., 87.50 per 10,000 words vs. 71.92 per 10,000 words, indicating that translation shifts occurred. In the TouristHREN corpus, parentheses were additionally used especially when clarification was needed in the text, in the following situations:

- When the original geographical name was used and the translation was given in brackets: *Modro Jezero* (Blue Lake). Sometimes even names of venues were translated: *Wellness Center Kapljica* (droplet).

- When the original name was used and an explanation was given in brackets: *fuži* (homemade pasta), *paprenjak* (Pepper cookie); this was often the case with food names.
- Even Latin names were listed in brackets, e.g., for food – Croatia Bean Goose (Anwer fabalis Latham.).

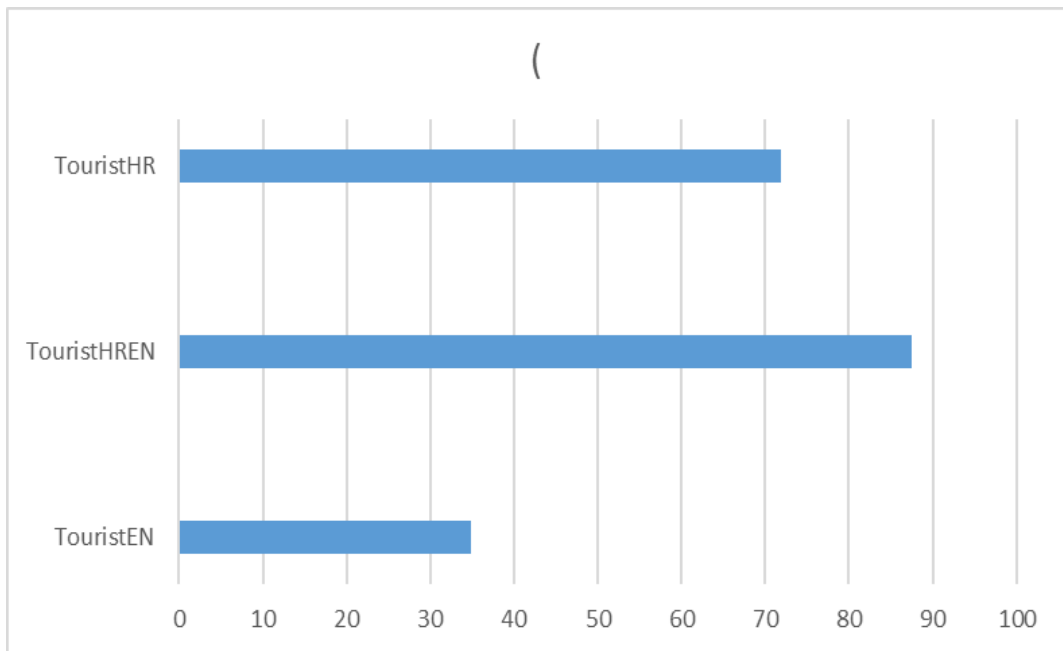


Figure 3. Open parenthesis in the three subcorpora per 10,000 words

Table 4.

Parentheses in the TouristHR and TouristHREN subcorpus

	TouristHR	TouristHREN
Eg10	S jedne strane trg krasi poledine zgrada nekadašnjeg pjevačkog društva Kolo i centralne zgrade bivšeg Hrvatskog Sokola (danas Akademija dramske umjetnosti), dok s druge mali cvjetni park uvodi u vizuru secesijsku zgradu Hrvatskog državnog arhiva (1913. izgradio ju je poznati arhitekt Rudolf Lubinsky), bogato ukrašena interijera, koja se također pojavljuje u seriji (posebno su simbolički znakoviti kadrovi s krovim ukrasima u obliku	From one side the square is decorated by the back sides of former singing society Kolo building and the central building of the former Hrvatski Sokol (Croatian Sokol, now the Academy of Dramatic Art), while from the other side, a small flower park brings the image of the Art Nouveau building of the Croatian State Archives (built in 1913 by the famous architect Rudolf Lubinsky), with luxuriously

zelenih sova koje simboliziraju mudrost). decorated interior, appearing in the series as well (especially symbolic remarkable shots with the roof ornaments in the form of a green owl, symbolizing wisdom).

- Eg11** Oko Novalje je više manjih naselja, među kojima se ističe Caska (antička Cissa), sa znakovitim arheološkim ostacima nekada moćnog grada iz vremena Rimskog Carstva, tunerom, stupom za promatranje tuna (13), te Lun na krajnjem sjeveru otoka, poznat po zanimljivim starim crkvicama (14) i stablima masline starim više od dvije tisuće godina (10). Around Novalja are a number of small settlements, among which stands out Caska (ancient Cissa), exhibiting the archaeological remains of the once powerful city of the Roman Empire, known for the so-called 'Tunera' observation tower (13), and Lun in the extreme north of the island, known for its interesting old churches (14) and olive trees over two thousand years old (10).

Even in longer sentences, parentheses were generally retained in the translations, as shown in Table 4. Example 10 illustrates a sentence containing additional information in parentheses on three occasions within the same sentence, where an additional reformulation was also introduced inside the parentheses. In contrast, Example 11 shows a case where the original sentence structure was preserved. This tendency suggests an effort to maintain the informational density and rhythm of the original text, rather than simplifying it for the target audience. Such longer and complex sentences are typical for the TouristHR and TouristHREN subcorpora which is in contrast with the simpler and shorter sentences in the TouristEN subcorpus:

Eg12: Then there is Londonderry (also known as Derry), a city with an eventful 1,400-year history and 400-year-old city walls among the best preserved in Europe.

Code glosses have an important role in translation shifts. The differences in the use of metadiscourse in the original and translated brochures indicate that translation shifts do indeed occur. This is often the case with national or regional expressions, especially for food. Manual analysis of concordances for parentheses discovered that the translators dealt with national or regional food in translations in different ways.

Since food names have also been identified by commissioners as often causing problems in translations, a closer look was taken at that group. All types of reformulation suggested by Pisanski Peterlin (2020) were identified in the corpus, except the L3 term. They were not used consistently, but with variations. This is visible on the example of pasta *fuži* which was analysed in greater detail. In the TouristHR subcorpus, there are ten instances of the word *fuži*. Although this type of pasta is regional, and

typical of Istria, the authors of the brochures did not think that the word should be additionally explained. However, in two instances it was written within quotation marks.

In the TouristHREN subcorpus, there are six instances with the word *fuži* written in the original spelling, but mostly with an explanation given and parentheses used. There is only one instance with quotation marks used. However, the way of presenting the word with the help of parentheses varies, as sometimes the explanation and sometimes the original word are given within parentheses. The instances of the word *fuži* in the TouristHREN subcorpus are as follows:

- *fuži* (homemade pasta)
- homemade pasta (*fuži*, *pljukanci*),
- *fuži* with truffles (home-made Istrian pasta)
- home made “*fuži*” pasta with game goulash
- *fuži sa žgvacetom* (home-made pasta with meat sautéed in piquant sauce, served in the local pubs)
- homemade pasta (*fuži*) with game goulash

The results indicate that translators employed both additions and reformulations when dealing with culturally specific terms, aiming to balance cultural authenticity with accessibility. The findings suggest a certain degree of uncertainty among translators regarding how to appropriately handle such terms, as they appear to be searching for the most effective strategies. This issue was also identified as problematic by the commissioners of the translations, indicating that the development of clear guidelines for translators would be beneficial (Peršurić Antonić, 2024).

Except for punctuation, the following verbal code glosses were queried in the TouristHR: *drugim rječima*, *zapravo*, *to jest* (and the abbreviation: *tj.*), *jednostavno rečeno*, *najblaže rečeno*, *naposljetku*, *uostalom*, *na primjer*, *primjerice* (and the abbreviation: *npr.*). Verbal code glosses queried in TouristHREN and TouristEN were: in other words, in fact, that is (and the abbreviations: i.e. and ie), to put it simply, after all, anyway, for example, for instance (and the abbreviation: e.g. and eg.). The frequencies for all verbal code glosses are low, but several tendencies can be noticed. The highest occurrence of verbal code glosses can be seen in the TouristHR subcorpus (4.08 per 10,000), followed by the TouristHREN subcorpus (2.60 per 10,000) and the lowest in the TouristEN subcorpus (1.29 per 10,000). Verbal code glosses are used less in the TouristHREN subcorpus than in the TouristHR subcorpus, i.e., there is a shift towards the conventions of the use of code glosses in the English language, but still the numbers are higher for the TouristHREN subcorpus.

There are several instances of verbal code glosses that are interesting for analysis. That is (and the abbreviation: i.e. and ie) and its equivalent in the Croatian language to *jest* (and the abbreviation: *tj.*) are used equally seldom (0.06 and 0.12 per 10,000, respectively). However, in the TouristHREN subcorpus, the occurrence is 0.79 per



10,000. The manual analysis of these code glosses revealed that other various reformulators in Croatian language were translated with that is, i.e. or ie, including: *odnosno, dakle*. Moreover, of five instances of that is, two were part of the idiom that is to say.

Table 5 shows three different situations in which that is was added in the translation: to clarify a Croatian term (Eg13), to present information more clearly (Eg14), or as a translation equivalent for another word, in this case *dakle* (Eg15). Example 15 illustrates a subtle yet noticeable shift in meaning between *dakle* and that is, which affects the overall interpretation of the sentence. While *dakle* typically functions as a discourse marker indicating conclusion or inference (“therefore,” “so”), that is serves primarily to introduce clarification or rephrasing. The substitution thus alters the pragmatic force of the utterance, shifting it from inferential to explanatory.

Table 5.

‘That is’ in the TouristHR and TouristHREN subcorpus

	<i>TouristHR</i>	<i>TouristHREN</i>
Eg13	Ipak, najveća prirodna znamenitost Kvarnera je njegov jedini nacionalni park, RISNJAK. Ovaj je šumoviti gorski masiv u Gorskom kotaru ime dobio po risu, svom najpopularnijem stanovniku.	However, the most significant attraction of Kvarner is its only national park, RISNJAK. It was named after its most popular inhabitant, the ris, that is , the lynx, and covers an area of 64 km ² .
Eg14	U zgradi biskupije su od vremena biskupa Eufrazija 1400 godina živjeli i djelovali porečki biskupi, te je ona doživjela brojne pregradnje.	Poreč's bishops have lived and worked in the Episcopal Palace since Euphrasius' times, that is , for 1400 years, and it has experienced numerous alterations.
Eg15	S vremenom, logistika je dosegla razinu vodećih svjetskih filmskih studija, pa je tako Jadran film na raspolaganju, osim stručnjaka, imao i mnoštvo statista, ekipu vrlo respektabilnih kaskadera i vlastitu ergelu konja, kao i veliki raspon scenografskih elemenata s kojim su s lakoćom mogli izgraditi neki drevni rimski ili grčki grad, dočarati egipatske ili dalekoistočne vizure, dakle u potpunosti zadovoljiti i najzahtjevnije svjetske producente i režisere.	Over time, logistics reached the level of the world's leading film studios so that Jadran film, aside from the experts, had plenty of extras, a team of highly respected stuntmen and its own horse stable, as well as a wide range of set designing elements to easily build an ancient Roman or Greek city, Egyptian or oriental surroundings, that is , all the equipment needed to fully satisfy the most demanding producers and directors.



Uostalom is another interesting code gloss. In TouristHR, its occurrence is 0.77 per 10,000, whereas its equivalent anyway (listed as the first translation for *uostalom* in: Bujas, 2001) is not used at all in the TouristHREN subcorpus. The occurrence of anyway is low also for the TouristEN subcorpus (0.09 per 10,000).

In the TouristHREN, *uostalom* was either omitted altogether (in 26% of cases where the original sentence contains *uostalom*) or translated as: after all, indeed, anyhow or as well (which is not listed at all as a translation for *uostalom* in: Bujas, 2001). Interestingly, none of the translators chose anyway as the translation for *uostalom*. This represents a shift in meaning, as *uostalom* carries a certain evaluative or attitudinal stance of the author, subtly signalling their involvement or perspective, which is largely lost or neutralized in the English translations. The example of *uostalom* is representative of many such shifts that occur in the translations, where the author's interpersonal stance tends to be downplayed or omitted altogether.

5. Discussion

The study aims to examine how code glosses are used in both English and Croatian tourist brochures and how they are dealt with in translation of tourist brochures from Croatian into English. The first hypothesis is that there are considerable differences between Croatian and English tourist texts in terms of using code glosses for the purpose of making the brochures clear, accessible and persuasive. The results of the corpus analysis support the first hypothesis, confirming that there are indeed substantial differences in the use of code glosses in Croatian and English tourist brochures.

Code glosses are used by the author to help the reader grasp the author's intended meaning in order for the text to be more convincing, and are thus also interesting for the purpose of exploring the attainment of persuasiveness. They have proven to be of great importance in writer – reader communication, especially punctuation. Code glosses include punctuation and verbal markers (i.e., expressions such as in other words, in fact, etc.) and have two main subfunctions: reformulation and exemplification. The TouristHR subcorpus heavily relies on punctuation, and parentheses above all, indicating that the sentences are longer and more explanatory. It seems that Croatian tourist brochures tend to be educational, seeking to teach the readers and offer as much as possible information, which is not the case with original English brochures. This tendency, which can be seen in the original Croatian brochures, has an impact on the use of punctuation.

Code glosses are used twice as much in the TouristHR subcorpus when compared to the TouristEN subcorpus, indicating that sentences are shorter and simpler in English tourist brochures. Both parentheses and colons are used twice as much in the TouristHR subcorpus, indicating there is much more exemplification and reformulation in the TouristHR subcorpus than in the TouristEN subcorpus.

Code glosses, especially punctuation, are used more often in Croatian since there is much more explanation, exemplification and reformulation in the Croatian tourist



brochures. In English, as a ‘writer responsible’ language (Limon, 2004), the author does not present as much information to the reader and the information presented is given in a simple and explicit way, with a lot of metadiscourse to guide the reader, which could also be seen in this subcorpus. The difference in the use of code glosses shows that there are indeed considerable differences between Croatian and English tourist texts in terms of achieving clarity, accessibility and persuasion, which should have an impact on the translations. The results are valuable since there has been no extensive research on Croatian and English contrastive rhetoric until now, except for a few studies (Balažić Bulc & Požgaj Hadži, 2018; Pavičić Takač & Ivezić, 2019; Varga & Gradečak-Erdeljić, 2017).

The results of the corpus analysis also support the second hypothesis, confirming that there are indeed substantial differences between code glosses in terms of quantity and type that are used in Croatian to English translations from those used in original English texts. Both the TouristHR and TouristHREN subcorpora rely heavily on code glosses, and punctuation and parentheses above all, indicating that the sentences are longer and more explanatory. The TouristHREN subcorpus shows that English translation of Croatian brochures not only follow the pattern of the original brochures and use punctuation as much as the original Croatian ones, but to an even greater extent, especially with geographical and food names. This is not surprising, since reformulating ideas is to be expected in translations, where paraphrasing and reformulating are necessary for crossing the gap between languages and cultures (Pisanski Peterlin, 2020). Parentheses have the highest frequencies in the TouristHREN subcorpus, which was expected due to the need of reformulation in translation, especially with regard to culturally specific concepts.

The analysis has shown that not only the frequencies but also the specific verbal code glosses that translators choose to employ contribute to notable translation shifts in meaning. These choices reflect the translator’s interpretative stance and their perception of the target audience’s needs, leading to reformulations that go beyond mere lexical equivalence. By selecting different types or forms of code glosses, whether reformulations, or explanatory additions, translators actively reshape the way information is presented and understood, thus influencing the overall reception of the translated text. This finding underscores the significant role of metadiscursive choices in shaping translation outcomes and highlights how translators’ individual strategies can subtly but meaningfully alter the communicative intent of the original.

Overall, the use of code glosses in the TouristHREN subcorpus closely mirrors their use in the TouristHR subcorpus, suggesting that the translators, influenced by interference from Croatian, tend to replicate Croatian metadiscourse patterns in their English translations.



6. Conclusion

The present research deals with the Croatian-English language pair and Croatian as a language of lesser diffusion that has yet to be researched in terms of metadiscourse in general, and more specifically metadiscourse in special purposes discourse, in this case tourist brochures, since the country heavily relies on tourism and promotion of its attractions.

The analysis in the Tourist corpus, compiled from Croatian and English tourist brochures as well as English translations of Croatian brochures, revealed a discrepancy in the use of code glosses between the two languages and in their translations. Differences were observed not only in terms of frequency but also in the types of code glosses used, both between Croatian and English originals and between the originals and their translations into English. These results were expected in light of previous research involving Slovene, a language from the same South Slavic family, where similar tendencies were identified, suggesting that language-specific discourse conventions influence translators' metadiscursive choices (Pisanski Peterlin, 2005, 2020).

The present study focuses on British English as the representative variety of English. This decision was based primarily on the fact that the United Kingdom is the English-speaking country with the highest number of tourists visiting Croatia (Gulić, 2018), making it the most relevant linguistic market for Croatian tourism promotion. It is acknowledged, however, that this approach excludes other major English varieties such as American or Australian English, which also play a role in international tourism communication. Future research therefore aims to expand the analysis to include additional English varieties to enable cross-varietal comparison.

Research into other metadiscourse categories and into the reception of tourist brochures are two key directions of future research in this field. At present, little is known about the use and functions of metadiscourse in Croatian. Further investigation into how Croatian writers employ interactive and interactional metadiscourse markers could provide valuable insights into national rhetorical preferences and their impact on translation strategies. Such research would not only fill a significant gap in existing literature but also contribute to developing culturally informed approaches to translating tourist discourse more effectively.

One of the main limitations of the present study lies in its exclusive focus on printed tourist brochures. Digital communication technologies are reshaping linguistic practices and pedagogical communicative interactions (Nwagbara, 2025), future research should therefore extend the analysis beyond the scope of printed brochures to newer online genres to ascertain how persuasiveness is achieved on tourist webpages and how it differs from the methods used in traditional print genres.

Another aspect that should be taken into consideration is that English translations of Croatian tourist brochures are read by both native and non-native English speakers, thus the question arises is who the translations should be adapted for and how to find a balance between the two groups of readers, which again are not homogenous, but come



from a variety of geographical and cultural backgrounds and have very different levels of language proficiency. Is it even possible to cater to the needs of such a broad and multicultural audience expecting different (sometimes even completely opposite) textual conventions? What approach should translators take and who should they address? These are just two of the questions arising from the findings of the present study that would merit additional research attention. Although English as a Lingua Franca (ELF) is an important factor in readership and message reception, the present study does not include reader-based data. A pilot reception study was conducted to explore this aspect (Peršurić Antonić, 2020), and a revised version of that study is currently underway. Future stages of this research project will systematically integrate reception data to better understand how readers from different linguistic backgrounds perceive and interpret tourism discourse.

Finally, the present study confirms that metadiscourse model, developed above all for the analysis of academic writing, can be of use in the analysis of other registers and genres, including promotional and tourist discourse, and also in investigating the specifics of translation. Research into languages for special purposes would benefit greatly with further research into the use of metadiscourse, as an important element of any discourse.

The fact that the findings of this study confirm the hypothesis on cross-cultural differences in the author's strategies has significant implications with regard to translating tourist brochures. The results suggest that the current approach, where the author's strategies regarding accessibility and persuasion in the source text are closely followed in the translation, could result in texts that are less persuasive or clear than they could be. Therefore, translators should consider adapting metadiscourse to fit the cultural expectations and communication styles of the target readers. This involves analyzing cultural preferences, adjusting the authorial voice and persuasive techniques, and ensuring clarity and engagement. By balancing fidelity to content with culturally appropriate rhetorical strategies, tourist texts can become more effective and appealing across diverse global markets.

Translators would also greatly benefit from the integration of metadiscourse analysis into their training. Given the considerable body of existing research on metadiscourse and its functions across genres and disciplines, this knowledge could be systematically incorporated into translator education. Familiarity with metadiscourse strategies would not only enhance translators' awareness of interpersonal and persuasive elements in texts, but also equip them with analytical tools to make more informed, reader-oriented translation choices.



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