

ANALYSIS OF A COMMUNICATIVE-PRAGMATIC MODEL OF TOURISM DESTINATION

Elmuradova Gulrukh Karimalievna

Teacher of the English language translation practice Department

Uzbekistan State World Languages University,

Email address: egulruh@yahoo.com

Follow this and additional works at: <https://uzjournals.edu.uz/tziuj> Part of the Higher Education Administration Commons

This Article is brought to you for free and open access by 2030 Uzbekistan Research Online. It has been accepted for inclusion in Mental Enlightenment Scientific-Methodological Journal by an authorized editor of 2030 Uzbekistan Research Online

**ANALYSIS OF A COMMUNICATIVE-PRAGMATIC MODEL OF
TOURISM DESTINATION**

Elmuradova Gulrukh Karimalievna

Teacher of the English language translation practice Department

Uzbekistan State World Languages University,

Email address: egulruh@yahoo.com

Abstract: This study is devoted to the creation and analysis of a communicative-pragmatic model of the presentation text of a tourism destination. The presentation text is at the center of social communication; therefore, it is of interest to create universal linguistic models within the framework of the theory and style of the text.

According to the forecasts of the world tourism organization (UNWTO), tourism is one of the most promising and actively growing sectors of the world market. In accordance with this, the importance of representing the destination of tourism is growing - a territory that is attractive for making a tourist trip for the purpose of preventing, maintaining and improving health.

The work is complex in nature, due to the specifics of the studied material, which combines the features of advertising, tourism and medical-valeological discourse. From the point of view of linguistics, it is of interest to study the linguistic embodiment of strategies for speech impact on the target audience, the communicative context, which is formed from several sub contexts (verbal, non-verbal, sociocultural context, personal).

The relevance of the work is due to the increasing attention to research carried out within the framework of the communicative-pragmatic paradigm of knowledge. It is extremely important in the work to address the communicative-pragmatic aspects of the language. This approach to the study of presentation text

allows us to comprehensively describe the model of the text and characterize its elements. In addition, linguistic modeling is globally associated with the systematization of humanitarian knowledge, its modernization into precisely defined concepts and structures.

Key words: Communication, pragmalinguistic models, communicative-pragmatic model, pragmalinguistic features, materials on tourism, pragmatically directed linguistics.

INTRODUCTION

Currently, language plays an essential role, being the main means of communication. Language has always been of great importance in human life, remaining the most important way of transmitting information. It can be said that, using language, a person also influences the world as a whole, changes social reality: he passes sentence on someone, negotiates, establishes and repeals laws. Thus, the language is considered in the active aspect, which formed the basis of one of the modern areas of linguistics - pragmalinguistics.

It is also defined as a science that deals with the choice of the most optimal means available in the language for the most successful impact on the listener or reader, to effectively achieve the intended goal in specific circumstances of speech communication. The works of I. Wittgenstein had a huge influence on the formation of pragmatically directed linguistics, who explained this term as "use in language".

It's raining:

1. "I will stay at home" (refusal).
2. "take an umbrella" (advice).
3. Bad weather (statement of fact).
4. The same sentence with interrogative intonation (request for information).

Thus, pragmalinguistics plays a big role in influencing the reader, studying "language in action", that is, in its live functioning.

The scientific novelty lies in the fact that in this work, for the first time, an attempt is made to comprehensively analyze the "tourist discourse" (touristic text) as a sociolinguistic phenomenon, the use of the term "tourist discourse" is justified, the parameters of the touristic text are identified, the linguistic means of persuasiveness used in the touristic text are analyzed for the first time, and individual values that affect the thematic organization of the touristic text are singled out. English reality and the tourism industry (hospitality, respect, etc.).

MATERIALS AND METHODS

The materials and methods of this work are the study of previously unexplored material, the development of elements of linguistic analysis of the texts of tourist brochures and brochures as components of the phenomenology of a complex commercial field of tourism.

Services and goods in tourism need a high degree of information content. In this regard, various discursive genres are actively used in the field of tourism: brochure, prospectus, booklet, reference book and others. The object of this study is the texts of modern English, designed in the form of prospectuses and brochures as the most common printed publications used in tourism. As a unit of analysis of touristic text, a statement was chosen, which is a unit of speech communication [5,36], a segment of speech with relative semantic completeness.

The sources of the research material were travel brochures and brochures published in England and the USA over the past 15 years. Thus, the discourse we analyze is reflected in the printed text, which is a fixed result of the discourse.

Touristic text performs, first of all, an informative function, and, along with this, a persuasive function associated with it. The selection and transmission of information, its evaluation is carried out in such a way as to most fully inform the addressee of the message and, as a result, convince him of the expediency of purchasing the proposed tourist product or service. The effectiveness of such an impact is determined by the argumentative orientation of the message itself, its pragmatic qualities. By argumentation in touristic text we mean a special type of speech activity of the addresser, who is implementing an attempt to influence the

addressee by speech in order to get him to make an independent decision about the need / desirability / possibility of acquiring a tour or a servant's tour.

The relevance of this study is due to the increased interest in domestic and foreign linguistics in the problems of speech influence and the interaction of communicants, in the study of language in close connection with practical human activities. Appeal to these problems in the dissertation research is carried out from the standpoint of pragmalinguistics (J. R. Searle, O. Ducrot, N. D. Arutyunova), Discourse Linguistics (P. Charodo, D. Mengeno, P. Serio, Yu. S. Stepanov, M. Jt. Makarov, S. N. Plotnikova), the theory of argumentation and rhetoric (Aristotle, J.-C. Anscombe, K. Plantin, S. Toulmin, X. Perelman, Yu. V. Rozhdestvensky, E. F. Tarasov, Yu. A. Sorokin, N. A. Bezmenova).

Studies related to the problems of tourism have already been carried out earlier in tourism and economics (I. V. Zorin, V. A. Kvartalnov. K. Peyrut, R. Lankar, M. Boyer); In Journalism (Travel Essay Genre - K. A. Pantsyrev); In Conceptology (The Evolution of The Concept "Journey" - E. A. Bobrova); In Onomastics (Geographical Names - A. V. Superanskaya, T. V. Lishtovanny). Texts related to communication in the field of tourism also attracted attention and were considered for linguo-didactic, linguo-cultural, linguo-culturological purposes (L. G. Vikulova, E. V. Vysokih, A. V. Pavlovskaya), however, the discourse of this sphere as a linguistic phenomenon has not yet been the subject of comprehensive specialized research.

In recent years, institutional discourse has been actively studied in linguistics, which has a clearly oriented pragmatic setting, primarily advertising discourse. As world practice shows, one of the largest advertisers is the tourism sector: foreign travel agencies spend 5-6% of the average income from their activities on advertising tourist trips. Agreeing with the opinion that the types of institutional discourse are distinguished with a certain degree of conventionality [8,60], we believe that the discursive genres of tourist brochures and brochures considered in the work, traditionally defined as reference and advertising publications, do not

represent an advertising discourse in pure form, although they have many features inherent in such.

As a working definition of institutional discourse in the field of tourism, the term "tourist discourse" (hereinafter - touristic text) is adopted, which refers to speech implemented in institutional situations; - communication in the subject area of tourism.

The methodological principle of the study is anthropocentrism. It is the anthropocentric approach, in which the discourse is studied in terms of its generation (the position of the addresser), understanding (the position of the addressee) and the impact on the addressee, which makes it possible to more fully reveal the specifics of touristic text. The study uses a comprehensive interdisciplinary approach as the most important principle of discourse analysis, as well as the principle of dialogism.

The analysis of touristic text is based on the traditions of functional-stylistic and communicative studies, which have been comprehended and substantiated in many works of foreign and domestic scientists (M. M. Bakhtin, G. * Guillaume, E. Benveniste, T. Van Dyck), modern theoretical ideas about discursive activity, about the principles of speech communication and behavior, about the discursive strategies and tactics used by speakers / writers (T. G. Vinokur, E. S. Yakovleva, O. S. Issers, B. Ya. Misonzhnikov, Ji. R. Duskaeva, Jl G. Vikulova, E. F. Serebrennikova, G. V. Dimova). To Identify The Specifics Of Communication In The Field Of Tourism, Works On Axiology (M. S. Kagan, V. V. Vorobyov, Les Valeurs Des Frangais 2003), Sociology (A. Mol, J. Merme), Philosophy (I. T. Kasavin) and etc [11,58].

RESULTS AND DISCUSSION

The results of the work and the specifics of the studied material determined the choice of the main research methods: the method of direct observation of the material with subsequent analysis and generalization of the results, the hypothetical-deductive method, the contextual-interpretive method, the method of comparative analysis (when comparing touristic text with other types and types of

discourse, for example, with advertising discourse), typological method (when classifying discursive genres used in tourism), symptomatic method (when identifying dominants according to the “more-less” principle), analysis of dictionary definitions, comparative method (when comparing the linguistic realities of the English and Russian languages), functional-semantic and stylistic-comparative (to describe the methods and techniques for implementing discursive strategies), the method of intent analysis (in identifying the communicative intentions of the addresser).

The discussion of the work lies in the fact that its results contribute to the deepening of theoretical ideas about the nature of communication in general. A certain contribution is made to the development of the linguistics of discourse, to the development of the theory of speech influence and the interaction of communicants. The postulate about the persuasive nature of any discourse and touristic text in particular is concretized. A theoretical model of the argumentative potential of touristic text has been created. This paper also outlines ways for further, more in-depth study of touristic text.

The practical value of the work lies in the fact that the main theoretical provisions and conclusions obtained as a result of the study can be used in the training courses "introduction to intercultural communication", "fundamentals of the theory of communication", "speech communication", "foreign language in the professional field" , in the practice of teaching English , in the special course "English in the field of tourism", in term papers and theses. This study is also of applied importance: the results of the study can be directly used in professional communication, in the technology of creating new travel prospectuses and brochures in order to promote tourism products and services.

Foreign linguistics of the 1980s was characterized by a shift in the focus of attention from the formal-syntactic and generative-semantic aspects to the pragmatic aspect of utterance and discourse [3,34]. Note that theories with an extreme pragmatic orientation, such as the theory of speech acts in its classical version [4,113], are rather indifferent to the internal organization of discourse. The

inevitable pragmatic reductionism, when looking at language only as a means of influence, allows equating, for example, a poetic work with a trivial replica of everyday communication if they “influence behavior” in a similar way. Do not change the essence of the matter and attempts to improve the classical theory of speech acts by adding additional axioms to the moments of interlocutory influence that appear in it. So, s. Zeger added to the acts of locutionary (pronunciation), propositional (assignment of meaning), illocutionary (communicative intention) and perlocutionary (pragmatic effect) acts collocutionary, consisting in fixing the moment of establishing contact, and connexive, reflecting the moments of interaction of speakers [14,78].

The importance of establishing the pragmatic parameters of a situationally related discourse is undoubted, although the meanings determined in this case can be completely situationally determined and their direct expression in the linguistic form of the discourse itself will not be strictly necessary; on the other hand, discourse may be devoid of explicit pragmatic forms (such as imperative, question, exclamation). But after all, even the declared communicative intention may not correspond to the actual intention of the speaker, not to mention the “attribution of meaning”, etc. Research carried out under the motto of the so-called pragmalinguistics is reduced in practice only to the ascertainment in the text of elements that have "pragmatic power", i.e. Motives, emotional assessments, contacts, etc., but do not explain their actual systemic functions, as well as cases of the complete absence of such elements in discourse.

When referring to the proper meanings of complex structures, another extreme of a cognitivist nature is observed, which comes from the assumption of a literal reflection of the objective (denotative) situation in the semantics of the utterance [15,200]. Probably, the most profound developments of the cognitive-semantic approach are associated with the theory of frames, whose founder Marvin Minsky defines a frame as a data structure designed to represent a certain typical situation. Several types of information are associated with each frame, for example, how to use this frame, what to expect next, what to do if these

expectations are not confirmed [13,118]. A frame is a kind of collective set, which is a division of a particular area of human activity into subareas and their constituent objects, and objects into elements with the required degree of detail. Frames of everyday situations, mathematical, physical, mental, grammatical, frames of frames, frames of scenarios, etc. Can be set. The value of a frame description is purely applied; it is one of the ways to define a flexible thesaurus designed to work with a computer.

The work of T. Balmer proposes a description of contextual structures by splitting them into linguistic frames (morpho-syntactic, semantic-pragmatic, metatheoretical); such a conceptual apparatus allows introducing a certain order into the process of finding out which moments of reality are displayed in the text under study, but does not give anything fundamentally new in understanding the mechanism of this display.

A characteristic feature of cognitivists is a clear neglect of the features of the reflection of the world in the linguistic consciousness of a person. V.Z. Panfilov quite rightly wrote in this regard that the direction, “whose representatives are trying to straightforwardly reduce the structure of a sentence to the structure of the situation about which it is expressed, is ultimately based on an understanding of the cognitive process as a mirror, dead reflection, and in its extreme forms - essentially on a behaviorist understanding of language and speech activity according to the stimulus-response scheme, which leaves no room for thought and linguistic meaning as something relatively independent in relation to reality and material linguistic forms” [9,62].

In domestic works of the “linguistics of the text” period, attention is paid not only to the situational-denotative aspect of the content, but also to many aspects related to speech activity, including intellectual-logical, emotional-evaluative, individual-personal, socio-psychological aspects, etc. This, as a rule, emphasizes the communicative nature of the text.

The text as a product of speech activity forms a single communicatively oriented block, within which parts that are relatively complete in meaning can be

identified, which in stylistic works are equated to paragraphs. “as an integral part of the style of speech, the style of the text considers complex (combining several paragraphs) verbal and stylistic structures used in the communication process to express a certain content” [3,175].

In psycholinguistic works, which are distinguished by the most pronounced communicative approach, the task is to describe not the units of the superphrasal level in the text, but the textual activity itself in social practice. “serving other types of human activity, i.e. Contributing to the realization of goals, as it were, higher in relation to it (acting in this sense as the basis for communication of consciousnesses), textual activity is increasingly crystallizing into an independent type of activity with internal goals of a communicative-cognitive and emotional nature that are realized within the framework of communication. With this approach, the text can no longer be considered as a unit in the same row with such categories as a sentence and / or superphrasal unity. The text (message) is considered here as a unit of communication, hierarchically correlated with the categories of utterance and semantic-semantic (communicative) block, or predication” [8,45].

If we consistently adhere to the understanding of the text as a message, then, due to the fact that the whole message always belongs to one communicant (sender), dialogical communication automatically falls outside the scope of the study; those. The dialogue consists of texts (units of communication, remarks), but is not a text itself. Such an installation was implemented in the work of N.D. Burvikova-Zarubina [1,23], who considers a text only “a speech work written in form, belonging to one participant in communication, complete and correctly executed”, thus denying the status of a text to a speech work belonging to two or more participants in communication - dialogue.

At the same time, it is quite possible to represent dialogical speech communication as a discourse generated by a collective speaking subject, and then the problem of the discursive status of the dialogue, which raises great doubts in the linguistics of the text, turns out to be solvable.

However, T.A. Van Dijk, for example, does not dare to attribute the status of discourse to dialogue, doubting the possibility of defining a typical deep construct for any dialogue: “it is impossible to consider a discourse-dialogue, i.e. A sequence of utterances generated by different speakers, although it can be assumed that such a sequence can also have a textual structure similar to that of a discourse (-monologue)” [5,25-28].

CONCLUSION

Considered on the basis of tourist prospectuses and brochures, the touristic text is a special mass-information and status-oriented institutional discourse. Touristic text is complexly organized, or rather, hybrid, combining the features of advertising, popular science, didactic discourses, and polycode discourse using verbal, iconic, graphic codes. The specificity of this discourse lies in the area of its application - in the field of tourism. The involvement of the addressee in an alternative type of activity accompanying the rest (cognitive, entertaining, health-improving) is facilitated by the argumentative resources of the touristic text.

Van Dijk seeks to create a rigorous theoretical basis for overcoming the one-sidedness of both the denotative-referential and communicative-pragmatic approaches, proposing to use a construct called the discourse macrostructure. The macrostructure can be semantic, generalizing the main theme of the text, presented in the form of a hierarchy of semantic propositions, and pragmatic, setting the pragmatic orientation of speech (macro-assertion, macro-request, macro-condemnation, etc.), and thereby uniting the discourse as a sequence of speech acts into a single whole [14,39-44].

The experience of combining speech forms of all levels in a single conceptual apparatus belongs to K. Pike. Comparing the acts of utterance with the acts of social interaction between individuals, K. Pike generalized the verbal and nonverbal behavior of a person in the category of behavior - a unit of behavior, a special case of which is the utterance. He constructed a distributive-taxonomic model of speech behavior, in which each unit fills a certain cell in the context of a unit of a higher level. This model hierarchically includes units from phonemes to

complex speech structures that exceed sentences, including question-answer units, monologue, and "conversation" [2,72]. The advantage of this metalinguistic model is its inclusiveness, although it has the most detailed taxonomy of units of the morpho-syntactic level with a weak content specification of the components of the level of speech interaction. The theory of K. Pike, which is an attempt at a strict systematic formalization of speech behavior from the standpoint of American descriptivism, revealed the insufficient depth of our knowledge about the principles of speech activity and about language as a tool for creating discourse.

As a conclusion, it can be emphasized that, both the denotative-referential description and the pragmatic model of the speech act do not give an adequate idea of the own structure of speech action, discourse, highlighting the facts external to the language - objective reality and social interaction. In both cases, the proper form of the utterance turns out to be insignificant due to the absolutization of the original thesis about the arbitrariness of the linguistic sign. Hence the increased attention to the function of the unit - denotative-semantic or regulatory-pragmatic - while forgetting the form that is the bearer of this function.

REFERENCES:

- [1]. A.A., Dorofeeva, A.A., Dorofeev, Language Discourse in the Social Practice, 80-86 (2015)
- [2]. Anisimova, e. E. Text linguistics and intercultural communication (based on creolized texts) text.: studies. Allowance / E. E. Anisimova. M.: publishing center "academy", 2003. - 128 p.
- [3]. Anisimova, t. V. Modern business rhetoric text.: studies. Allowance / t. V. Anisimova, E. G. Gimpelson. Moscow: Moscow psychological and social institute; Voronezh: publishing house of "modek", 2002. - 432 p.
- [4]. Arutyunova, N. D. Pragmatics text. / N. D. Arutyunova // linguistic encyclopedic dictionary. - M.: soviet encyclopedia, 1990 b.-s. 389-390.
- [5]. E.Yu. Novikova, Journal of Voronezh State University. Linguistics and Intercultural Communication 1, 53-57 (2015)

- [6]. G. Dann, The language of tourism (CAB International, 1996)
- [7]. J. Potočník Topler, Language, discourse and communication in globalized tourism, Literature, language and culture influenced by globalization: ("East West" Association for Advances Studies and Higher Education GmbH, Vienna, 2015)
- [8]. S.A. Korolkova, A.P. Naumova, Guide translation: the complexity of cultural transfer, Linguistic and translational logistics of the multilingual tourist Internet resource (Volgograd State University, Volgograd, 2016)
- [9]. V.A. Mityagina, Communicative Actions in the Tourist Discourse. Foreign Languages in Tertiary Education 4, 88-97 (2009)
- [10]. Атакьян, Г.С. Эмоциональная стратегия и приемы ее реализации в туристической рекламе / Г.С. Атакьян // Вестник Ленинградского государственного университета им. А.С. Пушкина. Сер. филология. — СПб., 2008.-№ 5 (19). -С. 93-100.
- [11]. Базылев, В.Н. Российский политический дискурс (от официального до обыденного) / В.Н. Базылев // Политический дискурс в России. - М., 1997.
- [12]. Баранов, А.Н. Языковые механизмы вариативной интерпретации действительности как средство воздействия на сознание / А.Н. Баранов, П.Б. Паршин // Роль языка в средствах массовой коммуникации. — М.: ИНОН, 1986.
- [13]. Батра, Р. Рекламный менеджмент / Р. Батра, Дж. Майерс, Д. Аакер. — М.; СПб.; Киев, 1999.
- [14]. Бахтин, М.М. Проблемы поэтики Достоевского / М.М. Бахтин. — М., 1979. -318 с.
- [15]. Билялова, А.А. Прагматическая ценность факторов контрастности, уникальности и интенсивности в рекламном сообщении / А.А. Билялова // Языковая система и речевая деятельность: лингвокультурологический и прагматический аспекты. — Ростов н/Д, 2007. — Вып. I. — С. 180-181.
- [16]. Колесина, В.В. О некоторых особенностях игры слов в рекламном и публицистическом тексте (на материале французского языка) /В.В. Колесина

// Вестник МГУ. Сер. 19. Лингвистика и межкультурная коммуникация. — 2002. — №3.-С. 39-48.

[17]. Колшанский, Г.В. Прагматическая характеристика вербальной коммуникации / Г.В. Колшанский // Сборник научных трудов МГПИИЯ им. М. Тореца.-М., 1983.-Вып. 205.-С. 3-12.