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## LINGUISTIC INTERPRETATION OF THE CONCEPT OF DISCOURSE AND DISCOURSE ANALYSIS OF TOURISM TEXTS

Annotation

The interpretation of the concept of discourse in linguistics and the analysis of tourism texts through discourse are provided in this article. Also, in the article, linguistic views of scholars and researchers on the concept of discourse, diversity of opinions, specific aspects and types of discourse, as well as the analysis of tourism texts according to discourse analysis are scientifically and practically proved.

**Key words:** tourism, discourse, tourist, conversation, structure, communicative, linguocultural, cognitive.

## ЛИНГВИСТИЧЕСКАЯ ИНТЕРПРЕТАЦИЯ ПОНЯТИЯ ДИСКУРС И ДИСКУРСНЫЙ АНАЛИЗ ТУРИСТИЧЕСКИХ ТЕКСТОВ

Аннотация

В статье дается интерпретация понятия дискурса в лингвистике и анализ туристических текстов через дискурс. Также в статье научно и практически обосновываются лингвистические взгляды ученых и исследователей на понятие дискурса, многообразие мнений, специфические аспекты и виды дискурса, а также анализ туристических текстов по дискурсивному анализу.

**Ключевые слова:** туризм, дискурс, турист, беседа, структура, коммуникативная, лингвокультурная, когнитивная.

## DISKURS TUSHUNCHASINING LINGVISTIK TALQINI VA TURIZM MATNLARINING DISKURS TAHLILI

Annotatsiya

Mazkur maqolada tilshunoslikda diskurs tushunchasi talqini va bu orqali turizm matnlarining tahlil etilishi ko'zda tutilgan. Shuningdek, maqolada tilshunos olimlar va tadqiqotchilarning diskurs tushunchasi yuzasidan o'rgangan lingvistik qarashlari, fikrlar xilma-xilligi, diskursning o'ziga xos jihatlari, turlari, hamda, turizm matnlarining diskurs tahliliga muvofiq tahlil etilishi keltirib, ilmiy va amaliy asoslangan.

**Kalit so'zlar:** turizm, diskurs, sayyoh, suhbat, struktur, kommunikativ, lingvokulturologik, kognitiv.

**Introduction.** Tourism encompasses the movement of people from their place of residence to other regions or countries for financial, social, and cultural reasons, whether for personal, business, or professional purposes. The individuals targeted by tourism activities are referred to as visitors, who can include tourists, excursionists, residents, or non-residents. The tourism industry is a significant contributor to global economic growth, generating revenue from the goods and services desired by travelers. Many countries rely heavily on tourism for their economic well-being, making it an integral part of modern society.

The term "discourse" originates from the Latin word "discurso" meaning "flow of speech" or "conversation". It is a central concept in current linguistics, used across various research categories. Different approaches to defining discourse have led to varied interpretations. However, at least two methods are commonly used in defining discourse.

**Literature review.** Given the importance of tourism, discourse analysis of texts in this field is crucial. Discourse analysis has a rich history in both domestic and foreign linguistics, with scholars such as E. Benveniste, T. A. van Dijk, M. Peshyo, R. Roben, P. Serio, M. M. Bakhtin, N. D. Arutyunova, E. S. Kubryakova, A. P. Chudinov, and V. I. Karasik extensively addressing the topic. Discourse is characterized as a specific communication experience that is recorded in written texts and oral speech and occurs in a specific cognitive space [2]; it can also be considered as a non-discursive text [1, 9]. A more comprehensive classification of discourse analysis includes structural, communicative, and

linguocultural approaches. The structural method places a strong emphasis on language phenomena while overlooking the "human factor" and extra linguistic aspects that influence text generation. However, recent developments in textual analysis have begun to incorporate speaker characteristics and communication situations, leading to the gradual precedence of the communicative approach over the structural one. The communicative approach integrates findings from various fields such as psycholinguistics, sociolinguistics, cognitive linguistics, rhetoric, and literary studies. In this approach, discourse is defined as "the process of live oral communication that is fundamentally different from canonical written speech". This definition highlights the dynamic nature of discourse and emphasizes the importance of considering context, interaction, and the social and cognitive factors involved in communication [4]. From both a linguistic and content standpoint, the term "canonical" indeed reflects connotations of being a model, recognized, generally accepted, or firmly established. When applied to discourse, it suggests a form of speech or text that adheres to established norms or conventions, contrasting with the dynamic nature of live oral communication. T. A. van Dijk offers a definition of discourse that emphasizes its complexity as a communicative process. This definition acknowledges the presence of extralinguistic variables beyond the text itself, which are essential for understanding it. In other words, discourse is not just about the linguistic elements within the text but also about the broader context and factors that influence its production and interpretation.

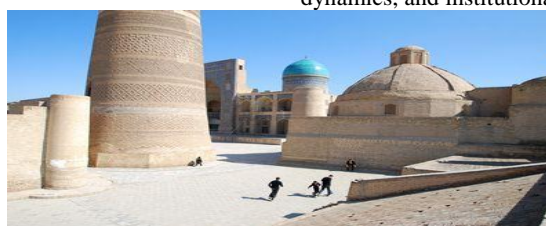
Furthermore, discourse is viewed as a multifaceted component of mutual socio-cultural relations. It encompasses specific features, interests, goals, and methods that shape communication within a given social or cultural context. This perspective underscores the intricate interplay between language, society, and culture in shaping discourse [2]. At the same time, in modern linguistics, the terms “discourse” and “text” are frequently used interchangeably. In such circumstances, the term “text” is simply replaced with “discourse”. In the pragmatic interpretation of the phrase “discourse” there is an opposition “discourse – text” which is analogous to the opposition “discourse – sentence”. Compared ideas define the same entity while identifying distinct elements of it. The linguistic, structural aspect of “text” contrasts with the pragmatic aspect of “discourse”. Some definitions focus on the social and cultural aspects of “communication”. Thus, N. D. Arutyunova defines speech as a cohesive text in the context of extralinguistic (pragmatic, socio-cultural, psychological, etc.) variables[1]. P. Serio, representing the French school of discursive analysis, emphasizes the multifaceted nature of speech and its various interpretations. Firstly, Serio views discourse as a specific assertion, akin to Saussure's concept of “speech”. Secondly, discourse is seen as a larger unit compared to a phrase, encompassing statements in a broader sense. Thirdly, in a pragmatic context, discourse involves the influence of speech on the addressee and its contribution to the expressive situation. This perspective highlights the role of discourse in shaping communication dynamics and its impact on the interaction between speakers and listeners. Moreover, within the framework of these definitions, discourse is associated with discussion, which is considered a primary type of speech [9]. N. K. Ryabtseva shares a similar perspective, examining language through the framework of speech act theory and communicative style, which considers the use of illocutionary force and communicative goals. According to Ryabtseva, the message, speech act, and axiological sentence are defined based on the speaker's communicative style and objectives. The message encompasses instructive and descriptive elements and involves a speech act. In contrast, the axiological assertion is evaluative in nature. Furthermore, Ryabtseva emphasizes that the addressee's responding speech act initiates a chain reaction of speech actions that collectively form a discourse. This approach underscores the dynamic and interactive nature of communication, where speech acts and their responses contribute to the construction of discourse [8].

**Research Methodology.** The method described considers advertising discourse to encompass various components, including messages, axiological claims, and speech acts. From a sociolinguistic perspective, there are two main styles of conversation: person-oriented and status-oriented. Person-oriented discourse is evident in both everyday communication and existential contexts such as artistic, philosophical, and mythological discussions. This style of discourse focuses on personal connections, emotions, and individual experiences.

On the other hand, status-oriented discourse can be institutional or non-institutional and is often used when communicating with strangers or in situations where there is a social or hierarchical distance between speakers. Institutional discourses encompass mass information, political, pedagogical, legal, and advertising contexts, where communication is influenced by social roles, power dynamics, and institutional norms [4].

The method outlined acknowledges that advertising discourse incorporates multiple elements, including messages, axiological claims, and speech acts. From a sociolinguistic perspective, two primary styles of conversation exist: person-oriented and status-oriented. Person-oriented discourse is evident in both everyday interactions and existential contexts, such as artistic, philosophical, and mythological discussions. This style prioritizes personal connections, emotions, and individual experiences. Karasik's perspective on institutional speech highlights the importance of two key elements: the goals of communication and the participants involved [4]. In the context of tourist speech, the primary objective is often to influence the thoughts, intentions, and attitudes of the audience, ultimately eliciting specific reactions or behaviors. By carefully crafting narratives, descriptions, and promotional messages, tourism advertisers aim to shape the perceptions and desires of potential travelers, enticing them to engage with the destination or tourism program being promoted. This manipulation of audience perceptions and emotions is central to the effectiveness of tourist speech in achieving its communicative goals.

**Analysis and results.** In contrast, status-oriented discourse can be either institutional or non-institutional and is often employed when interacting with strangers or in situations where there's a social or hierarchical gap between speakers. Institutional discourses span various domains like mass information, politics, education, law, and advertising, where communication is shaped by social roles, power dynamics, and institutional conventions.



Lose yourself in the streets of Old Town in Bukhara



Explore the dazzling tombs of Samarkand's Shakh-i Zinda

In the discourse of *Lose yourself in the streets of Old Town in Bukhara*, “Lose yourself in the streets of Old Town in Bukhara” evokes the charm and ambiance of one of Uzbekistan's most historic cities. Bukhara's Old Town is a

UNESCO World Heritage site, known for its well-preserved architecture, bustling bazaars, and winding streets that transport visitors back in time. Roaming through its narrow alleys, adorned with traditional buildings, mosques, and

madrasas, immerses you in centuries of culture and history, offering a glimpse into the vibrant past of the Silk Road era, in the structure of *Explore the dazzling tombs of Samarkand's Shakhi Zinda*, refers to a historical and architectural marvel in Uzbekistan. Shakhi Zinda is a necropolis containing mausoleums and tombs, dating back to the 11th to 19th centuries. It's renowned for its intricate tilework, vibrant colors, and the spiritual significance it holds in Islamic culture. Exploring Shakhi Zinda offers a glimpse into Central Asia's rich history and artistic heritage.

The concept of discourse encompasses various linguistic interpretations, often used interchangeably by different authors. Key aspects of discourse include:

1) Coherent text: A discourse is a cohesive and logically connected piece of communication, whether written or spoken.

2) Oral-conversational form: Discourse can take the form of spoken language, such as conversations or speeches.

3) Dialogue: Discourse often involves interaction between two or more participants, engaging in a dialogue.

4) Group of semantically connected sentences: Discourse consists of sentences or utterances that are linked by meaning and context.

5) Speech work in written or spoken form: Discourse can be expressed through both written and spoken language.

Tourism discourse specifically refers to a genre of text aimed at informing travelers and promoting the tourism sector. According to N.A. Tyuleneva and a group of linguists, tourism advertising discourse is a subtype of advertising discourse that encompasses all types of tourism advertising. Its primary objective is to present and promote tourism services through argumentation strategies that possess linguistic and cognitive features. Absolutely, touristic discourse serves as a persuasive form of advertising aimed at enticing travelers to visit specific destinations or participate in particular tourism programs. It strategically employs linguistic techniques to highlight the unique attractions, cultural experiences, accommodations, and activities available in a given location. By crafting compelling narratives and descriptions, touristic discourse aims to create an enticing image of the destination, enticing potential visitors to explore and indulge in the offered experiences. It often incorporates various text components, such as descriptions of cultural heritage, geographical features, entertainment options, accommodation details, and excursion possibilities, all designed to capture the imagination of the target audience and encourage them to embark on a memorable journey. Indeed, tourist speech typically exhibits an advertising character, but it differs from traditional advertising in both verbal and non-verbal aspects. While traditional advertising may sometimes lack relevant imagery, tourism discourse often utilizes visually appealing elements that are iconic and enduring, such as shots of landmarks like the Toledo Castle or the Sagrada Familia in Barcelona. Verbally, tourist speech captures the recipient's attention through catchy titles, evocative names of tourist programs (e.g., "Scandinavian fairy tale", "wonderful Italy", "European fireworks"), and employs lexical-stylistic and hypersyntactic techniques to craft compelling and engaging texts that entice potential travelers.

In the context of touristic discourse, the link to historical speech is significant. Historical speech is

characterized by a meticulous selection of facts and the presentation of chronological information, often following a standard manual or guide. The strategies employed in historical speech are based on various techniques aimed at influencing the audience. These techniques can be classified according to the principles and methods of speech influence. Common classifications include methods such as proving, convincing, inviting, demanding, begging, and pushing. In the realm of touristic discourse, historical elements are often incorporated to provide context and enrich the narrative, fostering a deeper connection with the destination and its cultural heritage [10]. In the realm of persuasion, evidence serves as a purely rational method of influencing, while persuasion itself combines both rational and emotional appeals. The remaining modes of persuasion are predominantly emotional in nature. Persuasion primarily operates on a cognitive level, whereas suggestion is more emotionally driven. In advertising, traditional speech influencing strategies often revolve around proof, persuasion, and suggestion. Argumentation theory delves into the potential impact of proof and persuasion, exploring how these elements can be effectively utilized in communication. Understanding argumentation is closely linked to comprehending speech effects, as the techniques of argumentation are aimed at changing the positions or beliefs of the audience" [3; 6]. In tourism advertising, the effectiveness of the offer is crucial in drawing millions of people and enticing new consumers. When crafting a tourism advertisement, it's essential not only to highlight the offering but also to consider the rhetorical methods used to present the information. Overall, the advertisement aims to attract tourists by portraying the island as a destination where visitors can experience and enjoy the benefits of organic living and fresh, nutritious produce. Tourism advertising frequently emphasizes both the virtues of a tourist product and the benefits that may be obtained by purchasing it. When the benefits and advantages are highlighted, the type is demonstrated to be inexpensive. The language expresses the topic of health advantages using lexemes such as "healthy," "organic," and "alive."

**Conclusion.** Indeed, tourism advertising through mass media plays a crucial role in enticing people to become visitors to specific destinations, while also closely monitoring their sentiments. Each visitor's organized journey to a particular place contributes to the language surrounding tourism through their experiences and impressions. The tourism sector offers a wide range of services, with active client participation being a key aspect of the communication process. Given that the language used in tourism advertising conveys specific concepts and values to potential tourists, there is a significant opportunity for linguists to deepen their research by analyzing texts in this area using discourse analysis methodologies. By delving into tourism discourse, linguists can better understand the underlying mechanisms of communication within the tourism industry, improve the delivery of messages to tourists, and contribute to the overall development of the tourism sector. Discourse analysis is essential for unraveling the intricacies of tourism communication and maximizing its effectiveness in promoting destinations and attracting visitors.

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