JORNADA ANGLOTIC

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TRIPADVISOR'S *WHAT TO DO IN…FORUMS.* HOW TO EXCHANGE OPINIONS AND ADVISE THROUGH INTERPERSONALITY.

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THIS PRESENTATION AIMS ...

to

look at the internet genre

Travellers' Forums

and see

how

WREADERS'
(Writer/Reader)

interact to exchange opinions and provide faithful information

method:

«Interpersonality»

and

«Voice»

(writer's and reader's)

purpose:

show that the function known as

INTERPERSONALITY

and its «markers» are useful to

explain, learn and teach

new ways of communication

and

new

web genres

from the internet

Tourism web genres and the new «travellers 2.0»

Born from the Internet

New platform for tourism business operations

Travellers choose hotels and destinations based on other traveller's opinions

Tourism web genres are more and more important for the tourism industry

tripadvisor®

World's largest travel site portal.

Founded in 2000.

Headquarters in Newton, MA, USA.

Attracts more than 74m unique monthly visitors.

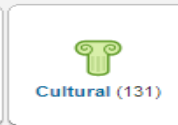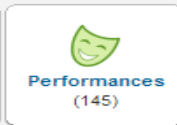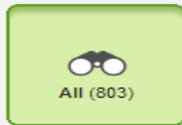Linked to other travel sites that sell hotel rooms and holidays.

It offers…

Hotel Reviews

Travellers' Forums

TRAVELLER'S FORUMS.....

- Provide information of main cities around the World.

- Your *TripAdvisor* account is linked to your *Facebook* profile.

- Result: you get direct info about hotels, attractions and cities from your contacts and friends in...

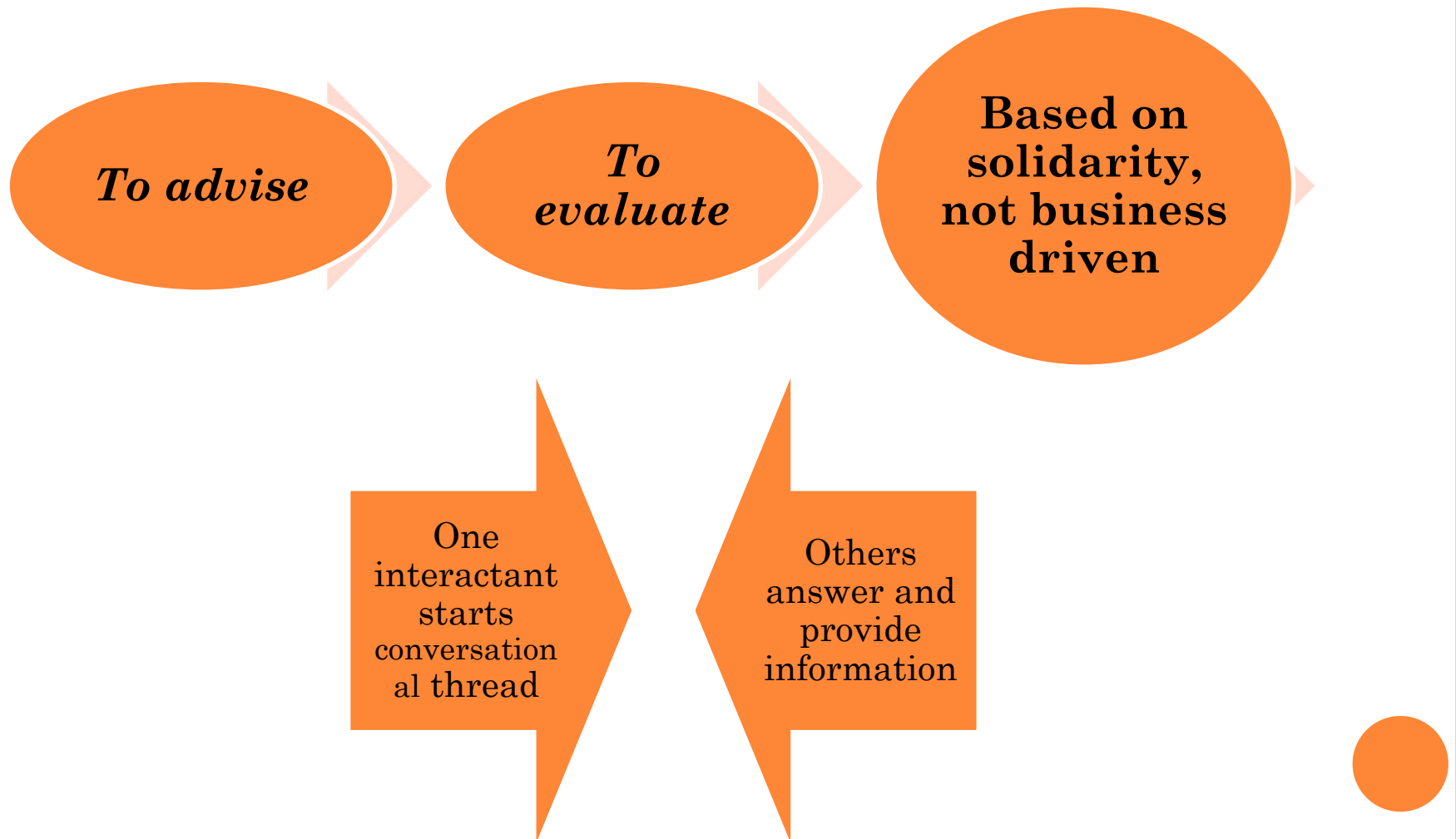. **Example: « Things to do in...»** leads you to the city you want

THE TRAVELLERS' FORUM, A 2.0 WEB GENRE

tourists/ travellers transmit **«word of mouth»** information

exchange of opinions, advice and evaluations

based on **non-commercial grounds**

important implications for **the tourism industry**

B2C = C2C
business to customer
customer to customer

more and more, «word of mouth» is taken as the **authentic information** to be included in touristic adverts, guides, etc.
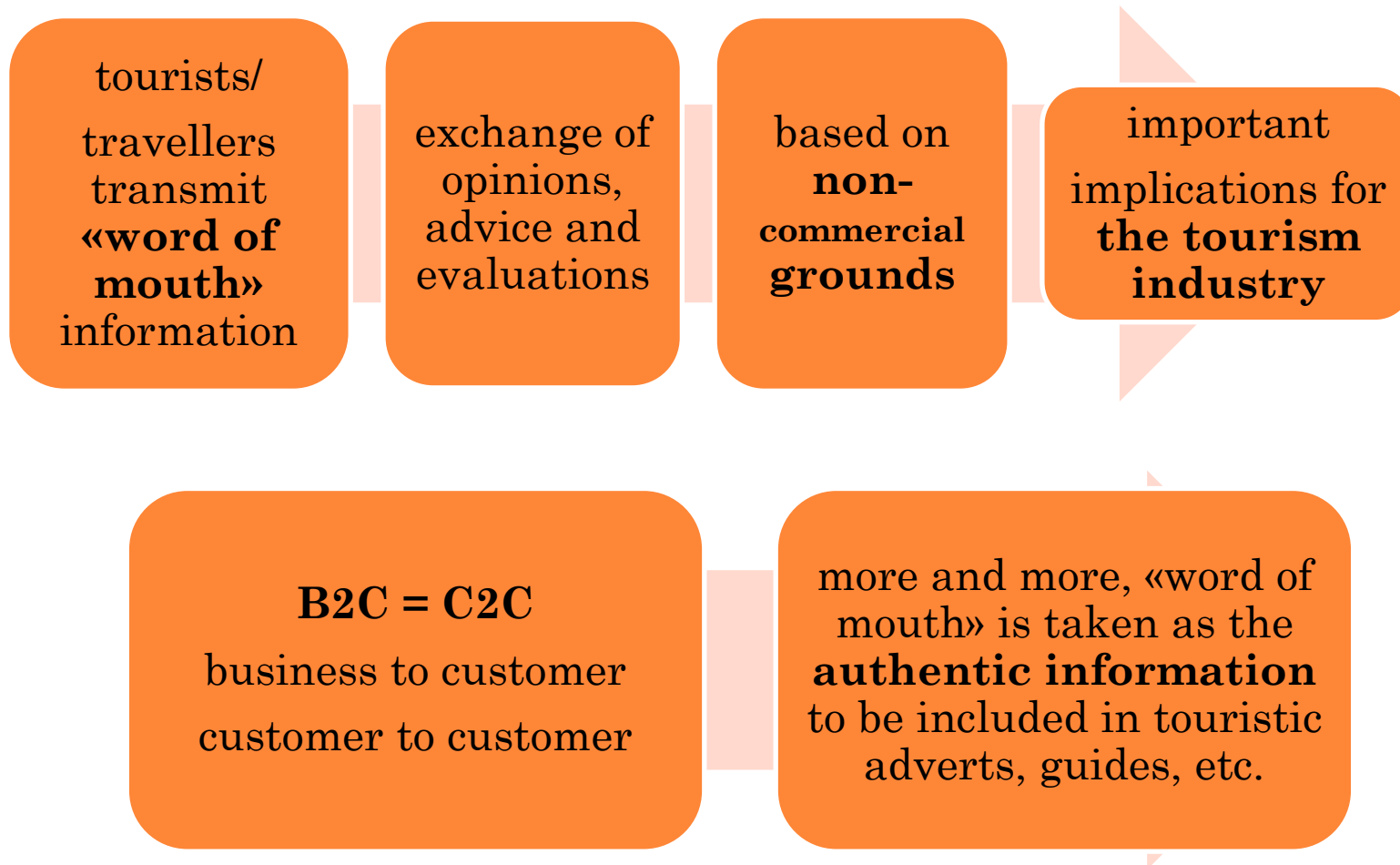
Travellers' forum
Communicative goals and conversational thread

To advise

To evaluate

Based on solidarity, not business driven

One interactant starts conversational thread

Others answer and provide information

INSTANCE OF TRAVELLER'S FORUM CONVERSATIONAL THREAD

A: (WREADER 1) *I am bringing my niece* to Europe as a graduation gift in June. *What do you think teens enjoy the most in London? We will be there* for a week. *I don't know* how much she will care about museums but I will for sure drag her to at least one. Also, *I'd like to spend* one day doing a day trip. Recommendations for something *we'd be enjoy* are appreciated. Thanks!

B: (WREADER 2) *Not sure* why *you mention* Bristol (not knocking it) but it's not the obvious choice compared with the usual suspects - Bath, York, Cambridge, Oxford or even Brighton. If *you are doing* Rome and Barcelona *I would be inclined to* skip Paris and *try somewhere* more 'different'.As for what to do - without knowing either *you or your* niece it is *hard to advise*.

C: (WREADER 3) *I would say* first of all *ask your niece* what she *would like* to do. She *may* surprise *you* with the suggestions. Once she's pointed *you* in the right direction the forum *can help you* fine tune the details.

THIS RESEARCH

Corpus of 138.000 words

and

160 threads of conversation.

Web genre *Travellers' Forum.*

Collected from the portal Trip Advisor during 2012

WHAT IS «INTERPERSONALITY» AND «VOICE»?

- *Interpersonality:* «language that helps writers/speakers to communicate and influence readers/hearers in aspects beyond the message itself.»

  - This interpersonal language takes different forms known as «**markers**».

- *Voice*: social concept that represents the writer or the reader (WREADER) within a text. This notion is, then, close to that of **interaction**.
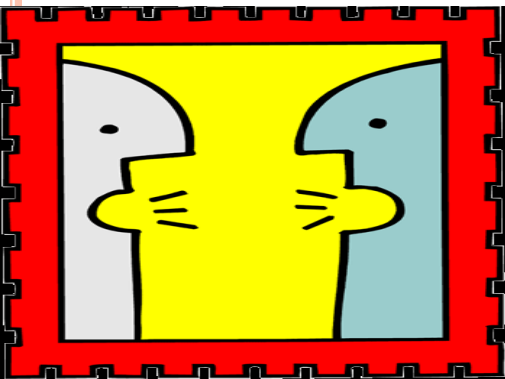
Writer's and Reader's INTERPERSONAL Voices

- The writer-oriented voice concerns the ways writers present themselves through the text and conveys *judgements, opinions and commitment*.

- The reader-oriented voice concerns the ways writers align in the text, *recognising the presence of readers and thus involving them* in the discourse.

VOICE AND INTERPERSONALITY: WHAT DO THEY BRING TO DESCRIBE THE *TRAVELLER'S FORUMS?*

Voice as a social concept explains how authority is conveyed by writer and reader

(Smith 2003; Hyland 2008)

Interpersonality says *which markers* convey this authority

Voice describes how *wreaders* position themselves in the discourse

Interpersonality describes what kind of markers are contained in each **VOICE** (writer's or reader's)

WRITER'S AND READER'S VOICE (HYLAND, 2008) ENGLISH

- **Writer's voice :** *Interpersonal markers' examples (our corpus)*
  - **hedges:** "**We are considering** Hilton London Tower Bridge"
    [think, might, could, can]
  - **boosters:** "…the Tower Bridge Hilton is **excellent..**"
    [spectacular, suitable, interesting]
  - **self-mention:** "…**we just always look** for the best"
    [I, me, my]
  - **attitude:** "…this is **clearly** the best option…"
    - [no doubt, surely]

- **Reader's voice:** *Interpersonal markers' examples (our corpus)*
  - **readers' pronouns:** «If **you're looking for** a low key tea experience…"
    [you, your, yours]
  - **directives:** «…but also **consider** the Hilton at Canary Wharf"
    [have a look at, don't miss, try]
  - **questions:** «**Any suggestions on hotels, sites or activities particularly suited for children?**"
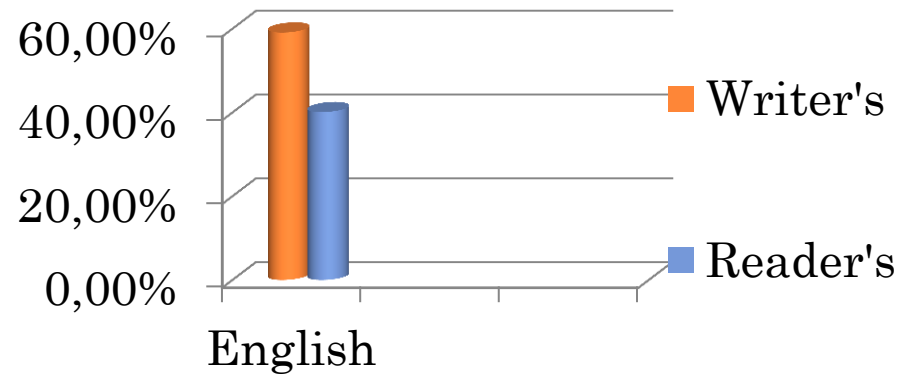
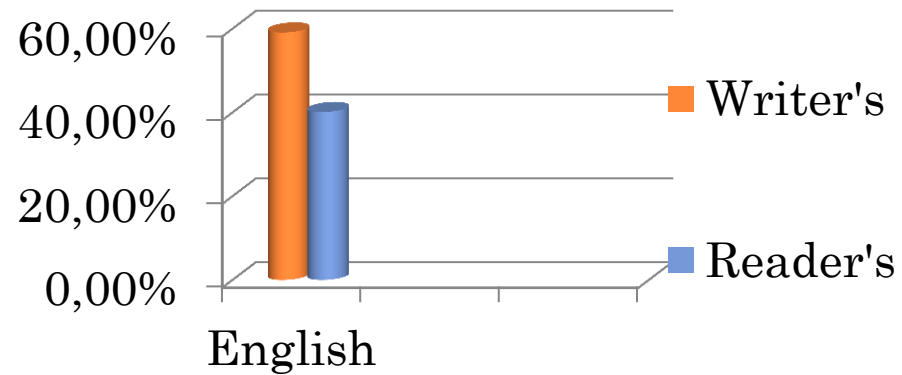| WRITER'S VOICE MARKERS			
Hedges/	**Boosters/**	**Attitude markers/**	**Self-mention/**
1.555	164	27	4.303
25.7%	2.7%	0.4%	71.1%

RESULTS : WRITER'S VOICE

- mostly expressed through *self-mentions* **(71%)** and *hedges* **(25%)**

- *lack of* **attitude markers** *and* **boosters**, *opposedly to other genres like hotel web pages, etc.*

- thus, authority is based on *experience* and *knowledge of the self + a non imposition of advice*

| READER'S VOICE MARKERS		
Reader pronouns/	Directives /	Questions/
3.310	685	205
81%	16.3%	4.9%

RESULTS: READER'S VOICE

- **personal pronouns (81%)** and **directives (16%)** are the most frequent markers

- this way, the reader is highly involved in **evaluations, judgements and advice**, showing **solidarity and a peer-to-peer communication**

QUANTITATIVE INTERPERSONALITY MARKERS IN BOTH VOICES
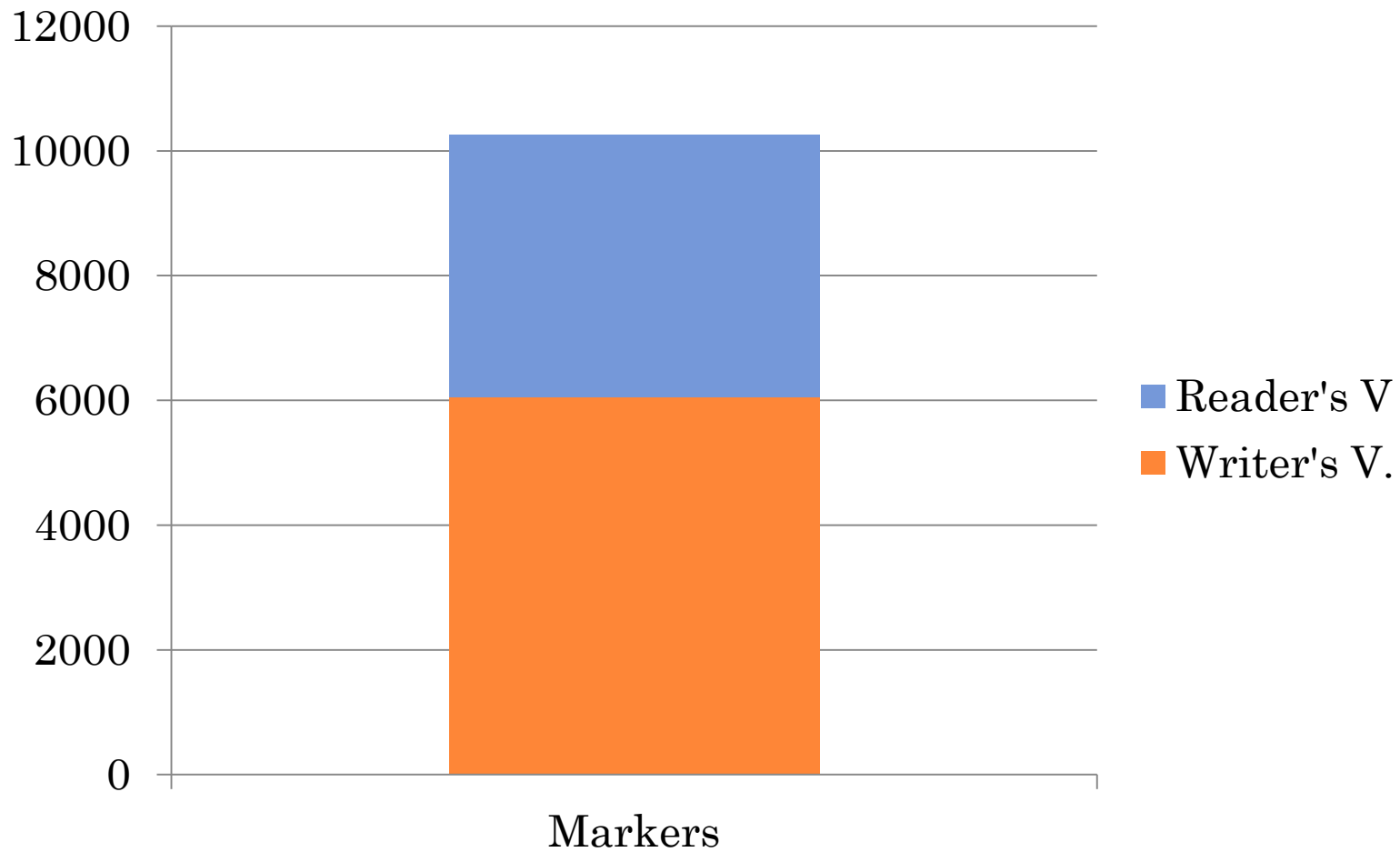
CONCLUSIONS: THE TRAVELLER'S FORUM THROUGH INTERPERSONALITY AND VOICES OR….

Why the Reader Is Your **Co-Writer**

www.helpingwritersbecomeauthors.com

structure of conversational threads:

- Initial question

- Several answers

- Open ended

role exchange between writers and readers **«wreaders»**	wreaders as **evaluators** and **advisors** through **word of mouth**	**balance of writer's and reader's voice** through interpersonal markers

Thanks for your attention!!!
¡¡Gracias por vuestra atención!!

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