

1ST SERVICE ENCOUNTERS AND CROSS-CULTURAL
COMMUNICATION SYMPOSIUM
SEVILLA 2013, UNIVERSIDAD PABLO DE OLAVIDE

*VOICES AND INTERPERSONAL MARKERS IN
TRAVELLERS' FORUMS IN ENGLISH AND
SPANISH*

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THIS RESEARCH...

- Part of our R+D Project Ref. FFI2011-24712 (Ministerio de Ciencia e Innovación) “**Lexical and discursive analysis of parallel and comparable corpora of tourism web genres**”

Analyse
*Travellers’
Forums*

Through
dialogic voices
and
**interpersonal
strategies**

**First
approach to
characterize
Travellers’
Forum in
English and
Spanish from
this
perspective**

METHODOLOGY BASED ON...

**Interactional
metadiscourse/
Interpersonality**

(Crismore and
Vande Kopple
1997)

***Voice*
Stance/Engage
ment**

(Smith 2003,
Hyland 2008)

**Ant.Conc 3.2.1
Concordance
program**



ID 2501

Título del enlace

Tripadvisor: foro de viajar con niños

Enlace web

http://www.tripadvisor.es/ShowTopic-g1-12395-45851042-Laponia_La_casa_de_Papa_Noel_iglus_motos_de_nieve_renos-

Título del documento

Laponia. La casa de Papá Noel, iglús, motos de nieve, renos

Fuente

otros

Localidad

Modalidad lingüística

- original
 traducido
 indeterminado

Establecimiento

Especializado

- Extrahotelero
 Hotelero Alto (5, 4 estrellas)
 Hotelero Medio (3,2 estrellas)
 Hotelero Bajo (1 o ninguna estrella)

 Si

Macrogénero

Género

foro

Observaciones género

Destinatario

Tipo de destinatario

- Factor edad
 Factor sexo

niños

Lengua

España



Observaciones lengua

Soporte

- Sitio web
 Medios sociales

Documento estático

Circular

 Si

Observaciones soporte

Área temática

- alojamientos
 museos y exposiciones
 aire libre (parques)
 eventos (fiestas, espectáculos)
 gastronomía
 zonas de ocio
 actividades deportivas
 compras
- actividades de relax
 tradiciones
 reuniones y congresos
 paisaje
 historia
 artesanía

CORPUS MULTILINGÜE COMETVAL

Corpus of
270.000
words and
370 threads
of
conversation.

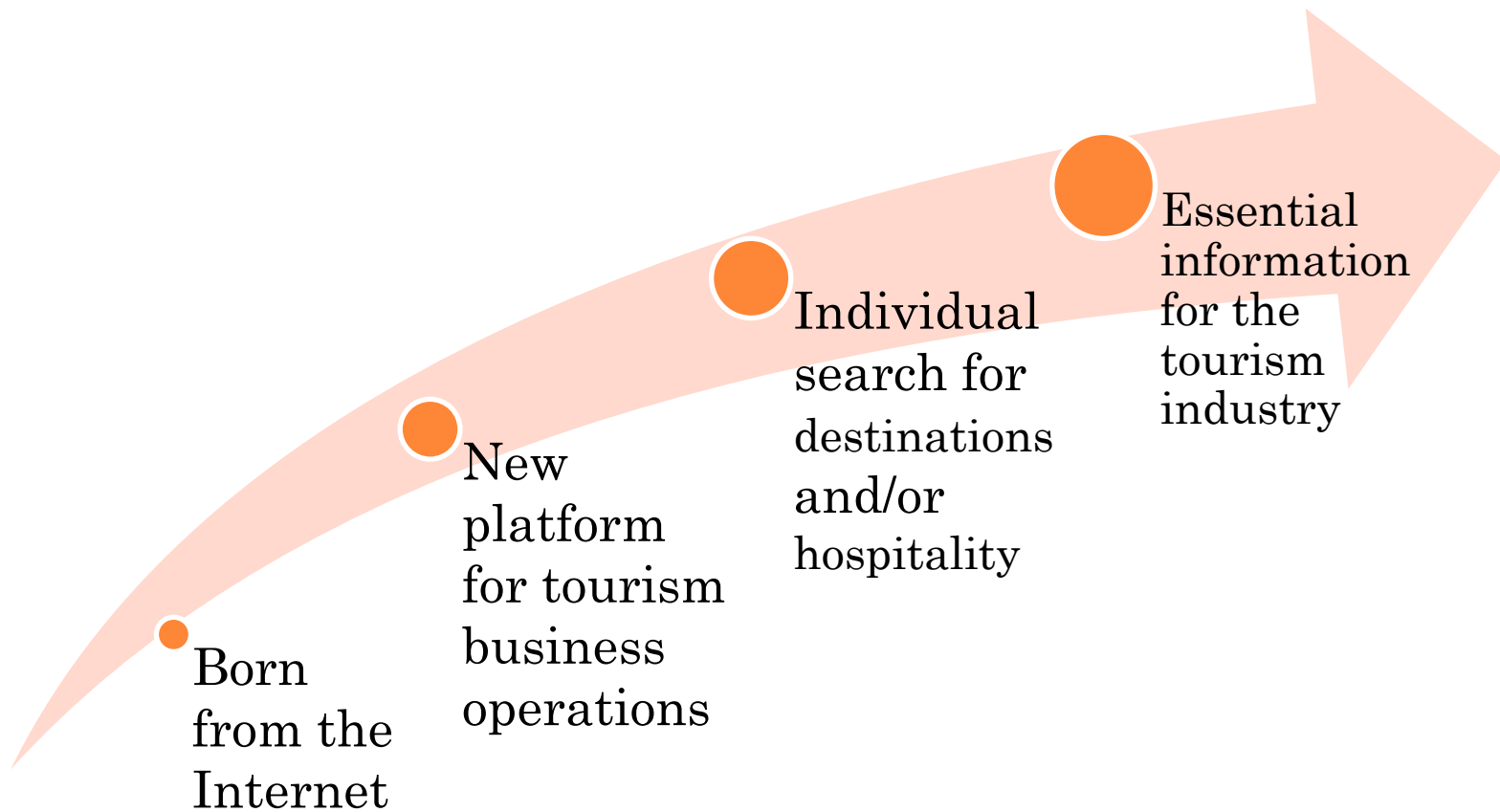
Collected
from the
portal Trip
Advisor
during 2012.

Interactants
as part of the
travelling
community
of practice.

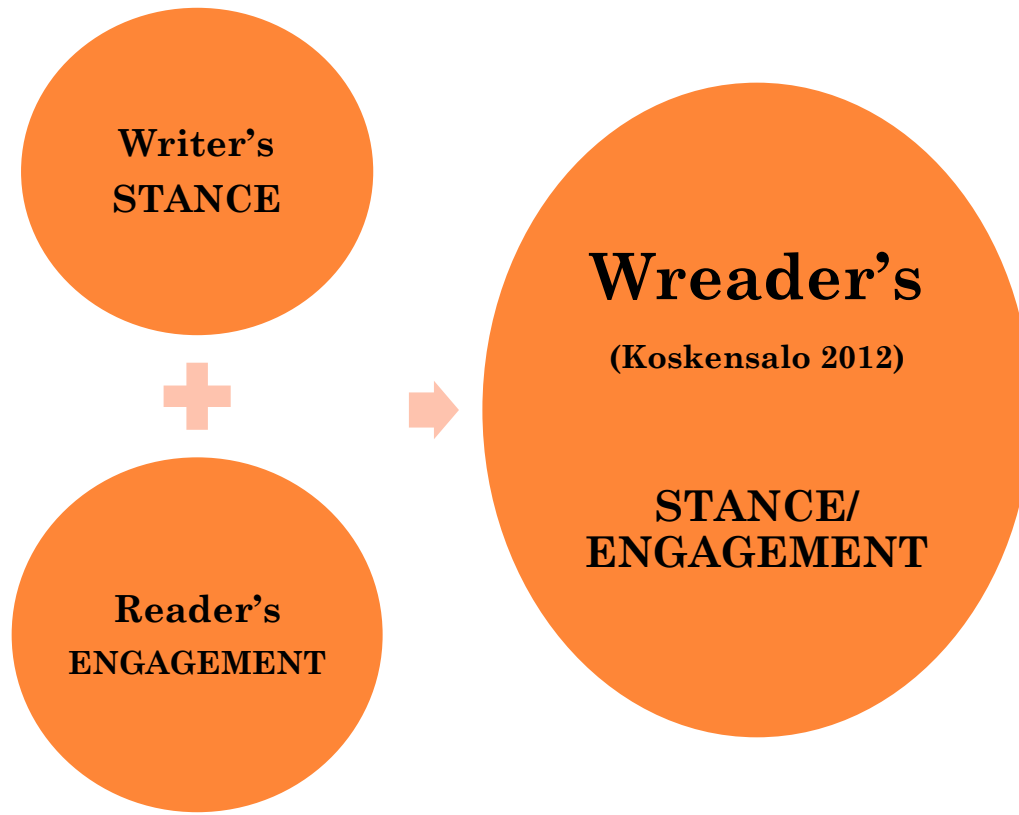
No more
variables in
this first
approach.



TOURISM WEB GENRES...



REPORTS ON...DIALOGIC VOICES (STANCE AND ENGAGEMENT)



VOICE AND INTERPERSONALITY

Voice as a social concept

(Smith 2003; Hyland 2008)

Between *interpersonal markers* and *generic rhetorical functions*

Explains how authority is conveyed

Describes how *writers* position themselves in the discourse

Thus, closely related to the “interactional function” (Brown and Yule 1983)

and the “interpersonal function” (Halliday 1985)



TRAVELLERS' FORUM, A 2.0 WEB GENRE

Tourists/travellers turn into experts that transmit touristic discourse

Exchange of opinions, advice and evaluations

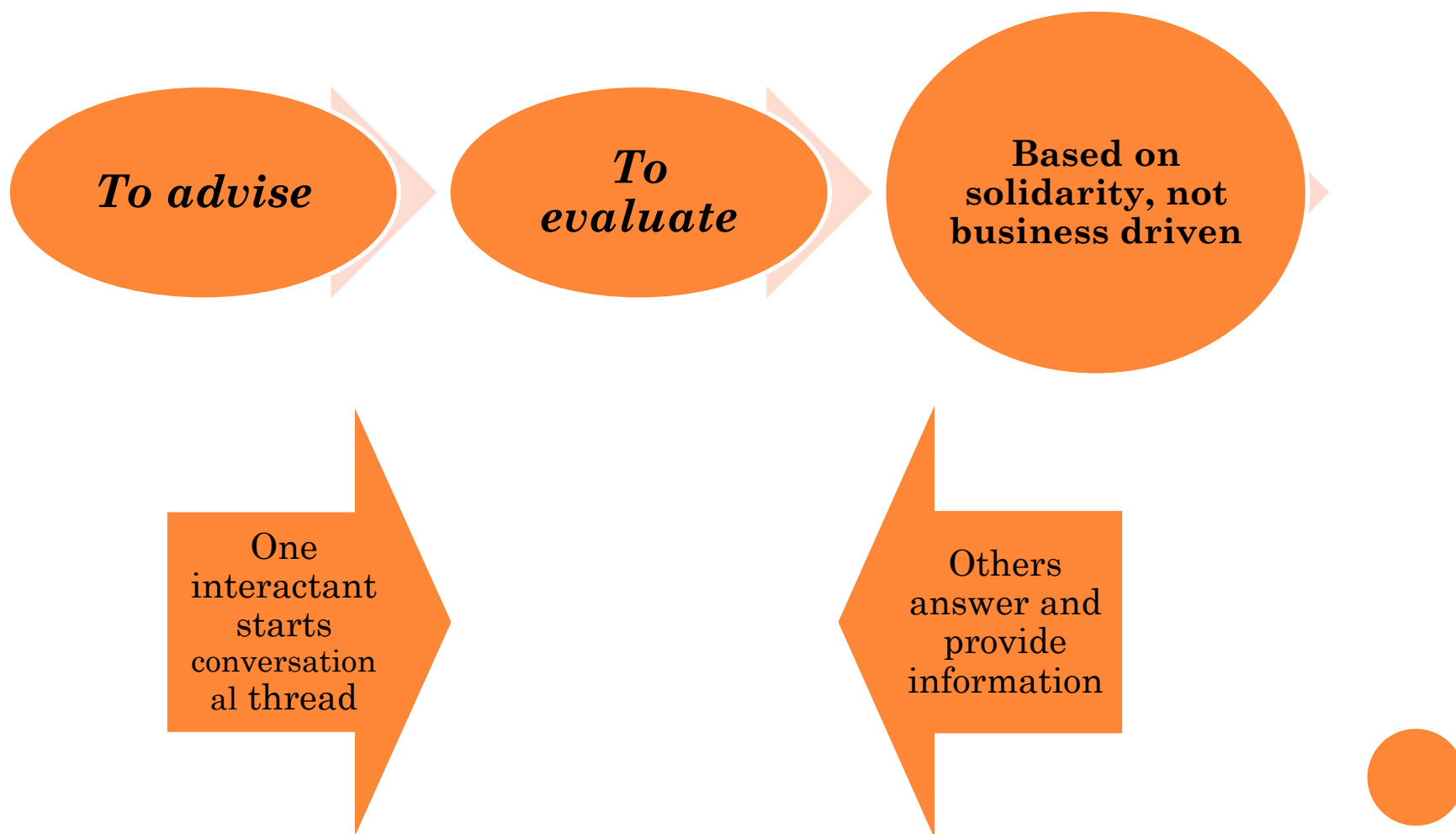
New form of interaction with particular psychology

Rhetorical functions and Interpersonality lead to attain communicative goals



TRAVELLERS' FORUM

COMMUNICATIVE GOALS AND CONVERSATIONAL THREAD



EXAMPLE OF *TRAVELLER'S FORUM* CONVERSATIONAL THREAD IN ENGLISH

A. : reader/writer (0)

We are considering Hilton London Tower Bridge. Traveling with 2 kids, strong walkers, elementary school aged, visiting June 2012. *Thought would try* a Hilton this time. *I haven't been* to London in years, and *don't know* the city too well, or the best areas to stay. No particular budget, but *we just always look for* the best, and the best deal for the money. *Hilton, Waldorf, Double Tree or other recommendations? Appreciate* any advice.

B: reader/writer (1)

Hello Jas, the Tower Bridge Hilton is *excellent*, but also *consider* the Hilton at Canary Wharf, which is always lower in price and *not really too far away*. In either case, *go for* an executive room, which qualifies *you* for free breakfast on the executive lounge, *it s so worth it*.

C: reader/writer (2)

«If that location has a good price *I'd keep it* on the list”. *Very much agree* and *I think the area is good* for the little ones with the river and HMS Belfast on *your* doorstep. Just *wanted to point out* that the journey by public transport *would take longer* than getting to, say South Kensington. In any case with four people including two children *I'd probably suggest* a pre booked car service as being a better idea than the tube on arrival day.



STANCE AND ENGAGEMENT (HYLAND, 2008)

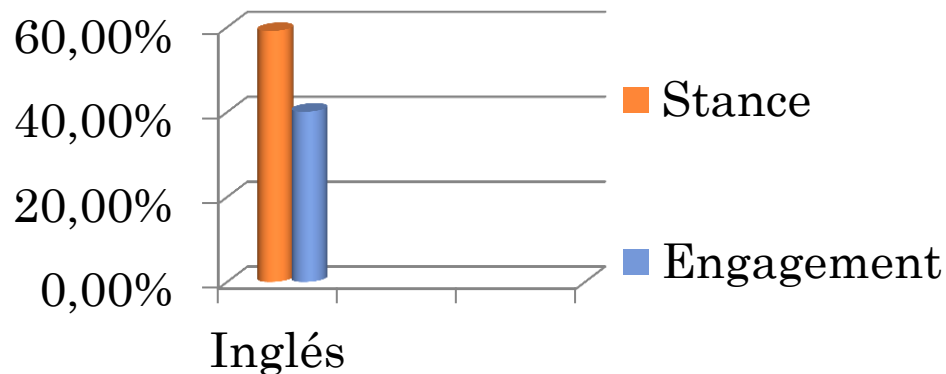
ENGLISH

- **Stance:** *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]

- **Engagement:** *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?”



**Total
markers:
10.249**



RESULTS FOR STANCE MARKERS (6.049)

Hedges/	Boosters/	Attitude markers/	Self-mention/
1.555	164	27	4.303
25.7%	2.7%	0.4%	71.1%



CONCLUSIONS : ENGLISH TRAVELERS' FORUM CORPUS

STANCE VOICE

- Examples:
- 1. [...Very much agree and I think the area is good for the little ones ...I'd probably suggest a pre booked car service as...].
- 2. [We've always taken the Big Bus tour and love it.]
- 3. [The natural history museum is a good idea but I would restrict it to seeing just one or two exhibitions...].



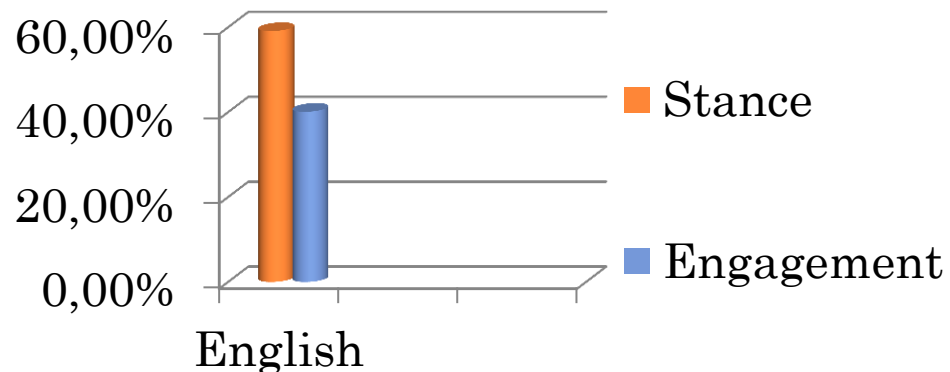
Mostly expressed through
self-mentions and *hedges*



*Authority is conveyed through
experience and
knowledge of the self,
in a non-impositive way*



**Total
markers:
10.249**



RESULTS FOR ENGAGEMENT MARKERS (4.200)

Reader pronouns/	Directives /	Questions/
3.310	685	205
81%	16.3%	4.9%

CONCLUSIONS: ENGLISH TRAVELLERS' FORUM CORPUS

ENGAGEMENT VOICE

. Examples:

1. [...beware of the queues. Buy your tickets in advance from any tube station. Also take them to a matinee of the Lion King...]
2. [Depending on how you feel afterwards you could always take them to the Rainforest Cafe!]

▪ Rather balanced when compared with *Stance* (total number of markers).

Reader's pronouns and directives most frequent markers.

▢ Reader constantly involved in evaluations, judgements and advice, showing solidarity and a peer-to-peer communication.



STANCE AND ENGAGEMENT (HYLAND 2008)

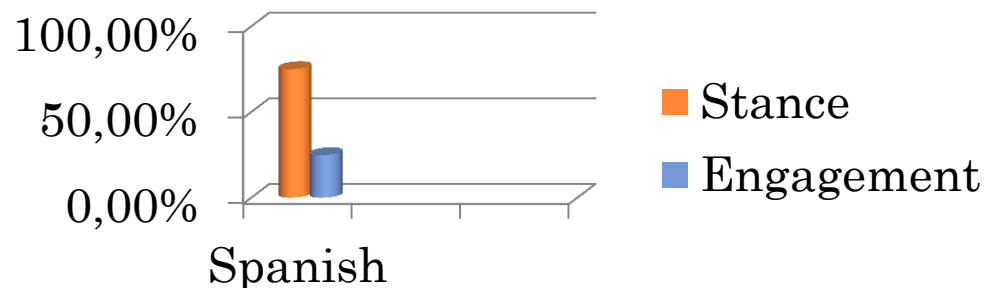
VOZ DEL AUTOR Y VOZ DEL LECTOR (ESPAÑOL)

- **Voz del autor/Stance:** ejemplos de marcadores de nuestro corpus
 - **Mitigadores:** «además de Praga, *te recomendaría* París, Brujas y Amsterdam». [*creo que, puede, parece*]
 - **Realzadores:** «En un día soleado, la vista panorámica es *realmente espectacular*». [*bueno, precioso, bonito*]
 - **Actitud:** «*Estoy de acuerdo con* todo lo expuesto por María». [*estar de acuerdo*]
 - **Auto-mención:** «*Yo* en 12 días *no me movería* tanto». [*verbos en 1ª persona, me, mi, yo*]

- **Voz del lector/Engagement:** ejemplos de marcadores de nuestro corpus
 - **Pronombres del lector:** «también tenía el mismo temor que *tú*». [*te, tú, os*]
 - **Directivos:** «*haz* fotos antes y después». [*tienes que, ojo, debes*]
 - **Preguntas:** «*¿cómo hacíais el transporte?*».



**Total
markers:
11.830**



RESULTS FOR STANCE MARKERS (8.882)

Mitigadores/ Hedges	Realzadores/ Boosters	Marcadores de actitud/Attitu de markers	Automención/ Self mention
834	1.786	544	5.718
9.1%	9.4 %	6.1%	64.4%

CONCLUSIONES DEL CORPUS DE FORO DE VIAJEROS EN ESPAÑOL I

VOZ DEL AUTOR (STANCE)

- Examples:
- 1. Yo me decanto por Roma, como has podido leer.
- 2. seguiré viajando a ese maravilloso país cada año.

Automención/Self
mention

- Experiencia/Experience
- Fiabilidad/Liability

Realzadores/Boosters

- Adjetivación antepuesta/Qualifying adjectives
- Persuasión en géneros del turismo/Persuasion
- Recomendación indirecta/Indirect recommendation

Mitigadores/Hedges

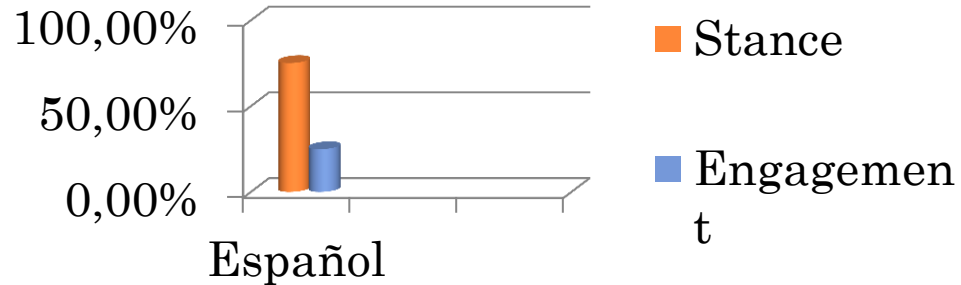
- No destacable/Few
- Lenguaje directo, más impositivo/Direct impositive language

Actitud/Attitude

- Grupo más escaso/Scarce



**Total
markers:
11.830**



RESULTADOS PARA MARCADORES DE VOZ DEL LECTOR/STANCE MARKERS (2.948)

Pronombres del lector/Reader's pronouns	Directivos/Directives	Preguntas/Questions
2.425	297	232
82.2%	10.1%	7.9%



CONCLUSIONES DEL CORPUS DE FORO DE VIAJEROS EN ESPAÑOL I

VOZ DEL LECTOR (ENGAGEMENT)

- Examples:

1. "Veo que **eres** de madrid..."
2. "A la vista está, **estás** teniendo suerte..."

Menor presencia/Less present

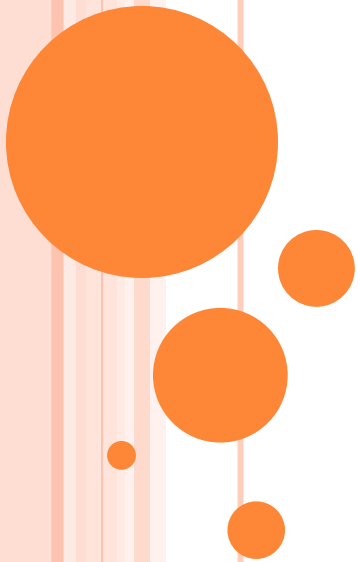
Predominio de pronombres y apelación al lector/Pronouns and reader's addressing predominate

Escasez de directivos (**echa un vistazo** -> puedes echarle un vistazo)/Lack of directives



DATOS CUANTITATIVOS COMPARADOS

INGLÉS Y ESPAÑOL



Results for STANCE markers/Resultados para marcadores VOZ DEL AUTOR

TOTAL STANCE MARKERS/		Hedges/ Mitigadores		Boosters/ Realzadores		Attitude markers/ Marcadores de actitud		Self-mention/ Auto-mención	
<i>Eng</i>	<i>Esp</i>	<i>Eng</i>	<i>Esp</i>	<i>Eng</i>	<i>Esp</i>	<i>Eng</i>	<i>Esp</i>	<i>Eng</i>	<i>Esp</i>
6.049	8.882	1.555	834	164	1.786	27	544	4.303	5.718
59.1%	75.1%	25.7%	9.1%	2.7%	9.4 %	0.4%	6.1%	71.1%	64.4%



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Results for ENGAGEMENT markers/ Resultados para marcadores de VOZ DEL LECTOR

TOTAL ENGAGEMENT MARKERS/ VOZ DEL LECTOR		Reader pronouns/ Pronombres del lector		Directives / Directivos		Questions/ Preguntas	
<i>Eng</i>	<i>Esp</i>	<i>Eng</i>	<i>Esp</i>	<i>Eng</i>	<i>Esp</i>	<i>Eng</i>	<i>Esp</i>
4.200	2.948	3.310	2.425	685	297	205	232
40.9%	24.9%	81%	82.2%	16.3%	10.1%	4.9%	7.9%



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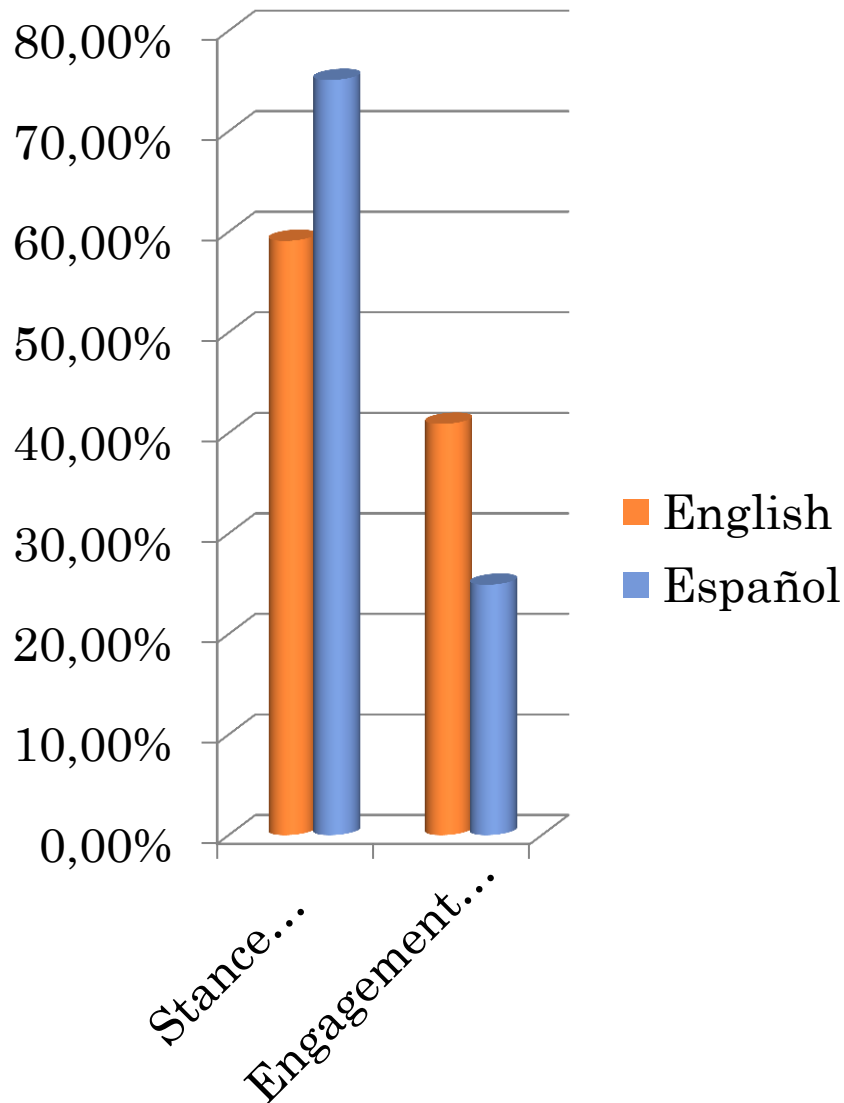
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ENGLISH

Mayor equilibrio entre ambas voces/Balance between both voices

Predominio de mitigadores frente al español/More hedges than Spanish

SPANISH

Mayor presencia de la voz del autor/Stance voice predominates

Predominio de automención y realizadores/Self mention and boosters



CONCLUSIONES GENERALES/GENERAL CONCLUSIONS

Primera caracterización del género *Foro de Viajeros*/ First attempt to characterize the *Travellers' Forum* web genre

Pregunta inicial/Initial question

Final abierto/Lack of closing strategy

Intercambio de roles entre autor y lector (wreaders)/Role exchange between writer and reader

(secuencia discursiva/discursive sequence)

Presencia explícita del autor como/Explicit presence of wreader as

-
Evaluador/Evaluator or

- Consejero/Advisor
- Fuente fidedigna/Liable referent

Atención y apelación directa al lector/ Reader's direct addressing and attention

(mención explícita del destinatario/explicit mention to the addressee)

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

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