

# Discourse Analysis of the Multi-Voiced Tourist Guide. Discursive Particularities of Guided Tours

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## Abstract

*This paper aims to analyze the discursive peculiarities specific to the oral discourse of a tour guide. Our objective is to highlight the specificity and originality of oral discourse used by the tour guide, and for this, we use a pragmatic analysis, because this type of discourse is strongly influenced by a speech communication situation. The essay is based on an oral corpus consisting of recordings made in authentic conditions during a guided tour to Meteora monasteries .*

**Key words:** discourse; analysis; tourist guide; deixis; communication.

**J.E.L. classification:** Z39

## 1. Introduction

A basic concept in pragmatics is that of enunciation, which highlights specific aspects of speech and communication. In tourism discourse enunciation is central, being also used for the persuasive potential that it has. Tourism discourse is not a simple text activity but a declarative activity that aims to surprise, provoke and, firstly, to convince by using linguistic material.

In this paper, our goal is to demonstrate that tourist discourse is a declarative act made up of actors, a space-time framework and speech acts .For this we will adopt two linguistic trends:

1. Enunciation in which we will study the linguistic marks that allow to define the situation of enunciation of the tourism discourse, i.e. indexes pointing to locutor and alocutor and spatio temporal Deixis. N. Croitoru (2005) states that Deixis were worth as "individualization operators" (Croitoru, Nelea, 2005, p.103), thus ensuring the presence of the human subject in language as provisional center.

2. Pragmatics, defined as "the study of language in acts" (Kerbrat-Orecchioni, 2005, p.1.), in which we will analyze illocutionary acts to show that saying (DIRE) is doing (FAIRE) in travel discourse. (Austin, Jean L., 2003) The protagonists of a communication situation are two in number, the transmitter as the manufacturer of the message and the receiver who decodes the message. We can not use the language without using the Deixis and other marks that are defined in relation to the time of enunciation (Benveniste, 2000 [1966], p.251).

## 2. The use of deixis in tour guide's professional speech

Deixis (or deictic component) locates the contents of the enunciation by reference to the discourse instances (transmitter/receiver).

Pronoun "you" involves the speaker of the tourist discourse. The form of the personal pronoun of the second person singular "you" can not be found in English. Still, we should mention that there is a difference in the case of the personal pronoun of politeness. In English, there is a minimal number of forms: "you" is a pronoun of politeness or, rather, a polite form of the pronoun, mentioned in a formal report with the recipient. Person deixis is not limited to personal pronouns

only. Possessive adjectives are used to interpellate the recipient. Besides personal pronouns and nouns, interrogation is often invoked in the interpellation of the recipient. We also urge the use of exclamatory phrases to express affection.

“OK, so I want to talk with you about the programme- We will travel southbound, before we arrive in the small town of Kalambaka, at the foot of the cliffs. Meteora is a geological miracle which must be actually seen to be believed! We shall visit two of the fabulous monasteries perched high upon the steep rocks. Each monastery possesses a vast richness of frescoes, icons and intricate carvings. Then we will drive back to Kalambaka to relax and have an optional lunch. Later in the afternoon, we will begin return to Thessaloniki, where we will arrive in the evening. As you will see, the two closest towns to Meteora are Kalambaka and Kastraki and these are where most people stay. The name Kalambaka comes from the Turkish word Kalembak which means beautiful fortress. And look! What a perfect place to remember! The Cathedral of the Dormition of the Virgin, a three-aisled basilica built in the time of Justinian and rebuilt in 1309 by Andronicus Paleologus is worth the visit. The town itself was destroyed by the Germans in World War Two and in our days it is pretty modern with apartment buildings and a downtown that looks like a small city.”

Another personal pronominal deictic element is „he”, „she” or „it”. Third person pronoun forms send to personal or non-personal addressees. Deictic elements of the third person pronouns can be decoded only if the communication situation is known. Third person pronouns evoke a person or an individualized object.

“The village of Kastraki in the shade of the rocks of Meteora is a popular destination for the rock climbers. They can walk out the door of their hotel and be climbing in a few minutes. It's a great place to take walks to and from. Because of the popularity of Meteora, this little town can get pretty busy in the summer.”

Place or space deixis concerns the specification of locations relative to anchorage points in the speech event. The importance of locational specifications in general can be determined from the fact that there seems to be two basic ways of referring to objects – by describing them on the one hand and by locating them on the other. Along with the demonstrative pronominal adverbs (there, here, so, then, onwards) and adverbs of place (in front, back, right, left), the transmitter will use demonstrative adjectives and pronouns to draw the attention to objects arranged in space. In opposition with these, one may notice the parts of speech that indicate the space which is far from the transmitter.

“Nearby is the Theopetra, a cave inhabited from Palaeolithic times.”

Space deixis here/there are not the only elements which outline the idea of close/far from the place where the receiver is in the moment of speech utterance . This proximity or distance can be expressed with the help of the demonstrative pronouns. The proximity of a person or of an object can be marked by the following demonstrative pronouns : this and these, while distance can be expressed through the forms : that and those.

“To get to this monastery you walk up 140 steps cut into the rock, past the church of Saint John the Baptist with its wall paintings from 1682. We will be there in twenty minutes.”

Time or temporal deixis concerns itself with the various times involved in and referred to in an utterance. This includes time adverbs like now, then, today, tomorrow, yesterday etc. Deictic temporal elements are responsible, in both languages , for the indication of the moment or period of the action designated according to an imaginary axis divided into three sections : past, present and future. Among linguistic elements participating in setting spatial and temporal framework of events, adverbs of place and time are included. This framework is marked primarily by using deictic elements : today , at this moment , here , there, etc.

“After that we'll go to Monastery of Agios Nikolaos Anapafsas which is about 30 kilometres from here. Then we will drive back to Kalambaki to relax and have an optional lunch. Then we will drive back to Kalambaka to relax and have an optional lunch. Later in the afternoon, we will begin return to Thessaloniki, where we will arrive in the evening.”

### 3. Speech acts used by tour guide in his discourse

Discourse is a form of action: every utterance is an act of language that seeks to change a situation (to allow, say, suggest, ask). Speech acts fall within specific genres of discourse that aim to cause a change on the addressees. Guide discourse refers to forms of action marked by acts of language such as: invite, suggest, advise to do something, to dissuade them from making (Maingueneau, 2005), acts intended to modify or act on visitor behavior. For this, the professional in question must be based on speech acts characteristic of his work. These acts of language are but only the image of the guide's choices, that is he must select from an existing range those acts corresponding to the preset communicative intentions and use them in the various linguistic situations.

Boyer & Viallon state that: "we are at the same time and in varying degrees, both transmitters and receivers» (Boyer, M. & Viallon, Ph., 1994, pg.87.). The alternating roles in tourist communication is inevitable, so communicative competence and the referential one of tour guide and tourists are key elements in discourse development, knowing that each participant in communication fulfills these tasks alternatively, starting from the knowledge they have about the visited places. Given this, the travel guide will succeed in communication if he/she knows how to adapt their skills and will respect the beliefs and representations of the public or (tourists) on cultural referent. (Dufiet, Jean-Paul 2015). During a sightseeing tourists face natives' realities of the visited country, among these natives, being the tour guide too. Tourist attitude will lay the foundations for the proximity or remoteness of these natives and the result of this contact will strengthen or delete both sides' representations (tourists' preconceptions and expectations). Native population's attempt to provide tourists a better look about their country consists of the speech used by the guide in front of the tourists in all stages of the settled schedule.

In the GV, guide's discourse mediates the link between tourists and cultural referent (tourist destination). According to Gellereau, VG is a "linguistic mediation" (Gellereau, Michèle, 2005, pp.30-31), a communication professional activity. Through his/her discourse, the tour guide establishes a link of meaning between tourists and cultural referent. It is precisely the existence of the reviewer that explains the presence of tourists and the fact that guide discourse is not free but an oriented one in accordance with the discursive properties as they are described by Maingueneau. (Maingueneau, D., 2005). GV is a communication situation with a basic structure, namely: an expert guide, tourists and a common element both for the guide and the tourists – the visit objective (cultural referent). (Dufiet, Jean-Paul, 2012). Therefore, the guide is expected to have a professional discourse. Like other social production, GV is a communication situation with a defined schema (opening, transition / mediation and conclusion) in which each party has particular discursive features and functions.

#### a. GV opening

Sequences illustrating speech acts are: greeting; guide's self introduction; welcoming greetings; itinerary description; presentation of the place of departure; thanks and congratulations for their participation in GV.

This introductory part is the moment when the guide takes the floor, when everything starts with salutation with the usual politeness formulas like 'good morning' and the introduction ones "My name is .." This opening serves to create a climate of trust and relaxation. . ". I am pleased to welcome you to ....." In fact, in the opening, the guide facing the tourists symbolizes a "mutual acclimatization" (id.). This part, in terms of structure, contains the start and end markers such as: now, today, here, finally, after) and can be more important than the end as long as it determines the smooth-running of GV.

“Good morning ladies and gentlemen! My name is George Terezakis and I will be your guide for today. I am here to make your trip as pleasant as possible and give you some information about some of the rich cultural and natural heritage of my country, namely The Meteora monasteries.”

## **b. Transition / mediation**

This stage is the most important one for GV and relies on the tour guide's knowledge and skills (communicative and professional). Speech acts present at this stage are: presentation of the place of departure; describing an existing place in the past; describing a past situation (in the past); the story of an event that took place; the story of a recent event; explanation of a name; explanation of a historical situation; details of the itinerary; providing information on questions and comments made by tourists .

“OK, so before we start the trip I want to talk with you about the programme- We will travel southbound, before we arrive in the small town of Kalambaka, at the foot of the cliffs. Meteora is a geological miracle which must be actually seen to be believed! We shall visit two of the fabulous monasteries perched high upon the steep rocks. Each monastery possesses a vast richness of frescoes, icons and intricate carvings. First we're going to visit Agia Triada or Holy Trinity which was founded by the monk Dometius in the 15th century and was the monastery used for the James Bond film *For Your Eyes Only*. It is decorated with wall paintings from the 18th century by the brothers Antonios and Nikolaos. To get to this monastery you walk up 140 steps cut into the rock, past the church of Saint John the Baptist with its wall paintings from 1682. We will be there in twenty minutes. Then we'll visit Varlaam Monastery which was founded in 1517. It houses an important collection of relics, intricately carved wooden crosses, icons. After that we'll go to Monastery of Agios Nikolaos Anapafsas which is about 30 kilometres from here. We will have lunch in Kalambaki. Then we will drive back to Kalambaki to relax and have an optional lunch. After lunch we'll go to a farm-raised trout and grill house which is rather rare to see. You can take a small bus to Kastraki which is a popular destination for the rock climbers. We can go shopping at the shops here if you like to do so. If you don't, we can come back to Kalambaki earlier. Later in the afternoon, we will begin return to Thessaloniki, where we will arrive in the evening.”

## **c. GV conclusion**

This part is characterized by a supple composition, with an open content, while structurally it comprises start and end markers like the opening. Now it is the time of thanks and compliments with an emphasis on the separation between guide and tourists. In this case speech acts are: providing indications; ending a description; recap route; announcing the termination of the visit; thanks and goodbye taking.

“The trip is expected to take one day, so we'll be back here by evening. Please stay with me, until I tell you to wander around yourselves. I hope that you have an enjoyable trip, and please feel free to ask me any questions. I will do my best to answer them. Thank you for your attention. That's all of the program for today.”

## **4. Conclusions**

GV is a situation of communication involving some degree of prior planning, but each time the discourse is unique and presents a series of improvisations that can not be neglected, being tied to the context of updating this kind of professional discourse.

Even if tourists participate in building the relationship with the guide, we have to emphasize that each guide uses different strategies to strengthen the peaceful nature of the meeting to elicit empathy and turn the experience into a source of joy. The choice of deictic forms shows us how the tour guide uses personal pronouns, adverbs and adverbial phrases to mark both his/her and tourists' involvement in discourse. He needs to develop a professional discourse that adapts to the proper context of a GV.

During a guided visit (GV), tourists decode speech acts of the tour guide (who describes, explains, gives advice, proposes, etc) that are received in turn by tourists and are selected based on additional conditions (auditory and visual). In a word, the referential and communicative competence of the guide and tourists constitute key factors of speech, the transmitter - tour guide for elaboration of the discourse and the receiver-tourists to interpret them knowing that these tasks are performed in alternation.

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