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

Francisca Suau Jiménez
Virginia González García
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/Engagement (Smith 2003, Hyland 2008)
- Ant.Conc 3.2.1 Concordance program
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...

- Born from the Internet
- New platform for tourism business operations
- Individual search for destinations and/or hospitality
- Essential information for the tourism industry
Reports on...dialogic voices (stance and engagement)

Writer’s STANCE

Reader’s ENGAGEMENT

Wreader’s
(Koskensalo 2012)

STANCE/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 wreaders position themselves in the discourse

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

and the “interpersonal function” (Halliday 1985)
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

To advise

To evaluate

Based on solidarity, not business driven

One interactant starts conversation al thread

Others answer and provide information
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]

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- **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?”
RESULTS FOR STANCE MARKERS (6.049)

<table>
<thead>
<tr>
<th>Hedges/</th>
<th>Boosters/</th>
<th>Attitude markers/</th>
<th>Self-mention/</th>
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<tbody>
<tr>
<td>1.555</td>
<td>164</td>
<td>27</td>
<td>4.303</td>
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<td>25.7%</td>
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<td>71.1%</td>
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</table>
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
### RESULTS FOR ENGAGEMENT MARKERS (4.200)

<table>
<thead>
<tr>
<th>Reader pronouns/</th>
<th>Directives /</th>
<th>Questions/</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.310</td>
<td>685</td>
<td>205</td>
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<tr>
<td>81%</td>
<td>16.3%</td>
<td>4.9%</td>
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</tbody>
</table>

**Total markers:** 10,249
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 matine 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]

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- **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?».
### RESULTS FOR STANCE MARKERS (8.882)

<table>
<thead>
<tr>
<th>Mitigadores/ Hedges</th>
<th>Realzadores/ Boosters</th>
<th>Marcadores de actitud/ Attitude markers</th>
<th>Automención/ Self mention</th>
</tr>
</thead>
<tbody>
<tr>
<td>834</td>
<td>1.786</td>
<td>544</td>
<td>5.718</td>
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<tr>
<td>9.1%</td>
<td>9.4%</td>
<td>6.1%</td>
<td>64.4%</td>
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</table>

Total markers: 11.830
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  
<table>
<thead>
<tr>
<th></th>
<th>• Fiabilidad/Liability</th>
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</thead>
</table>
| 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  |
RESULTADOS PARA MARCADORES DE VOZ DEL LECTOR/STANCE MARKERS (2.948)

<table>
<thead>
<tr>
<th>Pronombres del lector/Reader’s pronouns</th>
<th>Directivos/ Directives</th>
<th>Preguntas/ Questions</th>
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<tbody>
<tr>
<td>2.425</td>
<td>297</td>
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Total markers: 11.830
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

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**VOZ DEL AUTOR**

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Resultados para marcadores de VOZ DEL LECTOR

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</table>
Mayor equilibrio entre ambas voces/Balance between both voices

Predominio de mitigadores frente al español/More hedges than Spanish

Mayor presencia de la voz del autor/Stance voice predominates

Predominio de automención y realzadores/SeLF mention and boosters
CONCLUSIONES GENERALES/GENERAL CONCLUSIONS

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

<table>
<thead>
<tr>
<th>Pregunta inicial/Initial question</th>
<th>Intercambio de roles entre autor y lector (wreaders)/Role exchange between writer and reader</th>
<th>Presencia explícita del autor como/Explicit presence of wreader as - Evaluador/Evaluator - Consejero/Advisor - Fuente fidedigna/Liable referent</th>
<th>Atención y apelación directa al lector/ Reader’s direct addressing and attention (mención explícita del destinatario/explicit mention to the addressee)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final abierto/Lack of closing strategy</td>
<td>(secuencia discursiva/discursive sequence)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Thanks for your attention!!!
¡¡Gracias por vuestra atención!!

Francisca Suau Jiménez
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