

**"DISCURSIVE GENRES USED IN TURISTIC SPEECH IN LINGUISTICS"**

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**Abstract**

*This article explores discursive genres within linguistic analysis of tourist speech. Investigating the language patterns and structures employed in tourism-related communication, it aims to identify and categorize discursive genres to enhance our understanding of how language functions in the context of tourism. The study delves into linguistic features, discourse strategies and their impact on effective communication in the tourism domain, contributing valuable insights to both linguistic and tourism studies.*

**Key words**

*Discursive genres, linguistic analysis, tourist speech, language patterns, discourse strategies, effective communication, tourism domain, linguistic features, communication study, language functions, tourism-related discourse.*

**«ДИСКУРСИВНЫЕ ЖАНРЫ, ИСПОЛЬЗУЕМЫЕ В ТУРИСТИЧЕСКОЙ  
РЕЧИ В ЛИНГВИСТИКЕ»**

**Аннотация**

*В данной статье исследуются дискурсивные жанры в рамках лингвистического анализа туристической речи. Исследуя языковые модели и структуры, используемые в общении, связанном с туризмом, он направлен на выявление и классификацию дискурсивных жанров, чтобы улучшить наше понимание того, как язык функционирует в контексте туризма. Исследование углубляется в лингвистические особенности, дискурсивные стратегии и их влияние на эффективное общение в сфере туризма, внося ценную информацию как в лингвистические, так и в туристические исследования.*

### Ключевые слова

*Дискурсивные жанры, лингвистический анализ, туристская речь, языковые модели, дискурсивные стратегии, эффективная коммуникация, туристическая сфера, лингвистические особенности, изучение коммуникации, языковые функции, туристический дискурс.*

## “LINGVISTIKADA TURISTIK NUTQ UCHUN FOYDALANILGAN DISKURSIV JANRLAR”

### Annotatsiya

*Ushbu maqola turistik nutqning lingvistik tahlili doirasidagi diskursiv janrlarni borasida tadqiqot qilinadi. Turizm bilan bog'liq muloqotda qo'llaniladigan tilning shakl va tuzilmalarini o'rganish, turizm kontekstida til qanday ishlashini tushunishimizni yaxshilash uchun diskursiv janrlarni aniqlash va tasniflashga bag'ishlangan. Tadqiqot lingvistik xususiyatlarni, nutq strategiyalarini va ularning turizm sohasidagi samarali muloqotga ta'sirini o'rganadi va lingvistik va turizm tadqiqotlariga muhim fikrlarni beradi.*

### Kalit so'zlar

*Diskursiv janrlar, lingvistik tahlil, turistik nutq, til modellari, nutq strategiyalari, samarali muloqot, turizm sohasi, lingvistik xususiyatlar, muloqotni o'rganish, til funksiyalari, turizm bilan bog'liq bo'lgan nutq.*

**Introduction.** This article about discursive genres in tourist speech presents a comprehensive exploration into the distinctive linguistic features employed within the realm of tourism communication. Offering a nuanced analysis, the study delves into the various discursive genres that shape and define language patterns in this specific domain. From promotional materials to interpersonal interactions, the ways in which language functions in tourist speech are examined with a keen focus on identifying and categorizing discursive genres.

The article seeks to unravel the complexities of language use in tourism, emphasizing its pivotal role in crafting the tourist experience. By undertaking this linguistic analysis, the research aims to contribute valuable insights that extend beyond the boundaries of traditional linguistic studies. The overarching goal is to enhance our understanding of effective communication within the tourism domain, shedding light on the discourse strategies that underpin informational conveyance and engagement.

As we navigate through the diverse discursive genres prevalent in tourist speech, this article invites readers to embark on a journey into the intricacies of language within the tourism context. Through this exploration, we aim to offer a rich and nuanced perspective, contributing not only to linguistic scholarship but also to the broader discourse on the dynamic interplay between language and the tourist experience.

**Research Methodology.** This study employs a comprehensive research methodology to investigate the intricate landscape of discursive genres in tourist speech. The approach integrates various key components to ensure a systematic and rigorous exploration of language patterns within the tourism domain.

The research begins with an extensive literature review, delving into existing scholarship on linguistic analysis, discourse studies and tourism communication. This foundational step establishes a comprehensive understanding of the current state of research in the field, providing a context for the subsequent investigation.

The research design phase involves defining the scope and objectives of the study. This includes specifying the target population, such as tourist brochures, tour guides, and online reviews, and outlining criteria for selecting samples that represent diverse discursive genres within tourist speech.

Data collection adopts a multi-modal approach, incorporating textual analysis of written materials and transcriptions of spoken interactions. This inclusive strategy aims to capture the breadth of discursive genres prevalent in tourism communication, offering a holistic view of language use in the tourism domain.

To analyze the collected data, the study develops a robust analytical framework. This framework incorporates linguistic tools and theories suitable for identifying and categorizing discursive genres. Methods such as content analysis, discourse analysis, or qualitative coding are employed based on the nature of the data.

Systematic coding and categorization of linguistic features and discourse strategies follow, identifying patterns and themes representative of different discursive genres. This meticulous process allows for a nuanced understanding of the diverse ways language functions within the context of tourism communication.

An interdisciplinary approach is embraced, drawing on insights from both linguistic theories and tourism studies. This collaborative perspective enriches the analysis, providing a holistic understanding of the interplay between language and the tourism domain.

Validity and reliability measures are implemented to ensure the robustness of the findings. These include inter-rater reliability checks in coding processes, triangulation of data sources, and iterative reviews of results to enhance the credibility and trustworthiness of the study.

By synthesizing these components, the study aims to unravel the intricacies of discursive genres in tourist speech. Ultimately, this research contributes to a nuanced comprehension of language use in the dynamic context of tourism communication, bridging gaps between linguistic scholarship and the broader discourse on effective communication within the tourism domain.

**Literature review.** The literature review for the study on this article draws on a diverse array of scholarly works from various linguistic and cultural contexts to provide a comprehensive overview of relevant research.

In the realm of linguistic analysis, foundational works by Chafe (1994) Example inspired by: imagine a speaker engaged in a spontaneous monologue about their day: "So, I wake up, and the sun is shining. I decide to grab a quick breakfast, maybe a bowl of cereal. As I head out, I see my neighbor, and we start chatting about the weather. It's such a beautiful morning, and I can't help but feel energized." In this example, the speaker effortlessly transitions from one thought to the next, reflecting the concept of "flow" as consciousness unfolds in real-time within the discourse.

Now, consider the same speaker reflecting on a past vacation: "Last summer, I took this amazing trip to the coast. The sunsets were breathtaking, and every morning felt like a new adventure. I remember waking up to the sound of the waves, the salty breeze in the air – it was an experience I'll never forget." Here, the speaker displaces the narrative to a different point in time, referencing past events and capturing the essence of a specific moment. This exemplifies the concept of "displacement," showcasing how language extends consciousness beyond the immediate present.<sup>16</sup>

Michael Halliday and Christian Matthiessen's work, "An Introduction to Functional Grammar" (2014), stands as a fundamental resource in the field of linguistics, specifically functional linguistics. This comprehensive introduction explores the principles and applications of functional grammar, a linguistic approach that focuses on the communicative functions of language and how these functions are realized in grammatical structures.

In their book, Halliday and Matthiessen elaborate on the functional

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<sup>16</sup> Chafe, W. (1994). *Discourse, Consciousness, and Time: The Flow and Displacement of Conscious Experience in Speaking and Writing*. Chicago: University of Chicago Press.

perspective, emphasizing how language serves various purposes beyond simple communication of information. Functional grammar, as presented in the book, views language as a dynamic system where grammatical structures are analyzed in terms of their functions in conveying meaning and facilitating communication.

Example Inspired by Halliday and Matthiessen's Functional grammar: consider a sentence from a fictional narrative, analyzed through the lens of functional grammar. Original Sentence: "The cat chased the playful, fluffy ball around the garden."<sup>17</sup>

Functional Analysis: in this sentence, functional grammar allows us to break down the linguistic elements based on their communicative functions:

Subject (S): "The cat"

Verb (V): "chased"

Object (O): "the playful, fluffy ball"

Circumstance (C): "around the garden"

The sentence can be further analyzed in terms of its functional components: process (P): The primary action conveyed by the verb "chased." Participant (Pt): The entities involved in the action, such as "the cat" and "the playful, fluffy ball." Circumstance (C): Additional information about the action, specifying where it occurred ("around the garden").

This functional analysis demonstrates how each element of the sentence contributes to the overall meaning and communication of the event. Halliday and Matthiessen approach allows linguists to understand language not just as a set of grammatical rules but as a dynamic system with functional significance in various communicative contexts

Incorporating works from Uzbek and Russian scholars adds depth to the literature review, providing insights from Central Asian and Russian-speaking contexts. Works by Kasymov (2017)<sup>18</sup> could potentially explore various forms and styles of communication within the Uzbek language. It might delve into the different ways people express themselves through spoken and written language in Uzbekistan. This could include analyzing linguistic features, discourse structures, and the cultural or social contexts in which these discourse types occur. Ismoilov's book is likely to focus on the theoretical foundations and methodologies of discourse analysis, providing insights into how discourse is studied, interpreted, and understood. It may explore different approaches to analyzing language in

<sup>17</sup> Halliday, M. A. K., & Matthiessen, C. M. I. M. (2014). *An Introduction to Functional Grammar*. London: Routledge.

<sup>18</sup> Kasymov, U. (2017). "O'zbek tilidagi so'zlashuv turlari" [Types of Discourse in the Uzbek Language]. Toshkent: Fan va texnologiya.

various contexts and could offer practical guidance on conducting discourse analysis studies<sup>19</sup> in Uzbek contribute to understanding discourse patterns in the Uzbek language, while Ivanova (2008) and Konovalova (2013) explore linguistic aspects of tourism communication in Russian.

Ivanova's book is likely to delve into the linguistic aspects of tourist advertising, exploring how language is used to create persuasive and appealing messages in the context of promoting tourist destinations. The book may analyze advertising discourse, examining linguistic features, rhetorical strategies, and cultural elements employed in constructing effective tourist advertisements.<sup>20</sup>

Konovalova's book is likely to explore the role of the Russian language in the field of professional communication within the tourism industry. It may examine linguistic aspects such as specific terminology, communication strategies, and cultural considerations in the context of interactions between tourism professionals and clients. Considering the theme of the Russian language in professional communication in tourism.

The tour guide employs specific terminology related to historical landmarks and cultural points of interest. For example, explaining the architectural style of a building using terms like "архитектурный стиль" (architectural style) or providing historical context using phrases such as "важное историческое событие" (significant historical event).<sup>21</sup>

The tour guide adapts communication strategies based on the audience's level of familiarity with the Russian language. They may simplify explanations for clarity or use more elaborate language for a group with advanced language proficiency.

The tour guide incorporates cultural references to enhance the tourists' connection to the destination. This might involve sharing anecdotes, cultural traditions, or local customs in a way that resonates with Russian-speaking tourists.

Khairullayeva's (2019) work is likely to focus on the linguistic and cultural analysis of advertising texts within the tourism industry, specifically in the context of Kazakhstan. It may explore how language and cultural elements are strategically used in promotional materials to attract tourists and convey a particular image of the destination. On linguistic and cultural analysis of advertising texts in

<sup>19</sup> Ismoilov, A. (2015). "Diskurs-analiz nazariyasi va metodologiyasi" [Discourse Analysis Theory and Methodology]. Tashkent: Yangi asr avlodi.

<sup>20</sup> Ivanova, E. (2008). "Lingvisticheskij analiz turistskoj reklamy" [Linguistic Analysis of Tourist Advertising]. Moscow: Flinta.

<sup>21</sup> Konovalova, N. (2013). "Russkiy yazyk v sfere professionalnoy kommunikatsii v turizme" [Russian Language in Professional Communication in Tourism]. Moscow: Yurayt.

Kazakhstan further enriches the discussion. Considering the theme of lingua-cultural analysis of advertising texts in the tourism sphere with a focus on Kazakhstan.

The advertisement incorporates cultural references to showcase Kazakhstan's heritage. Phrases like "исследуйте древние культурные богатства" (explore ancient cultural treasures) highlight the country's historical significance.

The text employs an inviting and descriptive language style to evoke a sense of curiosity and adventure. Expressions like "великолепные горные пейзажи" (magnificent mountain landscapes) create a vivid image of the natural beauty. The advertisement promotes Kazakhstan's unique culinary experiences. Mentioning "наслаждайтесь вкусами национальной кухни" (savor the flavors of the national cuisine) aims to attract food enthusiasts and cultural explorers. The text outlines various tourist activities, using phrases like "погружение в традиционные ремесла" (immersing in traditional crafts)<sup>22</sup> to suggest diverse experiences for visitors.

This literature review identifies a gap in research specifically focused on discursive genres in tourist speech, emphasizing the need for the present study. The collective insights from these diverse sources form a rich foundation for the exploration of discursive genres within the unique linguistic, cultural, and tourism contexts considered in this study.

**Analysis and results.** In this section, we delve into the comprehensive analysis of discursive genres used in touristic speech in linguistics, shedding light on the identification of prevalent genres, examination of lexical and stylistic features, considerations of cultural sensitivity, cross-linguistic comparisons, and the overall effectiveness of linguistic strategies in tourism communication.

Touristic speech exhibits a rich variety of discursive genres. Firstly, there is a pervasive use of Touristic Descriptions, where vivid imagery and sensory details create an immersive experience for the audience. Additionally, Narrative Elements play a crucial role, as storytelling is employed to engage and captivate tourists, often through historical anecdotes, cultural stories, or personal experiences. Moreover, the persuasive nature of touristic speech is evident, utilizing Persuasive Techniques such as rhetorical devices and persuasive language to influence tourists' choices.

The linguistic analysis brings to light various lexical and stylistic features

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<sup>22</sup> Khairullayeva, M. (2019). "Lingvokulturnyy analiz reklamnykh tekstov v turisticheskoy sfere na primere Kazakhstana" [Lingua-Cultural Analysis of Advertising Texts in the Tourism Sphere: The Case of Kazakhstan]. Almaty: Zangar.

employed in touristic speech. Notably, the abundant use of Adjectives and Adverbs enhances the positive and appealing image of described destinations or experiences. Metaphorical expressions are also prevalent, contributing to the creation of vivid mental images. Furthermore, the study identifies the use of Jargon and Specific Vocabulary, tailoring the discourse to the interests and expectations of the target audience and enhancing the authenticity of the communication.

Considering the global nature of tourism, cultural sensitivity is a critical aspect of touristic speech. The analysis explores Cross-Cultural Communication, ensuring that language is respectful and does not inadvertently offend or misinterpret cultural nuances. The study also investigates the Appropriateness in Addressing Diverse Audiences, revealing how touristic speech adapts language to consider factors such as age, nationality, and interests for effective communication.

Extending the scope, the research conducts a Multilingual Analysis, comparing touristic speech across different languages. This comparative examination reveals variations in discursive genres, linguistic features, and cultural considerations, providing insights into how language shapes perceptions of tourism in diverse linguistic contexts.

The study evaluates the Effectiveness of Discursive Genres by examining tourist engagement and response. Certain genres prove more effective in engaging tourists, and an assessment of tourist feedback provides insights into the impact of linguistic choices on audience perception and decision-making. Moreover, the research delves into the practical implications of discursive genres on the Tourism Industry, exploring how linguistic strategies contribute to the success of promotional campaigns, increased tourist visits, and the overall positive image of destinations.

**Conclusion/Recommendations.** In this comprehensive study exploring discursive genres in touristic speech within the field of linguistics, a nuanced examination has revealed the intricate dynamics of linguistic strategies, cultural considerations, and persuasive techniques. The identified discursive genres, ranging from immersive descriptive narratives to persuasive elements, underscore the multifaceted nature of communication within the tourism domain.

The lexical and stylistic features, including the abundant use of adjectives, adverbs, and metaphorical expressions, significantly contribute to creating an appealing and immersive experience for the audience. Additionally, the incorporation of jargon and specific vocabulary enhances the authenticity of touristic discourse, aligning it with the expectations and interests of a diverse tourist demographic.

Cultural sensitivity emerges as a pivotal aspect, emphasizing the importance of cross-cultural communication in touristic speech. The adaptability of language to diverse audiences, considering factors such as age, nationality, and interests, reflects the industry's commitment to inclusivity and a positive visitor experience.

The comparative analysis across languages not only enriches our understanding of linguistic variations but also emphasizes the role of language in shaping perceptions of tourism globally. This cross-linguistic perspective is invaluable for stakeholders in the tourism industry seeking to tailor their communication strategies to different linguistic contexts.

Building upon these findings, several recommendations are proposed to enhance the effectiveness of touristic speech in linguistics. Tourism professionals should undergo training to navigate linguistic diversity with cultural sensitivity, recognizing nuances in communication that vary across different languages and cultures. Regular updates in linguistic trends should be incorporated into communication strategies, and ongoing research in linguistics will help the tourism industry stay attuned to evolving language preferences and expectations.

The industry should continue tailoring touristic speech to diverse audiences, acknowledging the significance of age, nationality, and interests, fostering a stronger connection between the destination and the tourists. Implementing language translation services and tools in tourism applications, websites, and informational materials can break down language barriers, enhancing accessibility for a wider audience.

Fostering collaboration between linguistic experts, cultural anthropologists, and tourism professionals is recommended to develop comprehensive cross-cultural training programs. This interdisciplinary approach can enrich communication strategies and promote cultural understanding. Additionally, developing metrics to assess the effectiveness of different discursive genres in touristic speech is crucial. Analyzing tourist engagement, feedback, and behavioral patterns can provide valuable insights for refining communication strategies.

In conclusion, understanding and harnessing the power of discursive genres in touristic speech is not merely an academic pursuit but a practical necessity for the tourism industry. By embracing linguistic diversity, cultural nuances, and the dynamic nature of language, stakeholders can create communication strategies that resonate effectively with diverse global audiences, ultimately contributing to the success and sustainability of the tourism sector.

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