

# A Corpus-based Stylistic Analysis of English Tourism in the Republic of Tatarstan<sup>1</sup>

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## Abstract

Tourism English belongs to the English for Specific Purpose (ESP) and it has its own stylistic features. This paper aims at analyzing the stylistic features of tourism English. Firstly, a large amount of authentic materials is collected from official tourism websites of Britain and the U.S., and then a corpus named Tourism English Corpus (TEC) is compiled. Freiburg-LOB Corpus of British English (FLOB) is used as the reference corpus to make comparisons. The study analyses the Tourism English in the Republic of Tatarstan analyzes and the range of tourist services offered by local travel agencies. As an extension of their assortment, they offer the project of the tourist and excursion route “Kazan literary and memoir”. The work used various methods of scientific research. Among them is the historical-systemic method, which allowed to reconstruct the Kazan history of the following period: from the 80-ies of the XIXth century to the 20-30-ies of the XXth century, the hermeneutical method, with which it became possible to study and understand the meaning of literary works and texts of memoir content. All these contribute to the distinctive features of tourism English. It is hoped that the research could enrich the study of tourism English and promote the translation and learning of tourism English.

**Keywords:** Corpus-Based Study; Tourism English; Stylistic Features; Republic of Tatarstan.

## 1. Introduction

As the globalization and informationization come into full play, the chances of communication have been enhanced all over the world which also has greatly promoted the international tourism exchanges. As a result, tourism English, as an important medium of international tourism communication, is widely used in tourism industry. Tourism English has its own features in that the tourism covers large amounts of information. Moreover, eastern and western countries differ in many

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aspects, such as social system, historical background and geographical environment, which determine that westerners and easterners have different intentions, modes of thinking and appreciation of beauty. So, people attach much importance to the study of tourism English. Nowadays, the study of the tourism English mainly focuses on the study of genre and its functional analysis. But few studies have been conducted from the perspective of stylistic analysis. What's more, these studies are not profound enough to provide a clear framework. Therefore, it is of great significance to conduct a stylistic analysis of tourism English. The popularization of the Internet makes tourism websites a perfect approach to gain more traveling information and attract more potential tourists. It offers a large amount of information concerning tourism. The materials to be studied in this paper are chosen from official tourism websites of Britain and the United States. At the same time, corpus has been widely employed in the study of practical problems. It has become a useful instrument for the researchers to conduct stylistic studies. Therefore, a corpus-based stylistic analysis is adopted. Generally, a corpus-based study has two functions: to provide new approaches to probe into language and to promote the theoretical thinking of language on the basis of corpus which derives from a large number of great authentic facts and statistics of language. We can observe the language patterns which we did not realize or realize little before. This paper aims to establish a Tourism English Corpus (TEC) and conducts comparisons with FLOB—a general English Corpus. By this way, features of the tourism English will be analyzed and presented clearly, scientifically and systematically so as to change the stereotype of intuitional analysis and further promote the development of the study of tourism English. The results of this study, on one hand, will contribute to the translation of tourism English, on the other hand, are helpful for students to learn tourism English and write this kind of articles. Furthermore, it will broaden the scope of stylistics analysis, especially stylistic analysis of tourism texts.

Currently, the capital of the Republic of Tatarstan is one of the most popular tourist centers in Russia. By the beginning of November 2018, Kazan was visited by three million tourists (Three millionth tourists were revealed in Kazan). And this is no coincidence, because Kazan is a city with a rich history and culture, the homeland and the place of creativity for a whole galaxy of cultural figures. In this regard, Kazan travel companies offer tourists all kinds of excursions and tours with visits to the main attractions of Kazan. Trying to satisfy the needs of city guests, tour operators often forget about local consumers of tourist services. Monitoring of sites of Kazan travel agencies indicates that most of the excursion routes include the same objects of display and most of the cultural and historical heritage of Kazan is ignored. Currently, there is only one literary tour of this type on the tourist market of Kazan - the literary tour "Literary Courtyards". It involves a three-day journey through the literary places of Kazan, Chistopol and the village of Laishevo, and also includes sightseeing tours of Kazan and its Kremlin. Similar options are not enough today.

Meanwhile, more and more Kazan citizens are interested in the history of the city. They are interested in the buildings surrounding them, ancient buildings that have witnessed various historical eras and events. In this regard, nowadays it becomes popular among the townspeople to visit weekly public excursions organized by the NPO “Old Kazan for All Time”.

Although style is a familiar word to us and used frequently in literary criticism and other fields, it is challenging to offer a precise definition. Crystal and Davy (1969) define that style has four aspects of meanings when investigating English style. Firstly, it may refer to some or all of the language habits (i.e. speech and writing habits) of one person. Secondly, style may refer to some or all of the language habits shared by a group of people at one time, over a period of time. Thirdly, the word “style” is given a more restricted meaning when it is used in an evaluative sense, referring to the effectiveness of a mode of expression. The last aspect of style, which is the widespread use of “style”, refers to literary language. Different situations tend to generate different varieties of a language which, in turn, show different linguistic features, so style can be seen as the various characteristic uses of language that a person or a group of persons make in various social contexts (Xu, 1992). Stylistics is the study of varieties of language whose properties position that language in context, and tries to establish principles capable of accounting for the particular choices made by individuals and social groups in their use of language. According to the Longman Dictionary of Language Teaching and Applied Linguistics (Richard, 2005), stylistics is a branch of linguistics which studies the characteristics of situational-distinctive use of language, with particular reference to literary language. Xu (1992) puts forward the concept that stylistics is a discipline that studies the sum of stylistic features of the different varieties of language. Hu (2001) maintains that stylistics is the branch of linguistics that studies language style. It explains the relationship between the text and its context. Wright and Hope (2000) states that that stylistics studies the use of language in specific contexts and attempts to account for the characteristics that mark the language use of individuals and social group. As mentioned above, the definitions of stylistics are all associated with style and context. Different contexts lead to different styles of writings, which become the various forms of stylistics.

Stylistic analysis, “the study of patterns formed in the process of the linguistic encoding of information, is of importance to any major research focusing upon or dependent upon the production or analysis of language” (Sedelow, 1966). According to Wang (1980), English stylistic analysis describes and investigates the language characteristics of each English style, and emphasizes that each style has its own typical ways of expression, which demand the choices of language to be equal to its purposes. Reinhard (1995) holds the view that stylistic analysis on linguistics refers to the identification of patterns of usage in speech and writing. In other words, stylistic analysis is to analyze the use of language with the purpose of identifying

some linguistic features, ranging from the general mass of linguistic feature to those which are restricted to some social contexts. Crystal and Davy (1969) say that stylistics analysis can be done in the lexical, grammatical, syntactic and semantic criteria. Generally, stylistic analysis consists of qualitative analysis and quantitative analysis. Most of the previous researches apply the qualitative analysis, but it fades its color since 1960s when computational analysis came into being. Being statistic-based, immediate and practical, the corpus approach is often used to explore the subject of the quantitative stylistic analysis.

#### 4. Results

In accordance with the theme of the tour, the following display objects are included in the "Kazan Literary and Memoir" route:

1. Mosque "Nurulla" (Sennaya) Moscovskaya str., 74/15)
2. The building of the hotel "Bulgar" (Tatarstan str., 14/59)
3. Former apartment building "Marusovka" (Schapova St., 11)
4. IT-park (the building of Cloth Manufactory) (Petersburgskaya str., 52)
5. Dynamo Stadium (former Panaevsky Garden) (Galaktionova St., 24)
6. Museum of A. M. Gorky and F.I. Chaliapin (Gorky St., 10)
7. The former building of KAS named after N.I. Feshin (Tolstoy St., 70/10)

Speaking about the objects of this excursion route, one should emphasize the principles on the basis of which the above objects are included in the route. Firstly, the objects of the show that best reflect the key events of the Kazan periods of life by M. Gorky, F.I. Chaliapin, G. Tukai and A.M. Rodchenko. In most cases, these are the places where the ups and downs of love directly unfolded that occurred with these cultural figures. Secondly, the route combines those city buildings whose descriptions are reflected in literary works or memoirs of M Gorky, F.I. Chaliapin, G. Tukai and A.M. Rodchenko. So, the description of the already mentioned object - the house number 11 on Shchapova st. - is presented in the story "My Universities" by M. Gorky. Earlier, at the turn of the XIX-XX-th centuries this building was known as "Marusovka". The name "Marusovka" comes from the part of the city where the apartment buildings were located, belonging to the merchant Luppa Spiridonovich Marusov. In one of the Marusovka's shelters, M. Gorky rented a room with his friend Guriy Pletnev. Although the future writer managed to live in "Marusovka" for only a few months, the memories of that unfortunate place were engraved in his memory forever.

It should be noted that the territorial location of excursion objects provides an opportunity for the implementation of the tourist and excursion route "Kazan

literary and memoir” both in the format of a walking tour and in the form of a bicycle excursion. The duration of the walk is 2 hours. The bike ride is designed for 1.5 hours. There is an age limit for cycling. Minimum age of the excursionist is 18 years.

## 5. Conclusion and Recommendations

According to Ding (2008), tourism English is rigorous in word choice and deliberately chooses a large number of keywords. The characteristics of tourism English are concluded as below after comprehensive analysis of the key word list. TEC has a higher percentage of adjectives, such as beautiful, spectacular, famous, grand, great, popular, natural etc. These adjectives are descriptive and agreeable, possessing commendatory meaning with positive emotion instead of derogatory meaning with negative emotion. Obviously, tourist text aims not only to highlight the distinguishing features of attractions but also to arouse the aesthetic interest of tourists. (Namaziandost, Sabzevari, & Hashemifardnia, 2018). The colorful, vivid and fascinating introductions and descriptions tend to impress and attract more potential tourists to visit. Moreover, large amounts of adjectives could give special emphasis to the positive and enthusiasm emotion, especially the general superlative adjectives which convey strong positive emotions, such as the words largest and other adjectives with the aid of the adverb of most. Secondly, there are many proper nouns in TEC with high keyness, such as Roman, Manhattan, California, etc. (Namaziandost, Neisi, Kheryadi, & Nasri, 2019). It suggests that proper nouns contribute to the features of Tourism English. Usually, when a famous place is introduced, the name of attractions, its location and history, famous people who were born there, and its beauty and magnificence would appear greatly. Therefore, a great number of proper nouns can often be seen in the tourism English, ranging from history and geography to art, architecture and religion. The keyness of proper nouns is determined by the nature of cross-disciplinary and cross-culture of tourism text. Thirdly, scenic nouns in TEC cover a higher percentage with strong keyness, such as lake, river, mountain, island, museum, bridge, beach, etc. All these words are the targets of description that frequently occur in tourism text. Fourthly, it is worth mentioning that there are more nouns of direction, like north, south and west, in TEC than in FLOB & FLOWN. It is not hard to figure out the reason for their keyness. These words function as a guide to introduce the exact location of the attractions to tourists. For example, In the sentence “The third stage of Stonehenge, about 2000 BC, saw the arrival of the Sarsen Stones, which were almost certainly brought from the Marlborough Downs near Avebury, in north Wiltshire, about 25 miles north of Stonehenge.”, it has two norths which gives a good illustration for the purpose of nouns of direction. Besides, the unit of measurement, such as miles and acres, is the important keyword too. It gives assistance to the description of location and direction. Last but not the least, among the top keywords in TEC are two verbs -visit and enjoy. The employment of these two words is in accordance with the intention of tourism

English that is to arouse more and more tourists to come to visit and enjoy the beauty of nature. Such concentrated use of visit and enjoy has composed the outstanding features of TEC.

Summarizing the abovementioned, we can conclude that at present the tourism industry in Tatarstan is on the rise, and Kazan takes 4th place in the ranking of the best tourist destinations in Russia (10 best tourist destinations – Russia. Internet-portal TripAdvisor). You can find a lot of tours and excursions in Kazan on the sites of local travel agencies. The city itself, at first glance, does not experience problems with the range of tourist services. However, the development of tours and excursions focused solely on tourists coming to Kazan for the first time, and the inclusion of the same objects of display in excursion routes, does not contribute to the popularization in the tourist environment of the lesser-known, but no fewer interesting sights of the city of Kazan. Thus, Kazan, as a tourist center, the capital of the Republic of Tatarstan, runs the risk of ceasing to be interesting for those tourists who would not mind visiting this city the second time. Finally, the availability of excursions and tours with a uniform selection of objects does not satisfy the tourist interest of citizens who would like to see previously unknown city sights and study the history of their city in detail. “Literary tourists, as the consumers of literary tourism product prefer various local experiences over big global projects” (Bidaki & Hosseini, 2014).

It is apparent that the average sentence length of TEC is shorter than that of FLOB. That is to say, the sentences used in English tourism text are short containing simple structures. As mentioned in former parts, FLOB is the reaction of all affairs of life, which covers many categories such as news, fictions, technology, entertainment, etc. To a certain extent, FLOB is the best illustration of life. Therefore, the sentences in FLOB are a little longer. In contrast, tourism English is required to provide potential tourists with abundant and readable tourism information and attract them to visit. The intention to hold tourists’ attention as soon as possible results in short and concise sentences. Moreover, TEC must be readable to tourists of different classes, nationalities and with different educational background to avoid ambiguity. These are the possible reasons for lower average sentence length in TEC.

Tatar language, due to its official status, was intensively used on the government signs, although still less often than Russian. Tatar was seldom used on the monolingual signs: in most of the cases it was paired with Russian on the bilingual signs or with Russian and English on the multilingual signs. On government signs Tatar served to convey different types of information, however, on private signs Tatar was used mostly to give information about working hours. It was the only type of information on the private signs where Tatar was intensively used. In company names Tatar was used far less often than English and especially Russian, and it almost never appeared in the promotional information. Additional information such as ‘open’/‘close’ and ‘pull’/‘push’ signs, information about the security measures and

registered office address, etc. were mostly presented in Russian, although several cases of Tatar and English used in this role were also observed.

The two processes influencing the formation of the linguistic landscape in Kazan – westernization and glocalization (as discussed in Solnyshkina & Ismagilova, 2015) – were also noticed in the present study. However, glocalization seemed to play a smaller role than westernization. Only several establishments actively promoted the local culture through the Tatar language or Tatar cultural phenomena (such as tubeteika cap or Gulchatai name), whereas most of others actively used English words and expressions on their signs. And as the examples of idiosyncratic use of English showed, those English texts may often be targeted at the local population or non-English tourists (Namaziandost, Shatalebi, & Nasri, 2019). This is further supported by the limited vocabulary that comprises most of the English texts on private signs. English was no doubt the most successful foreign language in the area. As it has been noticed before, English was the only non-official and foreign language that appeared on government signs. Similarly, as in the study by Cenoz & Gorter (2006) it may be concluded that English forces its way into competition between the local and national languages. In fact, if English had been included into the street signs and memory tablets together with Russian and Tatar, as it was observed on the directory arrows, then it would have been used almost as often as Tatar. Nevertheless, being present on the quarter of the government signs speaks about the desire of the local government to add ‘international’ and ‘cosmopolitan’ flavor to the city with the help of English, as it was observed, for instance, in Wenzel (1996).

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