

# LANGUAGE AND RHETORICAL FEATURES OF THE REGIONAL DISCOURSE OF TRAVELOGUES (ON THE EXAMPLE OF THE BLOGOSPHERE OF THE REPUBLIC OF MARI EL)

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## ABSTRACT

The travel journalism creates travelogue discourse. The key concept of modern tourist discourse is the concept of “tourist destination” to be defined as a territory being attractive in all respects to a person making a trip, the point of his destination. It is also an object of journalistic reflection, captured in different formats of travelogue. The journalistic texts that make up the travelogue discourse are a tourist product distinguished by being multicomponent, which is based on a combination of various attractions and their interactions, the formation of the image that serves as a motivator / demotivator of the trip, the mental image created in the travelogue discourse. The social functions of the travelogue in the blogosphere involve: communicative (forming a circle of like-minded people); compensatory (satisfaction of a certain interest in a particular country); cultural and cognitive (transmission and receipt of certain scientific, cultural, emotional and aesthetic information); advertising (arousal of interest and desire to visit the area in the real world). In the travelogue the archetypes and the motive of space are reflected in the author’s image of the territory, created in the dynamics of a meaningful and heartfelt event. The activation of two main processes taking place in the discourse with genres is observed: 1) a qualitative transformation of the genre canon (departure from the canonical rules and the acquisition of new ones), 2) the text acquires a new nomination for the genre, in this case the nomination of “travel video essay” and “travel blog”. The concentration of individual traits in assessing and presenting the possibilities of destinations for the development of tourism in the Republic of Mari El is emphasized.

**Key words:** destination, travel video-essay, travel blog, travelogue, journalist traveler, discourse of travelogues.

## 1.INTRODUCTION

The dialogue for modern media is a peculiar format of functioning, characterized by the continuity of its flow and constant modification. The basis of the media dialogue has become a network environment in which a modern person is continuously found,

diversifying his dialogue practices, expressing himself and his attitude. However, the modern stage of media modifications has generated the phenomenon of surrogate communications, which, according to G. Pocheptsov, only impersonate the standard ones, violating all the laws of communications (Pocheptsov, 2019).

Surrogate communications are conducive to illusiveness of the dialogue, disguised by commenting, lightning fast response, remoteness. Media dialogue is the basis for the formation of modern discourse, including tourism discourse which allows for the popularization and promotion of tourism products, and at the same time territories, that is, destinations. Tourist destination is always a territory that has a certain degree of attractiveness for a tourist visiting it. It is she who becomes the object of media reflection in such an actively developing branch of journalism as travel journalism or the journalism of travels.

Travel material – travelogue – is used by journalists in different formats, interesting from this point of view remains the skill of the journalist traveler, his idiosyncrasy. The journalist traveler creates a travel discourse by organizing the space of a tourism media dialogue. The development of the blogosphere affects the formation of a new understanding of the features of language media practices.

The comprehensiveness of communication channels, their ability to make public somewhat intimate details of a person's life, the involution of user communication, according to the experts, will reorient the culture as a whole towards media centrism (Rosenberg & Saraeva, 2018), in the context of which the media plays the main role in creating a world image, and media dialogue is the basis for the formation of a new media personality in all the diversity of his characteristics: psychological, economic, media, linguistic. The experts point to the emergence of a new type of linguistic personality – information and media (Bolotnov, 2016). Among others, his characteristics are openness, publicity, multi-levelledness and mosaic structure of thinking and creating a picture of the world, and freedom of expression.

Journalist and blogger as information and media personalities are often tied up in a functional space, and the language of the blogosphere is a speech environment that affects a person's view of the world. The virtual nature of the blogosphere, its widespread use, allows for the solution of the main tasks of the media discourse, including the tasks of promoting territories through the creation of media images. Blogger and journalist are considered as linguistic personalities whose speech media practices have lexico-stylistic features. This article aims to determine the characteristics of the speech practices of journalists and bloggers in the blogosphere in the context of creating a travel discourse. The authors of this study focused on the linguistic features of the discourse of travelogues of the regional media space.

## 2.METHODS

A comprehensive analysis of the discourse of travelogues has been carried out – 200 media texts by Mari bloggers and journalists, youtubers for the period 2016-2019 presented on the YouTube channels “Diary of a Provincial Traveler” (Gleb Kartashov) and “Walking around the Republic” (Alexander Akilbayev). The composition of the speech activity of journalist-bloggers has been analyzed, namely: lexical and syntactic stylistics. The analysis of lexical stylistics was based on the identification of stylistic nuance and assessment of its composition (dialectisms, jargonisms, historicisms,

archaisms, borrowings). The syntactic stylistics was analyzed from the standpoint of the word order in a sentence, agreed attributes, homogeneous sentences.

### 3.RESULTS

In the discourse of travelogues, the concept of destination becomes important, which is defined as a combination of attractions, infrastructure and people. Emphasis in the analysis of the destination is put on its ideographic, organizational and cognitive characteristics according to the criteria proposed by A. Lew.

When identifying ideographic features, the territory appears as a combination of natural, cultural features, the organizational aspect indicates spatial and geographical features, and the cognitive one is associated with the perception of the territory and the emotions, thoughts, formed images obtained from this process (Lew et al., 2008). D. Buhalis considers tourism destination as a combination of all products, services, experience, which makes it possible to determine the impact of tourism at the regional level on ethnic processes and manage the demand and supply of tourism products.

The same place is occupied by travel journalism and its products. D. Buhalis has introduced the concept of 6A which embraces six main components of the tourist destination: 1) attractions as landmarks and areas of unique interest that intrigue the tourists (cultural and historical heritage sites), and installations specially constructed for the tourists; 2) accessibility of the territory; 3) amenities; 4) available packages; 5) activities of the consumers; 6) ancillary services (Buhalis, 2000). N. Leiper defines destination as a space of multilevel communications between a tourist and the opportunities provided to him (Leiper, 2004). V. Framke identifies two main approaches to understanding destination: business-oriented and sociocultural (Framke, 2002).

According to V. Framke, destination is always based on interests, more precisely, their combination, as well as what forms the identity of a place – services, attractions, etc. (Framke, 2003). Important are the tourism resources of destination which include a combination of climatic, cultural, historical, socio-economic objects and phenomena that can cause tourist interest. Resources must still become attractions (for example, D. McConnell defines tourist attractions as a relationship between a tourist, a landmark, and a market) (MacCannel, 1976).

The results of our survey of student youth have shown that the consumers learn about tourist destinations from social networks (47.6%), special publications (mainly online publications) (46.8%) and stories from friends, relatives, and acquaintances (39.2%), including active participation in public social networks. Therefore, we can assume that the blogosphere is one of the main sources of travelogue for young people. Journalism in blogs is a tool for promoting tourist destinations and the formation of territorial identity, including in the context of ethnicity, creating an image of the territory as a part of a media dialogue.

The notion of travelogue is distinguished by a variety of characterizations and has not received a strict interpretation so far. Travelogue can be considered as fiction, as journalism, science fiction and adventure literature, as itineraries and travel guides, modern blogs, etc. Within the framework of discourse, the study of travelogue discourse becomes especially relevant against the background of the travel boom of the second half of the 20th century.

K.S. Romanova believes that the basis of travelogue is the person's desire for travel which lies in the relationship of two cultures – nature and man. At the same time,

the scholar emphasizes that each nation has its own history of relations with nature, its own forms and character. All this is reflected in the monuments of art and culture, construction and architecture, filled with historical associations (Romanova, 2008). Traveling becomes a kind of tradition without which, according to B. Malinovsky, it is impossible to adapt a social community to a geographical environment since it takes on the character of a kind of protective layer of culture (Malinovsky, 2015).

When traveling, people perceive another culture as a value that they have mastered, which forms tolerance towards other countries and peoples living there (Rusakova & Rusakov, 2008). Travelogue, as a product of travel, contains the meanings generated by the relations of the subject and the territory he visits. Travelogues are distinguished by a variety of forms, although, according to experts, a travelogue can include a text describing the trip, both literary and journalistic (travel essay, travel sketches, travel diary, etc.) and formatted (travel magazine, life, walking, memoirs, etc.) (Luchinskaya, 2009).

The host of the regional television program "Walking Through the Republic" (Mari El State Television and Radio Broadcasting Company), Alexander Akilbaev, works primarily in the genre of travel video essay. The purpose of the journalistic presentation is a story about a small homeland as an impression of a traveling presenter. "Walking Through the Republic" is the title of the blog on YouTube video hosting ([https://www.youtube.com/channel/UCVR-M\\_6Elocxml2aanFVImQ](https://www.youtube.com/channel/UCVR-M_6Elocxml2aanFVImQ)), where the program releases are presented. The lexical and stylistic features of the text are identified:

- lexical stylistics: *the words in Mari and toponyms*: "Овдо мари", "Карман Курык", "Онар", "Корыка", "Салам!" ("Hello!"); *special vocabulary*: "Карстовые воронки", "известняк", "ракушечник"; *colloquial expressions*: "Так-то говорят...", "типа", "как бы"; *conversation vocabulary*: "Ага", "Здорово!", "Здрасьте, здрастьте"; *repetitions of words and phrases*: "Вряд ли, вряд ли", "Идем дальше, идем дальше", "Да, кстати, да, кстати", "Это подбадривает, это подбадривает", "Но нам надо идти, нам надо идти"; *diminutive word forms* (with the suffixes "чик", "чк"): "Скальные массивчики", "карстовые вороночки", "немножечко"; *epithets with the adjectives of superlative degree of comparison*: "великолепнейший вид"; *network slang*: "Небольшой лайфхак";

- syntactic stylistics: *sentences with similar parts of the sentence; interrogative sentences*: "О чем я хотел сказать?", "Как это называется?" "Ну что вам сказать?"; *homogeneous congruent attributes*.

Rhetorical speech components are *appeal to the audience*: "Пойдем вниз спускаться", "Пойдем, вместе все узнаем! Навстречу приключениям!", "Та гора тоже достойна, чтобы мы вам ее показали", "С вами мы такое пропустить не можем", which forms the spectator's feel engaged in this traveling; *humor*: "Прекрасный вид открывается моему биологическому глазу", "Огромное человеческое и телевизионное вам спасибо", "Люди тащили сюда мусор, сколько силы, энергии и целеустремленности должно быть у людей, чтобы его тут разбросать", "Кастрюля какая-то ржавая лежит... Вряд ли это оставили древние марийцы", "Главный секрет – это свежий воздух, и даже в 35 ты выглядишь как семилетний", "Пещера такая "та-дааам!"; *anaphora*: "Мы можем ночевать на берегу реки, мы можем ночевать в лесу, мы можем ночевать в интернате".

Travelogue by Gleb Kartashov "Weekend is not on the Couch" ("Diary of a Provincial Traveler") is presented on the YouTube channel

(<https://www.youtube.com/channel/UC7ZsJiSgQ4nmiuESUpYnnkg/featured>) in the format of travel sketches and life hacks, which the image of the author compiles into a travel diary. The author comments on his work this way, "I am trying to share the experience that I have gained or peered from other tourists. There is a specific playlist about tourist life hacks. The main task is to interest people in tourism. After watching, a person should mentally say: "Cool, I want it too" or "I want to and even do better than him" (Petrova, 2017). Linguistic and rhetorical characteristics of the travelogue "Weekend is not on the Couch":

- lexical stylistics: *emotive vocabulary*: "место прекрасное", "замечательный пейзаж", "огромное удовольствие"; *diminutive word forms*: "дровишки", "салатик", "кашка", "соляночка"; *polite form in everyday speech*: "кушают"; *special jargon*: "кемпинговый"; *jargons*: "косячки", "движуха", "это круто"; *toponyms*: "Кокшага", "Малый Кундыш";

- syntactic stylistics: *the abundance of introductory words and phrases*: "собственно", "как ни странно", "кстати", "конечно же", "так скажем", "как говорится"; *simple sentences; the sentences with homogeneous parts*.

Rhetoric components: *introduction*: "Привет, друзья!", *saying good-buy*: "Ставьте лайки, подписывайтесь на канал, больше путешествуйте!"; *appeal to the audience*: "друзья"; *humor*: "наш верный друг-япошка" (about a Japan car); *repetitions*: "идем четыре дня, идем четыре дня", "это круто, это круто".

The speech of both presenters is quite dynamic, the pace is fast, corresponding to the format of travelogues, the constant communication with the audience is characteristic – immediate appeal, toponyms, repetitions of words, humor, diminutive forms. Among the functional-semantic types of speech, the narrative dominates with an emphasis on the personal perception of the described. Communication is characterized by a colloquial style using simplified forms: jargons and colloquial words. The presence of signs of self-censorship, the activation of two main processes taking place in the discourse with genres are noted: 1) qualitative transformation of the genre canon (deviation from the canonical rules and the acquisition of new ones), 2) the text acquires a new genre nomination, in this case it is the nomination of travel video essay and travel blog.

#### 4.DISCUSSION

One of the effective mechanisms of converting the resources to attractions is travel journalism which forms a travel discourse from which tourists and representatives of different ethnic groups draw what meets their needs and expectations. The journalistic texts that make up the discourse of travelogues, according to the concept of D. Buhalis, can be characterized as a tourist product that is distinguished by its multi-composition, which is based on a combination of various attractions and their interactions (Buhalis, 2000).

The regional blogosphere is a virtual tourism space in which information about travels, protected areas, the animal and cultural world of other countries is created, indulging in the illusory perception of a real staying in the territory. The Republic of Mari El is the most sparsely populated in the Volga Federal District, but this territory is a continuous forest carpet, it is one of the three leaders in the conservation of natural ecosystems among 83 regions of Russia. This cannot but affect the formation of a



problematic thematic map of travelogues. The nature of the republic is the main character of bloggers.

The travelogue in the blogosphere performs several social functions: communicative (for forming a circle of like-minded people); compensatory (for satisfying a certain interest in a particular country); cultural and cognitive (for transmitting and receiving certain scientific, cultural, emotional and aesthetic information); advertising (for arousing interest and desire to visit the area in the real world). We agree with researcher O.V. Lvova, who defines travelogue as a narrative structure, based on the archetype of space and the path motive (Lvova, 2016), however, in our opinion, the travelogue is no less important than the author's image of the territory, which is created in the dynamics of a meaningful and felt event, which allows you to touch upon a number of aspects: historical, statistical, popular science, environmental, cultural-traditional, national-traditional, etc.

The author of the travelogue as a discursive personality demonstrates communicative competencies and individual characteristics (idiostyle) (Lekova, 2018; Nosovets & Abrosimova, 2018). Therefore, the analysis of the linguistic identity of the journalist and blogger in the discourse of travelogue is an analysis of a person in the language from the standpoint of the discourse he creates. This discourse – a journalistic one – performs the functions of expressing the interests of society and is dominant in the modern world.

We agree with O.G. Revzina's opinion about its maximum intertextual permeability and variability (Revzina, 2005). The discourse of travelogues of the regional media space enables to form an idea of the potential of the republic's nature, its ability to preserve itself and fulfill the functions of self-cleaning, its cultural origins and ethnic characteristics. In assessing the language and style of travelogue authors, the two aspects are highlighted: compliance with the standards of journalistic creativity and regional specifics of subject reflection.

## 5.SUMMARY

The analysis of the travel discourse from the blogosphere of the Russian region has led to the following conclusions:

1. The travel discourse is created by linguistic personalities who acquire the features of a discursive linguistic personality: genre and stylistic characteristics that form a firmly held idea of the author's personality from the point of view of his idiostyle.

2. The authors' idiostyle of travel discourse is characterized by subjectivity in evaluating the attractions of tourist destinations as salient and significant phenomena, as well as an emphasis on the personal idea of the assessment and possibilities of destinations for the development of tourism in the Republic of Mari El.

3. The blogosphere as a communicative space of modern travel discourse involves, along with the adherence to the requirements of the journalistic standard, a partial rejection of it in order to activate the processes of self-expression, which helps to increase the effectiveness of media dialogue in regional media.

4. The specifics of the discursive linguistic personality of the journalist traveler is determined by: 1) general characteristics of the modern media text; 2) a discourse-forming genre with an author's interpretation; 3) peculiarities of the author's realization of the communicative intention being characteristic of the discourse; 4) speech patterns of the subject of discourse.

5. An itinerary feature story and travel notes in which one observes qualitative changes in language models of genres become discourse-forming genres of travelogues.

## 6.CONCLUSIONS

The discourse of travelogues is a dynamic journalistic, in most cases, online media product that is created to meet the needs of the audience. The journalist blogger acts as an actor in the destination; his task is to express its main characteristics that attract attention. The text induces at the level of mental images in combination with various resources of the territory, which allows us to talk about integrated sensations from the text. The creation of mental images is influenced by travel goals, cultural affiliation, social status, experience. Also, the characteristics of the linguistic identity of the journalist and blogger creating this product have a great influence on the creation of mental images. This becomes especially important for the regional discourse of travelogues, as it allows for the identification of the prospects for the development of the territory and the media system on the whole.

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