



Lexical Characteristics of English Agroagrotourism Discourse

Mamadaliyeva Moxizarxon

Doctoral student of the Practical English Department, Fergana State University, Uzbekistan

OPEN ACCESS

SUBMITTED 09 March 2025

ACCEPTED 05 April 2025

PUBLISHED 08 May 2025

VOLUME Vol.05 Issue05 2025

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Abstract: Agrotourism has become a global phenomenon in our time, affecting many areas of human life, in particular, communication. In this regard, an independent form of linguistic activity has emerged, the so-called tourist discourse. However, due to its diverse genres and close relationship with other types of discourse, it is still insufficiently studied.

This study examines the linguistic features of the English-language tourist discourse based on tour descriptions. In the theoretical part, the central concepts such as “discourse” and “agrotourist discourse” are explained, the typological place of this type of discourse is determined and its characteristic features are revealed.

The practical part of the study is devoted to the analysis of the linguistic design of English-language tour descriptions at the lexical and morphological level. The analysis showed that proper names (such as the name of a village, city, person, rural life and brand), as well as descriptive epithets, are often used at the lexical level. Metaphorical expressions, idioms, neologisms, ambiguous words, homonyms, and emotionally charged vocabulary are less common.

At the morphological level, the frequent use of compound adjectives and superlatives was particularly noticeable. In addition, abbreviations and morphemes formed by numbers are often used in tour descriptions. Methods such as analysis, classification, and discourse analysis were used to solve research issues. The results of the study give an idea of the current state of the tourism discourse and clarify its pragmatic potential in terms of the use of linguistic means.

Keywords: Linguistic features, discourse, agrotourism discourse.

Introduction: Currently, the agrotourism industry is an

intensively developing area. Today, human life cannot be imagined without traveling in one's native country and abroad. However, tourism and the agrotourism business also imply communication processes. Thus, within the framework of a very significant sphere of human life, a special type of real activity has developed - tourist discourse. Nevertheless, a large number of genres of agrotourist discourse and its close connection with other types of discourse do not allow us to consider this type of discourse studied to a sufficient extent. Let's consider the key concepts of this work: discourse and tourist discourse. In the linguistic encyclopedic dictionary, "discourse" is presented as "a coherent text combined with extralinguistic - pragmatic, socio -cultural, psychological and other factors; a text taken in the event aspect; speech, considered as a purposeful social action, as a component involved in the interaction of people and the mechanisms of their consciousness (cognitive processes)" [1, p.113].

METHODOLOGY

Thus, it is noted that discourse cannot be considered outside of the situation of its generation- acceptance and in isolation from its participants, while the text is considered as an independent unit of speech. From this it should be concluded that the concept of "discourse" is broader than the concept of "text" and expresses both the process of speech activity and its result (text) at the same time [2, p. 15].

Discourse is directly related to the concept of "situation" or "event". Thus, T.A. Van Dijk suggests broadly considering discourse as "a communicative event that occurs between a speaker and a listener in the process of communicative action -in a certain temporal, spatial and other context" [3, p.192]. This event includes not only communicative interaction (the process of exchanging information), but also interactive interaction (the process of exchanging actions) and perceptual interaction (the process of perceiving each other and establishing mutual understanding). V.E. Chernyavskaya clarifies this definition, emphasizing that a relationship is both a process and a result by R.E. Chepnyavskaya "liskups", V.E. Chernyavskaya clarifies this definition, emphasizing that discourse is both a process and a result. According to V.E. Chernyavskaya, "discourse" means "a specific communicative event recorded in written texts and oral speech, carried out in a certain cognitively and typologically conditioned communicative space» [4, p. 144]. It can be described as "text plus situation", where the situation is the unique circumstances under which and for which the text was created. These circumstances include the addressee's communicative intentions; the socio-

cultural context (background linguistic and socio-cultural knowledge); features of participants in speech interaction, their previous communication experience. Thus, according to Yu.V. Krasnoperova, the communicative situation determines the reproduction in the discourse of social institutions and value systems inherent in a particular group, as well as the social aspects of participants in communication [5, p. 6].

In this aspect, it is possible to consider participants in communication within the framework of the agrotourism sector: communication within the agrotourism sector proceeds according to certain norms and rules, and has its own specific features. Thus, we can talk about a special kind of speech activity that has developed within the framework of the agrotourism sector - tourist discourse. The study of this type of discourse began relatively recently, and it also takes place within the framework of different linguistic approaches.

DISCUSSION

The typological status of tourist discourse is also disputed: an independent type or subspecies of advertising discourse. However, there is still no clear definition of this type of discourse. For example, N.A. Tyuleneva suggests considering agrotourism discourse as "a special subspecies of advertising discourse that combines various types of agrotourism advertising and is aimed at positioning and promoting agrotourism services using argumentation strategies that are linguocognitive in nature" [6, p. 7-8]. On the assumption that agrotourism discourse is a subspecies of advertising discourse, the concept proposed by N.V. Filatova: "tourist discourse is a special kind of advertising discourse, having not only similarities with him, but also very specific differences" [7, p. 49]

It is noted that agrotourism discourse, like advertising, is mainly aimed at attracting attention, maintaining interest, creating needs and encouraging action. As mentioned earlier, in this regard, there is an opinion that tourism discourse is a special subspecies of advertising discourse, possessing both similar and specific features. However, this point of view covers only those genres of tourist discourse, the purpose of which is to promote a tourist product. Thus, the tourist discourse narrows down to brochures, travel guides, and the work of tour operators with clients. On the other hand, it should be noted that the tourist discourse is independent. It arises within a wide sphere of society's life, agrotourism, and manifests itself in a variety of situations that are directly or indirectly related to this sphere. It is characterized by a special thematic focus, a focus on a strictly defined addressee, the uniqueness of the goal, the specificity of the set of

linguistic means, and its own genre paradigm. This allows us to characterize the tourist discourse as an independent type of discourse. Thus, based on the above, as well as taking into account the structural and substantive typology of V.B. Kashkin) and the work of V.I. Karasik "On types of discourse", it is logical to speak about the tourist discourse as a type of institutional discourse [8, p.67].

The specific features of this type of discourse should be highlighted. Such features of the tourist discourse as the limited scope of application and the socio-institutional nature are generally recognized.

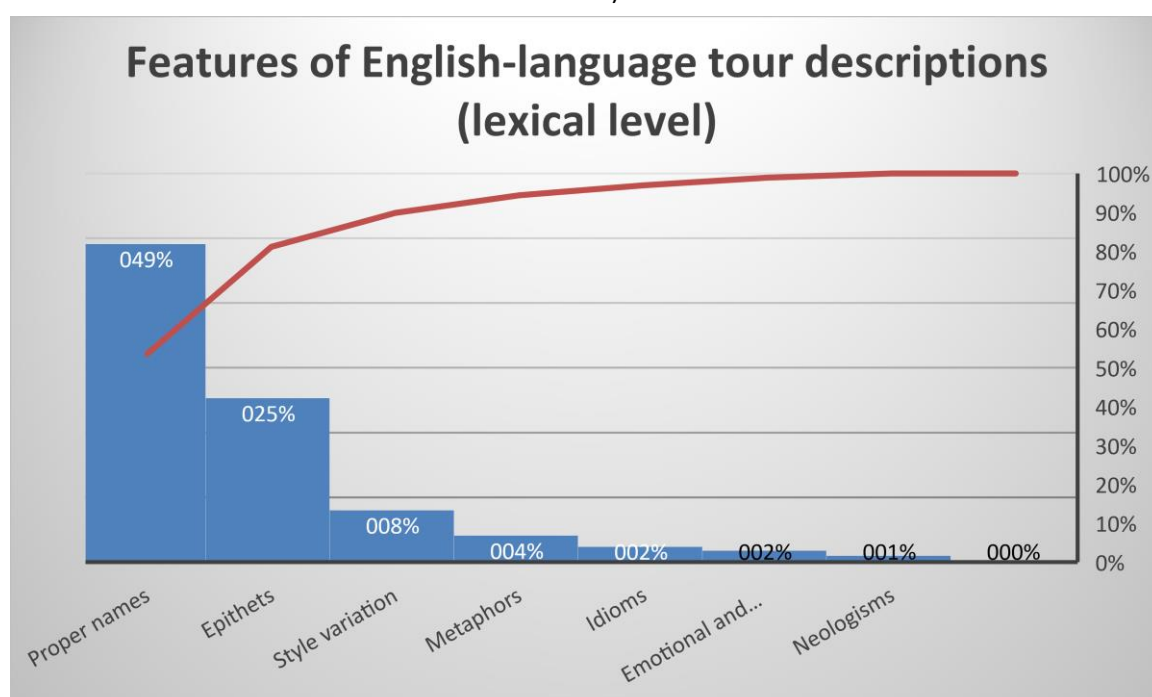
Indeed, as previously mentioned, only that part of the tourist discourse applies. speech activity that occurs within the tourism sector, represented by various organizations related to this field (travel companies and agencies, airline and railway ticket offices, hotels, etc.). However, L.R. Sakayeva and L.V. Bazarova also note the following features of the tourist discourse.

1. Cross-culturality. The tourist discourse represents a certain, peculiar environment where the formed ideas and images concerning the national character of different peoples are cultivated and reflected.
2. Media coverage. The tourist discourse is mainly represented by media texts, which is due to the intangible and immaterial nature of many phenomena., which are described in the tourist discourse. Due to the media nature of tourist discourse, it interacts with other types of discourse (advertising, scientific, everyday), which determines the use of strategies and values belonging to these types of discourse in tourist discourse.
3. The predominance of conversational style.

Participants in the tourism discourse need to establish a more trusting atmosphere and a close tone of communication in order to achieve for communicative purposes, in connection with which the tourist discourse mostly corresponds to the conversational style [9, p. 161-165]. The tourist discourse is characterized by rapid development and a variety of forms. The development of a virtual communicative space played an important role in its development, which allowed the emergence of such a phenomenon as virtual tourist discourse. V.A. Mityagina notes in this regard that hypertext technologies provide the opportunity to present information in various ways, allowing both the printed text and audio to be combined into a single whole on the basis of explicitly expressed internal connections and videos, photos, illustrations, animations, etc. Thus, the tourist discourse is realized in the entirety of the tasks being solved [10, p. 270].

RESULTS

The genre space of virtual tourist discourse is huge and requires a comprehensive study. In this paper, the features of such a subgenre of agrotourism discourse as the "agrotour description" (the main advertising text) were studied. This subgenre is one of the components of the "travel agency website" genre, its main part. Thus, the addressee (the author of the description of the tour) must carefully select the linguistic means of formatting the text for the success of the speech effect. In the course of the study of the linguistic features of English-language discourse, there were 80 agrotour descriptions taken from English-language websites have been analyzed "villagetours.net" The following features of the subgenre are revealed at the lexical level (Table 1):



Thus, stylistic variability is manifested at the lexical level and, as a result, a large number of unresolved neologisms. Proper names, such as toponyms, anthroponyms, caronyms, and others, are an important feature of transmitting information at the lexical level of English-language agrotourist discourse.

Various epithets, metaphors and idioms are used to impart imagery to the text, and emotional-evaluative vocabulary and polysemous words and homonyms used in the language game are used to create a positive image of a agrotourist product.

The superlative degree of adjectives allows stylistically neutral adjectives to perform the function of epithets. Compound adjectives, abbreviations, and the numerical spelling of morphemes formed from numerals are compression tools. First of all, the listed linguistic and stylistic features of the tourist discourse are designed to perform a pragmatic function, i.e. language is used as a means of influencing the addressee. The linguistic means used in the tourist discourse are designed to encourage the addressee to take the action that the addressee expects from him: purchase and IP- use of a tourist product. Thus, there is an intention of the addressee aimed at creating a positive impression of the tourist product from the addressee.

In order to successfully achieve this goal, the addressee selects the necessary language tools that create a positive image of the tourist product, encouraging the addressee, if not to purchase this product, then at least to pay attention to it, i.e. embodies a strategy of positivity. According to many linguists, the strategy of positivity is the main communicative one is the strategy of tourist discourse. It is worth clarifying that this strategy is the main one in cases where the tourist discourse intersects with the advertising one, i.e. when the genre of tourist discourse is aimed at presenting and advertising a tourist product: brochures, guidebooks, work of tour operators with clients, descriptions of tours, etc. Thus, it can be said that in the descriptions of tours of the English-language tourist discourse language tools designed to perform a pragmatic function are implemented within the framework of a positive strategy.

CONCLUSION

In English-language agrotourist discourse, to express expression and emotional a language game is used to influence the addressee, and verbs expressing positive feelings are used to form the image of the intended tourist product and program the addressee for satisfaction with this product: "enjoy", "love", "savour", "like". Also, a distinctive feature of the English-language tourism discourse is the use of

language tools that indicate which age category the proposed tourism product is aimed at.

Thus, due to the processes of globalization, the agrotourism sector is one of the most rapidly changing and widely demanded spheres of society's life. The phenomenon of tourism goes beyond a single country and becomes a socio-economic phenomenon on a global scale. As in any other sphere of life, communication within the tourism sector proceeds according to certain norms and rules, and has its own specific features. The tourism sector has developed its own special type of speech activity - agrotourist discourse, which has the above-mentioned features, manifested at the level of vocabulary and morphology.

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