

The Analysis of a Tour Guide Yong Ding Earth Building Based on Systemic Functional Grammar

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ABSTRACT

It is widely believed that tourist trade has been the fastest developing trade in the world. In China, with the development of economy and the improvement of people's living standard, travelling has been an indispensable part of living. Therefore, tourism text becomes one of the most effective publicity tool to attractive tourists. A tour guide presentation is a kind of tourism texts. And as a new text type, it arouses many scholars' attention. Many scholars pay much attention to analyze the tour guide presentation based on translation, such as principles and strategies of translation. Few scholars try to analyze it from an angel of linguistics. Both spoken language and written language are tools of human communication. And they all bear different function. According to Halliday's Systemic Functional Grammar, he holds an idea that language has three metafunctions. They are ideational, interpersonal and textual function. This paper tries to analyze a tour guide presentation based on Halliday's Systemic Functional Grammar. And this paper points an asymmetrical power structure between a tour guide and tourists. And this paper also presents some suggestions about how to write a good tour guide presentation for effectively delivering information and attracting tourists.

INTRODUCTION

To some extent, the development of tourist trade has a lot of to do with a decent and correct tourism texts. With the influence of network information and brochures on travel options for tourists, travel agencies focus on internet and brochures to promote scenic spots. Tourism text, as a new type, arouses many scholars at home and abroad. At first, let's focus on what a tourism text is. Tourism texts consist of the tour guide presentation, travel advertising, travel brochures, scenic spot sign (Liu Zongxian and Wang Qing 2018). As far as the width is concerned, translation is a kind of practice and research, which is concerned with tourist activities, tourist major. While as for as the depth is concerned, tourist translation is a kind of cross-cultural transformation activity (Liu, et al., 2018). From this quote, we can see that the author relates tourism texts to translation. And more and more review literature present that most scholars make an analysis of tourism texts from the perspective of translation studies, such as Eco-translatology, comparative analysis of Chinese version and English version. They often explore the principles and skills of translation. This paper is going to make a analysis of the tour guide presentation, YongDing Earth building, based on the theory interpersonal function. In the process of analysis, it focuses on tow aspects. The first aspect is an asymmetrical power structure. And the second aspect is about some suggestions about the tour guide presentation. This paper is composed of eight part. They are abstract, introduction, data

collection, analytical framework, discussion and conclusion. I hope that the writer of a tour guide presentation can really pay heed to relationship between a tour guide and tourists through exploration and discussion of this paper. And it is better for a tour guide presentation to focus on more interpersonal meaning.

DATA COLLECTION

This tour guide presentation is downloaded on the internet. Its network link is <https://mr.daidu.com/xcj06j9?f=cp>. And it is written by LinXi who is a tour guide in XiXi travel agency. It is about introduction of unique mountain residential construction --YongDing Earth building. Through her introduction, reader can know more about long history of Earth building, unique configuration, scale. And Earth building is extolled as one of the five Chinese traditional area. Generally speaking, this tour guide presentation is a little simple enough to understand. And it totals 699 words, including Chinese version and English version. Because this paper only focuses on English version, Chinese version is not be presented in the end of this paper. The word of English version amounts to 320. Based on the interpersonal function, this tour guide presentation is analyzed by my partner and me. However, in the process of analysis, it is inevitable that I will disagree with my partner. For example, is it useful to keep the Chinese version? It is of little value for analysis by

consensus. And we are not sure that the speech function of a sentence? “We will try our best to make your stay of Yong-Ding pleasant and enjoyable.” As for this sentence, we are not certain whether it is pure statement or it offers service. After asking other students for help, the final analysis is presented in the chart. And we put the chart and link at the end of this paper.

Analytical Framework

Based on the theoretical framework of interpersonal function, this paper attempts to analyze this tour guide presentation. According to Halliday (2000), he holds the idea that language has three functions or meaning: experiential, interpersonal and textual meaning. These three functions are presented by some systems, such as transitivity system, mood system, modality system, person system, thematic structure and cohesion devices.” Eggins and Suzanne (1996) claims that interpersonal function is related to our relationship with other people and our attitudes to each other. The interpersonal function includes all users of language to express social and personal relations, which includes various ways the speaker enters a speech situation and performs a speech act. Generally speaking, interpersonal function embodies mood system, modality system and person system. And this paper will analyze this tour guide presentation based on these three aspects. Person system are grouped into three parts. They are first person, second person and third person. Mood system consists of declarative, interrogative and imperative mood. Modality is mainly composed of modal verbs, such as will, can, may must and so on.

FINDINGS

As for a tour guide presentation, it has two participants. The first participant is the tour guide, who is responsible for introducing scenic spots. The second one is a tourist who is curious about scenic spots and a little ignorant about scenic spots. According to table 1, it presents that the power structure between the speaker and the hearer is asymmetrical.

As for personal pronouns, a total of 21 pronouns are used in this tour guide presentation. The first -person singular pronouns include subjective pronouns and objectives pronouns. There are five-person singular pronouns in the presentation, which is 23% of the entire personal pronouns. The first person is considered as self-mention, and the speaker can establish an authorial stance in the presentation through the use of self-mention. Therefore, in the process of introduction, a tour guide is powerful than tourists. If so, this kind of this presentation has its own advantages and disadvantages. The advantage is that a tour guide is in a leading position when tourists are visiting scenic spots under the guidance of the tour guide. At the same time, authorial stance of a tour guide makes the speaker and the hearer different in the introduction. In terms of the use of first-person plural, there are seven first-person plural including “we”, which account for 33% of the use of personal pronouns. Compared with the first-person singular

pronouns, the percentage is greater. The use of first-person plural may make tourist have sense of belonging and sense of identity. From this point, it can be seen that it is helpful for a tour guide to connect with tourists and shorten the distance between them. About the use of second person, which includes subjective pronouns and adjective possessive pronouns. As table 1 shows, there are nine second-person pronouns, which account for 43% of the personal pronouns in this tour guide presentation. It can be seen that the tour guide uses subconsciously and frequently second person in the process of introduction. Therefore, it will produce the distance between the speaker and the hearer. Because of this kind of distance, the speaker is in an authorial and leading stance, and the speaker will strengthen credibility of information. In the same time, it is evident that the speaker is alienating the speaker, which makes two participants unfair in a communication. What’s more, the hearer will be not so much taught as engaged. Therefore, two participants are not totally equal in relation. As a result, there is an asymmetrical power structure between two participants. To some extent, a two-way choice that should be equal in a communication becomes condescending infusion.

In terms of the use of the mood system, there are 35 sentences. And according to table 2, there are three imperative sentences, which account for 8% of the whole presentation. Interrogative sentence is only found once, which account for 2 percent. However, declarative sentence in this presentation is found 31 times, which account for 89% of the whole presentation. According to proportion, declarative sentences account for the vast majority. A tour guide presentation can be looked as a tool to spread culture. For a tour guide, the important mission is to spread knowledge about scenic spots. Declarative sentence, as a tool of offering information, accords with tourists’ expectation about introduction of scenic spots. According to the data, the proportion of use of imperative, interrogative and declarative sentences is of great difference. In the process of introduction, too much declarative sentences may make tourists feel depressed. And this process is just like learning. For tourists, they fail to enjoy participation.

The last aspect is about analysis of modality. Modal verb just can be found once. Modal verbs not only are helpful for a tour guide to express their views and attitudes towards scenic spots, but also are salutary to attracts tourists’ interest. However, as for the use of modal verbs, the author of this presentation did not make good use of modal verbs.

Table 1. Numbers and percent of personal pronouns

	First-person singular	First-person plural	Second person
Number	5	7	9
Percentage	23%	33%	43%

Table 2. Number and percent of sentence pattern

	imperative	interrogative	declarative
Number	3	1	31
Percentage	8%	2%	89%

DISCUSSION

In the sector of finding, we have the data to show that the percentage of second person is considerably more than that of first-person plural, and the percentage of first-person plural is more than that of first-person singular. People who often use first-person singular indicate that they consider themselves as independent individual, while people who always use first-person singular emphasize that they integrate themselves into a kind of social relationship. Although first-person plural occurs in this tour guide presentation, frequent use of second person and first-person singular determine that the author put much emphasis on his authorial stance. Especially, most frequent use of second person implies that the author unconsciously distinguishes himself and tourist. In this presentation, the improper use of personal pronouns leads to asymmetrical power structure between a tour guide and tourist. A tour guide is in a powerful, authorial stance in this presentation. Based on the tasks and features of the tour guide presentation, I will make an explanation and give some suggestions about this tour guide presentation.

What is the definition of a tour guide presentation? Cheng Jianglin and Feng Kejiang (2016) put forward that a tour guide presentation is a kind of commentary that is used to guide tourists, a kind of communicative thought between a tour guide and tourists, and a tool which is used to spread culture and knowledge. From this definition, it is clear that a tour guide has several missions during introduction of scenic spots, namely, guiding tourists, communication with tourists, and spreading knowledge and culture. In fact, when a tour guide is going to finish his first mission, the authorial and leading stance is determined. Tourists attach themselves to a tour guide. As a tour guide, he not only introduces scenic spots, but also takes care of tourists. Because of different ages, professions, characters, prominence of a tour guide's authorial stance are salutary for tourists to follow a tour guide in the process of visiting a scenic spot. Therefore, prominence of authorial stance is helpful for a tour guide to finish his first mission. In this tour guide presentation, authorial and leading certainty is strengthened by frequent use of first-person singular and second person. However, a journey is a happy and enjoyable experience. In the process of travelling, the distance between a tour guide and tourists will be enlarged if a tour guide often put much emphasis on his authorial stance during introduction. To some extent, enjoyable experience will become commanding infusion of knowledge. For tourists, it is a process of learning. Therefore, for the service of a tour guide, the degree of satisfaction will discount. Actually, in the writing of a tour guide presentation, we can use more first-person plural instead of second person. Because a person wants to integrate into a social relationship, the use of first-person plural can shorten distance between a tour guide and tourists, which makes introduction of scenic spots to be a communication between friends.

According to the definition of a tour guide presentation, we also can understand that communication is one of a tour guide's missions. The data shows that declarative sentences account for 89% of the whole text. In terms of this percentage, we can imagine communicative state between a tour

guide and his tourists. The tour guide keeps talking all the time, while tourists keep listening. Zhang Baiping (2017) holds an idea that a tour guide presentation belongs to a kind of verbal language, which can be divided into two types. The first type is called monologue mode, and another type is dialogue mode. Monologue mode belongs to one-way messaging paradigm. And this kind of paradigm is reflected by a tour guide in a presentation. A tour guide keeps introducing scenic spots to tourists in this tour guide presentation. And the features of this mode are definite objective, definite object and complete expression. Definite objective means that the main mission of a tour guide is to introduce a scenic spot. Definite object is reflected by a tour guide's monologue. Although a tour guide keeps talking alone all the time, what he said is intended for the tourists. It will become the soliloquy if there is no a definite object. And what he said is meaningless. Introduction of monologue mode shows that tourists are subjected to a tour guide. And this kind of introduction is a little boring. And this kind of introduction is just like traditional Chinese classroom. The teacher is always speaking, while students are always listening and taking notes. Too much statements and less change of mood make a tour guide presentation monotonous. Therefore, this kind of presentation may lead to less attractive. It is better for a tour guide to use a dialogue mode in the process of presentation. Dialogue mode belongs to two-way messaging paradigm, which refers to communication between a tour guide and tourists. The main way of talking is questions and answers. In the introduction of dialogue mode, besides statement, a tour guide has more choices of mood, such as imperative, interrogative, exclamatory sentence. The increasing number of interrogative sentences can enhance engagement. And as a result, the distance between a tour guide and tourists can be shorten. Then may be tourists are more curious about the culture and knowledge in terms of scenic spots. Therefore, it is better for a tour guide to finish the third mission. In the writing of a tour guide presentation, the writer can make full use of the mood. For a tour guide, it is better choice to shorten distance by communication and to finish missions. And for tourists, they can experience a good tour guide service.

And in terms of the use of modality, it just occurs once. From this point, it is clear that the author fails to take advantage of modality. However, the use of modality is salutary for a tour guide to enhance his credibility and authorial stance. In this presentation, the author strengthens his authorial stance by using more second person and first-person singular. The words, should, can and will are median. They are helpful for a tour guide to express his leading stance instead of too much personal pronouns. In this tour guide presentation, it is better for a tour guide to use a mix of personal pronouns and modality.

Based on interpersonal function, I also give some suggestions in the process of analysis. And the following is a brief summary.

Firstly, as for personal pronoun, it is essential for a tour guide to use more first-person plural, which can shorten distance between a tour guide and tourists.

Secondly, in terms of mood, a tour guide can take the form of dialogue mode, and it is good to enhance engagement by changing mood.

Thirdly, as for modality, a tour guide can make full use of median modal verbs to express his authorial stance and enhance credibility.

CONCLUSION

This paper analyzes a tour guide presentation based on interpersonal function. And it also explores author's authorial stance, credibility and attraction of this presentation from three aspects. Too much second person leads to asymmetric power between a tour guide and tourists. And the engagement of tourists is influenced by high percentage of statements. At the end of discussion, I present some simple suggestions. I hope that they are helpful for a tour guide through analysis of this presentation. It is wonderful that a tour guide can shorten distance and attract tourists when he is introducing scenic spots. In this way, a tour guide can finish his missions better and tourists can experience a good guide service.

APPENDIX

Appendix: A Tour Guide Presentation of YongDing Earth Building

Good afternoon, ladies and gentlemen! Please allow me on behalf of XIXI travel Service to extend our sincere welcome to you! My name is LinXi, and I will be your guide during your stay in LongYan. If you have any question or special interests, please don't hesitate to let us know. We'll try to do our very best to make your stay of LongYan pleasant and enjoyable. I am sure most of you will be impressed by LongYan. We really ask for your understanding and cooperation, and we hope your visit to our city will be a happy experience.

Today we are going to visit YongDing Earth Buildings, which is called the World's Unique Mountain Residence and the mysterious oriental ancient castles. Among all the residences in the world, Yongding Earth Buildings are famous for its long history, unique style, grand scale, ingenious structure, complete function, and rich culture. It is known as one of China's five traditional folk residences, and deserves the fame of a fancy ancient architecture in China. There are over 23000 Earth Buildings of different styles in Yongding, the main styles of which are mansion-style, square and round. Among them, there are over 360 round Earth Buildings, which are most typical. OK now let's go into the building. Do you feel warm? Yeah, since the wall is thick, it can prevent heat and keep warm, so it's warm in winter and cool in summer. There is another important function, that is environment friendly. The earth building is made of earth, when it is pulled down, it's still earth. This attracts the great attention of environmentalists.

OK, My dear guides, How time flies! At the end of the tour, on behalf of Xixi Travel Service again, I am glad to welcome all of you here next time to enjoy the trip for earth building. That's all, Thank you!

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Appendix. Analysis of the tour guide presentationw

N	clauses	process	mood	Speech function	Pronoun	modality	Theme/marked
1	Please allow me...	allow/material	imperative	offer	me		allow
2	to extend our sincere welcome...	extend/material	declarative	offer	you		
3	My name is LinXi	is/relational	declarative	statement	my		My name
4	I will be your guide...	Be/relational	declarative	statement	your		I
5	If you have any...	have/material	declarative	statement			you
6	please don't hesitate...	Hesitate/material	imperative	statement			
7	We'll try to do our very...	try/material	declarative	statement	We, our		we
8	to make your stay .	make/material	declarative	offer	your		
9	I'm sure most...	Be sure/material	declarative	statement	I		I
10	you will be impressed...	impressed/ material	declarative	offer	you		
11	We really ask for...	Ask for/verbal	declarative	command	We, your		We
12	we hope your visit	hope/mental	declarative	statement	We, your, our		
13	our city will be a...	Be/relational	declarative	statement			
14	Today we are going to visit...	visit/material	declarative	offer	we		We
15	which is called...	Called/verbal	declarative	statement			
16	Yongding Earth Buildings are famous.	Are/relational	declarative	statement			Building
17	It is known as one	Is/relational	declarative	statement			It
18	deserves the fame of a fancy...	Deserves/ material	declarative	statement			
19	There are over...	Are/existential	declarative	statement			There
20	which are mansion-styl..e.	are/relational	declarative	statement			
21	There are over 360...	are/relational	declarative	statement			There
22	which are most...	are/relational	declarative	statement			
23	let's go into the building	Go/material	imperative	offer	us		let's
24	Do you feel...	Feel/mental	interrogative	statement	you		Do
25	the wall is thick...	Is/relational	declarative	statement			The wall
26	It can prevent heat...	Prevent/material	declarative	statement		Can/ median	it
27	it's warm in...	Is/relational	declarative	statement			It
28	There is another...	Is/existential	declarative	statement			There
29	The earth building is made...	Is/relational	declarative	statement			The earth building
30	when it is pulled...	Pulled/material	declarative	statement			
31	it's still earth...	Is/relational	declarative	statement			
32	This attracts the great attention...	Attracts/material	declarative	statement	this		this
33	How time flies	Flies/material	declarative	statement			How
34	I am glad to welcome...	Welcome/ welcome	declarative	statement	I, you		I
35	That's all,	Is/relational	declarative	statement	That		That