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DYSKURS TURYSTYCZNY Z PERSPEKTYWY PSYCHOLINGWISTYKI

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Adnotacja. Celem artykułu jest zdefiniowanie współczesnego dyskursu tekstowego przewodników turystycznych po Ukrainie z punktu widzenia psycholingwistyki, przeanalizowanie nowoczesnego systemu psycholingwistycznego asocjacyjnego znaczącego znaczenia trwałych zwrotów w przewodnikach turystycznych po Ukrainie.

Znanymi kierunkami psycholingwistycznej nauki dyskursu turystycznych przewodników po Ukrainie są: problem percepcji i interpretacji tekstu w wielu przewodnikach turystycznych; problem projektowania turystycznych przewodników i postrzegania ich przez czytelników; problem rozumienia językowego osobowości jako partnera w komunikacji; problem manipulacyjnego wpływu na czytelnika, konieczność rozwijania umiejętności krytycznego myślenia czytelnika podczas określonej informacji, jej fałszowanie i odrzucenie; problem wpływu komunikacji online na konkretną osobę. Metodologiczny problem wpływu i poprawy środków oceny ludzkich zachowań w Internecie przedstawiono poprzez analizę tekstów przewodników turystycznych po Ukrainie.

Słowa kluczowe: dyskurs, psycholingwistyka, przewodnik turystyczny, jednostki leksykalne, podróż.

TOURISM DISCOURSE IN TERMS OF PSYCHOLINGUISTICS

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Abstract. The purpose of the article is to considerate modern text discourse of the tourist guidebooks to Ukraine from the standpoint of psycholinguistics, to analyze the system of modern psycholinguistic associative content of the meanings of complementary expressions in the tourist guidebooks to Ukraine.

The topical prospects of psycholinguistic studies of the discourse of tourist online guidebooks are identified: the problem of perception and interpretation of text in tourist guidebooks; the problem of design of online guidebooks and perception of readers; the problem of understanding of the linguistic personality being the partner in communication; the problem of manipulative influence on reader, the need to develop critical thinking skills regarding perceived information, its falsifications and distortions; the problem of influence of online communication on a particular person. The methodological problem of developing and improving tools for evaluating human behaviour on the Internet is presented through the analysis of texts of tourist guidebooks to Ukraine.

Key words: discourse, psycholinguistics, tourist guidebook, lexical units, trip.

ТУРИСТИЧНИЙ ДИСКУРС З ТОЧКИ ЗОРУ ПСИХОЛІНГВІСТИКИ

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Анотація. Мета статті полягає у визначенні сучасного текстового дискурсу туристичних путівників по Україні з точки зору психолінгвістики, аналізі сучасної системи психолінгвістичного асоціативного змістовного значення сталих словосполучень у туристичних путівниках по Україні.

Визначними напрямками психолінгвістичного вчення дискурсу туристичних путівників по Україні вважається проблема сприйняття та інтерпретації тексту у самих туристичних путівниках; проблема розробки дизайну туристичних путівників та сприйняття їх читачами; проблема розуміння лінгвістичної особистості як партнера в комунікації; проблема маніпулятивного впливу на читача, необхідність розвивати вміння критичного мислення читача під час перегляду певної інформації, її фальсифікація та відторгнення; проблема впливу онлайн-комунікації на конкретну особу. Metodologična problema впливу і вдосконалення засобів оцінки людської поведінки мережі Інтернет представлена через аналіз текстів туристичних путівників по Україні.

Ключові слова: дискурс, психолінгвістика, туристичний путівник, лексичні одиниці, подорож.

Introduction. The modern life has a great influence on the development of linguistics in general and its separate branches. Increasingly common in modern linguistics studies, in which the theoretical and practical bases of related sciences are closely intertwined. At this stage of development of linguistics, there are a large number of approaches to the analysis of discourse, as well as to the selection of its various types. However, there is something in common between all the different points of view – they all see human behavior as a speech activity (Shevchenko, 2002).

It seems appropriate to us, first of all, to say a few words about what is the object of understanding for us, that is, about discourse. Modern humanities have been significantly supplemented by publications on the theory of discourse and the study of its individual aspects. At the same time, researchers choose different approaches – historical, philosophical, logical, psychological, sociological, cognitive, semiotic, culturological, linguistic, sometimes combining some of them. Such study gives grounds to speak of the emergence of an independent field of research – the theory of discourse, which is a complex, heterogeneous discipline, formed at the intersection of linguistics, sociology of knowledge, cognitive anthropology and modern critical studies of culture (Borbotko, 1989: 81). In experimental studies of the mechanisms and patterns of understanding, having a specific text as an object of understanding for our subjects, we can not ignore a number of parameters, from individual and general characteristics of the subject of understanding, recipient, psychological, socio-cultural, gender, to specifics the communicative area to which the perceived text belongs. In other words, all that constitutes which consist of the conditions for the functioning of discourse. According to R. Solso's fair remark, in modern studies of understanding the number of his theories and models is practically equal to the number their authors (Solso, 1996). One of the most common terms found in publications of a linguistic nature is "discourse". This term requires careful study and attention to the sources outlining the problem. In recent years, a number of works in the field of linguistics have appeared, in which scientists carefully study the following issues: 1) definition of the concept of discourse and text (V. Andreeva, R. Bart, F. Batsevich, L. Novikov, Z. Harris); 2) a range of general issues of discourse (V. Karasyk, M. Kozhina); 3) study of the problems of the text in philology, linguistics and other humanities (M. Bakhtin, V. Rizun); 4) description of discourse as a cognitive-communicative phenomenon in linguistics (Yu. Habermas, L. Bezugla, E. Bondarenko, P. Donets); 5) correlation and actualization of the concepts "discourse" and "text" (N. Vovk, O. Yerofeeva, V. Chernyavska); 6) the study of discourse from the point of psycholinguistics (L. Krotenko, T. Makarova, I. Lutsenko, V. Petrenko).

Modern scientists claim that scientific thought of the XXI century is concentrated on anthropocentric investigations. Behaviour and also linguistic, motivational, psychological, psychological and other peculiarities of person nowadays is the main subject of humanitarian sciences. This period is also known for the development of philosophical thought, namely existentialism, postmodernism, appearance of the "stream of consciousness" art, influence of the oriental doctrines, ideas of Z. Freud and others. Scientists started to study *Homo sapiens* as a separate unique identity, which has deep and complicated inner world. Due to this many new scientific branches appeared. They are communicative and cognitive linguistics, cognitive psychology, ethno psycholinguistics, as well as investigation of linguistic pictures of the world linguistic consciousness and conceptsphere. Special place among them has psycholinguistics, which has interdisciplinary character. Psycholinguistics studies deep knowledge and abilities, which a person needs for learning the language in the childhood and using this very language during the whole life (Kuranova, 2012).

The purpose of the article is: to considerate modern text discourse of the tourist guidebooks to Ukraine from the standpoint of psycholinguistics, to analyze the system of modern psycholinguistic associative content of the meanings of complementary expressions in the tourist guidebooks to Ukraine.

Methodological Background and Method. Based on numerous studies and characterizing the diversity of approaches and interpretations, the definition of discourse is considered one of the most complex concepts in the field of modern linguistic and namely psycholinguistic research. This is due to the attempt to find a clear definition of the term and the necessity to contrast it with the concept of "text".

The study of the tourism discourse in terms of psycholinguistics is presumably based on the methodological prerequisites, which can help to investigate the matter. **The methods of the research** are: theoretical ones – analysis of the latest discourse researches, categorical and structurally-functional analysis of the texts of guidebooks, the methods of systematization, modelling, generalization; empirical methods – the analysis of guidebooks' texts, a free associative experiment.

Results and Discussion. Modern discourse cannot avoid describing instability of the environment in which people live. The space, which surrounds people, includes not only nature and science, but also such important branch of people's existence as interrelationships. Such instability of modern life in informative society, where there are some difficulties in communication (Kuranova, 2012), never gives a chance to follow the thought of interlocutor. But written discourse which is closely related to the text is much more difficult to understand. That's why we try to formulate and investigate it on the terms of psycholinguistics.

One of the first to use the term "discourse" was Z. Harris (Harris, Zellig, 1952), who in 1952 published an article "Analysis of Discourse". His article carefully explores the methods of language analysis, through descriptive linguistics. Proponents of this trend viewed the discourse as inscribed in the communicative situation of the concept of "language, text, dialogue". They believed that discourse should consider the patterns of information movement within the communicative situation. Discourse and text in this case are opposed to each other as dynamic and statistical. This is how the discourse in the English-speaking tradition is considered.

French structuralists and post-structuralists meticulously studied discourse. M. Foucault's research, which is considered to be the ancestor of discursive analysis, is especially distinguished. He and his associates published

a large number of studies and concluded that there was no clear definition of “discourse”. In addition, there were many differences in his interpretations in both the French and English versions. In his works, Foucault defines discourse as a set of utterances belonging to one systemic formation. In addition, there were many differences in his interpretations in both the French and English versions. In his works, Foucault defines discourse as a set of utterances belonging to one systemic formation. In addition, representatives of this trend believed that in journalism, discourse is almost equal to style. But at the same time clarifies the concept of style and individual language (tourist discourse, lawyer’s discourse) (Fuko, 2003: 67).

O.A. Pidgorna and K.A. Demydenko pay separate attention to the linguistic consciousness, because “the ability to reproduce own thoughts and accept the language, linguistic communication, ontogenesis, bilingualism and intercultural communication” (Podgornaia, 2014:174). They reveal the relationship between lingual consciousness and the main directions of psycholinguistics and connect this idea with the availability the valuable element in language norms. If we look deeper, we can see that language is closely related to the psyche. Such a wide range of language and psyche investigation shows that there is a necessity to broaden people’s language possibilities in their connection with psyche. Because language nowadays is not only the object of linguistic study but also a separate unit. It develops far away this science due to the system of accumulated knowledge. Psychology gives an opportunity not only to determine specifics of speech’s act structure but also solve the problems of psychology, which can be counted on the level of people’s sounds, phrases and language activity in general.

There is a good deal of different points of view according to the definition of “psycholinguistics”. Namely O. Zalevska gives a hierarchical system of scientific theories the discourse of which reveals the change of psycholinguistics’ investigation object as a separate science. That is because the process of understanding and memorizing as well as discourse reproduction, mental vocabulary, investigation of communication process on terms of psychotherapy, interest to innate language mechanisms and influence of language environment on a person; investigation of bilingualism’s influence on a person and its consequences, the transfer from behavioral approach to cognitive. But in general, all scientists agree that psycholinguistics has a common goal – “description and explanation of the peculiarities of language functioning as a psychological phenomenon (it means acquisition and usage the first as well as the second language) taking into consideration complicated interaction the variety of internal and external factors with the initial involvement of the individual to socio-cultural interaction” (Zalevska, 1999:26). S. Kobleva and R. Koblev consider cross-cultural communications the priority of psycholinguistics. Because, as well as the previous scientist, they emphasize on some peculiarities of language culture study, as “psycholinguistics deals with the process of language encoding and decoding” (Kobleva, 2006:11), which correlate communicative condition with the condition of the participants of communication. I. Shchyrova considers one of the main paradigm of psycholinguistics is anthropocentric, especially its perspective connections with “cognitive, discourse and interpretive characteristics” (Shchyrova, 2008: 198).

Twenty years ago, O.K. Tikhomirov wrote about the necessity to refine the theory of L.S. Vygotsky taking into account influence of dialog information systems on ontogenesis of thinking (Tikhomirov, 1993). Computer technology is in this sense both as an external tool and as a psychological tool, determining internal mental processes. Under the influence of this tool, changed sign systems and characteristics practical activities, respectively the properties of language are changing as well as thinking, memory, imagination. New technologies are related to the functions of external and internal language. There is indirect communication through computer, as well as a dialogue with the most informative technologies. Let us recall in this sense the active use in modern Chabot messengers, when a person is literally communicates with a robot, computer program, and can not even be aware of it. The use of online guide books can easily serve as an example of indirect communication (Bochelyuk, 2018).

Psychologists, sociologists and philologists have pointed to virtual language identity as a new type of recipient and addressee long ago, who is characterized by shifted accents of worldview. Communications in virtual communities form unique identities, which are impossible and even undesirable to manifest in real life (Shevchenko, 2002). There are some types of virtual personalities which are manifestations of personality disorders (e.g. aggression or overt hypersexuality: meeting such people is real danger of network communication). At the same time they allow you to implement a number of unused abilities, frustrated human needs, and experiment with different manifestations of “I” and communication tactics, gaining new experience (psychotherapeutic effect-online communication) (Bochelyuk, 2018).

We want to pay attention to the tourist discourse, more precisely – to explore the discourse of English-language tourist guides to Ukraine through psycholinguistics. As we mentioned above online discourse is widely spread nowadays in all spheres of people’s life. Tourism is not an exception.

R. Hallet and D. Weinger complete and expand the idea of studying of tourism discourse on terms of socio-linguistic aspect туристичного: “The discourse of tourism is a discourse of identity construction, promotion, recognition, and acceptance. It is a discourse created through the creation and manipulation of linguistic and visual texts. These texts are specific to their locale. They share common goals through the work of discourse analysis. They involve: both producer and audience” (Hallet, 2010).

It should be noted that the tourist discourse is considered in both broad and narrow senses. In a broad sense, tourist discourse is defined as a communicative activity, a phenomenon: language, speech, dialogue, polylogue, which includes knowledge about the world, cultural traditions, historical facts and other information, and this, directly, determines the main function of tourist discourse – informative. Linguists also distinguish the accumulative and regulatory functions of discourses, which are realized in certain types of communication and define a narrower

understanding of discourse as a product of communication, actual text, verbal or nonverbal product. Accordingly, the genres of tourist discourse can also be divided into verbal and nonverbal. Quite often in a simplified version of the term tourist discourse is defined as a set of texts that constitute the product of speech activity in the field of tourism (Bortnyk, 2018).

Our search is based on an analysis of a sample of English-language travel guides to Ukraine. We relied on the definition of the language of tourism by the British scholar Dann, who argues that “the language of tourism tends to use only lexical items that have a positive apt meaning when describing services and tourist attractions” (Dann, 1996: 95). To confirm this statement, here are examples of the use of positive adjectives from our sample: *colourful traditions, warm-hearted people, off-the-map experiences, mysterious country, amazing city, famous sights, exiting activities, perfect rest*. The authors of guidebook articles often express their admiration with the help of the highest degree of comparison of adjectives: *the biggest port, the most famous medieval castle, the most pleasant major city, the most decisive battle, the most majestic river, the most notable landmark* (<https://traveltoukraine.org/>)

An excess of positive words, adjectives or emotional terms creates a fairy-tale kingdom of charm, happiness, romance, fun and fantasy. Describing tourist attractions in travel guides, the authors try to enhance such features as uniqueness, silence, tranquility, warmth, diversity, relaxation, while provoking a feeling of uncontrollable desire: *“Kyiv, of course, is known internationally as the “City of Golden Domes” for the glistening cupolas of such ancient Ukrainian Orthodox places of worship as St. Sophia’s, St. Michael’s and the Monastery of the Caves”. “If Ukraine has a city that can naturally bear the title of “Gateway to the West” it is certainly Lviv”* (<https://traveltoukraine.org/>)

Hyperboles and metaphors create the dream atmosphere: “Ukraine has more than a thousand-year history associated with numerous stereotypes. Like most Eastern European countries, it is a rather young country”. (<https://traveltoukraine.org/>) people in Ukraine are often described as *warm, friendly, hospitable and generous*, and landscape views are described by adjectives such as *magnificent, peaceful, spectacular or fascinating*. Although many of these terms have long been commonly used in tourism discourse and they are increasingly combined with derived nouns or synonyms. They are nevertheless aimed at nurturing the reader's imagination. Descriptive words, which are so often used in tourist discourse, express a strong sense of fascination, fun, joy, admiration, which greatly affect consumers.

Modern researchers believe that among the motives which are necessarily recorded in tourist texts, there are such as authenticity; search for new, unfamiliar and contrasting worlds (Georgeta Rata, 2012: 305). The image of tourist Ukraine is created under the influence of the specified motives. Thus, tokens are often present among the definitions of locality in Ukraine *origin, real, true, ancient, old, pure* and other.

“A colourful maze of old, hilly streets, with golden-domed cathedrals and pretty parks in the centre, Kyiv is one of Europe’s most atmospheric cities. But Ukraine’s capital is more than just a place to wander through: beneath the beautifully scruffy surface are great (and cheap) places to eat, drink and party”. (<https://www.lonelyplanet.com/>)

To describe local inhabitants the most used are adjectives *friendly, hospitable, passionate, interesting*. For example:

“Ukrainians are very friendly and welcoming. They love large groups and gatherings, always help each other and consider all people around them to be their best friends. Thus, if you happen to come to a party in Ukraine, don’t worry, you’ll definitely make some friends and will chat, laugh and sing your favourite songs till dawn” (<https://theculturetrip.com/>).

“The people are really welcoming, the country is inexpensive, and there’s a real sense of stepping back in time as you explore the cities and countryside” (<https://www.nomadicmatt.com>)

During the study, we noted that the information in the guides appeared as an aid to travelers, transmitted by modal verbs *should, have to* or other verbs that have a synonymous meaning: *recommended, suggested, guide, advice, proposed, etc*. Rhetorical questions are used as an alternative way of transmitting commands (motivation to action). The use of the imperative mood is consistent throughout the set of analyzed tourist guides and is represented by the following verbs: *act, walk, eat, head, let, come, take, get, see, discover, look for, etc*:

“There is no sign, but the white door featuring number 17 is hard to miss. Just walk down and ring the bell”.

“Start by pushing “ОБ” on the Globus mall (west wing) elevator. Once you’re in you get a free tour of the place”.

You will discover the Opera and Ballet Theater, Duke de Richelieu Monument at the top of the legendary Potemkin Stairs and the monument to the 12th Chair at Deribasovskaya Street. (www.lonelyplanet.com)

It should be noted, that there is a friendly and hospitable attitude of Ukrainians to tourists, especially with children, which is directly confirmed on the pages of tourist guides. Namely:

Remember if you wouldn’t do it at home, don’t do it in Ukraine! (<https://www.nomadicmatt.com>)

Because tourism involves travel in space and time, many online travel guides represent cultural heritage as the primary means of tourists’ attraction to a particular country or region. By browsing travel sites, we find out a lot of new information about ancient reefs, prehistoric rainforests, and historical works of art, gardens, palaces, monuments and museums. Judging from descriptions of past events, the past tense is often used. However, the most commonly used temporal forms were present and future, as the basic information of the tourist guides is focused on encouraging potential travelers to activity.

Due to the new conditions of sociability, language, along with other forms of cultural expression, is rightly easier to separate from identity and is used as a separate stylistic resource (cf. Bell 2009; Cameron 2000; Coupland 2007). This phenomenon is observed in the tourist discourse in those places where the local language can be actively

promoted and presented to the consumer of tourist services as “metonyms of the place”, which express cultural authenticity and should attract the attention of potential tourists.

“You will discover the Opera and Ballet Theater, Duke de Richelieu Monument at the top of the legendary Potemkin Stairs and the monument to the 12th Chair at Deribasovskaya Street”. (<https://www.lonelyplanet.com/>)

In tourist guides, the degree of development of the country, its compliance with modern trends is expressed through information about the nightlife of Ukraine, on the example of millionaire cities:

“Hidden in the basement of the Kyiv Cinema, this is Kyiv's original speakeasy and a legend among Kyiv's bars. Whereas the bartenders' at most top cocktail bars in Kyiv are men, many here are women. And they can sure sling a drink: cocktails at Parovoz are handcrafted works of art. Excellent food as well”. (www.lonelyplanet.com)

Discourse nowadays is becoming a leading part of psychologists in this field, it allows you to pose and solve professional problems, many of which were kept secret for them due to lack of theoretical justification and lack of real discursive practices. It is no coincidence that an important factor that actualizes the study of discursive influence is the strengthening of the role of communication in the world, the realization that discourse can influence the state of society, the processes occurring in the mental world of people who need of psychological help. It is necessary to emphasize the important role in the discourse a factor in the situation as well as psychotherapeutic characteristics of the actual discourses and the subjects of communication (Kalmykov, 2017).

Conclusions. In the psycholinguistic literature there is a tradition to oppose the virtual discourse to the real, to consider it as non-institutional form of communication, born by technical means of communication and immersed in them. However, nowadays it is impossible to ignore the fact that the focus of people's social activity has shifted to online environment. Accordingly, a specific virtual community is formed with its unique linguistic, cultural and psychological properties. The main means of getting some information here are short printed messages or texts (in guide books) that implement informal oral and written form of speech, attack emotionally-colored visual stimuli, which it is accompanied by. Communicative situation causes variety of new models of language discourse: procedural, stylistic, textual, syntactic, semiotic, functional-communicative etc. Physical absence of partners causes the element of game, myth-making, as well as experiments with identities and manipulation in online communication (Bochelyuk, 2018).

The article substantiates the list of current social psychological problems connected with language (discourse), for the solution of which it is expedient to involve theory and methodology of psycholinguistics: perception and interpretation messages of various nature; technological capabilities and restricting of texts creation in the online social environment networks; the problem of self-presentation and network identity that involves comprehending oneself and own experience in interacting with others; the problem of manipulative suggestive and mobilizing social media discourse; the impact of online texts on worldview and behavior as an individual, and society as a whole; influence on ontogenesis and development of the psyche in childhood. All these points need a scientific explanation and determine the current prospects interdisciplinary research that combines linguistic, psychological and sociological methodology. Global the purpose of this work is to ensure psychological security and development of communicative competence of language personality in virtual discourse.

All the results of our investigation can be used while conducting lectures and practical classes in linguistics, psycholinguistics or discourse.

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