

## DISCURSIVE SECTOR OF TOURISM IN A PRAGMATIC ASPECT

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**Abstract.** This study analyzes the principle of contamination as a key factor in creating a multimodal discursive space of tourism communication. The article examines the genre-functional determinism of the contamination of discursive practices in inextricable connection with the inter- and polydiscursivity of both virtual and text space.

**Keywords:** polydiscursivity, tourist discourse, macrostructure, microstructure, thematic dominants, actualization of interference components.

## INTRODUCTION

*In the current state of the international space of tourism communication, the primacy of multimodal, often asystemic, actualized contexts, which are pre-discourses of the contaminated global tourism system, acquires special significance. The emphasis on various thematic dominants in the aspect of determining the filling of the discursive space of tourist communication seems to be the least explored area of linguistic research into “various algorithms for encoding and decoding information at various levels of the text hierarchy in the aspect of noematic analysis” [5, p. 51]. Studying the vectors of development of such a complex phenomenon with a centuries-old history of existence as tourism discourse, which incorporates communicative practices of art, journalism, advertising, culinary, architecture, etc. discourses, provides the opportunity for a comprehensive description of complicated border sociocultural communicative practices [4].*

## MATERIALS AND METHODS

*The problem of contamination and diversification of discursive practices seems to be very relevant for modern discourse science and cognitive linguistics and is reflected in the research of many scientists. Thus, according to most linguists, tourism discourse is directly woven into the living fabric of general civilizational socio-cultural activities [2, p. 81], various variations of verbal communication algorithms are thus determined precisely by transformations in objective anthropological activity. The penetration of criterion features from one discourse type to another is the result of complications of the actual change in reality by community members within the*

*framework of intersectoral interactions [1]. However, some researchers also emphasize the presence of reverse processes, when transformations of the discursive space become the basis of socio-cultural changes. Fairclough substantiates this postulate with a striking example, when the improvement of the genre-stylistic system seems to be a prerequisite for globalization processes characterized by discrete interaction in both spatial and temporal aspects [2]. The immanent characteristics of tourism discourse (sociocultural determinacy of the phenomenon itself and the communicative sociality of interaction practices) legitimize the application of the proposed modern approach. Filatova's principle of hybrid polyphonic research of the heterogeneous nature of tourist communication in its various implementations [3]. After all, this activity is created in a heterogeneous environment, presented by both specialists and ignorant ordinary people as constantly changing status roles of agents and clients of the tourism industry. Each of the genres (information and advertising materials, guidebooks, travel blogs, encyclopedic articles) actualizes polythematic spaces of interdiscourse, following both conventional and non-conventional models of development of linguocultural, socio-historical, emotive, etc. overtones of general textual content with periodic changes of codes, creating a special scheme for understanding contaminated discourse [3, p. 15].*

## RESULTS AND DISCUSSION

The processes of development and hybridization of tourism discourse are facilitated not only by the constant replenishment and diversification of the conceptual apparatus, the formation and reconstruction of “dynamic “action patterns” of the producer for production” of new shades of meaning [2, p. 88], which are intended to update the new topic. In conditions of non-conventionalization and relative chaoticness of thematic sequences, accompanied by the socio-cultural coherence of the set of objects described, general pragmatics and modality of statements, stable dominant themes are formed in tourism discourse. These dominant themes predict the introduction of the constitutive features of thematically determined discourses into a certain conglomerate. It is precisely because of hybridization that the identification of characteristic discourse-forming themes in contaminated discourse is extremely difficult, according to M.I. Makarov, there are no necessary and sufficient grounds, as well as universal operational procedures for identifying the general semantic macrostructure of the entire discourse [3, p. 140]. This hypothetical macrostructure appears to be a kind of abstract construct for describing the generalized content, which is the basis for the global coherence of discourse.

The inhomogeneity of the community that forms this discourse is the basis for the variability of the dominant genre-thematic spaces of tourist communication. “Polyphony of

discourse” is intended to emphasize the polythematic nature of the discursive macrostructure of tourism [4, p. 78]. The tourism discourse itself can be conditionally divided into thematic-specific subtypes: environmental, cultural-historical, scientific expeditionary, medical, religious, etc. At the same time, the organic inclusion of elements of other institutional discourses in one or another type legitimizes sociocultural and linguotypological specificity of multifunctional tourist communication. The dynamism formed by the blurred thematic boundaries of tourism discourse also determines the peculiarities of the analysis of its interference components, the totality of which M. Pesce called “interdiscourse” [5, p. 266–267] – a certain list of pre-data initial dominant topics for building tourism communication.

The question of defining tourist discourse as a polydiscursive space is quite controversial, and although the mechanisms of interaction of individual discourses both in the case of inter- and within polydiscourse are similar, interdiscursive relationships are characterized, first of all, by the constants of individuality, modality and situationality [3, p. 12], it actualizes a separate proto-text, while the polydiscourse of the united macrostructure postulates a stable set of special discursive practices in their integral interaction [1, p. 122]. i.e., in essence, this is the distinction between the core and the periphery of the dominant thematic components.

Thus, the interaction between the core and the periphery is carried out within the framework of a general communicative-pragmatic task implemented in the macrostructure of tourism discourse. At the core positions there are several types of discursive practices; first of all, artistic discourse can be distinguished as a base and pro-discursive in relation to tourist communication. This is travel literature, which, like other types of artistic discourse, realizes an aesthetic function. It is within the framework of this discursive practice that various means of expressiveness and axiological overtones of general generalized content enter the space of contaminated tourism discourse (the means of explication are in this case phraseological units, both transformed and not changed, stylistic figures and tropes, for example, metaphors (ability to transport people to new worlds for the price of a subway ride; Moscow is the rapidly beating heart), comparisons, often complicated by emotional and evaluative epithets (hard-to-find treasures like Ukrainian honey-pepper vodka), personification (the facade of the building faces south; fast-growing city), oxymorons (biggest little zoo), rhetorical question (Carelessness, contemplation of unearthly beauty, inexpressible impressions – what else do you need to be completely happy?), etc. In the layer of artistic discourse, the existential sociocultural components of the concept sphere are updated, this happens through the inclusion of linguistic and culturally specific units - realities of various types.

**CONCLUSION**

Based on the analysis of empirical data in the aspect of interdiscursivization, it is possible to identify elements of various thematically dominant discourses, which are characterized by spontaneity, optionality, and individuality. The primacy of the constant situational use of these components is due to the variability of topics in the tourism sector. Interdiscursive components are tied to the microstructure of thematically determined segments. Intratextual markers of contamination of discursive practices coexist in tourist discourse with the phenomenon of hypertextuality as an immanent potential for a direct transition between different topics (directories).

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