

Creation of a Corpus of Specialised Language

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DOMAIN: **tourism**

SPECIFIC TOPIC: **tourist promotion**

TOTAL NUMBER OF WORDS: 6461

Source of the material: Internet

QUANTITATIVE ANALYSIS

What are the **most considerable items** in that list?

The most considerable items are (except from articles, personal pronouns etc) nouns (38 out of 100 words), adjectives (9 out of 100 words) 5 verbs out of 100 words (**be** in the following forms: is, are, be, was; **have** in the following forms: has, have, **can; visit, will**). These items are used to promote tourist sites (in Australia, Ireland, New Zealand, South Africa) listing and describing activities and places of interest

CORE VOCABULARY : MOST FREQUENT NOUNS

1. ecotourism	30	28. glaciers	10	54. ice	7
2. park	27	29. land	10	55. journey	7
3. world	27	30. people	10	56. mountains	7
4. cape	25	31. place	10	57. mt	7
5. Australia	24	32. Taranaki	10	58. summer	7
6. mountain	22	33. Whanganui	10	59. summit	7
7. tourism	21	34. Egmont	9	60. time	7
8. town	19	35. sea	9	61. tours	7
9. river	18	36. way	9	62. track	7
10. south	18	37. accommodation		63. Winelands	7
11. region	16		8	64. years	7
12. coast	15	38. conservation	8	65. beach	6
13. nature	15	39. experiences	8	66. centre	6
14. one	15	40. glacier	8	67. communities	6
15. areas	14	41. hikers	8	68. department	6
16. area	13	42. Karoo	8	69. environment	6
17. experience	13	43. life	8	70. harbour	6
18. island	13	44. Maori	8	71. metres	6
19. Zealand	13	45. mount	8	72. operators	6
20. city	12	46. products	8	73. point	6
21. west	12	47. range	8	74. Queensland	6
22. eco	11	48. visitors	8	75. rock	6
23. heritage	11	49. activities	7	76. towns	6
24. north	11	50. culture	7	77. trails	6
25. walk	11	51. days	7	78. travellers	6
26. bay	10	52. east	7	79. visitor	6
27. day	10	53. holiday	7	80. water	6

81. wine	6	88. beauty	5	95. guides	5
82. accreditation	5	89. bird	5	96. home	5
83. adventure	5	90. bridge	5	97. hours	5
84. airport	5	91. Canterbury	5	98. huts	5
85. art	5	92. climbers	5	99. industry	5
86. attractions	5	93. country	5	100. info	5
87. Beaufort	5	94. forest	5		

MOST FREQUENT VERBS

1. is	117	35. guided	4	69. living	3
2. can	28	36. impacts	4	70. located	3
3. have	14	37. made	4	71. makes	3
4. will	12	38. remember	4	72. managed	3
5. walk	11	39. slopes	4	73. may	3
6. land	10	40. surfing	4	74. meet	3
7. was	9	41. take	4	75. offers	3
8. enjoy	8	42. taken	4	76. order	3
9. provides	8	43. travel	4	77. owned	3
10. range	8	44. up	4	78. plan	3
11. found	7	45. use	4	79. practice	3
12. including	7	46. walking	4	80. program	3
13. ll	7	47. allow	3	81. protected	3
14. see	7	48. ask	3	82. providing	3
15. been	6	49. built	3	83. should	3
16. find	6	50. check	3	84. stands	3
17. make	6	51. choose	3	85. taste	3
18. need	6	52. climbing	3	86. try	3
19. point	6	53. close	3	87. used	3
20. provide	6	54. could	3	88. using	3
21. based	5	55. cover	3	89. were	3
22. go	5	56. diving	3	90. appreciate	2
23. known	5	57. drive	3	91. approach	2
24. lodge	5	58. drop	3	92. awaken	2
25. surf	5	59. end	3	93. begins	2
26. takes	5	60. ensure	3	94. being	2
27. access	4	61. formed	3	95. benefits	2
28. certified	4	62. help	3	96. blend	2
29. complete	4	63. hiking	3	97. bored	2
30. cook	4	64. include	3	98. buying	2
31. do	4	65. kayaking	3	99. call	2
32. encouraged	4	66. leaving	3	100. challenge	2
33. falls	4	67. like	3		
34. game	4	68. live	3		

MOST FREQUENT ADJECTIVES

1.						
2.	local	21	36. excellent	4	70. very	3
3.	central	16	37. famous	4	71. wide	3
4.	new	16	38. flat	4	72. wild	3
5.	national	15	39. guided	4	73. able	2
6.	aboriginal	12	40. important	4	74. active	2
7.	great	11	41. just	4	75. alone	2
8.	unique	10	42. large	4	76. amazing	2
9.	traditional	9	43. marine	4	77. archaeological	2
10.	high	8	44. old	4	78. Australian	2
11.	well	8	45. western	4	79. average	2
12.	alpine	7	46. accessible	3	80. bored	2
13.	beautiful	7	47. African	3	81. botanical	2
14.	cultural	7	48. ancient	3	82. called	2
15.	historic	7	49. easy	3	83. characterised	2
16.	long	7	50. economic	3	84. classed	2
17.	only	7	51. essential	3	85. commercial	2
18.	responsible	7	52. exceptional	3	86. daily	2
19.	good	6	53. false	3	87. deep	2
20.	natural	6	54. fast	3	88. developed	2
21.	possible	6	55. fast	3	89. divided	2
22.	sustainable	6	56. giant	3	90. eastern	2
23.	welcome	6	57. highest	3	91. endangered	2
24.	available	5	58. indigenous	3	92. endless	2
25.	hot	5	59. largest	3	93. experienced	2
26.	known	5	60. light	3	94. forested	2
27.	northern	5	61. outdoor	3	95. full	2
28.	popular	5	62. overnight	3	96. genuine	2
29.	right	5	63. pacific	3	97. greater	2
30.	small	5	64. protected	3	98. international	2
31.	southern	5	65. rush	3	99. kind	2
32.	accredited	4	66. scenic	3	100. last	2
33.	certified	4	67. still	3	101. magic	2
34.	complete	4	68. tasman	3		
35.	environmental	4	69. vast	3		

MOST FREQUENT ADVERBS:

In the first 500 words of the corpus the most frequent adverbs are less than 100 and they don't represent the most considerable items in it.

1. there	22	8. across	5	15. always	4
2. most	15	9. here	5	16. how	4
3. also	12	10. much	5	17. just	4
4. all	11	11. never	5	18. nowhere	4
5. only	7	12. not	5	19. off	4
6. through	6	13. once	5	20. often	4
7. where	6	14. when	5	21. today	4

22. up	4	25. both	3	28. almost	2
23. what	4	26. so	3	29. away	2
24. within	4	27. very	3	30. below	2

MINIMAL CORE VOCABULARY:

The minimal core vocabulary is **mainly** made up of **names of activities** that tourist can practice during their holidays. Many of the terms are **compound words**. It is interesting to note that the prefix *eco-* is present in many words. I also noted the presence of an **acronym** (N.E.A.P.)* which contains the term ecotourism (which is repeated persistently throughout the corpus) and is also an example of **nominalization**. Moreover there is the presence of “**constructions at left**” and compound words (I underlined in green the **compound words**).

1. kayaking,
2. safaris,
3. bird watching,
4. diving,
5. rafting
6. camel riding,
7. 4WD touring
8. ecotourism
9. eco- destination
10. angling
11. climbing
12. surfing
13. diving
14. mountain biking,
15. sea kayaking
16. tandem paraglider
17. berry, cherry, grape picking tours
18. game viewing
19. canoeing,
20. 4x4 trails,
21. horse-back safaris,
22. hiking,
23. mountain biking,
24. rock pool swimming,
25. abseiling
26. kloofing.
27. glider
28. hot air balloon
29. fly-fishing.
30. *Nature and Ecotourism Accreditation Program (N.E.A.P.) (acronym)
31. ecologically sustainable tourism it's an example of construction at left
32. responsible tourism
33. eco-tour
34. eco-cruises
35. eco-retreats
36. eco-camp

37. eco-certified test
38. hiking tracks
39. track system
40. gourmet area
41. hike
42. kayakers
43. paddling
44. bird watchers
45. jet boat
46. bunkroom
47. canoeists
48. climbers
49. ski-tourers
50. hikers
51. backpacker lodges
52. hotels
53. restaurants
54. cafes
55. tour companies
56. guided glacier walks **it's an example of construction at left**
57. hot pool hikers
58. hike
59. ice climbing equipment
60. Kayaking
61. surf town
62. beach volleyball
63. kite surfing
64. parasailing,
65. jet skiing
66. surf lifesaving
67. surfing competitions
68. blokarting,
69. jet boating
70. white water rafting

QUALITATIVE ANALYSIS

MEANING AND COLLOCATION OF SOME SIGNIFICATIVE WORDS:

NOUNS

WORD	MEANING(fromWeb Concordancer)	CONCORDANCE (fromWeb Concordancer)
angling	<p>as noun</p> <p>angling noun the sport of catching fish with a rod and line and a baited hook (or other lure)</p>	<ul style="list-style-type: none"> • Almost every conference of angling or fishery interests has cormorant (...)
raft	<p>as noun(countable)</p> <p>raft noun(countable) a flat float (usually made of logs or planks) that can be used for transport or as a platform for swimmers : "a river trip on bamboo rafts through dense rainforest"</p> <p>as verb</p> <p>raft verb carry people or goods on a raft: Raft people across/over/up/down a river.</p> <p>as verb(transitive)</p> <p>raft verb(transitive) transport on a raft.: "raft wood down a river"</p>	<ul style="list-style-type: none"> • Graham Lord survives an Alpine rafting adventure IT WAS when our (...) • in the area are selling white water rafting as the exciting off-piste summer (...) • ds By PAUL TYRRELL A WHITE-WATER rafting expedition due to leave Hongkong (..) • Army rafting expedition in plea for funds By PA • ochure's warning that white water rafting is "a hellish experience", and had (...) • White water rafting on the River Dranse in July 1994 . • thrills and dangers of white-water rafting. `` The nearest thing to white water (..) • hs offer Meryl Streep white-water rafting with a killer in The River Wild (...)
Fly-fishing	<p>as noun</p> <p>fly-fishing noun angling with an artificial fly as a lure</p>	<ul style="list-style-type: none"> • reform and impressive detail about fly-fishing.
kayak	<p>as noun (countable)</p> <p>kayak noun (countable) a small canoe consisting of a light frame made watertight with animal skins; used by Eskimos</p> <p>as verb (intransitive)</p>	

	. kayak <i>verb</i> (intransitive) travel by kayak	
ecotourism	ecotourism Function: <i>noun</i> : the practice of touring natural habitats in a manner meant to minimize ecological impact	<ul style="list-style-type: none"> • "Ecotourism is ecologically sustainable tourism with a primary focus on experiencing natural areas that fosters environmental and cultural...
parasailing	para-sail-ing Function: <i>noun</i> : the recreational sport of soaring in a parachute while being towed usually by a motorboat	<ul style="list-style-type: none"> • Sky Screamer Parasailing is operated by U.S.C.G Licensed Captains Dave O'Dell and Hale Wilson. They have over 25 years combined experience... • Everything you ever wanted to know about parasailing from equipment to insurance. A complete information guide.
abseil	ab-seil Function: <i>intransitive verb</i> Etymology: German <i>abseilen</i> , from <i>ab</i> down, off + <i>Seil</i> rope chiefly British : RAPPEL	<ul style="list-style-type: none"> • Abseil into the Devil's Gorge. We can give you a thrill you won't forget - abseiling into the 120ft Devil's Gorge. • Abseiling This thrilling sport looks dangerous. Everybody feels a rush of adrenaline when he is asked to climb down a cliff.

Internet sources of the word meaning and concordance: www.edict.com, www.webster.com,



Linguistic patterns typical of the target language

In the target language of tourist promotion I found many cases of **inversion** between the main sentence and the subordinate.

Example:

Between beautiful Cape Dutch homesteads, traditional dancers with painted faces performing in the streets, the smell of spicy Malay cooking and the tang of a well-made wine, **this city will fill** your senses. (in this sentence there is a kind of inversion, because the main sentence is "this city will fill your senses" and it should normally be at the beginning, while you normally don't begin a sentence with "between")

- I found repetitions of the same structure or even of the same sentence first at the beginning of a description of a series of activities to be performed, and then when the description was finished.

Example:

You will never be bored in Cape Town. Table Mountain offers some of the best climbing in the world, and it's right here in the city. The surfing is fantastic; the diving is cold but good. You could go mountain biking, or go sea kayaking - you may see whales or penguins. If the wind is right, you could fly off Lion's Head with a qualified tandem paraglider pilot, and land on the beach in time for sundowners. **You'll never be bored.** I found slogans where it is used the device of omitting an element.

Example:

For body and soul! **Here any verb is omitted**

Central Karoo, a faraway highway of discovery. **Here any verb is omitted**

Cape Winelands.....go deeper! **Here the dots stand in for some missing element**

- I found a consistent number of positive terms and a particular **collocation of qualifiers** used to provide a positive connotation to what is mentioned

Example: **fine** collection of work by Australian artists.

It is an **undiscovered** world filled with **wonderfully friendly** folk

This is **the one place** in the world

A **rich indigenous culture**

unique historic attraction.

an unforgettable experience

Most common forms of nominalization

The most common forms of nominalization are listed in the minimal core vocabulary section above. Their distinctive feature is the **-ing** form.

Compound noun phrases that are typical of this variety

Here are some **examples:**

1. It promotes **ecologically sustainable tourism** structured to protect the land.
2. The Earth Sanctuary in the Adelaide Hills, **eco-cruises** on the Coorong and the Naracoorte Caves National Park are other S.A. 'must do's
3. All of these examples have passed the stringent Nature and Ecotourism Accreditation Program (NEAP) **'eco-certified' test.**

From the observation of certain items, can you detect the presence of specific language functions essential in the target language?

If by specific **language functions** we mean linkers like *such* or *because* (which are some of the most common in EGP) it is interesting to see that they are used very seldom because in this LSP there seem to be a need for short simple sentences, for repetitions of the same structures and I think this happens because the writers want to "pierce" the memory of the possible visitors of the places they are promoting.

On the other hand, if by specific language functions we mean the purpose to which language is put, I think that the **imperative function** is the main language function in the corpus, and the phenomenon is justified by the goal to sell travels. This function appears directly with the imperative tense (**Ex.:** Don't miss a visit/ don't worry/ Engage your senses: tantalise your taste buds, stimulate your vision, excite your hearing and awaken your sixth sense!), and indirectly with devices to soften the imperative function. Another **example** is:

“In regard to environmental impacts, **there are a number of commonsense steps to follow**”. (even if the tense is not imperative the meaning is of obligation through listing dos and dont’s) and then a list of suggestions follows:

“These include leaving an area cleaner than when you found it, staying on the trail (...)”

What are the most common verbal tenses?

- Imperative, as demonstrated above, and future used together with positive, appealing terms:

Example:

The variety of our heritage centres and visitor attractions **will add pleasure** to a vacation

Sometimes future and imperative are combined:

Ensure that you prepare well for your trip by reading about the places you are about to visit. If you’re well-informed, **you’ll be able** to forge a positive connection with the people you meet. **They’ll be** delighted that you’ve taken the trouble to learn something about their world.

- Modals are less frequently used than imperatives (when the modal is used is to highlight the range of possibilities that tourist have)

Example:

Various types of overnight accommodation **can be found**

You **can** walk... or hike

Are there any passive forms? How often are they used and when?

The passive forms are not used very often. They generally are used in descriptions

Example:

Ballinrobe Castle (situated where the ruins of Cavalry Barracks stand today down by Bowers’ Walk) **was built by**..

...the Cape Town Wine Routes, where some of the world’s best wines **are produced**

Personal considerations on the corpus:

In the corpus on tourist promotion I detected as a main feature a lot of technical vocabulary concerning leisure activities: some of them were totally unknown to me, while I heard about some others without knowing the meaning. In my study I found that the etymology of some words is not always English as in the case of: **abseil** (German *abseilen*, from *ab* down, off + *Seil* rope); or in the case of the adjective from Chinese: “if all this sounds too **gung ho** for you...”[**gung ho** Function: *adjective*. Etymology: *Gung ho!*, motto (interpreted as meaning "work together") adopted by certain U.S. marines, from Chinese (Beijing) *gOng hé*, short for *ZhOngguó GOnghé Hézuò Shè* Chinese Industrial Cooperative Society: extremely or overly zealous or enthusiastic].

I think that technical vocabulary on tourism is going to increase in the coming future because new and sophisticated sports and hobbies are expanding. Consequently if a person/teacher is interested in this linguistic field it is necessary a continuous update in order not to get lost in the labyrinth.

I found very useful for my study the website: www.webster.com. I also found some clues on the site www.edict.com, while for the first corpus analysis I used the freeware software *antconc2*.

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