Санкт-Петербургский государственный университет

  ЧЖУ Юйхай

  **Выпускная квалификационная работа**

**Лингвопрагматика экскурсионных текстов**

Ургвень образования: Магистратура

Направление: 45.04.02 Филология

Программа: ВМ.5801.2020 «Иностранные языки и межкультурная коммуникация в сфере туризма и экскурсионной деятельности »

 Научный руководитель:

 Доцент, Кандидат филологических наук Григорьев Иван Вадимович

 Рецензент:

 Доцент, Кандидат педагогических наук

 НИУ ВШЭ в « Санкт-Петербурге »

 Нужа Ирина Витальевна

Санкт-Петербург

2022 г.

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**ВВЕДЕНИЕ**

Производственная практика (научно-исследовательская работа) проводится на базе СПбГУ.

В процессе ведения научно-исследовательской работы третьего семестра магистрант определяет источники практического материала по разрабатываемой теме научного исследования с целью их использования при выполнении выпускной квалификационной работы.

Сфера исследовательского поиска: «Linguopragmatics of excursion texts».

Научный руководитель: Григорьев Иван Вадимович.

**«Linguopragmatics of excursion texts»**

**Abstract**

Nowadays, due to the pandemic people more rely on reading excursion texts than on a real trip. Excursion texts become more and more important. However, sometimes readers can not fully understand excursion texts for some reasons. They cannot receive the adequate information about these sites or even lose interest to visit these sites. Some ideas need to be introduced to solve this problem.

Our topic is linguopragmatics of excursion texts. We suppose that the study of linguopragmatics can help us better use languages, and solve the abovementioned problem of misunderstanding in excursion texts. The objective is to study what linguopragmatics is, what are the main features of linguopragmatics, how it works in excursion texts. Data in this paper work was collected from online academic websites and other related data websites. The main features of linguopragmatics are literal meaning, contexts, intended meaning, relative distance, deixis. The excursion texts are both guiding texts and advertising texts, linguopramatics concerns more about literal meaning, relative distance, and deixis on the part of guiding texts, and relates more about contexts and intended meaning on the part of advertising texts. Through the analysis of cases of English excursion texts from Chinese tourism websites, The author has developed guidelines for the writers of excursion texts:

1. The writers should consider themselves as foreign readers.

2. The writers should use simpler and clearer deixis, should check them by reversing the direction and location

3. The writers should be careful about the contexts and try to find the appropriate one for most of readers

4. The writers should less use the of words with intended meaning and provide more information for each sentence

**Key words:**

Linguopragmatics, language usage, deixis, contexts, excursion texts

**1.** **Section 1. The main theoretical part**

**1.1.** **Introduction**

Over the past few decades, with the development of science and technology, we have noticed an unstoppable tendency that the total scale of international tourism has been developing quite quickly and vigorously. This is especially true for some big developing countries of this century, for example, China, India... Thus, more and more foreign tourists are becoming interesting about these countries and considering them as their next step and destination to visit, for both their splendid ancient culture and modern achievement of science, technology, and economy. On the other side, nowadays people around the world could receive different kinds of information more and more easily. Indeed, if people want to go for a trip to some new places and countries where they have never been, it is quite normal and easy for them to search and check all the information about their future destination through different media in advance, not only just some pictures, videos, but also a lot of excursions texts, which could give the very first impression and idea to these potential travellers and tourists. For example, there are so many introduction articles on the numerous websites about local sites, attractions, customs, traditions, cuisine and habits, as well as hotels and accommodations, and other introduction websites with excursion information in different kinds of languages. We may also notice that, not just like other texts, excursion texts have the advertising elements with its own traits. In other words, the tourist visits the places, which she/he has already visited throughout the language. [Novozhilova, 2018: 1] That`s why excursion texts become more and more important and their value is to be discussed and researched. These texts are not only just the business cards of local attractions, but the first bridge and connection between the potential travellers and their destinations in plan.

Since the English which is the most world-wide language, has already spread so far beyond those English-speaking countries where it is used as the first language. Here we can get the data from the Wikipedia [Wikipedia. List of languages by total number of speakers], over 1.4 billion people use English as their first language or second language. Also, at the same time, more and more sightseeing has been providing their official websites within different foreign language versions especially in English.

China, as the biggest developing country in the present world, enjoys its enormous tourism market especially after its reform and opening marketing policy 40 years ago, and now more and more international tourists have been chosing China as their next or potential targeted destination of travelling. According to data from the internet [Statista. Overseas visitor arrivals in China from 2010 to 2020 with an estimate for 2021], in 2019, which happened to be the last year before the COVID-19 Pandemic, there were about 145 million international arrivals (including domestic tourists from Chinese Special Administrative Region Hong Kong, Macau, and Taiwan Province) to Chinese Mainland during that year. That`s absolutely a huge number, even though within this number of arrives there are not all of foreign tourists.

Furthermore, we have observed another situation about the situation of Chinese tourism is that, although China enjoys its fame for its huge tourism market, and still many potential foreign tourists, from English speaking countries or with good English level, couldn`t be attracted by these English excursion texts on Chinese tourism websites for some reasons. However, nowadays more and more Chinese tourism websites provide tourists and readers with their English language version, due to these reasons, the introduction effects of English version on these websites are not so remarkable and effective.

That`s why the author prefers choosing the English excursion texts from Chinese tourism websites to discuss the topic. And after the research of this topic, some solution might be introduced to alleviate the above situation.

To research about the excursion texts, firstly we need introduce an important term, linguopragmatics, or pragmatics, which plays a pivotal part in the aspect of Linguistics. So, what is it exactly? What does it include or relate to? How does it work in our topics of text of excursion? How can we improve the text of excursion with the help of it? These questions would be discussed, analysed and answered in the following parts of this article. Also, in the following parts of this article, in some cases the author will use pragmatics to substitute the word of linguopragmatics in the following texts.

**1.2** **What is Linguopragmatics?**

References to pragmatics are found in philosophy since the work of Charles Morris (1938), who defined it as the study of the relations between signs and their interpreters. [Sperber, 2005: 1]. In linguistics and related fields, pragmatics is the study of how context contributes to meaning. The field of study evaluates how human language is utilized in social interactions, as well as the relationship between the interpreter and the interpreted. [Mey, 2006: 51-62] Pragmatics is the study of the ability of language users to pair sentences with the contexts in which they would be appropriate [Levinson, 1983: 26] Pragmatics is the study of the relations between language and context that are basic to an account of language understanding. [Levinson, 1983: 21] Indeed, in one sense there is no problem of definition at all: just as, traditionally, syntax is taken to be the study of the combinatorial properties of words and their parts, and semantics to be the study of meaning, so pragmatics is the study of language usage. [Levinson, 1983: 5] Pragmatics may be roughly defined as the study of language use in context – as compared with semantics, which is the study of literal meaning independent of context [Birner, 2012: 12] Combined with these ideas, here we get our first idea that linguopragmatics means pragmatics in the field of linguistics. It is related to contexts, meaning of words, and the usage of the language.

In short, conclusion from above ideas, linguopragmatics means the usage of the language.

**1.2.1**  **Literal meaning**

Pragmatics encompasses phenomena including implicature, speech acts, relevance and conversation. [Mey, 1993: 22] According to Paul Grice, the meaning of a sentence conventionally determines, or helps to determine, what is literally said by uttering the sentence (the literal truth-conditions of the utterance) [Recanati, 1989: 1] Each of these contains the word means, but the word is being used in two very different ways in the two cases. In the first case, the meaning in question is what Grice (1957) calls natural meaning – an indication that is independent of anybody’s intent. [Birner, 2012: 23]

Basically, from above information we could learn that pragmatics mostly concentrates on the natural meaning or literal meaning of people`s talk, speech, written text and so on. For example, when we talk about “smart phones”, people would easily have a clear image of it in our mind quickly. This meaning is easy to understand and get it. So, actually it is the shallowest meaning in all kinds of contexts. The little difference of understanding may be just all smart phones, or just these smart phones before us in this electronic mall. Thus, the words of smart phones could make us different ideas, but at least we could have certain image with it. That`s the basic idea of that the meaning of the sentence is determined by the literal meaning of the words in the sentence.

The hope is based on the fact that pragmatic principles of language usage can be shown systematically to 'read in' to utterances more than they conventionally or literally mean. [Levinson, 1983: 37] If we add something to it for reading, the situation and the result would be rather different. For example, if we read or hear the words from somewhere: “future smart phones”, what does it mean? What would people have the image of it in their mind? I guess different people would have different ideas, maybe it would be small like a chip, or it would be installed in our brain. According to this idea, we can get the idea that words in the sentence could impress more meaning than its literal meaning and about this topic we will more discuss in the following parts of this paper work.

To sum up, the first basic feature of pragmatics is that pragmatics connects to the literal meaning of the sentence and sometimes it could show more information or meaning than its literal meaning.

**1.2.2**  **Context**

Context is "a frame that surrounds the event and provides resources for its appropriate interpretation". [Goodwin; Duranti, 1992: 3] In pragmatics, context is everything. [Finkbeiner; Meibauer; Schumacher, 2012: 9]

So here we can learn about how context is important in the study of pragmatics. Here is another idea between context and pragmatics: Pragmatics is the study of the relations between language and context that are basic to an account of language understanding. [Levinson, 1983: 21] So the definition really amounts to: pragmatics is the study of the role context plays in speaker- (or utterance-) meaning. But since we have failed to produce a clear notion of context, what we include in context is likely to be whatever we exclude from semantics in the way of meaning relations. [Levinson, 1983: 24] Pragmatics is the study of the ability of language users to pair sentences with the contexts in which they would be appropriate [Levinson, 1983: 26] In the usage of language, verbal context refers to the text or speech surrounding any expression including word, sentence, or even speech act. which depends on who they are talking to, which kinds of text or books they are reading, which places, when or under what circumstance, etc, just like role plays. With different role playing in the usage of the language, we need to find the appropriate one.

Why readers or listeners often might get different information and idea from different context? Just because they are in the different circumstances of the writer or speakers. These circumstances sometimes even depend on different age, genre, class, knowledge, co-text and so on. According to the theory of the relationship between context and communication, context consists of five aspects - physical, social, psychological, temporal and physiological:

1. Physical: location, environment, distance, setting, infrastructure, noise, temperature, seating arrangement and technology.

2. Social: power, hierarchy, rules, norms, formality, history, relationship and gender

3. Psychological: attitudes, feeling, emotion, perceptions, tones, pressure, stress, trauma, self-concept, views, feelings, bias, stereotypes, prejudice and prior experience.

4. Temporal: time and timing.

5. Physiological: health, welling-being, illness, disability and hearing loss.

 [Patel, 2011: 25]

If we cut all the extra contexts from above, all words just show the simple literal meaning without specific or particular meaning. If we add aspect of contexts into the words of speakers or writers, these words would be given more meanings, and even by different listeners or readers, the understanding would be totally different. For example, for the same one sentence: “Do you have a smart phone?” If we don`t have the specific context with this question, and we don`t know the identity of the speaker or the speaker's purpose, it is difficult to infer and understand the meaning with certainty. It could mean with following situation: If one person hears it on the street by a stranger, he or she might think about that the stranger would like to borrow it to take a call or something, that would often happen in real life. But if one person walks along an electronic mall, and hears it by a seller, he or she would more likely think about the seller would introduce him or her a new smart phone. It may even happen at the security check-in place at the airport, when one person is asked by the security staff. Here is we have just added different contexts to this sentence, the listener would just recieve the total different information.

That`s the real part of pragmatics or linguopragmatics concerned, the contexts also change the literal meaning of the words. So, we learn that context shows the internal meaning of content from the context of implicature, speech acts, relevance and conversation, though it sometimes may be read and understood as a different meaning. In different context, the internal or the real meaning of the speakers or writers would be totally different. So, if the given context is ambiguous or unclear, the listeners or the readers would have different ideas and understands, it is hard to them to get the real intent and purpose of the speakers or writers.

In conclusion, context could be one of the most important terms in the studying of linguopragmatics, and the different contexts are directly related to the circumstances in the sentences. Contexts also influence the ways and results of understanding and communication by readers or listeners by giving different situations and circumstances and other conditions of the interactors or relative elements and factors. That`s the reason why we need to find the appropriate context.

**1.2.3** **Intended meaning**

The literal meaning is a question about an ability (“are you able to do so?”); the additional meaning is a request (“please do so”) that may be inferred in some contexts but not others. The literal meaning is the domain of semantics; the “additional meaning” is the domain of pragmatics. [Birner, 2012: 11] The distinction between sense and reference described in the previous section is related to the distinction between sentence meaning and speaker meaning. Sentence meaning is the literal meaning of a sentence, derivable from the sense of its words and the syntax that combines them. Sentence meaning is “sense” as applied to entire clauses rather than individual words and phrases. Speaker meaning, on the other hand, is the meaning that a speaker intends, which usually includes the literal meaning of the sentence but may extend well beyond it. [Birner, 2012: 24]

Besides the literal meaning of the words, there often the additional meaning behind the words. It is strictly concerned about pragmatics. Sometimes we can find that there is difference between the real meaning of speakers or writers and literal meaning of the sentence. For example: Someone said to you: “What do you mean?” This one might not just ask the question, especially when two people are quarrelling something. Another example, “He is an angry bull”. The second one seems to express he is very angry and wants to attack others. How these situations happen exactly? Here are some ideas about these cases.

“My thoughts never leave my head and travel to yours; instead, Reddy points out, the hearer must attempt to reconstruct the speaker’s intended meaning, and this is a process that is fraught with the possibility of miscommunication and misunderstanding. ” [Birner, 2012: 24] Often, this meaning exists naturally outside of the literal words that are said. Take, for example, the common expression “Nice to meet you. Let’s grab a coffee sometime”. The literal message is that of an invitation to drink a warm beverage. However, for most expert speakers of American English, more often than not, this expression does not serve as an actual invitation to coffee, but rather a pre-closer to indicate a positive first meeting. This mismatch between the literal meaning, or locutionary force, of the utterance and its intended meaning, or illocutionary force, can feel off-putting for a learner when the structure and words are understood but the pragmatic intention is misinterpreted as an invitation that is never realized. [Sykes, 2018, 2] Here the extra meaning or invisible meaning beyond the given words comes from the different contexts and cases. The real intention of the speaker is to be polite and social by the detail context. It is an indirect expression. When we look back to the above example that “What do you mean?”, the idea is the same that the speaker might has his temper in some situation, though he doesn`t want to express all his idea directly. So here the intended meanings just occur when the speak wants to express more thoughts and ideas in the indirect way.

“First, I must sort out what one might mean by "meaning" in the phrase, "change of meaning." As far as I can see, there are only two possibilities. One might mean the meaning that is assigned to the sentence by the compositional rules of the language being used. But on this interpretation, metaphor as change of meaning is clearly incoherent. Taken literally, a claim that an instance of metaphor involves a change in meaning in this sense can only mean that the meaning is not what it used to be; either the original meaning has been replaced by a new meaning - the metaphorical one - or the new meaning has been added beside the old (literal) one. Any other construal of "change" would be metaphorical. Thus the claim that interpretation of metaphor involves a change in meaning would imply that by using a sentence metaphorically, one somehow changes the compositional rules of the language so that that sentence henceforth has a different, or an additional, literal meaning.” [Ortony, 1993, 125] Here we could understand that metaphors change the literal meanings of the sentence and make new meaning of it. According to another above example that “He is an angry bull”, we can understand that the meaning of the sentence changed, he doesn`t look like an angry bull, the new meaning, or the intended meaning in this sentence is that he wants make some attack or bad move because of angry. That`s the real expression of the speaker. So, the idea is that metaphor changes and gives new meaning.

From above cases and analyse we could make a conclusion that pragmatics not just concerns about the literal meaning but also the additional or intended meaning of the speakers or writers would present and express. This is the certain part we mentioned above that the meaning of the words could show more information or meaning than its literal meaning. The intended meaning of the words or phrases come from contexts and metaphors.

**1.2.4** **Relative distance**

Communication is a complex kind of intention that is achieved or satisfied just by being recognized. In the process of communication, the' sender's' communicative intention becomes mutual knowledge to 'sender' (S) and 'receiver' (H), i.e. S knows that H knows that S knows that H knows (and so ad infinitum) that S has this particular intention. Attaining this state of mutual knowledge of a communicative intention is to have successfully communicated. [Levinson, 1983: 16] From this idea, we could find that process of communication also depends on the mutual knowledge of senders (speakers or writers) and receiver (listeners or readers), which might be due to the mutual physical, social, cultural, conceptual experience between them. These mutual parts of them more like the relative distance between them. The more mutual part they have, the shorter the relative distance between them. So that they could use easier or special words to communicate. For example, when two classmates are sitting in a bus and talking about the nick name of their mathematics teacher, “Big Joe”, with his old broken cell phone, “Nokia”. For other strangers around them, though they listened their conversation, of course they can`t fully understand it who the person they were talking about. Because others don`t have the same background and experience of those two speakers. That`s the why the people who shared more mutual experience and cultural background, would easier communicate with each other. On the opposite, we see the people from different countries or cultures, would more difficult to communicate and understand each other, since they grow in the different cultures, not mentioned that on the most cases, they also use the different languages. Now we understand this means people from the different countries have further relative distances with each other. That`s why people should notice more in the process of the international communication, in cases that the speakers or writers and listeners or readers have further relative distances, it would be better to speak or write more detail information or just simple words to let others understand what do speakers really mean. Thus, from here we know that the relative distance between people depends on the result of communication.

From above definition and discussion, we could learn that pragmatics study at the meaning of people`s talk or the speech, the meaning in different contexts of languages, the internal meaning of the talk or the text, and also, the relative distance of between speakers or writers and listeners or readers.

**1.3** **Other aspects of language related to Linguopragmatics**

From above texts we have a brief understanding about linguopragmatics, but still, it includes other terms which might also significantly influence and decide the texts and speeches. Of course, we can`t discuss every important relative aspect of it, but still, some of them are really worthy to be discussed as following texts.

**1.3.1 Deixis**

The term deixis denotes the phenomenon of using a linguistic expression to “point” to some contextually available discourse entity or property. [Birner, 2012: 74] The single most obvious way in which the relationship between language and context is reflected in the structures of languages themselves, is through the phenomenon of deixis. The term is borrowed from the Greek word for pointing or indicating, and has as prototypical or focal exemplars the use of demonstratives, first and second person pronouns, tense, specific time and place adverbs like now and here, and a variety of other grammatical features tied directly to the circumstances of utterance. [Levinson, 1983: 54] The idea that pragmatics was the study of aspects of language that required reference to the users of the language then led to a very natural, further restriction of the term in analytical philosophy. For there is one aspect of natural languages that indubitably requires such reference, namely the study of deictic or indexical words like the pronouns “I” and “you”. [Levinson, 1983: 3] As anticipated in such a volume, deixis–using language to “point”–is explained and then broken down for further analysis into several forms of deictic expression: person, spatial, temporal, social, and discourse deixis. [Arbor, 2003: 1]

From above text we know the importance of study of deixis and deixis shows a term for one of the most basic things we do and it means “pointing or indicating” in the languages. It is one of the most basic things or one of the basic skills of language usage, because it exists in everywhere and every time of our daily life, even since babyhood, we point out something or someone we need. That could be the very first period of our life with deixis. Also, in every language there are pointing or demonstration words. Another interesting example is, if a traveller goes to a foreign country which he can`t speak local language, he will point out something he is willing to buy in the souvenir shop and the sellers will understand him. So, this gesture of point out, is a basic, ubiquitous and of course, useful method throughout the world. From that case, the pointing or demonstration words (“That” from “What`s that?”) or gestures of pointing out are expressions of deixis. In each case the context-dependency can be traced to specific deictic expressions or indexicals. [Levinson, 1983: 56] Here of course, all deictic expressions also depend on the speaker or writer sharing the certain context with others.

There are words like “this, here, now”, they are called proximal terms because they near the speaker or writer, and words like “that, there, then”, they are called distal terms, because they are away from the speaker or writer. In some languages, even distal terms would have extra situation depends on the distance with the addressee. Proximal terms and distal terms are the core of deixis.

Moreover, deixis could also be distinguished by its actual usage, some of them are very important, because they are often used in texts and speaking languages, for example, social deixis (person deixis), place deixis and time deixis.

Social deixis could show the distance between first person (speaker or writer) and the second one (listener or reader). Pronouns might be the basic part of it. However, the basic grammatical distinctions here are the categories of first, second and third person. [Levinson, 1983: 69] In some languages, use a third person or other person form could show the respect and social distance. For example, in Russian we use “ты, Вы” to show the difference of social distance. It`s a very common way between people of non-familiarity. Oppositely, use some words could decrease the social distance.

Place or space deixis (also called spatial deixis) concerns the specification of locations relative to anchorage points in the speech event. The importance of locational specifications in general can be gauged from the fact that there seem to be two basic ways of referring to objects by describing or naming them on the one hand, and by locating them on the other. [Levinson, 1983: 79] The concept of distance in modern English are two words, “here” and “there”, though previously, words like “yonder (more distant from speaker), hither (to this place), thence (from that place)” were used by mid-century people. Still, preposition is also a part of space deixis, because these words also concern the information of locations or positions of different and relative objects. In either case it is likely that units of measurement, or descriptions of direction and location, will have to be used, and in that case place deixis comes to interact in complex ways with the non-deictic organization of space [Levinson, 1983: 79] According to this idea, place or space deixis can also measure locations, positions and directions. It is pretty important to understand the real location of the speakers or writers, also from their prospective, the direction is opposite for the addressees. For example, we say Moscow stands at the east of Saint-Petersburg, also on the opposite we can say Saint-Petersburg stands at the west Moscow.

Another important deixis is time deixis. Both time and place deixis are greatly complicated by the interaction of deictic co-ordinates with the non-deictic conceptualization of time and space. [Levinson, 1983: 73] So, like “here” and “there”, we use “now” and “then” in English. We often noticed that “then” could be used for both past time or future time relative to the present time of speakers or writers. There are still other words from spatial deixis indicate to time deixis, for example, in English, we express certain point of time by using words like “this coming week” and “the past days”.

In short conclusion, deixis are words which can indicate, point, measure things and dimensions around us. These words play an important role in the relevence of linguopragmatics.

**1.4 Why should we learn Linguopragmatics?**

We have learnt that linguopragmatics shows us the aspects of the usage of the language. Also, linguopragmatics deals with the literal meanings of the words in the sentence, the effect of the different contexts, the words with intended meanings, the relative distance between the interactors, and the detail conceptions and situation of deixis.

One of the motivations for research in pragmatics might be to establish the effects of the uses of language on the language structure. [Levinson, 1983: 41] In other words, a pragmatic theory should in principle predict for each and every well-formed sentence of a language, on a particular semantic reading, the set of contexts in which it would be appropriate. [Levinson, 1983: 25] To avoid miscommunication caused by cultural difference, being familiar with diverse cultures and pragmatics is essential. [Lin, 2007: 1]

Here we could understand the importance of the motivation of studying and research pragmatics with making well-formed sentence with appropriate context to avoiding miscommunication. The speakers or writers and listeners or readers might stay in different context, or they might have more or less relative distance, such as they speak different mother tongues or they have different cultural background or life experience, though people who use the different languages, might communicate by gestures or by translation with people, by dictionaries, by devices. Sometimes people would also misunderstand each other by the oppisite deixis in the opposite directions. Thus, it is still obstacles of the natural essence in human communication by speech, conversations and written texts. The benefits of studying and research pragmatics are obvious for speakers or writers, to better and more precisely express ourselves in our speech and text writing, and as listeners and readers, to better and more precisely understand others. All need to express themselves precisely and correctly. Sometimes it`s not easy achieve that, especially in some professional or official texts, or in the situation of. intercultural communication.

Through learning pragmatics, the English speakers’ intercultural communication competence should be raised. Their Pragmatic Competence would be better because of knowing cultural differences and being aware of the significance in appropriate languages. In other words, the teaching and learning of pragmatics would release the difficulties of international communications for both native and non-native speakers. [Lin, 2007: 1] Here we put the studying of pragmatic into the international communications. That`s also why we should learn linguopragmatics.

Thus, to sum up, learning linguopragmatics could help us to better use the languages and avoid miscommunication, improve the effect of the usage of language, to express our ideas more clearly and precisely, let other people understand us more easily and effectively, and then to achieve the better communication between people.

**1.5 Features of excursion texts**

The language component of the tourism discourse texts is extremely important. So back in 1996, an American scientist Graham Dann claimed: so pervasive and essential is the language of tourism that, without it, tourism itself would surely cease to exist. In the absence of a sociolinguistic basis, the world’s largest industry would simply grind to a halt, and we would all remain at home [Novozhilova, 2018: 1] From here we know that the language component of the excursion texts is extremely important because it helps the development of the tourism business. These texts obviously, are texts related to excursion, tourism and travelling. As a special kind of texts, we presume that excursion texts have both features of guiding of introduction and features of advertising.

Still, the target text as an independent tourist text should meet the following criteria: it should be adequate, readable, understandable and persuasive. It should follow all the linguistic requirements (style, genre, syntactic, morphological, lexical and usage norms) and be perceived as the native, non-translated text by the target audience.[Skibitska, 2013: 3] Also, tourism texts or excursion texts have their specialities and features which should to be adequate, readable, understandable and persuasive. These features will be discussed as following texts.

**1.5.1 Excursion texts are guiding texts**

In other words, the tourist visits the places, which she/he has already visited throughout the language; thus, this suggests that the journey begins not at the moment of physical departure, but while reading the texts about the tourist destination, when the thought images of this area are formed. [Novozhilova, 2018: 2] The tourist might have a virtual visit about their destination by reading excursion texts. So, the excursion texts like a guide to tourists. These texts are just guiding texts which give and show the excursion information.

Combined with conception from the above texts in the paragraph of 1.5 (The features of excursion texts), we have learnt that excursion texts should be adequate, readable, understandable. Thus, guiding texts should be clear and correct to introduce the features and facts of the local attractions, about their basic information like location, historical background, facilities, management, transportation, and so on. For example, when we got a guidebook about an ancient temple, the most important information about it would be its historical background of the temple, when it was built and who built it, what are its special features and what can we see in it. Surely, these texts should be clear and easy to read and understand, since not all the tourists or travellers would have very high level of reading or they are just not the native speakers with this kind of language. Then, these texts should be detail with adequate useful information, which would really help the readers know what exactly the attraction is. Just above mentioned that, the tourists could visit the places in a simply way by reading the excursion texts. Because these texts just like invisible guiders for tourists.

To summarize, excursion texts are guiding texts which is adequate, readable, understandable.

**1.5.2 Excursion texts are advertising texts**

“The advertising text – is the text, that has some advertising information. There are several distinguishing features of it. Firstly, it contains the information about a physical person or a juristic person, goods, ideas, initiations. Secondly, it is used for an uncertain number of persons. In the third, it is to raise and maintain interest to physical juristic persons, goods, ideas, initiations. In the fourth, it promotes selling goods, ideas and initiations realizing” [Zaitseva, 2020: 2] From here we have learnt the features of the advertising texts. But does excursion texts match with all these features of advertising text?

About the first feature, it is not difficult to understand that the excursion texts are also advertising texts which contains the information about travel destinations, attractions or excursion services providers, such as travel agencies, hotels, or just local inns and customs and so on.

As for the second feature, of course, excursion texts are written for potential tourists or business partners. Thus, these types of people seem to be certain, but the number of them are definitely uncertain.

To the third, obviously, the importance is “raise and maintain interest of someone”. From above texts in the paragraph of 1.5 (The features of excursion texts), we also got the idea that excursion texts are persuasive, that also means that to raise and maintain interest of someone. The excursion texts should raise interest of tourists. It seems easy, but now tourists are more and more experienced with higher and higher requirement.

At the last one, tourists would pay for the tour or travel services, which may promote in excursion texts. Because finally they might have been attracted by the introduction of these persuasive texts. These features need to be highly paid attention to, especially the third one, because some of them would not be very objective sometimes, even could be exaggerated in some cases. We all know the hotels and travel agency would like to attract more tourists from all of the world. Sometimes exaggerated information is hard to be evitable.

Now we got the idea and conclusion that excursion texts are advertising texts, which make readers or tourists become more interesting to the local sites.

**1.6 Guiding and advertising texts within linguopragmatics**

Still, the target text as an independent tourist text should meet the following criteria: it should be adequate, readable, understandable and persuasive. It should follow all the linguistic requirements (style, genre, syntactic, morphological, lexical and usage norms) and be perceived as the native, non-translated text by the target audience.[Skibitska, 2013: 3] Obviously the excursion texts follow all the linguistic requirements and after the section of introduction of what is linguopragmatics, the basic idea is that linguopragmatics shows usage of the language. Through the analyse of excursion texts, the idea was got that these texts have features of both guiding and advertising texts. Thus, there should be pragmatics rules of all these texts, because texts are one part of language. We will discuss more about this topic with some cases to see how linguopragmatics works in the following part of the text.

**1.6.1 Guiding texts within linguopragmatics**

We have discussed above guiding texts are adequate, readable, understandable texts, and they introduce and guide people with the information about the target of excursion. So, when we think about the feature of linguopragmatics of these texts, there would be no more intended and hiding meanings for these texts, and their contexts are also common to the readers, the relative distance between writers and readers would be a possibility of problem since the readers may already know some basic information about the target of excursion, or may know nothing about that.

Here is a part of excursion texts, which more concentrates on guiding from a site of a Chinese sightseeing.

*East Lake is located on the south bank of the Yangtze River and in the east suburb of Wuchang, Wuhan city. It is the biggest scenery tourist attraction in Wuhan and also the largest lake within a city in China. The lake covers an area of 87 square kilometers (33 square kilometers of water area), that is five times greater than the area of the West Lake in Hangzhou. Because of its winding banks and crisscrossing ponds and brooks, it is called 'a lake with 99 bays'.*

Here all the information is readable and understandable, basic information about this lake such as the location, the size, is objective is clearly introduced. There is no more contexts and words with intended meaning. All deixis is simple and clear. Moreover, readers could fully understand all the given information even they don`t have the close relative distance with the writers. Because readers could have a thought that Wuchang, Wuhan city and Hangzhou, these are just names of cities or places in China.

Another example of excursion texts with guiding information from a Chinese tourism website:

*The slopes of Emei Shan have been inhabited since as early as 10,000 years ago. It was originally a Taoist retreat, but became a sacred Buddhist mountain by the 3rd century AD*.

The above texts just clearly show readers this place have been inhabited from 10000 years ago, and it became from Buddhist mountain from a Taoist retreat. All the information is shown clearly and readers could understand it without extra help. There are not more contexts and words with intended meanings. All deixis is simple and clear. Some readers may not understand what is Buddhist or Taoist, but it is not the main relative distance between the writers and readers, because still a lot of people know these are Asian religious. At least, we have learned relative distance between the writers and readers should be concerned more in the excursion texts.

From these examples we could got an idea that guiding texts are readable and understandable with adquete information. In these texts, there seems not to be more contexts and words with intended meanings. Deixis is easy and clear. Relative distance between the writers and readers might be the main problem. Until now we can`t find more problems.

**1.6.2 Advertising texts within linguopragmatics**

The advertising text must be for mass, and has the greatest influence, for the purpose of corresponding to the pragmatic approach demands. Pragmatic ideas are brightly expressed in the advertising texts, as the advertisement makers try to achieve certain goals, creating tastes and life way of the audience. The main purpose is to make the audience buy the advertising product. That’s why the basic pragmatic functions are influence and incentive. [Zaitseva, 2020: 2] Advertisements do not belong to a static text type, nor they fulfil a single function, even though the most prominent is the persuasive one. Their complexity partly derives from their multimodal nature, given the internal variety of components, with great potential to create meaning and with an intense aesthetic and emotional potential. The overall persuasive effect is conditioned by the combination and the interplay of textual elements as well, so that whether the advertisement is printed, audio-visual, or oral, its internal structure decisively influences the final target text. Since translation is a decision-making process, the textual selection and arrangement of elements in the target text largely depend on factors such as the restriction of the medium, cultural elements or the principle of relevance, among others. [Valdés, 2019: 6]

Different from the guiding texts, when we read about texts of advertisements, it often contains words with intended meanings, different contexts, personal and persuasive ideas. The readers would have different understanding and feeling after reading it, especially for excursion texts, because these texts show historical, cultural, political, geographic, national, even linguistic elements and make them into a combination to attract the target readers.

Here is an example, “Malysia, truly Aisa!” (From a tourism commercial advertisement on TV)

Of course, we can`t deny Malysia is an Asian country, but why this country could represent the truly Aisa, or it is just a kind of metaphor? It`s surely a debatable question for many people. We have discussed about the words with intended meaning above, and for some western tourists who have ever been to Aisa and would really like to explore and try something new in Aisa, because from that sentence, people could get intended information that, they could have a true and authentic Asian style travelling experience if they had visited to Malysia. Perhaps these words could strike them and attract them. Finally, make them a will to book a trip to Malysia. Also, it contains the rhyme from linguistic elements, which make it easy to understand and remember. Thus, as a result, intended meaning contributes a lot in an advisement, though sometimes it is not fully suitable and correct.

Here is another example, “The scenery of Wenzhou is the way to trendy life.” (From internet)

From that example, the readers would get more intended meaning that Wenzhou is a fashionable city landscape or there might be many industries connected with fashion and clothes in Wenzhou, since actually, the writer creates a new context for readers, because scenery is detail and trendy life is abstract. Then the writer also didn`t show us what he really means about this city, and different readers would have different ideas and it also depends on its contexts before or after. Not like static texts, advertising texts are more active with intended meanings and even with epithets and metaphors. Because of that, these texts should be paid more attention with different contexts, because not all the readers could understand these texts with intended meanings.

To sum up, the excursion texts with advertising information show the readers more intended meaning and contexts, they demonstrate more detail information to attract readers.

**Conclusion to Section 1**

In the above theoretical section, the idea of linguopragmatics is introduced and discussed, as well as some important features and relative terms of excursion texts. We have noticed that linguopragmatics concerns about the usage of the language. It also has several important features and relative terms, which contain contexts, words with intended meaning, relative distance and deixis.

Although there are still a lot of conceptions and ideas in this topic, we have some impression of its basic ideas for rules, which control really concern about the usage of the language. In the next section, the idea of linguopragmatics of excurison text would be clearer, after the case study to discuss and analyse the topic of how linguopragmatics work in excursion texts, especially with the cases of English excursion texts on Chinese tourism websites.

**2. Section 2 To analyse excursion texts in real cases and find the reasons why foreign readers can`t understand well some excursion texts in English on Chinese tourism websites**

**2.1 Why to choose excursion texts in English on Chinese websites?**

English is the most popular language in the world. According to the data from Wikipedia, the total number of English speakers is over 1.4 billion, though the number of first language speakers of English is only about 400 million. That`s why excursion texts in English would have the most readers.

We also mentioned above that with the development of science and technology, people just have noticed an unstoppable tendency that the total scale of international tourism has been developing quite fast and vigorously. Especially in some large developing countries in this century, for example, China, India... Thus, more and more foreign tourists are becoming interesting about these countries as their next step and destination, for both their splendid ancient culture and modern achievement of science technology and economy.

China, as the biggest developing country in the world, enjoys its enormous tourism market especially after its reform and opening marketing policy 40 years ago, and now there are more and more international tourists have chosen China as their next or potential target destination of travelling. According to official statics of Chinese government, in 2019, which is almost the last year before the COVID-19 Pandemic, there were about 145 million foreign tourists (including domestic tourists from Chinese Special Administrative Region Hong Kong, Macau, and Taiwan Province) have visited Chinese Mainland during that year. Of course, Nowadays in China, more and more sightseeing has been providing their official websites within different foreign language versions especially in English. Also, until April, 2022, Chinese government still has been introducing very strict rules for foreigners to accessing into China, that would make more people rely on excursion texts with photos and videos. However, due to several reasons, the effects of English version on these websites are not so clear and effective. Furthermore, we observe another problem in China that, though as such a big country of great ancient civilizations, China, which is also famous for its tourism, and still many potential tourists, from English speaking countries or with good English level, couldn`t be attracted by English excursion texts on Chinese websites due to some kind of misunderstanding. Thus, that`s why the author prefers to using the English excursion texts from Chinese websites to discuss about the topic.

**2.2 The cases of misunderstanding in excursion texts (with examples of texts from Chinese tourism websites)**

**Case One**

*History of Emei Shan(http://en.ems517.com/en-us/topic/detail/1306)*

*The slopes of Emei Shan have been inhabited since as early as 10,000 years ago. It was originally a Taoist retreat, but became a sacred Buddhist mountain by the 3rd century AD.*

 *Pugong, a medicinal plant farmer, built the Puguang Hall on the Golden Summit in the 1st century AD. In the 3rd century, the Puxian form of Buddhism (which centers on devotion to the Bodhisattva Puxian, or Samantabhadra) became dominant on Emei and the Chinese monk Huichi built the Puxian Temple (now the Wannian Temple) at the foot of the Guanxinpo Terrace.*

*In the mid-9th century, the Song Emperor Zhao Kuangyin sent a Buddhist mission headed by Master Jiye to India. On his return he was authorized to build temples on Mount Emei, where he preached and translated the Indian Buddhist texts. He was also authorized to cast a Puxian bronze statue, 62 tonnes in weight and 7.85 m high, now in the Wannian Temple.*

*Ever since, Mount Emei has been one of the most holy places of Buddhism. Extensive rebuilding during the Ming dynasty finally converted most of Emei's Taoist temples to Buddhism.*

 *The natural beauty and sacred significance of Emei Shan has been drawing pilgrims and tourists for 2,000 years. It was designated a World Heritage Site in 1996.*

**Case Two**

*About Shaolin Temple (*[*http://www.shaolin.org.cn/newsinfo/217/226/345/22757.html*](http://www.shaolin.org.cn/newsinfo/217/226/345/22757.html)*)*

*Shaolin Temple was established in 495A.D. at the western foot of Songshan Mountain, 13 kilometers northwest to Dengfeng City, Henan Province. The then-Emperor Xiaowen of the Northern Wei Dynasty (386-557) had the temple built to accommodate the Indian master Batuo (Buddhabhadra). Shaolin Temple literally means “temple in the thick forests of Shaoshi Mountain”.*

*As the first Shaolin abbot, Batuo (Buddhabhadra) devoted himself to translating Buddhist scriptures and preaching doctrines to hundreds of his followers. Later, another Indian monk Bodhidharma arrived at Shaolin Temple, who was said to have crossed the Yangtze River on a reed. He spent nine years meditating in a cave of the Wuru Peak and initiated the Chinese Chan tradition at Shaolin Temple. Thereafter, Bodhidharma was honored as the first Patriarch of Chan Buddhism. As Chinese Kungfu also originated from Shaolin Temple, it has been recognized as the origin of Chan Buddhism and the cradle of Kungfu.*

**2.2. Case study and reasons for these problems of misunderstanding**

From above cases, these texts of them are acceptable to read but still there are some problems of the usage of the language, which makes readers confused and understand unclearly. In other words, they are not adequate, readable, understandable, or persuasive. These words are underlined and the next step is to know what are exactly the reasons for these problems. According to the basic conception of linguopragmatics we discussed above, these problems could be concluded as different reasons as following.

In Case One, from the title to the end, we can read that there are more than two forms of names of this mountain site, “Mountain Emei”, and “Emei Shan”, or just “Emei”. As readers, they might not be able to understand these names all mean the same mountain. While readers might think that different names could indicate different sites or places in this area. Maybe it could be a temple, a tower, or a mountain. The name of the local attraction often has one official name in English, which would let readers know what it is here exactly. Of course, there would be some nick names or other names sometimes, but readers abosultely don`t know this information previously, without reading from the very first beginning of the texts. Actually, here it is the conception about deixis. The name of the local site is one of the basic information to point the subject in the sentence and it is also the basic terms of deixis, which point out which local attraction we are talking about. As deixis words, “Mountain Emei”, and “Emei Shan”, and “Emei” indicate to the same Mountain. They are not a clear and easy point for most foreign readers. Not mentioned the fact that few English speakers knows that Shan(山) in Chinese means mountain. That`s why here in Case one, readers might not fully understand the texts by names of this attraction and what these words because the writer use more unclear words of deixis to indicate to the local site.

Still in Case One, there are some indications of period of time in the texts, “Song”, “Ming”, these are names of Chinese ancient dynasties in history. Of course, few foreign tourists would learn when exactly these dynasty periods are without an extra given information of the detail period of time, since there are about 20 different dynasties in Chinese history and even many Chinese people can`t remember the detail information of them. Not mentioned for the foreign readers, who don`t have much acknowledgement of Chinese history in most of them. In this text, the names of Chinese ancient dynasties in history, which can`t give foreign readers more information about when the rebuilding happened and when the temple on the mountain converted Taoist temples to Buddhism. So, here it is about the relative distance in pragmatics we mentioned above. Often, people who share the same experience or background could better understand each other. The relative distance between the writers and foreign readers are very far in this topic in the text. Although the writer wanted to share the information of time with the name of Chinese ancient dynasties, he didn`t pay attention to the relative distance between him and the foreign readers. Since most of foreign readers don`t know about background with cultural and historical information of local sites but the writers of the texts learn it well, many special words or terms like “Song” and “Ming” seem not to give more useful information for foreign readers.

In Case Two, there are also some places with unproper usage of language, which would mislead readers. Firstly, in the beginning of this text, we have learnt that “Shaolin Temple was established in 495A.D. at the western foot of Songshan Mountain, 13 kilometers northwest to Dengfeng City, Henan Province.” Actully, according to the real map, the correct version should be 13 kilometres northwest of Dengfeng City. The unproper preposition “to” will make a totally different direction and location of the objects. In above texts we discussed about the space deixis and how these words indicate the places and locations of the subject. And here it is a mistake of indicating direction. the unproper preposition “to” will make a totally different direction and location of the objects. We discussed about the space deixis and how these words indicate the places and locations of the subject. Here gives the incorrect information of the location of the site with the unproper space deixis. That is a typical mistake of the usage of space deixis.

In the middle of Case Two, we have read that “Indian monk Bodhidharma was said to have crossed the Yangtze River on a reed”. Surely it is impossible to achieve by the views of most people, and some would understand it was just a legend or rumour, they might know that as the longest and biggest river in Asia, the narrowest part of the Yangtze River has a width of over 100 meters. Still some people would have another ideas and thoughts by reading that part. For example, some readers might have thoughts that this monk had a unique skill of long jump or maybe this river is very narrow and shallow. Here comes the problem of contexts. We have learned that people would have different understanding of the same words in different contexts due to various reasons, and sometimes the result of understanding depends on different people with different background. When different people read that Indian monk Bodhidharma was said to have crossed the Yangtze River on a reed in this given context in the text. Some people will have the thought that it was just a legend or rumour. Others, due to their acknowledgement, some readers might have thoughts that this monk had a unique skill of long jump or maybe this river is very narrow and shallow. Besides, the readers would easily become confirmed by reading that part connected with the following information, which this monk was the Kungfu master. Which caused people have different understanding here is the unclear context. Because in this text the writer did not emphasize the context of fact that the story was just a legend, because he didn`t think this context could make people confulsed.

At the end of the text of Case two, the writer mentioned that “As Chinese Kungfu also originated from Shaolin Temple”, In fact, it is not the correct fact of Chinese Kungfu. The Shaolin style of Kungfu in Shaolin Temple is just regarded as one of the first institutionalized Chinese Kungfu, not the original place. It is two different ideas. In the theoretical part of the paper work, we have learned that words with intended meaning is an important part of linguopragmatics. As it is mentioned about the origin of Chinese Kungfu in Case two that “As Chinese Kungfu also originated from Shaolin Temple, it has been recognized as the origin of Chan Buddhism and the cradle of Kungfu.” In this part of text, readers would easily get the intended meaning that the Chinese Kungfu started and developed only after the establishment of Shaolin Temple. Although we are not going to discuss about what exactly time the origin of Chinese Kungfu was, and this topic is still debatable, as the more known fact that the earliest references to Chinese Kungfu are found in the Spring and Autumn Annals (5th century BC) and it had developed for hundred years before the foundation of Shaolin temple. Moreover, the word “cradle” at the end is a usage of metaphor here to repeat the expression and the thought of the writer. The usage of metaphor could give readers more information beyond its literal meaning, but here it is incorrect information. The initial intended meaning of the writer here is to show how Shaolin temple is important for Chinese Kungfu and it is quite worthy to visit. It seems not a good result with using the unproper expression and incorrect fact, especially in excursion texts. That obviously misleads the readers by the words with intended meanings.

In conclusion, from the example of excursion texts in English on Chinese website, we just have found and anylsed the problems of misunderstanding for readers. Then main reasons are as following: Firstly, the writer didn`t pay attention on the relative distance between him and the readers. Secondly, the writer used some unproper words of deixis. Thirdly, context is not well correctly set by the writer. Fourthly, misleads the readers by the words with intended meanings.

**2.3.** **How to alleviate the problem of misunderstanding and make excursion texts easy to understand for foreign tourists?**

From the above cases, we have found some different places in English excursion texts on Chinese tourism websites, which foreign tourists might have some obstacles and misunderstanding to read them. We have got the idea that excursion texts are written to clearly illustrate and explain what the sightseeing it is, they are adequate, readable, understandable and persuasive for foreign readers. So, the problems need to be solved Here is also the purpose of this paper work. Although these given cases could not show all the problems and reasons, which cause the misunderstanding of foreign readers to read the excursion texts. Still, we might find and make some solution to alleviate the found problems. So how to alleviate the problem of misunderstanding and make excursion texts easy to understand for foreign tourists?

**2.3.1 The writers could consider themselves as foreign readers**

In the sector one of this paper work, we discussed about that people who share the same cultural background and life experience would more easily understand each other, because between them there is a closer relative distance. Of course, we suppose that the writers of the texts have already learned the basic historical and cultural background in the given texts and the foreign readers don`t have learned them. Basically, the writers of excursion texts are native people, but not foreign tourist. The relative distance between them naturally exists. Back to Case one, Chinese writer of this text mostly knows when is Song Dynasty or Ming Dynasty, and obviously foreign readers don`t know that. The solution for that might be to cut and shorten the relative distance between the writers and readers.

The writers just need to remember the fact that the readers of these texts would be not native people, but those who couldn`t understand many terms because the lack of basic historical and cultural background of local historical sightseeing. So, the writers could consider themself as a foreigner, who are innocent about special and cultural terms and words. It would make writers feel more innocent and stranger about the basic historical and cultural background. Still in Case one, if the writer of this text had this thought and idea, he would give readers more information of the names of the Chinese ancient dynasty. Just like in Case two another writer did this part well to write the period of time of Northern Wei Dynasty. That will give the readers adequate information.

So, when the writers start to write the excursion texts, the first step would be to consider themselves as a foreign tourist, and that would shorten the length of relative distance between them. After the writers and readers share the same relative distance, they would know how to make more useful explanation with simplest words in the excursion texts for readers.

**2.3.2 The writers should use simpler and clearer deixis, should check them by reversing the direction and location**

As one of the most important parts of linguopragmatics, we have learned that deixis are words which show and indicate the readers all important information of subjects, objects, time, locations and directions in the given texts. This information is so useful and makes reader obtain the basic part.

In Case one, from the beginning the writers use more than two names (Emei Shan, Mount Emei, Emei) to indicate the local site without any previous explanation, that would make the subject of the sentence unclear and difficult to understand and recognize for some readers. Whatever the official name it is in English, it`s better to use one name to indicate the local site, if the original texts haven`t shown its variant names previously. Here if the writer wanted to avoid use repeated words, the simple deixis would help him, just like: “this mountain”, “the mountain”, these words would be simple and clear enough to indicate.

Also in Case two, the unsuitable preposition would make the location of the Shaolin Temple in a total wrong direction. So, words of deixis should always be clear and suitable, especially with the important information like time and locations. Sometimes it is not easy to check the information directly and instantly. In order to not make readers confuse and misunderstand, the writers need to check words of place deixis by reversing the direction or location of the sites. It is helpful to find the problems with the usage of deixis.

To sum up here, it is necessary to keep using the simpler and clearer deixis all the time, to check them by reversing the direction and location.

**2.3.3 The writers should be careful about the contexts and try to find the appropriate one for most of readers**

It is mentioned what an important role that contexts play in the discipline of linguopramatics. Writers make sentences with the contexts in which they would be appropriate. In above analyse we know sometimes the writers would use inappropriate contexts to make readers have different understanding and ideas about the texts, even some of them might work well, but some rest actually give the readers wrong or confused information. Such as the part of texts from Case two about the Indian monk Bodhidharma was said to have crossed the Yangtze River on a reed. It is better to add a phrase of “as a legend” or “A legend had it that” in this part of the text, that would make the words in a common context, which would make more readers understand this is an unreal fact, not because of this monk had a unique skill of long jump, or maybe this river is very narrow and shallow. Since in this text the story was just a legend, that even makes Shaolin Temple more mysterious.

As one of the important disciplines of linguopramatics, the writer of the excursion texts should always be careful with contexts when they are starting to write excursion texts, especially some important information of background or stories about the local sites, to check carefully to find the appropriate context. Of course, if it is hard to find it, maybe just use the simple one which could be accepted by most of people. An appropriate context could fulfil the information of the texts, which makes the texts more readable and understandable. Sometimes even make the texts more interesting and attractive, just like an invisible advertisement.

**2.3.4 The writers should less use the of words with intended meaning and provide more information for each sentence**

Since we have discussed analysed how important words with intended meaning contribute in the advertising texts, which give readers more thoughts and fantasy to attract them. Sometimes they are not so suitable or correct, it would just mislead the readers because these words seem to be without full information in excursion texts. More or extra information in this sentence would cause less intended meaning.

Since we have read about the origin place of Chinese Kungfu in Case two, the text writer has demonstrated readers with incorrect intended meaning that Chinese Kungfu was original only in the Shaolin Temple, which is the “cradel” of Chinese Kungfu, the intended meaning would be there were not Chinese Kungfu earlier than the establishment of this temple. Maybe the writer wanted to tell the readers how Shaolin Temple is important to the development of Chinese Kungfu. So, he used cradel the word “cradel” to make a metaphor. It is better to add more information that the Shaolin Temple is the first place the Chinese Kungfu was practiced by the monk in a temple for the first time, or it is the cradel of Chinese Kungfu of temples. That will eliminate incorrect intended meaning and make the words more convincible. More information would help readers to get the real meaning of the writer. Thus, the text writers should less use the of words with intended meaning in the excursions, especially in some debateable issues. So we got another conclusion that try to less use the of words with intended meaning and fulfil more information.

**Conclusion of Section 2**

In this section, we found and analysed cases of real excursion texts in English on Chinese tourism websites with the conception of linguopragmatics. Of course, these cases could not give and show the all kinds of problems and difficulties of the usage of the language in English excursion texts. Also, the writers of these excursion texts are not native speakers of English language. So, in some cases, they might not be able to use a foreign language to express and communicate pretty well, especially, in the texts with particular aspects. Still, we have found some typical problems and some solutions were introduced to alleviate them.

The first problem is the writer didn`t pay attention on the further relative distance between him and the foreigner readers, which causes the readers can`t fully understand the information of specific terms and words by writers. The solution to this this problem is to let writers consider themself as foreign readers to shorten the relative distance between them.

The second one is inappropriate deixis, which would easily make readers confused. And the solution is to keep using the simpler and clearer deixis all the time, and to check them by reversing the direction and location. The readers could more easily understand the words of indicate and instantly get the correct information of locations or directions.

The third problem is the contexts are not well correctly set by the writer, which would give the readers inadequate or incorrect understanding of the texts. Here the writers need to be careful of the contexts and try to find the appropriate one for most of readers.

The last one is writers sometimes mislead the readers by the words with intended meanings. In this case, the writers need to less use the of words with intended meaning and fulfil more information in the sentence.

The main purpose of the excursion texts is to demonstrate and illustrate the information of local attractions to the readers correctly and clearly. That`s why at the time of writing the excursion texts for foreign readers, the text writers should fully consider the relative distance of cultural background with foreign readers, also, words with intended meanings, different contexts, appropriate deixis and the correct grammar. Then some tips were introduced above to alleviate these problems.

**Conclusion**

To summarize, in the background of the worldwide pandemic nowadays, people would more rely on online materials (videos, photos and texts) than ever time before. Moving into the industry of tourism, especially international tourism, global tourists couldn`t immediately travel to their destinations overseas by reasons, thus, perhaps they are just powerless to stay home except watch these online excursion texts with videos and photos. If they could not fully understand these texts with ambiguous or incorrect information, in most cases they would also lose the interest of this attraction.

In both sections of this paper work, we have learned what is linguopragmatics and how important linguopragmatics is within excursion texts. We also have found some important conceptions, like deixis, which would help us to make good usage of language and make texts more accurate. By learning linguopragmatics we might find some ways to alleviate the problems of misunderstanding of English excursion texts on Chinese websites, though there would be still some remaining problems, because these writers of English excursion texts on most Chinese websites obviously are not English native speakers. Actually, not just for English excursion texts on Chinese websites, this kind of problem with unproper linguopragmatics also exists on websites of other countries, even English-speaking countries. We hope that, after learning linguopragmatics the excursion texts would be not only accurate and adequate to demonstrate and illustrate the objective information, but make readers more understandable and make sure that they would have a wonderful excursion after the pandemic.

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