Mood and Comment Adjuncts:
A Study of Persuasion in Written Tourism Discourse

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Abstract

This paper extends the existing research in the field of functional linguistics. The aim of this paper is to analyze the language and content of written texts of tourism discourse to find out the presence of overt as well as covert means of persuasion employed in them. In the texts of tourism promotion, the use of modality shows that what is expressed by the writer is a personal point of view rather than a bare fact. Selected articles from the specific kinds of travel magazines have been studied in terms of interpersonal metafunction to understand the grammaticalization of mood and comment adjuncts in order to decipher their short as well as long term impact on prospective travellers.

Keywords: Tourism Discourse, Persuasion, Comment Adjuncts, Mood Adjuncts, Interpersonal Metafunction, Modalization, Modulation

The old conceptual notion of differentiation between language as a grammatical tool and its functionality has grown faint. In the recent evidential approach, language is started being seen as a systematized tool to methodologically examine the apparent or sometimes hidden ideologies of those who fabricate them and how they try to implant those ideas. Among the various types of texts, study of media texts such as magazines, journals, websites, paintings and the like indicate their pertinent features like comprehensiveness, biases, prejudices, intentions and oversight of authors and publishers. Language in 'media texts' provide sociologists with the useful data to see how companies trick to promote consumerism.

The term 'Tourism Discourse' is not formally defined by linguists. However, it is lucidly used by researchers like Graham Michael Stuart Dann, Adam Jaworski, Crispin Thurlow and others. Tourism discourse is a form of spoken, written and visual discourse by which prospective tourists can almost practically experience and plan the holiday. It is, in fact, a sort of preparation of people to get an insight of other places of tourism. It is virtually the touristic gaze created by the writer/advertiser wherein the language is pre-designed to attract the recipient's attention. This wide area of discourse offers different genres: in-flight magazines, trade signs and business

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cards, travel brochures, online websites, television holiday shows, travelogues, guidebook glossaries, e-mails, destination advertising etc. It cannot be denied that the 'Tourism Discourse' is multi-dimensional in which combination of texts and visuals boost up the meanings of the conveyed messages. But in the present research only the written texts appearing in specific types of magazines have been selected due to the limit of space and time.

For this purpose, travel magazines in three sub-broad categories were scrutinized: those which are available on-board and are also called in-flight magazines like *Darpan, Jetwings, Go getter, Airports India,* etc. The second category consists of magazines like *Outlook Traveller, Conde Naste Traveller, Lonely Planet India Magazine,* etc. which are a sort of guidebooks presenting ideas and options with advice and tools to make your next trip distinctive and well planned. The magazines of third category feature short travel episodes. These magazines like *Holiday, Endless Vacations* by holiday companies like RCI (Resort Condominiums International), Club Mahindra feature informative and targeted write-ups by the travel writers covering a world of destinations. These magazines are loaded with   holiday ideas, membership benefits, discount offers etc. and also provide information about new, renovated or modified resorts.

The study deals with the three basic kinds of articles in these magazines: the 'destination advertisements' of familiar and exotic locations posted by their respective tourism department to make the destination   seem more appealing; 'travelogues' consisting of the short travel experiences narrated by individual travellers; 'travel services advertising ' disguised in the form of short travel episodes to various destinations   by bunch of like–minded travel enthusiasts appearing in the magazines like Holiday, which are sourced and funded by companies like RCI and   Club Mahindra to strengthen its interaction with its members consequently consolidating their markets globally. To carry out the study, 15 units of each of the above mentioned three main kinds of articles were picked, dating from June 2002 till December 2017.

Persuasion is defined as "a symbolic process in which communicators try to convince other people to change their attitudes or behavior regarding an issue through the transmission of message, in an atmosphere of free choice" (Perloff *Dynamics of Persuasion: Communication and Attitudes in the 21st Century*,8). The Oxford English Dictionary defines 'persuasion' as "The action, or an act, of persuading or seeking to persuade; the presenting of inducements or winning arguments; the addressing of reasonings, appeals, or entreaties to a person in order to induce him to do or believe something".

The motive of 'persuasion' is to influence people to elicit the desired response. It is the means to make people agree to any ideology, attitude or action through emotive attachment. It should neither be confused with 'convincing' which aims to influence through clearly structured

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logic nor with 'manipulation' which aims to make a person agree with anything that is not in their best interest. 'Persuasion' is an organized system meant to benefit both the parties in the end on the basis of "appeals" rather than force.

Drawing upon texts, these can be viewed as the outcome of social interaction. Every kind of text is characteristically three-dimensional in meaning as the constituent clauses forming these texts, have all the three metafunctions mapped on to them: ideational, interpersonal and textual. These act like the inter-twined constituent threads that form the composite meaning of any clause or clause complex. Interpersonal metafunction on which the methodology of this thesis is based is "concerned with the establishment of the social relations and with the participation of individuals in all kinds of social interaction" (Halliday, *An introduction,* 3ʳᵈ ed. 176).Applying the Interpersonal metafunction, I have tried to uncover and explain the realization of interactive texts through the grammatical functions of *Mood* and *Modality.*

MOOD consists of two parts - Subject is the element which conjoins with the finite element to form the MOOD component in the clause. **Residue-**'Leftover' part of the clause after the designation of MOOD is called the Residue. It consists of three functional elements namely Predicator, Complement and Adjunct.

Modal Adjuncts- Adjuncts are that additional (but non-essential) elements of the clause which are realized by adverbial groups or prepositional phrases. They can be classified as: mood adjuncts, comment adjuncts and vocative adjuncts. **Polarity Adjuncts-** An essential additional feature of finiteness is polarity. Polarity in terms of positive and negative forms an important systemic choice in the speech functions.

Modality- In between the positive and negative, lies the intermediate region of indeterminacy, known as modality. This area of grammar hints at different ways of intrusion of language user and reflects his attitude towards what he is saying. Modality, on the continuum of extreme poles of polarity, indicates the possibilities of probability and usuality for expressing the variant meanings of propositions together with those of obligation and inclination for proposals. The former system to generate meanings is referred to as modalization and the latter as modulation.

"Even a high value model ('certainly', 'always') would be less determinate than a polar form" (Halliday, An Introduction, 3ʳᵈ ed. 177). It means, the more the speaker presses upon the certainty of something, the less certain it becomes, because if absolutely sure, he/she will not use any modality. You only say you are certain when you are not. The bare statements without any touch of modality in them are more definite in meanings.

Results and Findings

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To state the facts the writer/advertiser, makes use of bare statements. They are absolute in the sense that they are either positive or negative with regard to polarity. They are simply devoid of speakers' own judgement and hence there is no assessment in terms of modalization in them. They are simply written to convey information to the addressee as absolute facts. Generally speaking, texts are designed to persuade the prospective tourists towards a particular point of view. In order to achieve this, writer/advertiser makes adjustments in the text to express and fine tune their points of view or opinions. The speakers encode their position by scattering variable linguistic devices at various positions within the text. The use of modality shows that what is expressed by the writer is a personal point of view rather than a bare fact.

Data analysis identifies the mood choices, ranging from declaratives, interrogatives and imperatives along with their speech functions. Being mood less, minor clauses and non-finite clauses do not convey any interpersonal meaning hence these have not been considered. In discourse functions, declaratives have statements as their semantic category which is primarily used to convey information. Sadock and Zawicky have tried to harmonize form and function by defining that a declarative sentence is that which conveys "assertions, expressions of belief, reports , conclusions, narratives, assessment of livelihood, expressions of doubts and the like" (Sadock and Zawicky165).It was found that declarative clause was the most used mood choice in the whole data. The writers were found to be using declaratives for the various pragmatic purposes ranging from introducing of something, describing its positive aspects (at times even negative for the sake of authenticity), asserting his point of view, hypothesizing, making predictions and then presenting the conclusion. These are some of the pragmatic categories that indicate their use in actual utterances. In their capacity as constatives, declaratives usually act as propositions by informing the people how things are, for example,

> One among the many banks that marks Ganga's arc at Varanasi, TrilochanGhat
> epitomizes the quaint life of a lazy river front.

Apart from describing, declaratives may also have assertive force attached to them. Through the use of assertive statements, the writer tries to assert himself forcefully with respect to whatever he is saying. By supplementing the description of destinations, events, things, etc. with the additional force of assertive, he tries to persuade the reader towards the assured positive image of the same. It is important to note that the truth or falsity is not the criterion for the assertions as these depend on the context of their use. Mey sates that assertions often, may be even always, represent a subjective state of mind; the speaker who asserts a proposition as true does so in force of his her belief" (Mey 120). There is no fixed formulae to achieve assertion. Illocutionary force behind assertive gain strength due to the various linguistics features that may be present in the clause complexes.

Role of Mood Adjuncts

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It is observed that mood adjuncts are employed in all three types of travel writings. They occur 224 times in the whole data out of which 165 occurrences portray its significant usage in terms of its role of persuasion in the text. 59 times, these have been used to merely present the linguistics facts to create the picture of what is going on, without playing any topical role in drawing the reader towards any particular desired point of view. The point gets clear in example: *It was just another day in the life of Trilochan Ghat and the steps looked clean for a change.* It shows that mood adjuncts necessarily do not function solely for persuasion but are deployed for the plain purpose of furthering the text. By contextualizing them, writer uses them as means of presentation of content that created the clause structure. This makes it clear that linguistic devices do not function as absolutes. They can be used for various purposes in the text.

Table 1 shows the distribution of mood adjunct choices found in all the three types of data in terms of percentage:

Mood Adjuncts	frequency	percentage	Mood Adjuncts	frequency	percentage
always	14	8.48	so much	9	5.45
also	32	19.39	Still	11	6.66
just	19	11.51	Even	8	4.84
really	16	9.69	So	6	3.63
once	3	1.81	probably	3	1.81
only	4	2.42	almost	3	1.81
definitely	4	2.42	perhaps	3	1.81
rather	3	1.81	certainly	2	1.21
ever	3	1.81	actually	2	1.21
already	2	1.21	Never	1	0.60
rather more	1	0.60	Much	1	0.60
merely	1	0.60	nothing	1	0.60
almost	1	0.60	Sure	1	0.60
somehow	1	0.60	At least	1	0.60
as much	1	0.60	Fairly	1	0.60
usually	1	0.60	Likely	1	0.60
*not just	1	0.60	*not only	4	2.42

165 times the mood adjuncts actually realize the interpersonal meaning of modifying the arguments expressed in the mood block. As already known, mood adjuncts are highly used by the writer as a means to temper the agreements thereby modifying them.

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Mood adjunct 'always' occurring 14 times indicate the high value on the certainty scale in the presentation of propositions. It shows the writer's attempt in directing the reader's focus towards the high probability of occurrence of fun- filled activities as shown in the example: *From beach adventures and exotic cuisine to exceptional fishing and power yoga sessions, the moments are always extraordinary, the memories always special.* It shows high probability in highlighting the promising experience, persuading the reader *to* visit those places for maximum enjoyment and fun.

With 19.39 % of occurrence, Mood Adjunct 'also' plays a significant role in revealing the intrusion of writer in modifying the nub of the agreement. In order to make the information impressive, he supplements his own opinion in presentation of otherwise factual information as shown in the example: *Melbourne is also home to some of the important annual events in sports: Australian open, the first of the Grand Slam events in the tennis; the Australian Grand Prix, which kicks off formulae 1 racing calendar.*

Apart from highlighting the additional aspects of information, 'also' is generally used as an emphasizer. Such types of statements begin by a direct address to the reader with the second person pronoun. Its combination with the modal finite, makes them a subtle means of suggestion to catch hold of the attention of the reader and pursue him for the same. Used in this sense, its use grammaticalises modulation in the clause. The point is clear in the example: *While in Kataragama, you could also visit Hummanaya, one of the largest blowholes in the world created in the middle of the rocky cliff.*

'Really' occurring 16 times with 9.69 percentage too rests on the higher scale of probability. It is a linguistic device used to have several kinds of persuasive effects on the reader. The most notable role played by "really" is that of an emphasizer wherein the writer tries to press upon his point. By employing this mood adjunct in his arguments, he tries to reshape the reader's opinion as clear in the example: *It's a rather benign pass really when compared to our Himalayan counterparts.*

Use of 'really' is also made in modalized terms to put forward the high possibility of any event or experience. This is done to influence the reader by foregrounding the positive characteristic/s of the destination being discussed, for example, *Holidaying in Bali is really very affordable.*

The use of 'really' is also made for grammaticalizing modulation. The writer insistently tries to influence the reader through an inclination or a suggestion put forward using fairly mild pressure. This is done by employing 'really' in a sentence once or sometimes even twice for

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more effect as shown in the example, *Therefore <u>if you are really up for the lifetime adventure</u>… then river rafting in Teesta is <u>something you should really try</u>*.

'Just' a common mood adjunct, occurs 19 times in totality in data. It acquires different flavours of meaning depending upon its context of use. In order to withhold the attention of the reader, writers judiciously make use of 'just' for modalization and modulation purposes. Following are the meanings that may be conveyed through its deployment:

(a) Its use may convey the meaning 'absolutely' to add emphasize to the statement and hence used as a tool for persuasion in the sense as shown in the example: *With the introduction of the river rafting by Goa Tourism, <u>Goa's water sports has just reached the whole new level of fun.</u>*

(b) Its use may convey the meaning 'exactly' or 'only' when the writer wants to sharply focus on particular detail to grasp reader's involvement. On the face of it, it seems as a minute detail but through its use, the writer is able to catch the keenness of the reader. The following example clarifies the point: "*We don't like package holidays as you are in with the masses and since having children, <u>we just wanted freedom and space.</u>*" This clause complex quotes the subtle thought process in direct speech. The speaker's 'urge for freedom and space' becomes the locus of attention through the typical use of 'just'.

(c) In terms of modulation "just" is used to soften the tone of imperative, to emphasize the reader towards the desired action, for example: *You could hop… <u>or just hunker down by the infinity pool which by the way is awesome</u>*.

'So' is used 6 times in the data to compare and suggest a connection between two things. As an intensifier it accentuates the extent or degree of any event, place, experience etc. thereby making it more noticeable or prominent to the reader. The writer is thus able to strike a desired impact on the reader's psyche, for example, <u>*Even the weather is so British, any Londoner would feel right at home in Melbourne*</u>. 'So' may be used alone or may be juxtaposed with high probability modal adjunct 'much' to have an increased effect of intensity on what is being said. 'So much' has been used 9 times as a formula to heighten the effect of persuasion on the reader, for example, *It really hits you that <u>there is so much to take in hidden away in a ruined old palace up on the hill</u>*. In this clause complex, the use of 'so much' outrightly boosts the effect of what is being said. This augmentation in the proposition influences and focuses the attention of the reader towards those places.

Apart from its normal use as a conjunctive adjunct, 'still' is used 11 times significantly in data as mood adjunct grammaticalizing modality. It functions to emphasize the argument by

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adding the surprise element or excessive grandeur to the things being talked about, for example, *They might be getting old but they are still pretty grand*. 'Still' is also used for making comparisons to emphasize that something has even more quality than something else, for example, *If wine tour isn't your thing, you can still enjoy a sumptuous Mediterranean meal paired with the delicious wine at wineries' restaurants.*

'Even' with 4.84% occurrence, is used to emphasize something extreme or surprising in the comparisons, thus trying to influence the reader in an argument, for example, *Goa stands favourite for its rich Indo-Portuguese heritage : night-clubs, beaches and rest everything else under the sun but even when the sun is not around , the crisp air and yellow fringes in the grey sky manage to leave the travelers mesmerized.* Also, it is observed that when used with the negative, the meaning of 'even' acquires a forceful tone to lay an obligation on the reader, as clear in the example: *Speaking of Hedonism, don't even think of leaving without tasting the renowned French Hot Chocolate.*

Apart from above mood adjuncts which occur in higher percentage, there are several others which though being very less in terms of number play a significant role in emphasizing the arguments put forward. Some mood adjuncts even act in the manner so as to turn the whole meaning of the clause complexes, thus making the arguments sound more persuasive by being semantically more authoritative, confident, reliable or highly emotive. The examples given below will clarify the points:

Here I found some of the best scuba diving I have ever encountered and some of the cleanest beaches too. In this clause complex, the writer describes his experience such an outstanding one that has never been experienced before.

The use of superlative 'best' along with the mood adjunct 'ever' gives it an extraordinary awe-inspiring feel to impress the reader. *For example, Cold war enthusiasts should definitely not miss the House of Terror, a chilling, heart breaking monument to the tumultuous years following World war 2 when Hungary's secret police waged a campaign of terror.* This clause complex achieves the emphatic tone through the deployment of mood adjunct 'definitely' juxtaposed with 'not' to lay direct obligation on the 3rd person, that is, 'cold war enthusiasts'. The authoritative sense gained through the deployment of 'should definitely not' in the imperative mood set up makes the argument persuasive.

There are other apparent examples where the use of 'not' used in combination with other mood adjuncts in the clauses render them persuasive tone, for example, *The rapids of the rivers not only offer a stunning view, but also an adrenaline gush for the adventure lovers who travel to this town from all over, to indulge in the sport of white water rafting.* Here, the writer tries to

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allure the readers with wide range of options available for them to experience. The use of mood adjuncts 'not only' with 'also' enhances the expectations of the prospective tourists towards the respective places.

With the use of mood adjunct 'sure', the writer sounds more reliable as its value on the 'scale of usuality' is high. It portrays the confidence of the writer in his argument. With 'sure' knowledge or understanding of something, he emphasizes with certainty his belief that the things will happen, consequently gaining the readers' trust and faith. For example, *It sure is beautiful drive though, well worth the extra time.*

The use of high probability mood adjunct 'certainly' emphasizes the speaker's belief that what is said is true. Through its use the writer tries to show that something is extremely likely to happen and that there is no doubt about it. This confident tone draws persuasion upon the reader's psyche that starts believing in what is said, for example, *The dancers are intense and certainly involve you with their charming eyes and extra longwell-sculpted fingers.*

Role of Comment Adjuncts

It is observed that comment adjuncts are employed 54 times in the whole data**.** Table 2 shows the distribution of comment adjunct choices found in all the three types of data in terms of percentage:

Comment Adjuncts	frequency	percentage	Comment Adjuncts	Frequency	percentage
simply	8	14.81	really	5	9.25
truly	7	12.96	of course	4	7.40
relatively	3	5.55	literally	2	5.55
apparently	2	5.55	reasonably	2	5.55
in fact	2	5.55	especially	2	5.55
without/no doubt	2	5.55	absolutely	1	1.85
alternatively	1	1.85	affectionately	1	1.85
by the way	1	1.85	frankly	1	1.85
as far as	1	1.85	in particular	1	1.85
disappointingly	1	1.85	incidentally	1	1.85
conversely	1	1.85	excellently	1	1.85
interestingly	1	1.85	surprisingly	1	1.85

Though in quantitative terms, comment adjuncts are relatively lower in number as compared to mood adjuncts, but persuasive role played by them is significant as they mirror the

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writer's comment on the experiential analysis but do not form the part of it. Writers consciously drop these into any part of the clause to incorporate their own attitude and point of view into words used to experience. They signal the typicality, obviousness, intensity or degree of writer's thought process and act as useful device by allowing the speaker to stand apart from the action and appear openly persuasive, downrightly bossy about how the world should be, could be, or ought to be arranged. The examples given below clarify the points.

The above table shows that among the comment adjuncts use of 'simply' is highest with 14.81%. It occurs 8 times. It is used to convey some thought or opinion in a direct way to emphasize whatever the writer is saying, without using a lot of words, for example: *Simply put, Karnataka has everything to boast about.* Here, comment adjunct give the writer's own perspective in a way that it seems obvious and naturally true.

Comment adjunct 'truly' with 12.96% occurrence in the data is employed to emphasize emotional sincerity and seriousness of writer to bring forth his own conceptions. As an indicator of certainty, it helps the writer to use it in the sense that gives his arguments the status of genuinity, for example: *The beach was truly amazing, white sand and turquoise waters it was postcard perfect.* The writer's thoughts are masked as statements without doubts. The element of assurance brushes aside any discrepancies or suspicion in the mind of readers, influencing his opinion about the destination, thus there is an indirect persuasion to visit it.

'Really' is versatile enough to be used in the capacity of both mood as well as comment adjunct. As a comment adjunct it makes it appearance 5 times in the data. It is used to express surprise while discussing the real facts about something in contrast to what the readers might already believe. It is employed by him to show that as the readers are surprised to know some uncommon or special feature, he himself is also equally surprised to tell it to them .Apart from this, comment adjunct 'really' is employed to make the statement more definite or certain. This 'surprise factor' along with the element of certainty, makes the writer/advertiser sound more confident and interesting, hence drawing the reader's attention wholly towards text and influencing him. The point is clear in the example: *Really, Mauritius does after all feature high up on the list of* 'where- to- go-on-honeymoon for us Indians'.

Comment adjunct 'of course' is used four times as an emphatic means to emphasize the statement made, by introducing an idea or action as being obvious, for example: *Of course, no US visit is complete without some retail therapy at the outlet shopping malls and with two of them at Vegas it's just as well.* Comment adjunct 'of course' grammaticalize modulation by showing that the particular course of action is normal and naturally expected of the person visiting in the respective destination.

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Comment adjunct 'reasonably' is used twice in the data. By saying that the explanation or expectation is 'reasonable', the writer means that there may be good reasons why it may be correct or reasonable. It is used in a way that shows a good judgment of the writer to a fairly high degree, for example: *You can be reasonably certain that the flavours will be authentic.* It shows the justifiable statement of the writer endowed with reason to convince the writer.

Comment adjunct 'in fact' is used to introduce or draw attention to comment that modifies or offers explanation for the previous statements. It is employed in order to emphasize the truth of an assertion of the writer to achieve reader's confidence upon his text, for example: *In fact, there are many wonderful memories we've carried back with us: beautiful beach at Bell's Beach at Torquay; the lovely little town of Lorne; the tale of Loch Ach shipwreck at a gorge just beyond the Twelve Apostles and as many as seven brilliant rainbows, some within handshaking distance.*

Comment adjunct 'especially' is used to emphasize the quality of something to a marked degree. Its basic motive is to highlight the importance of one thing among others of its type or to point out particular thing among others. For example, *The history museum was especially interesting with exhibits tracing the 2000 –year history of the conflict filled city. T*he use of 'especially' gives 'unusual importance' to history museum by pinpointing its historical significance.

Comment adjunct 'without doubt' is an indicator of surety. It indicates the writer's firm belief that the opinion put forward by him is definitely true. It is a linguistic device employed to convince the reader and make him accept the particular point of view by increasing its certainty value, as shown in the example: *The great Ocean Road, where the Twelve Apostles are located is without doubt the most spectacular coastal roads anywhere in the world.*

Comment adjunct 'literally' is used to emphasize that what the writer is saying is true, even though it seems exaggerated or surprising, for example, *Night falls and Bundi literally comes alive.* The use of 'literally' tries to influence the reader about the marvellous beauty of Bundi. It helps to colour the reader's perception of the place and woo him towards it.

To conclude we can say that the lexical and semantic strategies employed in terms of mood as well as comment adjuncts in the text of tourism discourse are an effective means of persuasion. These adjuncts reveal the presence of speaker's own opinions and judgments that are encoded through these linguistic devices present throughout the text.

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