
This volume in the prestigious Linguistic Insights book series (Peter Lang) fills an acknowledged lacuna in studies considering the tourism research article from a gender perspective. Indeed, the attention paid to the tourism research article (RA) has been, if anything, fragmentary, since, as noted in Lin and Evans (2012), no attempt has been made to fully outline the generic structure of the RA in tourism. This is precisely one of the focuses of interest of this monograph, which aims to provide genre scholars and language professionals with an outline of the genre pattern of the RA and the lexicogrammatical choices associated with each generic section, together with a detailed description of the specific stance-taking devices. This is really the main aim of this book, as its title expressly calls for. Much of the information presented in this monograph, as attributed therein, belongs to a major research project conducted over the years on the language of tourism in English and other languages (cf. Álvarez-Gil, Payet, & Sánchez Hernández, 2020).

The book has five chapters, in addition to the bibliographical references and the references to the corpus, which is to be welcomed, as it allows us to mirror the research carried out and check the accuracy of the data that the author examines in order to complete his work. The titles of the chapters are: (1) Introduction, (2) Stance, (3) The research article in tourism-related studies, (4) Perspectivizing language in tourism-related research articles, and (5) Conclusion. The order of these is based on the author’s particular working hypothesis based on the notion of gender, which I will discuss below. It is worth noting that, although it is not necessarily part of the structure of the work, lists of abbreviations, tables and figures are included, which, altogether, give unity to the work, as well as facilitating the consultation of data that may be relevant for contrastive studies carried out by other scholars in this area of research.

The first chapter supplies the programmatic contents that will be developed in the rest of the book. The author rightly justifies the need to cover the study of perspectivisation strategies in tourism RAs, as the research findings included in these texts are of significant use to the tourism industry and official tourism bodies. This means that these texts should reflect the latest academic information in an authoritative manner without potentially compromising the face of the reader. In fact, the author clearly states that scientists have to select certain modal uses in a balanced way in order to achieve the right effects on readers within their own contextual circumstances, as Álvarez-Gil points out: “Indeed, the shift from an epistemic to effective modality to express advice and necessity implies a careful selection of language devices that are semiotically relevant for the discourse community to which these texts are addressed” (p.11). The author takes as a starting point the definition of genre and the distribution of the content in sections to unveil these stance devices, since he understands that the function that each section serves can favour the presence of certain perspectivising structures. Based on earlier studies, such as Chen (2009), Wang and Tu (2014), Ferdinandus (2016), Okuyama (2020), Ruelas Inzunza (2020), Carrió Pastor (2012), Naht et al. (2020), Alonso-Almeida and Álvarez-Gil (2019), Álvarez-Gil (2017; 2021), Álvarez-Gil and Bondi (2021) Pick and Furmaniak (2012), Cacchiani (2018), Hyland and Tse (2005), Godnič Vičič (2015), and Kozáčiková (2021), the author lists a number of stance-taking devices commonly found in academic texts to signal the author’s perspective and assessment of the information presented, which will be discussed in the book. These include tenses, modals, boosters, downtoners, passives, conditionals, and that-complement clauses; all have been attested to serve as effective textual deictic elements.
The second chapter deals with the notion of stance and how this is formally realised in discourse. The author considers seminal and recent references on the subject to conclude that the idea of evaluation underlies the concept of stance, and that it is therefore necessary to include such semantic and pragmatic aspects as epistemic and effective modality, evidentiality, commitment, hedging, and politeness, among others. Such aspects are in fact incorporated into the analysis of the texts. Another aspect raised in this chapter concerns the significance of the context and the cotext to suitably identify and categorise stance devices. This also involves the consideration of the genre and the register features because the author believes that these may help to understand the use and function of stance-taking structures in the tourism research article. One of the most interesting aspects of this chapter rests on the idea that these attitudinal devices may be participating in the elaboration of meaning, but also in the design of the textual framework to organise the content in the most convenient and efficient way.

Chapter 3, ‘The research article in tourism-related studies’, offers an outline of the macrostructure of the research article in tourism. While the author describes the three traditional genre schools, namely new rhetoric, English for specific purposes, and Systemic Functional Linguistics, the latter is in fact the model currently applied for this outline. It considers gender, which assumes a specific communicative role in exchanges, as functional stages, or sections. The author identifies these sections either by reference to the heading, whether conventionalised or not, or by reference to the content. In either case, another way of isolating sections is the identification of recurrent lexicographical bundles, which appear regularly associated with a particular section. Decisions in this regard are supported by quantitative analysis of these patterns. The variation of these lexicogrammatical structures across sections has been estimated and their relationship to specific sections has also been demonstrated. Interestingly, the author shows that “longer and more complex structures appear as the result of the use of justificatory language in stages that require major authorial involvement”, which is proof of an apparently established tradition in this field of knowledge, as the author reveals according to his textual evidence.

Chapter 4 on perspectivising devices in tourism research articles report on the use and function of attested stance devices, viz. tenses, modal verbs, intensifiers, passives, conditionals, and that-complement clauses, to see whether these also appear as relevant stance-taking devices in RAs in this field and whether specific devices relate to particular sections. This is the case with the present tense, which tends to be used in the introductory and concluding sections, while the past tense is preferred in the introductory section. In the case of deontic necessity modals, for example, they are used to suggest “transfer of research to industries or institutions engaged in promoting tourism” (p. 117). In general, variation in the use of all these devices across sections is statistically proven. From a pragmatic perspective, some of these structures are used to mean involvement, commitment and even reinforcement of the viewpoint, while others are used to downtone specific claims or to declare subjective or intersubjective positioning, among other aspects. The conclusions chapter provides a complete list of the main findings, as well as information on some of the limitations of this study. In my opinion, rather than limitations, they correspond to further work, which can serve as a continuation of this monograph, yet the book is self-contained, as it stands.

In closing, I would like to say that this monograph represents a serious and rigorous work that certainly covers an area of the research article in the tourism register that remained virtually untouched. Both the interpersonal perspective and the study of the genre are very well documented and exemplified with specimens from the corpus of the research articles examined. Moreover, even if it seems trivial, the updated references cited are highly appreciated, without ignoring other mandatory references prior to 2010. The absence of studies of this sort in the field of genre studies shows its relevance for studies with a similar focus, as well as being useful for teachers and students of specialised languages. The same applies to the use of language and its variation according to each section of the text. It would be very interesting to see whether, in addition to variation between sections in this discipline, this can be attested from an interdisciplinary perspective.

REFERENCES


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