Using Pathos, Logos and Ethos in Tourist Guidebooks

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Abstract
        This paper examines the use of ethos, pathos and logos in tourist guides published in Albania in English. This study follows a larger project that carried out a corpus analysis of tourist guides published from 2015 and 2019, provided by the Travel Magazine in Tirana, Albania. The data were analysed qualitatively by using Aristotelian rhetorical theory. The results show that some persuasive techniques were used by authors of tourist guides. It appears that the appeal to pathos was highly preferred, as it represents a means to directly connect with authors' emotions. The second most appealing was ethos, where the authors used their own ethics and credibility to persuade future travellers to opt for Albania for their future holidays. Finally, the present study shows that tourist texts should be linked to emotions in order to achieve their goals in promoting tourism and persuading foreign travellers.

Keywords: Tourism discourse, persuasion, ethos, pathos, logos

Introduction
        Texts are not constructed accidentally but are always created with a purposeful aim, which is reflected in the choice of words, lexical items, and patterns employed. In the case of language of tourism, authors are interested in attracting tourists to the target country and generating prior perceptions and expectations when encountering new destinations. When travellers go abroad, the first step they take before undertaking the journey is to get acquainted with their destination by reading what is advertised about it. Usually, the first impressions about a new place are positive. Visitors are fascinated, essentially because they get in touch with a different world, where they may even undergo a cultural shock.
        Human communication is essentially goal-oriented. When interacting with others, we consciously or subconsciously try to make them talk to us, take part in what we do, share our opinion or preferences, believe what we say or support our projects and actions. This implies that communication can

always be regarded as inevitably persuasive (Olga Dontcheva-Navratilova, Martin Adam, Renata Povolná, Radek Vogel, 2020, 1). According to Dann (1996, 2), the language of tourism is an "act of promotion", with "a discourse of its own"; indeed, "the language of tourism attempts to persuade, lure, woo and seduce millions of human beings, and, in doing so, convert them from potential into actual clients". An extract from an Albanian tourist brochure (Balfin Group, 2021) offers an appropriate illustration of how this language should be approached:

"*Think of Albania as a beautiful sonnet, that begins with a traveler's questioning the unknown that awaits before him, upon setting foot in one of Europe's smallest countries and ends with his/her amazement in finding a divine harmony between the wilderness of the mountains and the soothing view of a crystal blue coastline, between a history as ancient as the continent itself and a thriving new population embracing the modern, between Roman ruins and flamboyant contemporary architecture.*" Readers can make sense of this text by being aware of their expectations about how it is constructed. Tourist discourse is very common today. It typically includes an extensive use of positive modifiers (e.g. adjectives and adverbs), plus visual aids (e.g. pictures).

Recognizing the persuasive intent of a speaker or writer, however, may not always be easy, as persuasion may be conveyed explicitly or implicitly via an array of strategies and audio-visual and language means, which vary across different situational and cultural contexts. Rhetoric is considered to be the art of persuasion and Aristotle[1] defines it as "the faculty of observing in any given case the available means of persuasion". The study of persuasive rhetoric is essentially anchored in the Classical Rhetoric model proposed by Aristotle in the fourth century BC (Perloff, 2010, p. 27). The Aristotelian model comprises three persuasive appeals, which Kinneavy (1971) associates with the key components of the act of communication—the speaker, the message and the audience (cf. Killingsworth, 2005, p. 26). Within this model, the persuasive intention is seen as conveyed by a combination of three closely interwoven rhetorical appeals— ethos, pathos and logos. Anyone seeking to persuade an audience should compose his/her message with facts (logos), appeal to emotions (pathos), and present his/her apparent moral stance (ethos). The three types of rhetorical acts are described below. Pathos is an emotional appeal and involves "putting the audience into a certain frame of mind" (Demirdogen, 2010, p. 190). Pathos persuades by using safety, love, guilt, greed, pity and humour (Gabrielsen & Christiansen, 2010), anger, insult, empathy, fear and confusion (Mshvenieradze, 2013). Logos is a rational appeal, and persuasion

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[1] A useful resource of Aristotle`s rhetoric can be found at
http://rhetoric.eserver.org/aristotle/.

is acted using "the proof, or apparent proof, provided by the words of the speech itself" (Demirdogen, 2010, p. 190). Logos appeals to reason, which makes the "clarity and integrity of the argument" very important (Higgins & Walker, 2012, p. 198). Ethos, also known as ethical appeal, is an appeal to the personal character of the writer (Demirdogen, 2010). Ethos refers to the "persona, or projected character of a speaker/communicator, including their credibility and trustworthiness" (Higgins & Walker, 2012, p. 197).

To date, studies using Aristotle's concepts of rhetoric have shown that pathos (emotion) is used more than logos (reason) in persuasive discourse, and ethos (credibility) is the least used, and it is subject to cultural variations. The author, in order to persuade the readership has to be involved not only in an interpersonal interactional process with it but has also to incorporate two or three of the persuasive elements in his or her discourse.

The present paper analyses tourist guides that have been published in Albania in English, with the aim to assess the use of ethos, pathos and logos as persuasive rhetorical devices.

Methods

This paper is part of a research project focusing on the quantitative and qualitative analysis of the use of English in tourist guides produced and published in Albania from 2015 and 2019. The English tourist guides, which are part of a specialised corpus, provide information about almost all of the major cities in Albania. The compilation of the corpus was made possible thanks to the collection of material published by Travel Magazine in Tirana, Albania. The study examines the ways in which English is used as a medium to promote tourism for foreign visitors.

The methodology used for the purposes of this study is represented bya qualitative analysis of the tourism discourse in the Albanian context as long as persuasive strategies are concerned. The analysis was conducted in three stages: a) data collection; b) data analysis; and c) report of the findings. All of the texts were language-based tourist promotional material and my goal in collecting them was to investigate the discourse of tourism produced in Albania, using English language. The texts are an interesting source to carry out discourse analysis, because they have an advertising purpose that is explicitly intended to persuade potential tourists to visit Albania.

Results

The analyses reveal that the above-mentioned modes of persuasion ethos, pathos, logos are employed in the texts of tourism discourse. As for pathos it is the emotional appeal to the feelings, attitudes and values of the audience (Olga Dontcheva-Navratilova, Martin Adam, Renata Povolná, Radek VogelIn, 2020, p. 3). In this element, the prospective tourists are

enticed with perfect and refreshing words that portray excitement, and fascination.

Extract….

"Albania is a land to be loved. In this small Mediterranean country, virgin nature and cultural mysteries combine to create a unique sense of place. From the crisp white snow of the mountains to the red fields of spring poppies, Albania`s landscape is ever-changing with the season, offering visitors to enjoy a warm summer beach holiday or a challenging mounatin trek in the fall. In Albania, visitors are welcomed as guests as part of the country`s rich cultural traditions and heritage. The warm hospitality of the Albanians will make everyone feel at home in this small wonderful land".

Apparently, the words *virgin nature, unique sense of place, red fields of spring poppies, warm summer beach holiday, rich cultural traditions, warm hospitality, wonderful land* indirectly signify the values mentioned above, which are excitement, fascination, perfect and refreshing. The words virgin nature and wonderful land can cause excitement in readers or prospective tourists. Readers are thought to be fascinated by the cultural image portrayed through traditions and heritage. Both summer and winter holidays will definitely be perfect, since various activities are awaiting tourists, for example trekking, skiing, or swimming. It is crystal clear that words are carefully selected, since this has an important implication for the success of the advertisement in creating a feeling of excitement. In other words, discourse has the potential of creating a feeling of high impact, which will in turn, result into actions in which (Goodwin and Spittle 2002, 229) the status of the 'discourse is both a mode of action as well as a mode of representation". Logos, the second element explored in our specialised corpus refers to the logical appeal to the rationality of the audience based on evidence and reference to the real world (Olga Dontcheva-Navratilova, Martin Adam, Renata Povolná, Radek VogelIn, 2020, p. 3). Based on our specialised corpus it is notable that tourists are equipped with information on where and what to eat. Knowing that the information on places where to eat is extremely crucial; this text includes the dining section in which information on meals and dishes is provided.

Extract….

*The Turkish, the Balkan and the European kitchen mostly influenced the Albanian kitchen. This is known for its high nutritional values of food and the very good taste. Almost every province offers its **particular specialties**. The cookery of the **grilled meat, especially lamb and preparation of various pies** is widespread across the country. The middle and the southern Albania are well known for using a **large-scale of vegetables, the olive oil, various spices and lemon.** The fish dishes are especially popular in the town of Shkoder, the*

Carp Dish (Tava e Krapit), in Pogradec **the Koran with walnuts***, as well as many other fish dishes in the coastal zone of the Ionian and Adriatic etc.*

The main reason for having various types of food is to accommodate tourists that show different needs, which in return is part of the persuasive strategies used by Albanian advertising brochures to attract tourists to Albania. Another element present in our corpus is ethos which refers to the ethical appeal related to credibility and attractiveness of the speaker's character mediated by the voice of the persuader (Olga Dontcheva-Navratilova, Martin Adam, Renata Povolná, Radek VogelIn, 2020, p. 3). It was found that the same goes to the entertainment section, by which different types of events are displayed as a means of persuading tourists to visit Albania.

Figure 1.3, for example, highlights different entertainment activities scheduled and planned to take place, which contribute to credibility and reliability of the author towards the readers.

Figure 1.1 Screenshot Highlighting Different Entertainment Events.
Source: Albanian Tourist Guide 2017. Travel Magazine.

March 14
"The Summer Day"
(various activities and concerts)

May:
"Tirana's Jazz Festival"
"Top Fest"

June 21
"The International Day of Music"
(musical bands playing music everywhere and different activities)

September 16
Peza's event (different activities)

September
The Biennale of Tirana (every two years)
"Poeteka"

November 2
"The Tirana's autumn"
(concerts with chamber music)

November 29
"The White Night"
(music and different festive activities)

November:
The International Book Fair

December:
Tirana Film Festival
(the most important cinematographic event)
The Albanian Song Festival
(transmitted by the National Radio Television)
"The Magical song" (music festival)

These events are organized annually with no specified opening day.
The International Photography Competition "Marubi"

The International Visual Arts Competition "Onufri"

International Music Festival "Marie Kraja"

Interestingly, there are exciting choices of entertainment made available, for example, concerts, festivals, cultural performances and recreational activities. The findings unfold the persuasive strategies used by the Governmental Tourism Agencies in promoting Albania. These strategies are very useful for the tourism industry to attract potential tourists. Moreover, the findings highlight the language styles and choice of words that are specifically used in tourism discourse.

"In the heart of the Mediterranean, on the coast of Adriatic and Ionian Sea, Albania is fast becoming one of the world's most interesting getaways. Still, relatively unspoiled by globalization, tourists will notice an inspiring mixture of civilizations and cultures - making this European country truly unique. The virgin sandy and rocky beaches spread along 450 kilometers coastal line. The cultural heritage, beginning from the period of antiquity; the tradition and popular culture, with a variety of radically enviable changes; the

small geographical distance; the rich landscape, which includes all geographical features from high mountains with steep peaks and magical mysterious lagoons" (*Albania…*, 2019, 27).

"During the summer the blue Ionian beaches which surround the city, starting from Ksamil and finishing in Krorezi beach, and the water sports invite the people to dive into. In autumn, the nature offers wonderful views of olives, bio products and citrus, which decorate the agro-tourist fairs spaces, getting the attention of the numerous visitors. While enjoying the winter; you could enrich the days with the grace of the "Queen of the Lake"- the Butrinti Mussle" (*Albania…*, 2017, 38).

In the quotations above, the author is trying to emphasise the beauties and main features of tourist destinations, integrating the descriptions with illustrations in order to make it as appealing as possible. After considering the formal features of the text, we can attempt to interpret what the writer's aim is. For example, it is possible to suggest that the writer is trying to persuade, attract and seduce the readership, to turn them into potential tourists in Albania. There is also a website link attached to the text, which is supposed to induce the reader to connect to it.

In summary, we can see that what the writer is doing with this text is actually more complex and indirect than it appears at first glance. The author is not only providing the readership with straightforward information and promoting Albania, but he is also trying to portray the destination as one of the most attractive places, a location which is worth visiting. This way of looking at such texts is valuable because it can help us to interpret how the writer is trying to guide the reader to a positive attitude towards Albania.

Conclusions

The present paper tried to shed light on what tourist texts written in Albania and promoting tourism to international travellers intented to convey to the readers and how the communicative purpose is achieved. Tourist discourse is very common today. It typically includes an extensive use of positive modifiers (e.g. adjectives and adverbs), plus visual aids (e.g. pictures). When travellers go abroad, the first step they take before undertaking the journey is to get acquainted with their destination by reading what is advertised about it. Usually, the first impressions about a new place are positive. Visitors are fascinated, essentially because they get in touch with a different world, where they may even undergo a cultural shock. Moreover, the analysis suggests that the texts promote different images of the national identity and of tourism in Albania. The aim of tourism discourse is to attract as many tourists as possible through the use of persuasiuve strategies such as alluring vocabulary to describe beautiful landscapes, or to describe modern accommodation facilities, and finally to hint at experiences of the unknown.

Albania has been isolated from the rest of the world for many years due to the communist regime. As a result, it has been almost unknown to most of people outside the country, while those who were aware of this small Balkan nation associated it with banditry, smuggling or poverty. In contrast, Albania is now advertised and promoted in international travel magazines and is often ranked among the top international tourist destinations. Albanians themselves might be amused at such a development, but there is little doubt that there is a growing sense of pride and appreciation as they see their country advancing and growing. As reported in the qualitative analysis Albania is presented as a beautiful, ancient, historical and cultural destination. The language used in the guide books emphasise that there is everything for everyone, implying that the needs and desires of each individual tourist could be catered for. Albania is also described as an ancient Balkan country, rich in the traces of the past, cultural values and with a unique language. Apparently, the language used in the tourist guides is quite intentional by promoting in a way Albania as a country that can be visited all year round and not only for summer holidays.

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