Don’t forget to ask a blessing from the monk.

Ekaterina Ignatova
Lancaster University

Aim
To analyse how hosts are represented in user-generated tourism discourse about Bangkok

Data
300 TripAdvisor reviews about Bangkok
600 reviews about Moscow & London

Modes
Title
1,281 words

Text
22,068 words

Caption
52 words

Image
225 images

Methodology
Corpus-assisted multimodal discourse analysis (Bednarek & Caple, 2017)
- within each mode
- across modes

Tools
- LancsBox – Corpus Linguistics
- Excel – databases, categorisation
- Lancaster Stats Tools online – patterns across modes

Theoretical frameworks
- Social actor representation (van Leeuwen, 2008)
- Social semiotic visual analysis (Kress & van Leeuwen, 2021)
- Multimodal critical discourse analysis (Machin & Mayr, 2012)

Results
Hosts included
Title
14%

Text
79%

Image
16%

Capt.
0%

Patterns across modes

<table>
<thead>
<tr>
<th></th>
<th>Title</th>
<th>Text</th>
<th>Image</th>
<th>Capt.</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>○</td>
<td>●</td>
<td>○</td>
<td></td>
</tr>
<tr>
<td>02</td>
<td>○</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>03</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>○</td>
</tr>
</tbody>
</table>

Topics
- Titulation of service workers
  "service is much [...] better than the food especially Khun Pure, Khun Bank (bartender)"
- Generic representation of artists
- Monks – tourist attraction
  "Don’t forget to ask a blessing from the monk"

Conclusions
- Representation of hosts can reflect socio-cultural background and marketing policy of travel destination.
- User-generated tourism discourse can express resistance to dominant promotional discourse.

Contact info
e.ignatova@lancaster.ac.uk
+7 903 612 1394
@IgnatovaKat