Text Analysis on English Tourist Spot Introductions from the Perspective of Systemic-Functional Linguistics

Yang Li[1], Yue Qin[2], Beixian Gu[2,*]

Dalian University of Technology, Dalian, Liaoning, China

*Corresponding author: Beixian Gu

Abstract

With the rapid growth of China's domestic tourism and its rising international status, English tourist spot introductions have become vital information carriers for cultural output. While many scholars examine tourism texts through vocabulary and syntax, few focus on the discursive mechanisms of cohesion and coherence. This paper analyzes English-translated tourist spot introductions based on Halliday's Systemic Functional Linguistics (SFL). It first explores the linguistic features of tourism discourse, emphasizing its persuasive and descriptive nature across lexical, syntactic, and textual levels. Then, it investigates the practical application of cohesive devices—including reference, substitution, ellipsis, conjunction, and lexical cohesion—through specific examples such as the Forbidden City and Xinjiang Tianshan. The study reveals that a strategic reorganization of cohesive ties is essential for achieving textual coherence and functional equivalence in translation. Finally, the paper provides optimization strategies for the writing and translation of tourism texts, aiming to enhance readability and cross-cultural communication efficiency.

Keywords

tourist spot introductions, text analysis, systemic-functional linguistics, cohesion and coherence

1. Introduction

Nowadays, Chinese tourism industry has been developing increasingly and profoundly. Its status has been promoting and expanding steadily. The development of tourism industry can not only improve the consumption and stimulate the local economy, but also make great influence on culture spreading and exchanges. In other words, culture is the soul and foundation of tourism development. Tourism activity tends to be a common social and cultural phenomenon and all of these links can reflect their distinctive cultural qualities. Tourism text as a kind of external propaganda materials, it matters our cultural output to some extent. In a word, there is no doubt that tourism text is a subject worthy of studying.

This thesis consists of four parts. The first part introduces the theoretical framework—Systemic-functional linguistics by Halliday. Among this huge theoretical system, we choose to analyze English tourist spot introductions from the perspective of text analysis of cohesion and coherence. Then we state the theories that

are employed in analyzing the tourist spot introduction--cohesion\coherence, and the relationship between them. Cohesion is the surface structure of text through the selection and use of appropriate words. And coherence is the invisible network of text, which exists in deep and is related to semantics, instead of structure. The second part introduces the linguistic features of tourist spot introduction in lexicon, syntax and text for better understanding the stylistic features of tourism text. So, this part will discuss from macroscopical level and make the foundation for its writing and translation process. The third part interprets the application of cohesion\coherence with real cases from five aspects: reference, substitution, ellipsis, conjunction and lexical cohesion. Lexical cohesion usually includes repetition and collocation. From above analysis we have some implicatures from it, that is, the translator should fully understand the importance of text cohesion and coherence in the process of translation and writing, and put them into practical use. The fourth part makes a conclusion of this thesis.

2. Halliday's Systemic-functional linguistics

The budding period of the formation of Systemic-functional linguistics was in the 1960s. It originated from one of Firth's student Halliday, who inherited and develop Firth's linguistic theory, so the "New London School" or "The New London School" is synonymous with Systemic-functional linguistics.

Halliday's Systemic-functional grammar is a sociolinguistically oriented functional linguistic approach, which has two components: systemic grammar and functional grammar. Halliday and Matthiessen [1] further elaborate on the grammar's ecological role in realizing semantic systems. They are two separable parts for an integral framework of linguistic theory. Systemic grammar aims to explain the internal relations in language as a system of network, or meaning potential and this network consists of subsystems from which language users make choice. Thompson [2] provides a simplified framework for identifying clause constituents within functional analysis. There are six major characteristics of Systemic Grammar: (1) It attaches great importance to the sociological aspects of language. (2) It views language as a form of doing rather than a form of knowing. It distinguishes linguistic behavior potential form actual linguistic behavior. (3) It gives a relatively high priority to description of the characteristics of particular languages and particular varieties of languages. (4) It explains a number of aspects of language in terms of clines (i.e. ungrammatical—more unusual—less unusual—less usual—grammatical). (5) It seeks verification of its hypotheses by means of observation from texts and by means of statistical techniques. (6) It has as its central category the category of the system. The Functional grammar aims to reveal that language is a means of social interaction, based on the position that language system and the forms that make it up are inseparably determined by the users or functions they serve. It puts forwards three general functions: the ideational function (experimental and logical) is to convey new information, to communicate a content that is unknown to the hearer; the interpersonal function embodies all uses of language to express social and personal relations; the textual function refers to the fact that language has mechanisms to make any stretch of spoken or written text into a coherent and unified text and make a living passage different from a random list of sentences. [3]

The theoretical framework of this thesis is based on Halliday's Functional Grammar, trying to analyze English tourist spot introductions from the perspective of text analysis of cohesion and coherence.

2.1   Cohesion

The publication of Halliday and Hasan [3] *Cohesion in English* marked the creation of cohesion theory. Since its appearance, cohesion theory has attracted extensive attention in academia because it plays an important role in the development of text analysis, translation theory, human-computer dialogue and stylistic research. In China, cohesion is generally considered to be manifested in text and superficial structure, that is to say, cohesion of text is realized by superficial structures such as vocabulary and grammar. Halliday and Hasan [3] proposed five cohesive devices: reference, substitution, ellipsis, conjunction and lexical cohesion. Hu Zhuanglin, an expert in text research, has unique insights into text cohesion theory. In his opinions, the multi-level pattern of cohesion is mentioned. Hu [4] believes that there are three aspects can also form cohesive relation—transitivity at semantic level, thematic structure at syntactic level, intonation and mood at phonological level. Although the relevant scope of cohesion and coherence is mainly realized at the semantic level, each level plays a role in the generation and meaning of the text.

There is no doubt that Halliday and Hasan's studies on cohesion have influenced lots of following researchers. They continually come up with new ideas and thoughts, trying to expand existing ideas of cohesive theory. In conclusion, cohesion occurs where the interpretation of some elements in the discourse is dependent on that of another. The one presupposes the other, in the sense that it cannot be effectively decoded except by resource to it. Discourse cohesiveness can be realized by employing various cohesive devices: conjunction, ellipsis, reference, substitution and lexical cohesion. All these devices will be discussed and employed to analyze the English tourist spot introduction.

2.2   Coherence

The study of coherence had begun long before modern linguistics was born. Many linguists like Brown and Yule [5] believe that the coherence of text is the effect imposed on the text by the listener and the reader in the process of text comprehension. Stubbs [6] also proposed that it is the interpretation of the hearer that creates the coherence of the discourse. Crystal [7] pointed out that coherence is that the various concepts and relationships expressed in a text must be related to each other, so that we can make reasonable inferences about the deep meaning of the text. While Zhang Yinglin [8] explains coherence as a feature of the perception of text rather than of text itself and coherence occurs when we produce or interpret text. These connections have to be filled in by the reader or listener on the basis of their textual, social, situational and psychological assumptions. A great number of researchers are interested in studying the coherence of various texts. In a word, coherence refers to the relationship which link the meanings of utterances in a discourse or of the sentences in a text. These links may be based on the speakers' shared knowledge. In written texts, coherence refers to the way a text makes sense to the readers through the organization of its content, and the relevance and clarity of its concepts and ideas. Generally a paragraph has coherence if it is a series of sentences that develop a main idea, i.e. with a topic sentence and supporting sentences which relate to it.

2.3   Relationship Between Cohesion and Coherence

Cohesion and coherence are two different notions, though texts with cohesive or coherent characteristics are seemingly meaningful and smooth. There are many different opinions on the relationship between cohesion and coherence, and there is no conclusion yet. In terms of the relationship, Halliday and Hasan believe that cohesion is a necessary but not sufficient condition to produce discourse [3]. In their view, if there is cohesion, discourse will not necessarily occur. However, if there is no cohesion, there will be no discourse. Cohesion is the basis of coherence.

In terms of the relationship between cohesion and coherence, most domestic scholars agree that cohesion cannot be regarded as the only condition for discourse coherence.

Sun Yu [9] believes that no matter whether cohesion is intentional or unintentional, for a natural rather than fabricated discourse, cohesion is produced on the basis of coherence, coherence is primary, and cohesion is secondary. Miao Xingwei [10] believed that the relationship between the two should be viewed dialectically and should be differentiated, but not opposed. He believes that when explaining the relationship between the two, many discourse analysts fabricate discourses that are full of cohesion but incoherence or coherence but not cohesion, which cannot be used to explain the problem. In actual language use, the sender of the text always maintains the coherence of the text to the maximum extent, and the receiver of the text understands the discourse on the premise of the coherence of the text.

Hu Zhuanglin [4] focuses on the core of cohesion and coherence from phonology, vocabulary, syntax, semantics, logic to pragmatic knowledge, discussing in an all-round and multi-level manner. Hu Zhuanglin's monograph draws on the results of the main research in recent years, discusses the influence of contextual knowledge and pragmatic knowledge on discourse coherence, and uses the knowledge of systemic functional grammar and pragmatics to make the analysis of cohesion and coherence integrate and complement each other. The problems that make Halliday and Hasan [3] find their place in his multilevel model.

We believe that the relationship between the two should be viewed dialectically: cohesion is an important condition for achieving coherence, while cohesion is not a necessary condition for achieving coherence. Cohesion exists on the surface of the discourse, and it achieves the purpose of connecting the discourse through grammatical and lexical means. The purpose of the article is smooth [11].

3.   Linguistic Features of English Tourist Spot Introductions

Before using the theories of text analysis in English tourist spot introductions and in the research of the translation of tourist spot introductions, it is necessary to make a comprehensive analysis of the linguistic features of tourist spot introductions.

3.1   Lexical Features

English tourist spot introductions are extremely different from other writings. Dann [12] characterizes the language of tourism as a specialized discourse of persuasion and social control. Words or sentences adopted within are especially elaborate and considerate because English introductions are a kind of external propaganda materials, and it matters our cultural output to some extent. Maci [13] highlights the promotional nature of tourism discourse across digital and professional platforms. In other words, English tourist spot introductions takes on such lexical features as follows:

3.1.1   Precise Use of Numbers

Numbers are widely used in English tourist spot introductions on the purpose of explaining the features of buildings from length, height, area or the year of scenery spots. Without numbers, the introduction would be vague and fuzzy for visitors to understand the spots. In conclusion, numbers play an important role in the performance of the preciseness and clearness of language expressing in scenery spot introduction.

E3-1 *The Forbidden City is a vast ancient architectural complex located in the centre of Beijing, covering an area of some 720,000 square metres—961 metres in length and 753 metres in width. It is regarded as the finest example of traditional Chinese architecture.*

In this text, there are many numbers applied to describe the size of The Forbidden City. And every precise number is seemingly to tell visitors how big it is, giving them intuitive feeling about this scenery spots.

3.1.2   Utilization of Descriptive Words

English tourist spot introductions belong to publicity materials which words used in it are descriptive, trying to explain the characters of scenery spots. The function of descriptive words is to strengthen language expressing, to increase the vividness and concreteness of introduction and to draw tourists' attention. So the adjectives are more often used. The utilization of descriptive words plays an important role on the introduction of scenery spots.

E3-2 *The Seven-Star Cave is the most fascinating one of the caves at the foot of the Seven-Star Rocks. It is divided into three parts. The steep upper part is high and difficult to climb, while the lower part is an underground river channel. In between is an 800-metre-long spacious tunnel forming a gallery of sparkling stalacites and stalagmites with myriads of shapes.*

In this text, many descriptive words are used to describe the structure of the Seven-Star Cave. And words like "fascinating", "sparkling" and "spacious" are adjectives in order to enlarge the merits of this scenery spot on the purpose of attracting tourists to visit.

3.2   Syntactic Features

As one of the promotional materials of the scenic spot, the introduction of the scenic spot is accepted and recognized by more and more tourists. In this case, the language of the attraction must have a comprehensive and clear terminology to demonstrate the logic and persuasiveness of the sentence. Therefore, the syntactic features of English attraction introductions should be complex. Declarative sentences and simple present and past sentences are used in most cases.

3.2.1   Large Employment of Declarative Sentences

Declarative sentences are adopted on the purpose of interpretation, narration, specification, analysis and judgement. Therefore, English introductions are keen on declarative sentences to state and explain complete and detailed information, objectively and truthfully reflect the facts of a scenic spot, so they are often used.

3.2.2 Usual Adoption of Simple Present and Past Tense

Generally speaking, the introduction of attractions explains the current situation and history of a certain attraction, and naturally it should be matched with the simple tense and the past tense. There is no doubt that other tenses such as perfect tense and future tense are sometimes used, but they are not grammatically mainstream in the introduction of attractions.

E3-3 *Located in the northwest of Hangzhou, not far from the West Lake, the Lingyin Temple was built by Master Huili, a monk from Western India in the Eastern Jin dynasty. It has lush hills, clear springs and steams as well as beautiful trees and many historic relics and caves.*

In this text, the first sentence applied the past tense to tell when the Lingyin Temple was built, and the second sentence applied the simple present tense to tell the present situation of Lingyin Temple. Simple present tense and past tense matched with each other to show the historic development of this scenic spot.

3.2.3 Application of Rhetorical Devices

English tourist spot introductions usually use rhetorical devices to add vividness and interest to the original boring descriptive sentences, making the spot introductions more appealing and concrete, and can also arouse tourists' associations and imaginations, leaving a profound impression.

E3-4 *Lijiang River ranges 84 kilometres from Guilin to Yangshuo, like a green belt winding among the peaks and chains of mountains. The miraculous peaks, green mountains and clear waters mutually embellish, just like a long scroll.*

Simile has been used in two sentences. The first sentence compares the river to "a green belt", and the second sentence compares the peaks, mountains and water to "a long scroll". We can feel the beauty of Lijiang River even through the text. That is the magic of simile.

3.2.4 Preference for Long and Complex Sentence

Compared with ordinary promotional materials, English attraction introductions tend to use long and complex sentences. The key is that long and complex sentences can more accurately analyze the specific situation of a scenic spot and avoid possible misunderstandings, distortions and lack of knowledge in the performance of a scenery spot introduction. Therefore, subordinate attributives, adverbial clauses and insertions are often used in the introduction of scenic spots to reflect comprehensive and profound connotations.

E3-5 *Today's Great Wall of China, also known in China as the Great Wall of 10,000 li, was built from the end of the 14th century until the beginning of the 17th century, during the Ming dynasty, in order to protect people from raids by northern tribes.*

Obviously, the sentence above is very long and complex, including an appositive clause, an adverbial clause of time and purpose. It gives us the information of the name, the year of the building and the function of the Great Wall, highly generalizing the features of this scenery spot and particularly avoiding the possible misunderstanding. But sometimes it is not a good phenomenon. Due to the limited space for introductions, it will give tourists an impression of disorder.

3.3 Textual Features

3.3.1 Accuracy

Most of the introductions about scenic spots are historical so the most important thing as a formal foreign propaganda material is to ensure the accuracy and fidelity of its language. If you use false or exaggerated statements to introduce scenic spots, it will affect the tourists' understanding of the scenic spots, and greatly affect the development of our country's tourism industry, and even the international status of culture. Therefore, the accuracy of word choice and sentence construction is particularly important.

3.3.2 Conciseness

Due to the limited space for the introduction of the scenic spot, it virtually requires the text to be concise and to highly summarizing the nature of the entire scenic spot and its attractiveness. A good introduction to a

scenic spot in English should be able to make tourists understand the significance of the scenic spot in a few words.

3.3.3 Exquisiteness

Attraction introductions are promotional materials for the public. At the same time, it has the purpose of attracting the attention of tourists. Therefore, the text of the attraction introduction should have the elegant elements of tourism language, which can be achieved by the use of words, sentences, grammar and appropriate rhetorical devices. This is an important area to consider in order to catch the eye of tourists and inspire their desire to visit there.

E3-6 *The Pagoda of Six Harmonies stands on the Yuelun Mountain on the northern bank of the Qiantang River. It is about 60 metres high and is built of wood and bricks. Seen from the outside, the pagoda has 13 upturned eaves, which become progressively narrower towards the top, but it has seven storeys inside. From the top of the pagoda people can overlook the vast Qiantang River and surrounding fields, which is a breathtaking view.*

This text is a general introduction of The Pagoda of Six Harmonies in various aspects including its location, geography, height, appearance and its attractiveness. Descriptive and expositive expressions are employed in this text to make the condition of this spot clear. The distinctive geography of The Pagoda of Six Harmonies is presented with simple sentences to present its beauty and to attract more visitors to pay a visit here.

4. Applications of Text Analysis on English Tourist Spot Introductions

Before using the theory of text analysis, there is something about the term we need to be clear—text and discourse. Some linguists believe that discourse refers to written and spoken language. While others hold the view that text can not only refer to written language but also refer to spoken language. Generally speaking, British and American scholars like to use "discourse", while continental European scholars like to use "text" and "text linguistics". Some scholars believe that the two terms are different in meaning, while others do not make a strict distinction between them [14]. In this paper, we will not distinguish these two terms.

Text analysis is about the process of extracting semantic and other information from text, enhancing the ability to retrieve data from collections. When referring to translation, it refers to the cross-transformation of two languages for mutual understanding. It mainly reflects cohesion (surface level), coherence (deep level), sentence groups, text and the textual relationship between sentences.

Text analysis is the study of how written sentences are combined into larger units of meaning, such as paragraphs, dialogues, or conversations.

4.1 Analysis of Cohesive Devices

There are some cohesive devices used in a text, like reference, substitution, ellipsis, conjunction, and lexical cohesion. We will analysis them in the following part with specific examples.

4.1.1 Reference

Reference refers to expressing semantic relation with grammatical relation such as pronoun, including personal reference, demonstrative reference and comparative reference [3].

Personal reference refers to a reference expressed through personal categories using functions in discourse. In other words, personal reference is usually indicated by personal pronouns such as I, you, him, by possessive pronouns such as mine, his, theirs, or by possessive determiners such as my, your and our.

E4-1 *Sichuan Giant Panda Santuaries is also home to other globally endangered animals such as red pandas, snow leopards and clouded leopards. They are among the botanically richest sites in the world outside the tropical rainforests, with between 5,000 and 6,000 species of flora in over 1,000 genera.*

In this case, the pronoun *they* refer to *other globally endangered animals* in the previous sentence. So, this is the example of personal reference. It can not only avoid long words repetition but also plays a good cohesive role.

Demonstrative reference is a reference expressed in different positions in terms of distance. It is usually indicated by demonstrative pronouns and definite articles. If the referent is identified to be close, the speaker or writer uses *this, these, here* or *now* to point at it. While, if the referent is at a distance, the speaker or writer uses *that, those, there, then* to point at it.

E4-2 *The Potala Palace was first built in the seventh century. At that time, Songstan Gambo established Tubo Kingdom in Tibet and Lhasa was the capital.*

Tourists can easily understand the demonstrative reference *that* in the example refers to *the seventh century* in the previous sentence. When we writing or translating the introductions of tourist spot, we could use such demonstrative reference to reduce unnecessary overlaps, making the text more concise and explicit.

Comparative reference is an indirect reference expressed by comparison. There are two kinds of comparison: general and particular comparison. The former implies comparison, only according to dissimilarity without considering any particular property; this is represented by adjectives and adverbs such as *same, different, otherwise*. The latter implies a comparison of specific aspects in terms of quantity or quality, and is revealed by adjectives and adverbs such as *more, less, as*, etc.

E4-3 *Two walls enclose the Temple of Heaven. The northern wall is semicircular while the southern wall is square, which reflects the ancient Chinese belief that Heaven is round and Earth is square. The northern grounds are higher than the southern part, signifying that Heaven is above Earth.*

In this case, *higher* is an adjective expressing comparison meaning. When we read this text, we can easily figure out that there is a comparison between *the northern grounds* and *the southern part.* They are in the comparative relationship. It gives tourists an overall and intuitive impression about these two walls.

4.1.2 Substitution

According to Halliday and Hasan [3], substitution refers to the substitution of pro-forms for words that appear in the context. Substitution is used to avoid repetition and to strengthen cohesion.

Before discussing details of substitution, it is necessary to be clear about the difference between reference and substitution. Reference is a relation on the semantic level, while substitution (and ellipsis) is on the grammatical level, manifested in vocabulary. Substitution is a relationship between linguistic items, such as word-to-word, or phrase-to-phrase; while reference is a relationship between meanings. Baker [15] argues that textual equivalence is achieved through a strategic reorganization of cohesive ties to fit target language norms. For example, *I like flowers, especially roses.* In this sentence, *flowers* and *roses* are on the grammatical level. *I like him. Him*, which are on the semantic level, embodies the meaning of masculinity.

There are three types of substitutions: nominal substitution, verbal substitution and clausal substitution. Nominal substitution are words like *one, ones, the same* and so on.

E4-4 *2010 World Exposition covers an area of 5.28 square kilometeres and is the largest one in the event history.*

We can see that the word *one* is a nominal substitution which substitutes *2010 World Exposition*, avoiding repetition and boring the readers.

And the verbal substitution is realized by covering *do, does* and *did*.

E4-5 *A large number domestic tourists have been willing to visit the places of interests in Shanxi province. And foreign visitors want to do so.*

Clausal substitution is an element within the clause but an entire clause including *so* and *not*. The word "so" is usually used in positive sentence, while "not" is usually employed in negative sentence. This will make the sentence shorter and more compact, forming an organic unity.

E4-6 *Some experts believe that the Longmen Grottoes in Luoyang were a continuation of the Yungang Grottoes project. But other experts believe not.*

In this case, *not* presupposes the whole clause *the Longmen Grottoes in Luoyang were a continuation of the Yungang Grottoes project.*

Given the syntactic features of English tourist spot introductions we mentioned above, declarative sentences in tourism texts usually begin with a noun or a pronoun. Reference and substitution are a good way in application of practical translation and writing. For example, if the name of scenic spot is too long and cannot be appear in the text too much for being conciseness, we could resort to reference and substitution to avoiding chaotic and loose.

4.1.3 Ellipsis

As Halliday and Hasan [3] have pointed out, ellipsis can be simply defined as substitution by zero. It can be interpreted as that form of substitution in which the item is replaced by nothing. Substitution and ellipsis can be thought of in simplest terms as processes within the text: substitution as the replacement of one item by another, while ellipsis as the omission of an item. There are three kinds of ellipsis: nominal ellipsis, verbal ellipsis and clausal ellipsis.

However, ellipsis is rarely used in English tourist spot introductions. On the one hand, the introduction rarely uses elliptical sentences, excluding the possibility of various misinterpretations, ambiguities, incompleteness and misunderstandings. On the other hand, the use of elliptical sentences will give tourists an impression that the English introductions are so unofficial and informal that the quality of the introduction of scenic spots will be undermined. Therefore, they are not applied to the actual translation, which is why the introduction of scenic spots tends to use long and complex sentences as we mentioned above. Hence there is no example to be presented here.

4.1.4 Conjunction

The reason why a discourse is a discourse lies in the use of some transitional connectives, such as time, cause and effect, and conditions, to play a cohesive function and to link the previous and the next. According to Halliday and Hasan [3], conjunctives can be divided into four categories: additive (e.g. and, also, in addition, besides, etc,), adversative (e.g. yet, but, although, however, etc.), causal (e.g. so, hence, therefore, etc.) and temporal (e.g. when, while, as, before, after, etc.) to reflect various logical relationships in the text. Through some conjunctive elements, various logical relations in the text are reflected. They are cohesive not in themselves but indirectly, by virtue of their specific meanings. With the help of these cohesive components, the semantic relationship between sentences can be understood, and the semantics of subsequent sentences can be predicted through the previous sentence.

E4-7 *It has dozens of European-style buildings, which used to house many foreign consulates, banks, commercial firms and newspaper offices and are still in use today. The buildings are harmonious in colour and style, thus, gaining the name of "Gallery of World Architecture". When evening comes and lights are on, the buildings are lit with colorful lights, glistening and dazzling to the eye.*

In this example, two clauses in the second sentences have the relationship of cause and effect, which belongs to the causal categories. Visitors could easily figure out the logical relationship between two sentences, which explaining the reason why *the buildings* gaining the name of *"Gallery of World Architecture".* And *when* in the last sentence belongs to the temporal conjunction.

In contrast to ellipsis, conjunction is a good way to length sentences so as to avoid ambiguity, which corresponding to the syntactic features mentioned above—preference for long and complex sentences. Visitors could better understand the meaning of the scenic spots. Hence it is an important factor for the practical translation and writing.

4.1.5 Lexical cohesion

The four types of cohesion mentioned above belongs to grammatical cohesion, and lexical cohesion is the cohesive effect achieved by the selection of words. Lexical cohesion refers to establish a chain of the text by vocabulary selection as a way of continuing the text [3] Lexical cohesion plays a fundamental and crucial role in realizing text coherence. It can be divided into two categories: reiteration and collocation. Reiteration refers to a word in the form of repetition, synonym, near synonym, hyponymy or general word repeatedly appeared in the text. The sentences of the text are connected with each other through reiteration.

E4-8 *Spanning a length of over 1,000 metres on the hillsides along the Yi River, they were initially sculptured and chiseled around 493 when the capital of the Northern Wei dynasty was moved to Luoyang.*

In this example, *sculptured* and *chiseled* have similar meanings—a kind of shaping technique. These two words are the relationship of near-synonym, in order to enhance the entertaining and readability of the text.

E4-9 *Grade-A and Grade-B protected animals including giant pandas, golden snub-nosed monkeys, Asiatic black bears, etc.*

Obviously, *giant pandas, golden snub-nosed monkeys, Asiatic black bears* are co-hyponyms, which belong to the superordinate, *animals.* This will make visitors in boundless imagination and fascination about the next following introduction.

Collocation, also known as co-occurrence, is the tendency of words to co-occur in a text. It includes antonym and complementary relationship, such as big and small, good and bad, etc. The difference between antonym and complementary relationship is to find whether some words of degree can be added between the two words and whether they can be modified by "very". For example, hot/ cold are antonyms which have something in between and can be modified by very. Whereas single/ married are in complementary relationship for these are no words of degree can be added between them. Besides, same ordered series such as spring/ summer/ autumn/ winter and January/ February/ March, etc. are also collocation.

As we all know, antonyms are mainly adjectives. Tourism texts, as a kind of publicity materials, usually apply descriptive words to attract tourists and to increase the vividness and entertainment. In practice, more adjectives should be used in tourism texts.

E4-10 *These murals and sculptures are the main artworks in the Mogao Caves. Big statues look grand and small ones delicate.*

The example above includes big and small are in the antonym relationship, for there is something between them such as middle. Through contrast, it can not only present the striking features of scenic spot, but also strengthen the expressive force of the text. The antonym relationship of collocation is adopted in this case.

E4-11 *Besides the religious aspect, the beauty of rising and falling ridges of mountains, exotic rocks, crisscrossed gullies, crystalline water and towering green forests also gives Mt. Wutai its reputation as a colorful and notable tourist resort.*

Two words *rising* and *falling* in this example are in the complementary relationship, because no more words of degree can be inserted between them.

In a word, reiteration and collocation aim at emphasizing the subject of the text, so as to promote the main idea and serve as a link to the text; they also attain coherence by means of cohesion which is to be discussed in the following part.

4.2 Analysis on Cohesion and Coherence

Most discourse analysts believe that coherence is the semantic and functional connection of sentences or segments in a discourse. It usually has two aspects: the first aspect means that the text is coherent and unified, and all the sentences in the text serve for the center of the whole text; the second aspect refers to the coherence of expression. There should be certain cohesion between paragraphs and between the sentences. The coherence of text can be achieved by means of language cohesion, so some linguists also believe that cohesion is the basis of coherence. Sun [16] reviews the recent developments in cohesion and coherence theory, emphasizing its practical application in enhancing writing quality.

E4-12 *(1) Xinjiang Tianshan is a mountain range that presents glaciers, snow-capped peaks, alpine meadows, lakes and canyons. (2) These mountains are in stark contrast with the vast adjacent desert landscapes, creating a striking visual contrast between hot and cold environments, dry and wet, desolate and luxuriant. (3) The mountain area under snow line is abundant in animals and plant resources. (4) Vegetation here is of rich diversity, including dense forests, green spruces, whirl pines and more than 80 species of medical plants, especially the most precious herbal medicine --saussurea involucrate. (5) And what makes the Tianshan Mountains more remarkable is a high mountain lake--the Heavenly Lake. (6) About 110 kilometres away from Urumqi, the lake is located on the northern slope of the Bogda Peak. (7) The water in the lake is crystal clear and quiet like a mirror, which is very beautiful with reflections of the snow peaks and jade green spruces.(A GLIMPSE OF CHINESE CULTURE, 158-105)*

This is an English introduction of Xinjiang Tianshan. It is a very standard and normative text of English tourist spot introduction. In sentence (1), there is no cohesive device used here. This sentence is at beginning place of introduction of Xinjiang Tianshan, hence it uses a complex sentence to make a clear exposition for visitors to understand,

Whereas in sentence (2), there are many kinds of cohesive devices applied. *These* is an example of demonstrative reference, which refers to Tianshan appeared in the first sentence. This kind of grammatical means can both indicate the question clearly and make the sentence succinct avoid the sense of wordy and winding. *Contrast with* is a phenomenon of employing comparative reference, referring to mountains and desert are two different landscapes, which are manifested in the following part. Obviously, *hot and cold, dry and wet, desolate and luxuriant* is the application of collocation device in lexical cohesion. These adjectives highlight the difference between these two places.

In sentence (3) and (4), *the* and *here* is another example of demonstrative reference. Also, there are a series of words like "abundant", "rich" "dense" which are near-synonym with each other. We can say these two sentences are cohesive in lexicon, in other words, they belong to reiteration to show the rich expression and lively language. In addition, *vegetation* is superordinate of *forests, green spruces, whirl pines and medical plants,* and the relationship among *forests, green spruces, whirl pines and medical plants* are co-hyponyms. Meanwhile, *medical plants* is superordinate of *herbal medicine --saussurea involucrate.* This is the reiteration which belongs to lexical cohesion.

More is a typical example of comparative reference in sentence (5). Sentence (4) and (5) are connected by *and*, which is the adoption of additive conjunction. It can be seen that these two sentences are closely related.

In sentence (6) and (7) *the lake* here refers to *the Heavenly Lake* appeared in sentence (5), which is an adoption of demonstrative reference to avoid tediously lengthy.

What's more, this text is also coherent. The topic of this text is the English introduction of Xinjiang Tianshan and surrounding this topic, it also introduces other sub-topics — the animals and plant resources, the Heavenly Lake and the Bogda Peak, etc. Whereas, these sub-topics are all relevant to Xinjiang Tianshan and they are the more elaborate illustration to Tianshan concerning its weather, natural resources and so forth. Tourists can gain more information about Xinjiang Tianshan from the various sub-topics. In other words, these aspects are the extending and spreading of the main topic Tianshan. Therefore, coherence is also an obvious semantic aspect showing in this text.

5.   The Implications of Cohesion and Coherence for Writing and Translation

From the above analysis, we can tell that cohesion and coherence are two aspects of text that are distinct yet interrelated. Cohesion is the surface and tangible entity of the discourse, while coherence is the intangible internal relationship of the discourse. In a sense, cohesion is a means of making a text coherent, while coherence is a purpose of text generation. In order to make a text coherent and appropriate, it is indispensable to use the certain coherent methods. This requires the translator to fully realize the importance of text cohesion and coherence in the process of translation. When comprehending the original text, we must carefully understand and grasp the external cohesion means and internal logical coherence relationship; when translating, we must creatively reproduce the cohesion and cohesion of the original text in the target text. Text-based translation aims to establish the coherence that are functionally equivalent to the original text. Therefore, we should take coherence as an objective criterion for full translation. In translation practice, the translator should not only be able to accurately identify the cohesion and coherence in the source text, but also realize them in the target text. This requires the translator to understand the similarities and differences between the two languages. The characteristic determines the different focus on cohesive devices. Coherence is essential to text. Texts in Chinese prefer to use repetition and ellipsis, while texts in English use more reference and substitution. This difference in cohesion between two languages often leads to translation errors, and the identification of coherence and the processing of cohesive devices have also become the obstacles of translation. In the practice of translation, the typical conjunctions are easy to understand and translate, while something implicit, logical and atypical coherence and cohesion are difficult to grasp.

6.   Conclusion

This paper conducts an analysis of English tourist spot introductions from the perspective of text analysis. The paper first introduces the theoretical framework of Systemic-functional linguistics. Then an analysis of the introductions of tourist attractions is conducted from the perspective of cohesion and coherence in text analysis. Then it analyzes the cohesion\coherence and its categories, and further illustrates their practical application by analyzing the scenic spot introductions in China.

If we check papers from the Internet about the introduction of tourist spots, some analyze translation from the perspective of translating theories, function theory, dynamic equivalence, communicative translation and so on. Others usually discussed from the perspective of cross-cultural communication. However, this paper adopted a different perspective to study tourist spot introduction, that is, from the perspective of discourse analysis. Cohesion and coherence are important aspects to discuss. Therefore, considering this point, this paper discusses this aspect and links it with applications in writing and translation. In conclusion, this paper integrates text analysis and application well, and finds the relationship between them, in which text analysis guides and improves writing and translation methods, and text analysis is able to demonstrate its theoretical value.

But it also has a limitation as well. Text analysis covers a wide range of studies more than cohesion/coherence, and it also contains the areas like narrative structure, the relationship between sentences and so on, which can also give inspiration to translators of tourist spot introduction. Therefore, it is necessary to carry out further research into English tourist spot introductions from those aspects.

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Conflicts of Interest

The authors declare no conflict of interest.