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ONLINE TOURISM PROMOTION FROM A DISCURSIVE PERSPECTIVE: THE INTERPERSONAL FUNCTION

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Abstract: The promotion of tourism makes use of various means to communicate information, reach people and become successful. Discourse is one of them. The present paper pays attention to one of the most important function of discourse, i.e. the interpersonal one. It mainly aims to analyse and compare two English tourism websites from an interpersonal perspective, within the framework proposed by Systemic Functional Linguistics. The study also intends to set forward recommendations for a better interpersonal communication in the context of online tourism promotion.

Keywords: online tourism promotion, interpersonal function, Systemic Functional Linguistics.

1. Introduction

The online promotion of tourism has become a requisite for reaching more people and becoming successful on the tourism market. The tourist entities involved in the process of promotion, at both public and private levels, have understood this and, as such, make use of the relatively new medium to present, promote and sell tourist products and services to a wide national and international audience (OMT 1999, 34, 58).

The most usual form of online promotion is done through websites. These are frequently built in English with the aim of reaching people worldwide. They contain conglomerates of texts, images, multimedia, interactive features, animated graphics, and sounds (Würtz 2005). Focusing on texts, the relation between tourism and discourse is strong and inseparable (Stoian 2015, 32). By means of discourse, the tourist entity presents, promotes, advertises, persuades and manipulates (Crișan 2013, 943). At the same time, discourse plays an important part in the final decision of the possible tourist.

The aim of this paper is twofold, i.e. (1) look at tourism websites and (2) point out the similarities and differences existing between two types of online promotion. At a small-scale, the study focuses on websites owned by both public and private representatives of the tourism sector. The public sector is represented by a tourist board, while the private by a tour operator. The study pays attention to the texts of the websites and analyses them contrastively from an

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interpersonal perspective within the Systemic Functional Linguistics framework developed by Halliday (1985, 1994; Halliday and Matthiessen 2004). In other words, it looks at the way promotional tourism discourse is organized as an interactive event involving language users.

2. Theoretical framework

The analysis for the present study is carried out within the framework proposed by Systemic Functional Linguistics and developed by Halliday (1985, 1994) and, later, Halliday and Matthiessen (2004). Halliday put forward the existence of three simultaneous communicative functions of language, i.e. ideational, which represents the way language depicts reality; interpersonal, which shows how people enact their relations through language; and textual, which points out the internal organization of a text.

This paper focuses only on the interpersonal function of language. According to Halliday and Matthiessen (2004, 29), the interpersonal metafunction is concerned with the social relationships between the participants represented within, and interacting through the text, and their attitudes regarding its subject matter. People adopt various basic speech roles, while communicating (Halliday 1994, 68). They can give and demand information, through statements and questions, and/or give and demand goods and services by using offers and commands.

The interpersonal metafunction is realized in grammar by the mood system, which stands for the overall structure of the clause. This has two functional constituents: Mood and Residue. The first one contains the argument of the clause, whereas the last can be left out or elided from the clause. The Mood constituent is composed by a Subject and a Finite. The Subject is realized by a nominal group and refers to the thing by reference to which the clause can be affirmed or denied. It also provides the person or thing responsible for the success or failure of the proposition. As for the Finite, it is expressed by a verbal group. Its functions are to represent something that can be argued about and bring the proposition down to earth. This can be done by Primary tense, Polarity and Modality. Tense anchors the proposition in a present, past or future time, while Polarity presents it as either positive or negative. Finally, Modality represents the probabilities and/or obligations judged by the language user. The Finite can be modalized and express probability and/or usuality, case in which it refers to the language user's attitudes towards the subject matter, or it can be modulated and express

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obligation and/or inclination, referring to her/his judgements or attitudes towards actions and events (Eggins 2004, 151-154, 174-183; Halliday and Matthiessen 2004, 111-121, 143-151; Stoian 2015, 50).

The other mood constituent, the Residue, is represented by Predicators, Complements and/or Adjuncts. Predicators, expressed by verbal groups minus the temporal or modal operator, have the following purposes: specify the actual event, action or process being referred to in the proposition, add time meaning other than that of the speech event and show the voice of the clause and other aspects or phases. As for the Complements, these are realized by nominal groups and stand for the non-essential elements of the clause, i.e. the participant affected somehow by the main argument of the proposition. Finally, the Adjuncts, expressed by adverbial groups or prepositional phrases, bring additional, though non-essential, information into the clause. They are classified into Circumstantial, Modal and Conjunctive and function at different levels. Circumstantial Adjuncts, the only type that is part of the Residue, add ideational content to the clause as they express circumstances related to the process represented. Modal Adjuncts, in turn, part of the Mood component, add interpersonal meaning to the clause as they are related to the creation and maintenance of dialogue. The Adjuncts not part of the mood system at all, the Conjunctive ones, carry textual meaning as they contextualise relationships with other portion of the text (Eggins 2004, 155-172; Halliday and Matthiessen 2004, 21-133; Stoian 2015, 50-51).

Within the described framework, the present study analyses the mood choices and speech roles, the Mood component and its constituents, and the Residue component, together with its Adjuncts, found in the texts selected.

3. Data selection and methodology

The present paper focuses on the way Great Britain promotes itself and its landmarks in two distinct sectors of the tourism market, i.e. public and private. As a tourist destination, Great Britain has always been a top one (Macleod 2004), being situated on the eighth position in the world's top list of international arrivals and on the fifth in income from tourism (UNWTO 2016, 6).

Mainly, this study analyses two websites promoting landmarks distinctively. The first one represents the public sector, being owned by the British tourist board, i.e. VisitBritain

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(http://www.visitbritain.com/en/EN/). As an institutional tourist entity, its aim is to promote the country worldwide, in order to configure the tourist image of a place and point out its attractiveness (Calvi 2006, 22). The second website is from the private sector, belonging to the famous tour operator Evan Evans Tours (http://www.evanevanstours.co.uk/). As expected, its activity, apart from promotional, is mainly commercial, having the purpose of selling tourist products and services directly (Calvi 2006, 22).

Two webpages have been selected in the case of each website. They promote the same important landmarks, particularly, World Heritage Sites, in this case, Canterbury Cathedral and the Tower of London. The focus of the analysis is on the texts from the two webpages, which have been analysed contrastively. Within the Systemic Functional Linguistics framework (Halliday 1985, 1994; Halliday and Matthiessen 2004), attention has been paid to the interpersonal metafunction and its mood structure. The analysis has been carried only on independent clauses, and not on dependent ones, as the latter ones are considered to have the same mood as the clauses they depend on (Thompson 2004, 48).

4. Analysis and results

The results of the analysis of the public website are presented first, followed by the ones regarding the private website. These are further compared, pointing out the similarities and differences found. The analysis contains examples in which the texts are numbered A1 and A2, for the institutional set, and B1 and B2, for the commercial set. The order of the landmarks is 1) Canterbury Cathedral and 2) the Tower of London. The actual texts and a rough analysis of their interpersonal metafunction are included in the Appendix.

4.1. Public sector website

The texts selected from the public website are medium long, circa 230 words, and contain several paragraphs. The tourist board presents the two landmarks by pointing out their different attractions and showing their importance for the history of Britain. There is no possibility to buy tickets or tours from the website. However, the tourist board does indicate several agencies from where purchasing is possible.

The mood structure in the institutional texts promoting Canterbury Cathedral and the Tower of London is mainly declarative, e.g.:

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(1) The Cathedral is the site of the Archbishop Thomas Becket's martyrdom in AD1170 (A1);

(2) The Tower of London has a colourful history dating back to the 11th century (A2).

The speech roles are, thus, statements, which are said to present information as factual (Mocini 2011, 160). In this case, information is presented as true historical facts, as shown in the examples above. The stating of information as reliable assertions may indicate a professional and neutral message coming from an official tourist entity, without a manipulative intention. This is sometimes counterbalanced by the use of imperative mood, for e.g.:

(3) Step back in time with this audiovisual experience of the sights, sounds and smells of the middle ages in this stunning reconstruction of 14th century England (A1);

(4) Look out for the famous black ravens in the grounds of the Tower (A2).

These are the only instances when the voice of the copywriter steps into the texts and addresses users directly. It comes closer to them, separating them from the mass (Mongkholjuck 2008, 27), in order to instigate them to action (Calvi 2011, 83), by suggesting things to see and do once arrived at the landmarks, such as “step back in time” or “look out for”.

The Mood component of the clause contains usually both its elements, except for few cases of Subject ellipsis, e.g.

(5) and [ø] is the Mother Church of the Anglican Communion (A1);

(6) and [ø] holds daily exhibitions and events throughout the year (A2).

These seem to add cohesion to the text, making it less repetitive and more linked.

The Subject is mainly expressed by the landmark promoted, i.e. Canterbury Cathedral and the Tower of London, as indicated in the examples below:

(7) It [the Cathedral] has a perpendicular nave, 12th-century Gothic choir, stunning stained glass windows that fill the church with colour and a Romanesque crypt (A1);

(8) It [the Tower] houses the Crown Jewels, armouries, Yeoman Warders and ravens (A2).

The preference for the promoted landmarks in Subject position is expected, as they represent the topic of the texts. In the case of Canterbury Cathedral, various buildings constitute the UNESCO religious complex and they are presented by being placed in Subject position, such as:

(9) St Martin is the oldest church in England that's still in use as a parish church (A1).

This can be confusing if the users do not know the history and composition of the landmark.

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As for the visitor, s/he appears scarcely in Subject position. However, in the text on the Tower of London, this is slightly more preferred than in the other text. In both cases, the visitor is expressed by the personal pronoun "you", for e.g.:

(10) You'll find many important religious buildings and monuments in the area (A1);

(11) During a visit to the Tower you can see Britain's most precious treasure - The Crown Jewels (A2).

The user is addressed directly and the message becomes more personal in these particular instances. The use of the second person personal pronoun makes users come closer and feel as individuals (Mongkholjuck 2008, 27) involved in the message (Garcia Álvarez 2006, 83).

The tourist board is never placed in Subject position; the copywriter may try to sound as professional as possible. The focus is on the landmark, the visitor and her/his actions.

Regarding the Finite, this is usually fused and refers to the present, see "has", "houses" or "is" in the examples (7), (8) and (9) above. Fused Finites are considered to build a more generic and notional message, while the present turns it into universal and timeless (Banks 2002, 6). The past appears rarely in the text and is used to talk about a remote history.

(12) Canterbury Cathedral was founded in AD597 (A1);

(13) The Tower of London was built by William the Conqueror to protect London and assert his power (A2).

There are also several instances of expressed Finites, which slightly reduce the genericalness of the message. This is done by means of future tense, modalization and passivization. Future seems to present information as an offer; the proposition is addressed directly to the readers and anticipates the visit for them. This gives more credibility to the visit (Calvi 2011, 82). However, it appears only once.

(14) You'll find many important religious buildings and monuments in the area (A1);

(15) You'll also see the Beefeaters (A2).

Apart from the modal "will", modalization is expressed also through the modal "can", but only in the text on the Tower of London, e.g.

(16) You can see artefacts from every part of this remarkable history (A2).

It seems to indicate the different possible things a visitor can see during a visit to the Tower. As can be observed in all the instances of modalization indicated, e.g. (14), (15) and (16), all the modals have to do with the possible visitor. This may have as purpose the negotiation of the information presented as fact and/or the personalization of the message. As for the few instances of passivization, these contribute to the focalization on the topic of the texts, i.e. the

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landmark, since they place it in Subject position, as indicated in the examples (12) and (13) above.

Finally, there is no negation in the two texts, except for the one implied indirectly by the construction "not to miss" in the text on Canterbury Cathedral, e.g.

(17) Another not to miss is Christ Church Cathedral, a breath taking mixture of Romanesque and Perpendicular Gothic, where Archbishop Thomas Becket was murdered in 1170 (A1).

This seems to function as an indirect advice for the users, i.e. they should not miss Christ Church Cathedral. The lack of negation and the few instances of modality invest the message with the power of straightforward evidence (Mocini 2011, 160) and contribute to the authority and reliability of the tourist entity (Stoian 2015, 151).

The second component of the mood structure, the Residue, is complex in both texts and contains Predicators, Complements and Adjuncts, for e.g.:

(18) Canterbury has been (Predicator) a key location (Complement) for the Church of England (Adjunct) for nearly five centuries (Adjunct) (A1);

(19) These magnificent birds have been kept (Predicator) here (Adjunct) since the 1600s (Adjunct) (A2).

Turning to the Adjuncts included in the Residue, these are Circumstantial, as indicated in the examples (18) and (19) by "for the Church of England", "for nearly five centuries", "here" and "since the 1600s". They add experiential meaning to the message and present background information that situates the landmark in place and time. They also contribute to the complexity of the message pointed out by the constitution of the Residue. The exclusive use of Circumstantial Adjuncts and the lack of Modal Adjuncts give the impression of an impersonal message. There is only one instance of Conjunctive Adjunct in the text on the Tower of London, see "also" in example (15).

Table 1 summarises the results found in the website belonging to the tourist board.

Texts	Mood structure	Speech role	Mood		Residue
			Subject	Finite	
Canterbury Cathedral	+ declarative	+ statements	+ landmark	+ fused + present only modalization - negation	only complex only Circumstantial Adjuncts
The Tower of London	+ declarative	+ statements	+ landmark	+ fused + present only modalization - negation	+ complex + Circumstantial Adjuncts

Table 1. Public sector website: interpersonal analysis

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The message built by the tourist board on its website seems, thus, to be assertive, reliable, impersonal, detailed and professional. This is rarely counterbalanced by the use of personal pronouns and imperatives, which involve the users in the message, differentiate them from the others and instigate them to action. The message presents the landmarks and their attractions in an eternal present, as standing there to be visited.

4.2. Private sector website

The website belonging to the tour operator selected does not dedicate an entire webpage to each landmark, but groups them with other landmarks in the nearby area and offers a tour. The texts referring to Canterbury Cathedral and the Tower of London are rather short (around 80 words) and concise. Composed by one paragraph, they present briefly the landmark, situate it in a historical background and point out well-known attractions to be visited. In the case of this website, contrary to the institutional one, the user can book and buy the tour.

In this set, there is only one type of mood, i.e. declarative. Information is being presented as fact, by means of statements:

(20) This magnificent Cathedral is the most important church within the worldwide Anglican faith (B1);

(21) The Tower of London is one of the world's most famous and spectacular fortresses (B2).

The Mood component is built by Subjects and Finites. The Subject is usually expressed by the landmark, see e.g. (20) and (21) above, and its attractions, as expected due to the type of text.

(22) The central 'Bell Harry Tower' dates back to 1498 (B1);

(23) The Beefeaters who guard the Tower will regale you with stories of its past (B2).

In the case of the text on Canterbury Cathedral, the landmark shares the dominance over the Subject position with existential “there”, which seems to be used to highlight the descriptive and impersonal tone of the message. As can be noted in example (24), this refers to practical information regarding the tour, in this case, lunch.

(24) There will be an opportunity for lunch in Canterbury (B1).

Moreover, another participant, apart from the landmark, occupies the Subject position. This is important for the commercial message as it turns it personal, since it is expressed by the pronoun “we”. The agency refers to itself and the user as “we”, making, thus, the client part of a team that visits the landmark together. By this, the client is projected into a virtual tour of the promoted landmark (Yui Ling Ip 2008, 8), e.g.

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(25) We make our way to Canterbury to visit the Cathedral (B1);

(26) We will visit the Crown Jewels, including the magnificent solid-gold crown used at the coronation of Queen Elizabeth II, the enormous Cullinan diamonds and the extraordinary Koh-i-Noor (B2).

The Finites in the commercial set are slightly different in the two texts analysed. The text on Canterbury prefers fused Finites, e.g. "is" (20), "dates back" (22) and "make" (25), while the one on the Tower expresses the Finites, as for example "will" (26). The expressed Finites, which do exist, however, in both texts, coincide with modalization, particularly with the modal "will". The use of "will" presents the visit as happening according to a plan, see examples (23), (24) and (26). This goes together with the tense of the Finite. The future, indicated in the same examples of modality mentioned earlier, appears in both texts, but is more frequent in the text on the Tower of London. As said before, future adds to the message the certainty of a plan. The present is used for presenting the landmark, while the future for referring to the tour. Furthermore, there is no instance of past in the texts, which is rather unexpected in a text describing historical landmarks. This strategy can be promotional; the landmarks are promoted in an eternal present as part of a plan. The lack of negation contributes to this straightforward evidence (Mocini 2011, 160).

The text describing the tour to Canterbury Cathedral seems, then, to highlight general and timeless information about the Cathedral (Banks 2002, 6), whereas the one on the Tower of London, focuses more on planning. In both texts, the tour is presented as organised and planned, in other words, as professional. Nevertheless, the former is more impersonal, due to the existential constructions, while the latter, more personal, due to the personal pronouns.

As for the Residue, this is usually complex, containing Predicators, Complements and Adjuncts, e.g.

(27) There will be (Predicator) an opportunity for lunch (Complement) in Canterbury (Adjunct) (B1);

(28) Over the past 1000 years (Adjunct) it has been (Predicator) a Royal Palace, an armoury and a place of imprisonment and execution (Complement) (B2).

The number of Circumstantial Adjuncts is not very high. The text on the Tower of London has only one instance, "over the past 1000 years", see e.g. (28), which can be due to its short length and the presence of dependent clauses. In both texts, the little presence of Circumstantial Adjuncts may indicate a less detailed message. It may also suggest that background information is developed in secondary clauses. The text presenting the tour to the

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Cathedral has also an instance of Conjunctive Adjunct, which adds textual coherence to the message, e.g.

(29) There will <u>also</u> be time to explore the narrow streets of Canterbury (B1).

The results discussed so far are summarised in Table 2.

Texts	Mood structure	Speech role	Mood		Residue
			Subject	Finite	
Canterbury Cathedral	only declarative	only statements	+ landmark	+ fused + present only modalization - negation	+ complex + Circumstantial Adjuncts
The Tower of London	only declarative	only statements	+ landmark	+ expressed = present & future only modalization - negation	only complex only Circumstantial Adjuncts

Table 2. Private sector website: interpersonal analysis

To sum up, the message built by the tour operator seems more varied. It does, however, transmit a common message, i.e. assertive, professional, focused on the landmark and less detailed. The tour is presented as happening in the company of the professional operator, according to a plan.

4.3. Summary of results

Table 3 summarises the results of the two sets analysed.

Mood structure in the public sector website	Mood structure in the private sector website
medium long	short
+ declarative Mood	only declarative Mood
+ statements as speech role	only statements as speech role
+ landmark in the role of Subject	+ landmark in the role of Subject
+ fused, + present Finite	slightly + expressed, + future Finite
little modalization	frequent modalization
- negation	- negation
+ complex Residue	+ complex Residue
+ Circumstantial Adjuncts	few Adjuncts, + Circumstantial Adjuncts

Table 3. Summary of results

The texts analysed, belonging to the different types of websites, share some features. As can be seen in Table 3, they favour the use of declarative mood and statements, the presence of the landmark in Subject position, the lack of negation and the complexity of the Residue.

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The message preferred, then, by both types of promotion seems to be assertive, factual, reliable, professional, complex and focussed on the topic. At certain points, it turns more personal, capturing the interest of the user by personal pronouns.

Nevertheless, the texts are also different in certain aspects, such as length, variety of mood, type of Subject and Finite, modalization and presence of Adjuncts. The texts from the institutional website are longer and more descriptive, presenting the landmark, its past and its attractions. The texts from the commercial website, in turn, are shorter and present the landmark just as part of a planned tour, highlighting particular attractions. This seems to be connected also with the frequency of Circumstantial Adjuncts; the first set focuses more on background details than the second. As for the variety of mood, the tourist board uses also imperatives, even if rarely, to address the users directly, suggesting them what to do and trying to convince them from a closer position. Even if addressed, the users remain alone in their exploration, as indicated by the second person personal pronoun. The tourist board just advices. This is not the case of the tour operator, who accompanies the users in the tour. As for the type of Finites used, these indicate a more general and timeless message, in the institutional website, and a more negotiated and planned, in the commercial website. This may be due to the fact that the tourist board pays more attention to the description of the landmark, while the tour operator points out essential information regarding the landmark while visiting it. Finally, modalization is more frequent in the commercial set, as it highlights the idea of a planned tour. However, in both sets, it is associated with the user, placing her/him in the actual setting of the landmark.

4. Conclusion

The present study has analysed and compared two types of websites, one from the public sector, belonging to a tourist board, and the other, from the private sector, owned by a tour operator. The focus has been on the texts the two different tourist entities construct to promote two national landmarks, considered World Heritage Sites. The texts have been analysed from an interpersonal perspective, according to Halliday's theory (1985, 1994; Halliday and Matthiessen 2004) and within the framework proposed by Systemic Functional Linguistics.

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The two sets of texts have resulted to share similarities and differences, as expected due to their types. They are similar in their message, which seems assertive, factual, reliable, professional, complex, focussed on the topic and, sometimes, personal. The similarities may be due to the specialized discourse they belong to and its general purpose of promotion. Regarding the differences, the message coming from the tourist board is longer and more descriptive, detailed, general and timeless, whereas the message of the tour operator is shorter and to the point, less detailed, more negotiated and planned. Both sets address sometimes the users, getting closer to them. The institutional one makes them feel individually important, while the commercial one promotes the idea of a team. The differences may be related to the owner of the websites, i.e. public vs. private; its immediate purpose, i.e. promote vs. sell; and the online medium of communication. The situational and/or cultural context, in other words, the directness and globalization of English, may have also influenced the texts.

To conclude, the interpersonal analysis of online tourism promotion may indicate the interpersonal relationships between interactants and the text producers' relation with the content of the text (Eggins 2004, 187; Stoian 2015, 53). The choice of mood and its structure has an influence on the final message. As such, the interpersonal metafunction should be taken into account while writing an online tourism text, as this can affect promotion. At the same time, it can help promotion make a difference on a global public stage where all countries "have to appear, to compete and to mobilise themselves as a spectacle in order to attract large numbers of visitors" (Urry 2008, 157). This function, together with the ideational and textual ones, need to be considered by websites designers, managers, copywriters, editors, tourist entities and/or governmental officials, as language shapes tourists' opinion (Calvi 2006, 19) and contributes to the persuasive nature of promotional materials (Yui Ling Ip 2008, 4).

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Appendix

Legend:

// = dependent clauses, not considered for the interpersonal analysis

[] = embedded clauses, not considered for the interpersonal analysis

<<>> = interpolated clauses

DEC = declarative; STAT = statement; EXCL = exclamation; IMP = imperative; COM = command; S = Subject; F = Finite; F/P = Fused Finite and Predicator; EF = Expressed Finite; Pr = Present; Pa = Past; Fu = Future; Fneg = negative Finite; Fmz = modalized; Fml = modulated; P = Predicator; C = Complement; A = Adjunct; Ac = Conjunctive Adjunct; Am = Mood Adjunct; Aj = Conjunctive Adjunct

Appendix A – Non-commercial website

A.1. Canterbury Cathedral

(DEC, STAT) Canterbury (S) has (PrEF) been (P) a key location (C) for the Church of England (Ac) for nearly five centuries (Ac) (DEC, STAT) and you (S) 'll (FuEFmz) find (P) many important religious buildings and monuments (C) in the area (Ac). (DEC, STAT) Canterbury Cathedral (S) was (PaEF) founded (P) in AD597 (Ac) (DEC, EXCL) (that (S) 's (PrF/P) over 1,400 years ago! (Ac)) (DEC, STAT) and is (PrF/P) the Mother Church of the Anglican Communion (C). (DEC, STAT) It (S) has (PrF/P) a perpendicular nave, 12th-century Gothic choir, stunning stained glass windows <<// that fill the church with colour//>> and a Romanesque crypt (C). (DEC, STAT) The Cathedral (S) is (PrF/P) the site of the Archbishop Thomas Becket's martyrdom in AD1170 (C). (DEC, STAT) His shrine (S) became (PaF/P) one of the most visited in the Middle Ages by pilgrims [[travelling the Pilgrims' Way from London and Winchester]] (C). (DEC, STAT) Another important church (S) is (PrF/P) the Church of St Martin just outside the city's medieval wall (C), //half of which survives today//. (DEC, STAT) //Probably built as a Roman church in the 4th century,// St Martin (S) is (PrF/P) the oldest church in England [[that's still in use as a parish church]] (C). (DEC, STAT) Many visitors (S) miss (PrF/P) St Augustine's Abbey (C) because of its location just outside the city centre (Ac). (DEC, STAT) The ruins of this once great abbey (S) are (PrF/P) an impressive sight (C). (DEC, STAT) Another [[not to miss]] (S) is (PrF/P) Christ Church Cathedral, a breathtaking mixture of Romanesque and Perpendicular Gothic (C), //where Archbishop Thomas Becket was murdered in 1170//. (IMP, COM) step back (P) in time (Ac) with this

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audiovisual experience of the sights, sounds and smells of the middle ages (Ac) in this stunning reconstruction of 14th century England (Ac).

A.2. The Tower of London

(DEC, STAT) //Spanning over 900 years of British history,// the Tower of London (S) was (PaEF) built (P) by William the Conqueror (Ac) //to protect London and assert his power//. (DEC, STAT) //Fortress, palace, prison, arsenal and garrison,// it (S) is (PrF/P) one of the most famous fortified buidings in the world (C). (DEC, STAT) It (S) houses (PrF/P) the Crown Jewels, armouries, Yeoman Warders and ravens (C). (DEC, STAT) The Tower of London (S) has (PrF/P) a colourful history [[dating back to the 11th century]] (C). (DEC, STAT) Romans (S) once (Ac) occupied (PaF/P) it (C), (DEC, STAT) it (S) 's (PrF/P) the site of Europe's first fortress (C), (DEC, STAT) it (S) has (PrEF) been (P) a royal palace, a prison, an execution site, an arsenal, a mint, a keep for wild animals and jewel house -(C) (DEC, STAT) and you (S) can (PrEFmz) see (P) artefacts from every part of this remarkable history (C). (DEC, STAT) During a visit to the Tower (Ac) you (S) can (PrEFmz) see (P) Britain's most precious treasure - The Crown Jewels (C), (DEC, STAT) stand (P) on the execution site of 3 English queens (Ac) (DEC, STAT) and explore (P) the legends of this world-famous landmark (C). (IMP, COM) Look out for (P) the famous black ravens (C) in the grounds of the Tower (Ac). (DEC, STAT) These magnificent birds (S) have (PrEF) been kept (P) here (Ac) since the 1600s (Ac), (DEC, STAT) and legend (S) has it (PrF/P) //the Tower will fall, along with the Kingdom, if the ravens ever leave the site//. (DEC, STAT) You (S) 'll (FuEFmz) also (Aj) see (P) the Beefeaters (or Yeoman Warders) (C) //who have been guarding the tower for over 600 years//. (DEC, STAT) A visit to the Tower of London (S) offers (PrF/P) a millennium of British history in one day (C). (DEC, STAT) This exceptional heritage site (S) is (PrF/P) a great day out (C) (DEC, STAT) and holds (PrF/P) daily exhibitions and events (C) throughout the year (Ac).

Appendix B – Commercial website

B.1. Canterbury Cathedral

(DEC, STAT) //Traveling through Kent, the county [[known as the 'Garden of England']],// we (S) make our way (PrF/P) to Canterbury (Ac) //to visit the Cathedral//. (DEC, STAT) This magnificent Cathedral (S) is (PrF/P) the most important church within the worldwide Anglican faith (C). (DEC, STAT) The central 'Bell Harry Tower' (S) dates back (PrF/P) to 1498 (C), (DEC, STAT) and the crypt (S) to the 11th Century (C). (DEC, STAT) It (S) is (PrF/P) here (C) [[where your guide will tell the story of the shocking murder of Archbishop Thomas Beckett in 1170]] (DEC, STAT) and there (S) will (PrEFmz) also (Aj) be (P) time [[to explore the narrow streets of Canterbury]] (C). (DEC, STAT) There (S) will (PrEFmz) be (P) an opportunity for lunch (C) in Canterbury (Ac).

B.2. The Tower of London

(DEC, STAT) //Founded by William the Conqueror in 1066-7 and enlarged by successive sovereigns,// the Tower of London (S) is (PrF/P) one of the world's most famous and spectacular fortresses (C). (DEC, STAT)

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Over the past 1000 years (Ac) it (S) has (PrEF) been (P) a Royal Palace, an armoury and a place of imprisonment and execution (C). (DEC, STAT) The Beefeaters <<//who guard the Tower//>> (S) will (FuEFmz) regale (P) you (C) with stories of its past (C). (DEC, STAT) We (S) will (FuEFmz) visit (P) the Crown Jewels , including the magnificent solid-gold crown [[used at the coronation of Queen Elizabeth II]], the enormous Cullinan diamonds and the extraordinary Koh-i-Noor (C).

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