

THE PRESENCE OF THE DEICTIC ADVERBS ON THE SITES THAT PROMOTE THE TOURISM. NECESSITY OR PERSUASION?

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Abstract

The present article aims to analyse the role and the functions of the deictic adverbs of time in the organisation of the time. The presence of the deictic adverbs within the advertising and informative messages, within the publicities on the sites which promote the tourism, confirm the idea according to which the examined adverbial unities represent key-elements, important reference points to persuade the future customers and, in the same time, a linguistic necessity in order to realize the statements themselves.

Key words: Deictic adverbs; Tourism websites; Persuasion; Advertising; Customers.

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INTRODUCTION

Lately, we have easily noticed the invasion of the sites which, more or less professionally, deal with the promotion of the tourism. In most of cases, those who administer these sites, objectively, appeal to various methods to attract and persuade the possible costumers (offers of any type, promotions, but also challenging messages).

The purpose of the present article has in view the manner in which these messages are conceived from a linguistic point of view but it also investigates if the deictic adverbs which are parts of these messages have a fundamental role in correctly decoding the statements or they are used with a persuasive purpose.

In order to achieve this study, I have appealed to various examples which I have found on the profile sites by searching on Google the words: *tourism*, *tourism offers*, *Bucovina*, *tourism in Bucovina*.

THE DEICTIC ADVERB NOW

Time and space do not have a proper, individualized signification than by subsuming them within a statement, on one hand, and by interceding the locator with the acts that take place in a certain moment or interval and which set in order in time and situate in space, on the other hand.

Thus, time adverbs contribute to the accurate read-in of a statement and forms the temporal frame of the events order.

The linguistic act asserts a proper orientation axis, a discourse axis, specific to the linguistic time, different from the *events axis*ⁱ. Introducing such an orientation axis whose central pivot is represented by

the enunciation moment (T0) is achieved by communication. Any communicative act is a personal act, proper and individualized, through which the locator presents himself, having a particular perception of the reported events.

Therefore, the enunciation activity has in view:

1. *An universal orientation axis*, in which time (date, moment, interval, period) is chronologically indicated (for instance: today, 21st of July 2011) and irreversibly, therefore 20 of October cannot become 19 or 24 of September: **Summerⁱⁱ at Voroneț. 14 – 15 of August 2011** (www.turismimbucovina.ro).

2. *An event axis* in which talking *now* represents an event different from the ones which are to be reported and in which *today* can become *yesterday*, as well as *tomorrow* can become *today*.

The chronologic time is linear and irreversible and the time linguistic perspective – which is up-dated through the verbal tenses and time adverbs, is bidirectional: *past/future* related to *present*, taken as a reference point and represented by the statement moment (T0).

P. Ricoeurⁱⁱⁱ, in his paper, talks about the time configuration of an event taking as a departure point the centralized *present*, perceived in opposition with the past and the future. The reference can be read in two ways: first, we can objectively order the past and the future related to the present, therefore we offer to the present a central place, a key-position expressed by a locator through adverbs and verbal tenses, according to which we can organize the past and the future. Thus, the present appears as a zero point, a now of the enunciation moment, an instant, and the past and the future appear as some moments projected before and after the present. The *zero point* represents the *live present*, with its parts of imminent future and

recent past, which lets itself expressed through the deictic adverb *now* which, can also mark a time rupture in the events area depicted by the locator:

- *Choose the best tourist offers and make a reservation now^{iv} (www.turisminbucovina.ro);*
- *The Valentina Chalet. The ski path has been opened now^v (www.cautpensiuini.ro).*

In the oral communication the main time reference is determined by the enunciation time (T0), and the initialization of the text and its receiving are simultaneously realized, the interlocutor being able to appreciate the time passing and, as well, the shift of the reference during the statement producing. Unlike the oral communication, the written texts (especially the belletristic texts) offer information concerning the time localization and the way in which it is realized the time events reference, more difficult to locate. In written communication conditions, the problem of identification of the time reference is more complicated both concerning the text and the perspective of the relation between the statement moment and the receiving moment. The available solution in solving this problem consists in the necessity of identifying the unique reference to which are related all the deictic elements of the text, because in the literary texts it is not taken into account the time of writing out the statements.

If the oral communication doesn't create problems in identifying the time reference, in the case of written texts, especially the literary ones, but also in the case of the online messages, the circumstances of the reference are difficult to identify, having a complex character and varying according to the type of discourse. Therefore we can make a distinction between:

- **Direct discourse^{vi}** – the reference point to which the locator refers is the T0. Therefore, the whole communication is structured according to the locator and the moment when the communicative act takes place. The deictic centre is represented by the present, indicated by the verbal tense or by the adverb *now*. The prepositions that introduce these adverbs delimitate it: *from/until now* and influence its signification.

- **The reported discourse** refers mainly to the narrative texts where the time adverbs can act deictically and where the narrator makes his own time coordinates, being able to shift the accent from one area to another, in order to determine his presence by his own reference system. Within the narration the time adverbs can refer to the presented, narrated events and not to the concrete act of enunciation (*Now any person doesn't look at him.*)

When the deictic center, indicated by T0 moves, there is the possibility, in the case of the time adverb to indicate a time which coincides with the event moment dependent of the allocator. For

instance, in the statement: *Now I cannot be reached, please leave me a message.*, the deictic *now* distinguishes the common time for the participants to the communication act, the reference that must be taken into account being the locator's; *now* refers exclusively to the moment when the event takes place (the phoning process) and when the pseudo-locator communicates the same type of message:

- *The summer holiday is finished! It's now^{vii} that appear the first offers for Christmas and New Year's Eve;*
- *Haven't you decided yet^{viii}? Visit now^{ix} online the Orchid guesthouse (www.cautpensiuini.ro).*

The functional variety that the adverb *now* can receive can be pointed out by exemplifying it in different communication situations: in the current communication about the reality, in the advertising messages or in the communication of the fiction represented by the literary texts, where the author has the possibility to organize his own world and coordinate it according to his own intention. As we saw, the functionality of the adverb that identifies itself with T0 doesn't reduce itself only to the presence in the current communication and the fictional one, although it is here where they have the biggest ponder, but it also appears in the scientific and religious texts. However, we must admit that the values and the functions that the adverb *now* can fulfill in the two latest types of texts are reduced, especially in the scientific texts, limiting itself to the function of prophrase and, it has supplementary values in the religious text, where the metaphoric value is the most present.

In order to distinguish the two possibilities of frequent functionality, the oral communication, spontaneous and the fictional text we have proposed the following collocations: *the absolute use* (the adverbial deictic is simultaneous with T0) and *the relative use* (when the deictic *now* is simultaneous with a T0 but is perceived from the narration area, therefore a moment that does not coincide with the time of the real communication).

In the current communication, the adverb *now* does not create problems of interpretation because the reference to the enunciation moment is very clear, while, in the fictional text, things are more complex because there is the possibility to exist more plans.

The absolute use of the deictic *now* is realized when the adverb determines a verb at present tense, especially in the oral communication. (*Now, I'm getting out the house*), but also in the fictional texts when it can be determined by *even* or *look*, reinforcing the idea of present.

The use of the time adverbs in order to give nuances and precise the temporality of a text points out the reference time and the time relations, but it

also indicates information concerning the whole reported event.

Time adverbs refer to the physic time, that can be perceived as a moment (*now*) or as an interval (*since then, until now, today*, etc.). They can indicate the coincidence with the enunciation moment (*now*), the succession of the events (*before/then*) related to this one or related ones to others. In a complex statement, sometimes, time adverbs determine relations also related to another reference point, different from the enunciation moment, respectively a moment of the event, situated in the past or in the future related to the enunciation moment and which becomes the reference point on the events axis, the one around which the whole time system of the statement is organized.

Between the time adverbs and the verbal forms there is a interdependent relation because the signification of the verb conditions the selection of a certain type of time adverb. Theoretically, any verb can combine with any time adverb (*The boy is eating/running/singing/drawing now*). But there are also situations when the occurrence of the time adverb is compulsory (*We are meeting today / We meet.*) or when it isn't functional.

CONCLUSIONS

The presence of the deictic adverbs within the advertising and informative messages, within the publicities on the sites which promote the tourism, confirms the idea according to which the examined adverbial unities represent key-elements, important reference points to persuade the future customers and, in the same time, a linguistic necessity in order to realize the statements themselves.

ⁱ Emile Benveniste, *General Linguistic Problems, Tome 1*, Bucharest, Publishing House Teora Universitas, 2000, p.58-59.

ⁱⁱ The time adverb **summer** in this statement imposes to the whole message the idea of interactivity, in other words, each year on the date of 14-15 of August takes place an event generally, but particulaized for each year by using the time syntagm dated 2011 which indicates the real time chronologically perceived.

ⁱⁱⁱ Paul Ricoeur, *From the text to the action (Essays about hermeneutics II) Culj, Publishing House Echinocx, 1999, p.245.*

^{iv} The temporal circumstance is individualized by the actualization of the adverb **now** which refers not only to the moment of the transmission of the message, but also to its receiving by the interlocutor, a

temporal rupture is being therefore produced; it is a **now** where each receptor of the advertising message can find himself related to the coordinates of his own communication situation, under the conditions where the advertising receiving constitutes itself in a communicative process realized without the copresence, *here* and *now*, of the initial locutar and interlocutar, the locutar of the publicity transforms himself, therefore, in a label for the company and also in a customer that had already benefited of the advantages of the use of the product.

^v The circumstantial time deictic **now** has the role to individualize the moment of the realisation of the persuasive communicative act in an implicit opposition with the previos moments (the live present "exists now" versus "before this service didn't exist").

^{vi} Regarding the notions of *direct/reported discourse* consult, mainly, the quoted paper of E. Benveniste.

^{vii} The deictic adverb **now** marks the end of a season (the summer) and the beginning of the next one (autumn-winter). The reader or the person who is in contact with the message is persuaded, influenced by the buyer, in the sense of purchasing a set of services for the holidays which has major benefits also form the perspective that it represents the first offer of this type.

^{viii} The semiadverb of duration **yet** imposes itself through its semantics because it can make the difference between the exact sense of the message.

^{ix} Now in this message up-dates the information for all the persons interested in a trip. Thus, it distinguishes from the beginning the two distinctive moments: the one of the locutar that posted this message on the site and which does not coincide with the one of the visitor who receives the message in another moment. Although the deictic adverb **now** is considered simultaneous with T0 on the discourse axis, in this example it acquires two distinctive values.

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