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PÓS-GRADUAÇÃO EM INGLÊS E LITERATURA CORRESPONDENTE

ASPECTS OF THE IMAGE OF SANTA CATARINA IN  
TRAVEL ADVERTISEMENTS:  
A CRITICAL DISCOURSE ANALYSIS

por

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Dissertação submetida a Universidade Federal de Santa Catarina  
para obtenção do grau de MESTRE EM LETRAS

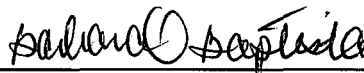
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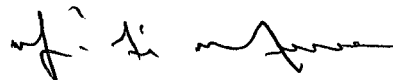
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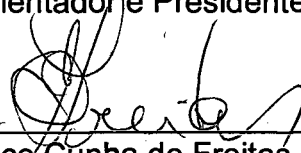
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ABSTRACT

Twenty English versions of travel advertisements distributed by Santa Catarina's tourism agency (Santur) in two consecutive government's terms of office (1991-1994 and 1995-1998) are investigated from the perspective of Critical Discourse Analysis. The focus is on the identification of the role of these texts in the representation of the macro-structure of capitalist societies. The corpus is analyzed according to Fairclough's (1989; 1992) three-dimensional framework: text, discursive practice and social practice. Three categories included in this frame of analysis - overwording, meaning relations between words and transitivity - are examined for the repercussion of language upon social identities, social relations and systems of knowledge and belief (ibid). The results indicate that two capitalist premises are reproduced in the texts: the depiction of society as a stable structure and the portrayal of humans as devoid of the property of agency. The premises were found to derive from the asymmetry in social roles in productive activities, exploitative relations and the appreciation of the end-products as opposed to the production process. The work concludes that travel advertising serves the reigning ideologies of capitalist societies, precluding reform, and suggests that this can be mitigated if language awareness is raised within the representation of society through texts.

Number of pages: 95

# ASPECTS OF THE IMAGE OF SANTA CATARINA IN TRAVEL

## ADVERTISEMENTS:

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### RESUMO

Vinte textos de propaganda turística em língua inglesa, distribuídos pelo órgão oficial de turismo de Santa Catarina (Santur) em duas gestões consecutivas (1991-1994 e 1995-1998) são abordados através da Análise Crítica do Discurso. A análise focaliza a função desses textos na representação da macro-estrutura de sociedades capitalistas. O corpus é analisado de acordo com o modelo tri-dimensional proposto por Fairclough (1989; 1992): texto, prática discursiva e prática social. Três categorias incluídas neste modelo - overlexicalização, relações de significado entre palavras e transitividade - são examinadas para a avaliação do impacto da linguagem sobre a identidade dos indivíduos em sociedade, as relações sociais e os sistemas de conhecimento e convicções (ibid). A análise revela que duas premissas capitalistas são reproduzidas nos textos: o retrato da sociedade como uma estrutura estável e a representação de seres humanos destituídos da característica de agentes sociais. Observa-se que essas premissas resultam da assimetria dos papéis sociais nas atividades de produção, das relações de exploração e da valorização do resultado final da produção em contraposição ao seu processo. Conclui-se que a propaganda turística serve às ideologias reinantes das sociedades capitalistas, evitando a reforma social. Sugere-se ainda que a ação das premissas acima pode vir a ser amenizada caso a conscientização sobre o papel da linguagem seja promovida no âmbito da representação da sociedade através de textos.

Número de páginas: 95

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'All advertising, even the most informational and rationalist, is ideological, if only in the formal sense that it places its audience in the role of buyer/consumer and seeks to dispose that audience favourably towards what is for sale'(Wernick, 1991:31)



# Chapter 1

## Introduction

### 1.1 Critical Language Study: aims, social significance

There is a dialectic interplay between society and language. Critical approaches to language study agree on the reciprocal character of that relationship: language use and social networks are mutually dependent. Both within language use and social networks assumptions and conventions are shared, sustained or transformed. Opposed to one-sided interpretations, critical approaches to language use aim at an appreciation of the nature and implications of the interaction between language and society, considering simultaneously the way these two variables affect each other.

Differently from non-critical currents, critical approaches place emphasis on the social dimension of language and on struggles embedded in power relations (Fairclough, 1992). In the light of such perspective, the study of language is constrained by conditions, practices and movements produced in and by society. Following a multi-disciplinary trend, critical approaches are guided by social and political thought in analyses of texts: concepts such as class, power and ideologies are discussed and highlighted. As a result, conventions and assumptions which constitute, consolidate or transform social structure and relations are brought out.

Since the non-neutral nature of language generally passes unnoticed, critical proposals have fundamental consciousness raising priorities: they are

intended to disclose conceptions which are intermingled with current social practices that categorize individuals according to asymmetrical assertions of power. Indeed, they aim at alerting the members of the public to the fact that language, being based on a set of social principles and beliefs, may function as a device (among others) for reproducing or transforming the *status quo*. Objectively, the position or role of discourse participants, the type of relationship they are involved in and the set of postulations which underlie their discursive practices are considered to be constituted by and to have effects upon the macro-structure of society.

The practice of uncovering socially constitutive assumptions or conventions has been classified as Critical Language Study (CLS henceforth). CLS, as an alternative way of analyzing discourse, extends the tenets of other approaches (sociolinguistics, conversation analysis, recent social theories, for example) and proposes to investigate systematically the relation between linguistic and social practices. In order to achieve such goal, CLS makes a transition from unilateral to dialectical methodology: instead of studying the internal mechanisms and workings of language separately or relating them superficially to social variables (age, sex, social class etc), this approach treats language as discourse, that is to say, as a two-edged process affected by and affecting society. To put it simply, unlike the other existing methods of analysis, CLS is not only interested in describing the processes which permeate the correlation between language and society but also in explaining the conditions which underlie them and identifying the agents of the phenomenon being studied. Studies within this line of research include: Fowler et al (1979); Kress

(1989); Fowler (1986; 1991); Fairclough (1989; 1992); Coulthard and Coulthard (1996) and Heberle (1997).

Stemming from this perspective, language is ascribed a different position in society: it is a dynamic and integrated entity both present *in* the social matrix and *under* social constraint. It follows from this conception as well that the study of language implies the investigation of society. Being the linguistic system solely promoted, supported and developed at the core of a community, it seems quite reasonable to consider both producers and product when carrying out an analysis of linguistic and social interactions. In other words, studying language use means implicitly to study the group who actually speaks that language and the nature of the relationship among its members.

In order to assess the interconnectedness of discursive and social practices, CLS is provided with insights from a systemic theory of language (Halliday, 1978) 'which sees language as multifunctional, and sees texts as simultaneously representing reality, enacting social relations, and establishing identities' (Fairclough, 1992:8). Within this account, the choice of vocabulary and grammatical patterns is not neutral. Quite the contrary, it represents the role of individuals and the relationship between them in the social system. It is by adopting particular linguistic and interactional patterns that individuals are positioned on the inception, consolidation and change of socially constituted practices (Fairclough, 1989; 1992). In this way, it is through language use that conventions or actions are instantiated and effected in society. Using Hallidayan terminology, language is both Actor and Goal in the process which socializes commonsensical assumptions.

In the light of CLS, every discursive site is a potential source of hidden connections. Since 'all social interactions involve display of power' (Kress,1985:1), the diversity of texts produced in these situations is expected to imply a similar characteristic, that is, to portray common-sense assumptions which underlie the process of domination of some people by others. On these grounds, the identification and transformation of power relations may be assessed through a critical analysis of the role language plays. In analysing texts - manifestations of oral and written language - for example, it is possible to deconstruct the distribution of power among individuals: those who dominate and those who are dominated and the circumstances in which such relation occurs.

Based on the ideological potential of texts, we can assume that representations (or reproductions) of inequalities of power come into existence via a multiplicity of instruments: schools, mass media, advertising etc. Within this perspective, advertising as an institutional force in contemporary societies, seems to be one of the major sites of undetected ideological mechanisms. Taking for granted its wide reach, the present dissertation deals with the social role and ideological constraints of travel advertising, a category in which 'the setting is the advertised product itself' (Dyer, 1990:105).

## **1.2 Advertising: aims, social role, ideological constraints**

The pervasive character of advertising in modern times is indisputable. Through the media we are continually exposed to a variety of commodities and services aimed at distinct audiences. Occupying a considerable amount of space in newspapers and magazines and a substantial amount of time on tv

(the line between programs and commercials is becoming blurred, nowadays), advertising corroborates its prominence within the social matrix.

Considered a solid institution which involves diverse media and, consequently, multiple professionals from different areas in specified functions, advertising comes to us (not the other way around) through a variety of approaches, techniques and materials reaching beyond the public which is targetted upon. Such power to reach mass audiences allows not only the promotion of products and services on a large scale but also the naturalization of advertisements in every sector of our lives (see Fairciough, 1989; 1992). In fact, in western societies, unnatural would be the case of watching tv, reading papers or magazines and going to the supermarket without being attracted or influenced either by the clever combination of images and sounds or linguistic signs and pictures. The terms 'attracted' and influenced' are to suggest also the stage of becoming aware of the subtleties of the code employed; as in the case of having advertising as an object of study.

By combining signs of different natures (linguistic and pictorial), advertisements get their meaning across and establish a commonness between their producers and readers/viewers. Conscious of the fact that audiences need to satisfy both material and social needs (Vestergaard and Schroder, 1985), advertising producers offer potential consumers means of meeting such needs effortlessly. In this way, public announcement sets a seal on this mutually dependent relationship in which wants flow in parallel to and fro between the two poles. In other words, advertising is devised to be the medium responsible

for the promotion of the interaction between the producer's and consumers' interests.

As any other institution in stratified societies, advertising reacts to and represents social structure. It legitimizes and perpetuates established standards of living and relating in society. The scope of advertising, then, is far-reaching, as Leiss, Kline and Jhally (1997:66) charge: 'advertisers knew full well that they were not dealing merely with messages about product characteristics, but with important ingredients in the lives of individuals, such as social roles'.

What follows from this consideration is that advertising has crossed the boundaries of the circulation of commodities and has reached the 'currents of ideas' (Leiss, Kline and Jhally, 1997). The awareness of the interrelation between advertising and society includes the recognition of discourses and practices associated with the very social stratum. Ideas, images and conventions are (re)created to be identified by individuals who share similar social positions and relations. References such as lifestyles, education, profession are adopted to categorize and to attract potential consumers.

The organization and construction of reality in advertisements relies heavily on this notion of group membership. Advertisements internalize particular perspectives of the real world according not only to the background of their audiences but also to their positions and roles in social groups. Gender studies, for example, have shown that usually men and women play traditional roles and are involved in asymmetrical interpersonal relations in ads: Goffman's (1976) analysis of physical stature and authority in more than 500 advertisements depicting women, men and children concludes that female

submissiveness and deference are expressed through postures which symbolize these characteristics such as knee-bending.

By extension, individuals are placed in relation to the economic and political system in which advertising operates. In a capitalist system which survives at the expenses of two social classes - one which produces wealth and the other which appropriates it and gets most benefits from it - advertisements are illustrations of the established social order. It is argued that ads function as a model of the reigning ideological dynamics, by coding values and practices that somehow crystallize the unequal power relations between these two classes (Fairclough 1989; 1992). Through the emphasis on consumption of commodities (or on the commodities themselves), advertising deflects the audiences' attention away from the workings of production - people and tasks involved, working conditions, the exchange of labor for wage - and consolidates its operation covertly. From the perspective of the Marxist theory, Leiss, Kline and Jhally (1997:21) consider the inextricable link between advertising and capitalism: 'advertising is a willing accomplice in creating and perpetuating the unhealthy features of the social system in which it evolved, and moreover has become indispensable to its continued existence; therefore, one cannot contemplate its abolition except in the context of rejecting capitalism as such'.

As one of the apparatuses which sustain the social relations of production in capitalist societies, advertising fuses the economic and political spheres in the sense that adverts might represent simultaneously the control over economy and power. Assuming that the privileged segment of population increases its profits and asserts consequently the inequalities of power by

inducing consumption, ads acquire the status of ideological devices which 'construct ideology within themselves through the intervention of external codes which are located in society' (Dyer, 1990:130).

Adverts, in this way, are regarded as carriers of social meanings: they absorb and diffuse assumptions provided by the various domains of society. In effect, ads operationalize the social referents which maintain the conformity of the economic and ideological climate of society. Aligned with other institutional forces such as mass media and education, advertising recycles its overt function of informing consumers of the availability of products in the market and becomes a vehicle for reproducing the principles which ultimately support the existing macro-structure of society.

The many kinds of advertising - ranging from commercial consumer to government and charity ads - are considered to be impregnated with this social dimension. Motivated by the social nature of advertising, this study analyzes the manner travel ads incorporate aspects related to the organization and functioning of society. In other words, it attempts to establish a link between this representation of society and society itself.

### **1.3. Purposes of the analysis**

The analysis to follow here comprises both micro and macro purposes. The former covers the identification and description of linguistic categories (vocabulary and grammar) and discursive practices (intertextuality) as proposed by Fairclough (1992). The present study is an investigation of travel advertisements produced in English by a specific government office of Santa



Catarina - Santur (see section 1.4.2). The study is oriented towards a detailed survey of lexicogrammatical and intertextual occurrences, and shows the prevalent patterns or remarkable distinctions in the samples under scrutiny. Therefore, the objective is to capture the mechanics of language and the process of text production in this category of ads.

In conjunction with the findings emerged from this linguistic and discursive survey, an analysis of the social dimensions of this particular discursive site will be developed. Taking for granted the contributions of social and political theories such as Althusser's and Gramsci's (apud Fairclough, 1992) to language study, the research aims at interpreting and explaining the meanings (socially shared assumptions) which were put into words in this type of promotional material. This is in line with my aim in later chapters: to reveal the panorama of the dialectical interplay between the outside world and its representation in the discourse type in question. Such panorama would include: a framework of the statuses of the social subjects represented, their relationship within social structure, and the assumptions and conventions which underlie the organization of society; the role of the representation itself in the continuity or change of the *status quo* and its effects upon the preceding elements (Fairclough, 1989; 1992).

The present study is also intended as a resource for mediating the investigation/intervention continuum. Grounded on the principle that knowledge is the key to action, the final purpose or direction of the analysis is to add fuel to the discussion of the multiplicity of assumptions (ideologies) embedded in the relationship between language and society, providing, then, arguments which

may contribute to public awareness and consequent decision-making. This is not to suggest that the product of this work constitutes a set of guidelines for the control of problems which may be detected. The goals, in point of fact, converge on the socialization of knowledge, that is, on the possibility of distributing the results of the research to those involved in the production and promotion of documents which represent the physical world in question.

The qualitative analysis of such type of discourse would allow simultaneously some understanding of the advertising business and its social repercussions.

## **1.4 Method**

### **1.4.1 Reasons for the selection of travel ads**

Despite the great attention advertising has received from the academia, the amount of research carried out so far is not proportional to the diverse categories advertisements are divided into. If, on the one hand, an extensive literature is available on the typical commercial consumer adverts, very little is found, on the other hand, on travel advertising. Figuring prominently in the media, the commercial type is constantly explored from different perspectives. Dyer (1990), for instance, centering upon the concept of communication, sets out general ideas on the content and structure of ads and examines their repercussion upon the cultural and economic sectors. From a different approach, Cook (1992) discusses the linguistic and literary properties of ads. White (1993), in turn, covers issues that may interest both prospective advertising people and scholars: themes range from the stages of production

and placing of campaigns in the adequate media to their role in the economy and society. Further, an extensive study of advertising that comprehends four main areas - society, media, methodologies for the study of ads, and culture and politics - can be found in Leiss, Kline and Jhally (1997). In the first area, the impact of advertising on society is measured by the presentation of criticisms and defences around such effect. The second deals with the role of advertising in the evolution of mass communications and agencies. The essentials of advertising and modes of analyzing them are discussed under the third area. The last one covers the issues of control exercised by the public or government and the properties and application of political marketing in contemporary time.

In contrast with the high specialization within the consumer advertising field, travel advertisements are seldom studied. Besides this gap in the previous research, the function of such type of ads in contemporary economic and social context impels this analysis. Being tourism a developing industry which stimulates investments in several sectors and, consequently, includes a whole range of professionals and activities, it is possible to assume that a discourse type which aims at promoting the potentialities of a state abroad by documenting its historical, geographical, ethnic and economic background should reveal not only the organization of the money, industry and trade in this particular social group but also the status and organization of individuals within this group. As Leiss, Kline and Jhally (1997:352) claim: 'the simple point is that advertising today communicates more about the social context in which products are used than about the products themselves. The primary field of

content in modern advertising is contemporary culture itself, and advertising is a contested discourse precisely for this reason'.

The emergence of tourist industry and the controversial nature of advertising looked from a critical standpoint, in this way, support the selection of travel ads as the object of this study.

#### **1.4.2 Context of situation: Santur**

The study of discourse presupposes some understanding of the institution in which it was produced in terms of organizational nature, objectives and position within broader institutions. Such sort of information constitutes what is referred to as context of situation. This information was compiled from a report on the organizational structure of Santur (Santa Catarina S/A) by Roczanski (1995) for the Departamento de Ciências da Administração (Department of Administration Sciences) at the Federal University of Santa Catarina. This publication is included in Santur's archives and it is available for consultation.

Santa Catarina Turismo S/A (Santur) is a society of mixed economy, with a legal regime of private law, administrative and operational autonomy, at present under the jurisdiction of the State Secretariat for Economic, Scientific and Technological Development. As a representative of the Instituto Brasileiro de Turismo - Embratur - in Santa Catarina, Santur covers the whole range of the Santa Catarina tourist market, making it known to other national and international markets. Santur also serves parties in the state that promote the tourist trade (hotels, travel agencies, tourist guides etc).

The enterprise began its activities around 1968 as Departamento Autônomo de Turismo - Deatur. The state government maintained a parallel supporting structure along with the Banco do Estado de Santa Catarina - Besc, by the name of Besc Empreendimentos e Turismo S/A (Besc Tourist Enterprises S/A). By the end of 1974 this structure was divided into Besc Turismo S/A and Besc Empreendimentos S/A. On April 28, 1975 a merger took place between Deatur and Besc Empreendimentos S/A, resulting in Turesc - Empresa de Turismo e Empreendimentos de Santa Catarina. On June 5, 1977, by means of a protocol of merger with the Centro de Promoções e Informações Turísticas S/A - Citur-Rodofeira (name given to Parque Balneário Camboriu), Turesc - came to be called Citur - Companhia de Turismo e Empreendimentos de Santa Catarina (Santa Catarina Company of Tourist Enterprises). After the approval of the general assembly of the organization on October 28, 1987, it has since been known as Santa Catarina Turismo S/A - Santur. The main reason for this change was to promote a greater connection between the name of the organization and that of the state.

The social capital of the enterprise is divided as follows:

96.14% of the total capital and 95.96% of the voting capital belong to the state;  
3.49% of the total capital and 3.65% of the voting capital belong to individuals and private organizations.

It is now administered by five Boards of Directors, called: Presidential Board, Administrative, Financial Board, Board of Operations, and Parque Balneário Camboriu Board. The new administration, which began in 1995, is concerned with restoring the enterprise, mainly in terms of reaching the official

objectives according to Law 9,831/95 of 2/17/95, which involves administrative reform in the state of Santa Catarina.

The list below summarizes such objectives:

- To implement the state's tourism policies;
- To bring the state guidelines in line with the national policy for developing tourism;
- To represent the state, through agreements with other sectors, including public or private organs and municipal, regional, state, national or international organizations, with the aim of fostering tourism and tourist-related activities;
- To encourage the development of tourist potentiality within the state;
- To introduce and exploit tourist-related enterprises, especially in sectors where the private enterprise is not present, or to participate in these organizations in terms of investments;
- To offer technical assistance to organizations of this sector and to municipal governments, recommending the granting of fiscal stimuli;
- To disseminate and promote tourist attractions in the state and municipalities, including special events, generating, in this way, a collective awareness of tourism as a basic instrument for development.

At present, the enterprise has its headquarters on Felipe Schmidt, 249 - 9th floor - Aderbal Ramos da Silva Commercial Center in downtown Florianópolis, capital city of Santa Catarina. It has a tourist complex in Balneário Camboriu, located along Federal Highway BR 101, and an exposition park in Lages.

### 1.4.3 Data collection

Data for the study to be reported here consist of 20 actual texts on tourist information produced in natural setting. The term *actual* is meant to contrast with data fabricated to conform to the purposes of research works. The term *natural* is meant to distinguish the samples obtained in conditions where attempts are made to control the phenomenon being sampled.

The data to be utilized in this research is published in travel brochures or guides of the state of Santa Catarina which are distributed by Santur to publicize the state's potentialities mainly to embassies and travel agencies (the last destination of the ads) in Brazil. The materials consist of the Portuguese original, followed by the English version, which is the object of this study.<sup>1</sup> This refers to the process of production and order of appearance. Although granted that pictures are part of the semiotic system in this type of promotional material, this study concentrates on the linguistic signs. The information on the professionals responsible for design, photographs, print, reproduction and typesetting, production and translation is not systematically provided in the samples under scrutiny. Although the Portuguese originals and the translations are not dated, their location in time is indicated by the slogans of government which correspond to particular periods in history. Such historical periods embody two consecutive terms: 1991-1994 and 1995-1998.

The corpus of this analysis was collected at Santur's headquarters in May 1996. Through informal meetings with civil servants from the marketing

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<sup>1</sup> The bad quality of the translation into English, marked extremely by the structural parameters of the Portuguese texts, constructs a niche for analysts interested in translation as text production.

department and the archives a considerable amount of promotional materials (in point of fact, all of them) was made available.

The table that follows indicates the source of these materials and shows the number of texts investigated.

PUBLICATION	LOCATION IN TIME	DESIGN	TEXTS ANALYZED
1. Santa Catarina: South of Brazil	1991-1994	brochure (13 pages)	2
2. Santa Catarina: The Brazilian Europe	1991-1994	brochure (8 pages)	1
3. Santa Catarina: Brasil	1991-1994	brochure (18 pages)	9
4. Guia Turístico de Santa Catarina: Guide Book	1995-1998	guide book (512 pages)	8

Table 1.1 - Source of the materials analyzed

The profile of the materials produced between 1991 and 1994 is consistent regarding their design. Although they differ in length they are similar in their presentation: all of them are small magazines which contain pictures and information on tourist spots in Santa Catarina. The material produced between 1995 and 1998, however, is lengthier and contains more detailed descriptions of tourist attractions in the state as a whole as well as its main cities. Defined as a guide book, it is divided into sections which cover rural, cultural and ecological tourism separately.

The difference in number of texts analyzed results from the option for texts which concentrate on the tourist regions the state is divided into, instead of the ones which focus upon particular cities. This decision was made bearing in mind both the arrangement of information in these texts and pitfalls of generalizing facts that are restricted to particular areas or fields.

In order to consolidate the reliability of the material, supplementary data on the processes of production, distribution and consumption was also



collected. This is in accordance with the guidelines for research projects proposed by Fairclough (1992). Differently from the natural way of accessing the samples, this survey involved some preparation. Taking for granted the relevance of supplementary data in the enhancement of a corpus, a list of variables concerning the production, distribution and consumption of the samples was arranged in the form of a table and transformed into a guideline for the implementation of this survey. A compiled version of such factors and respective results appears below. The convention \* indicates unknown information.

PUBLICATION	ORGANIZER	EDITION	CIRCULATION	TARGET
Santa Catarina: South of Brazil	Advertising Agency	*	50,000	*
Santa Catarina: The Brazilian Europe	Private: a hotel entrepreneur	*	10,000	Tourism entrepreneurs and travel agencies
Santa Catarina: Brasil	*	*	10,000	Mass media, travel agencies, Embassies, Tourism events and workshops
Guia Turístico de Santa Catarina: Guide Book	Neighbor State	4th	20,000	Travel agencies

Table 1.2 - Supplementary data related to the corpus

Organized by an advertising agency, *Santa Catarina: South of Brazil* had a circulation of 50,000. The agency, selected on the grounds of available resources or political affinity, was provided with a briefing of the client's needs and photographs of the state's tourist attractions. Despite the fact that it had a considerable circulation, the audience of such material could not be identified.

*Santa Catarina: The Brazilian Europe* was organized by a hotel entrepreneur in the state which negotiated the material with Santur. With a circulation of 10,000, it reached mainly tourism entrepreneurs and travel agencies.

Aimed at diversified audiences - mass media, travel agencies, embassies, tourism events and workshops - *Santa Catarina: Brasil* had the same circulation of the publication above. Information on the organizer(s) and edition, however, could not be accessed.

The last publication, *Guia Turístico de Santa Catarina: Guide Book*, was organized by a publishing house specialized in guide books in the northern neighbor of the state. Similarly to the first publication mentioned, Santur sent information on Santa Catarina's tourist potential to the organizer of the material. In its 4th edition, the guide book had a circulation of 20,000 and it was directed to travel agencies.

A note on the supplementary data. Due to the inexistence of an adequate system for keeping records of such sort of information, the supplementary data was accessed through an informal interview with the marketing director which may have entailed some vagueness, inaccurate figures and gaps in this survey.

#### **1.4.4 Data analysis**

Grounded on a critical perspective, that is, meant to shed light on larger social issues, the data analysis follows the stages suggested by Fairclough (1989; 1992): description, interpretation and explanation.

The description is the stage in which the samples are examined in order to identify the exponents of the categories selected for the analysis. The analysis involves especially the survey of the lexicogrammatical options made throughout the texts. This survey was carried out with the naked eye: no

technological device such as specialized computer programs was used. Bearing in mind the bad quality of the translation into English, occurrences were checked individually in order to compare the function of the options made in the source text and target text.

Interpretation deals with the relationship between the formal choices and the discourse from which they derive. It aims at exploring the issue of text production by focusing on the lexical traces of other texts that are drawn upon in the discourse of advertising.

Explanation is intended to bring out the interconnectedness between the formal and discursive features of the texts analyzed and the social environment which encloses them. The objective is to determine the role of travel advertising in representing power relations and its effects upon three main domains: systems of knowledge and beliefs, social relations and social identities (Fairclough 1989; 1992), as I have already pointed out. The excerpts which exemplify my arguments in these three stages are identified according to the texts they are taken from and the appendices in which they are included. For instance, an excerpt from the text *All kinds of pleasure for all kinds of taste: a real treat the whole year through* is identified by the convention *txt 1; app1*. The text selected from the publication *Santa Catarina: The Brazilian Europe* (txt 3; app 2) is named after the publication since it is not titled.

The categories selected for the analysis are presented and commented upon on the grounds of their ideological charge. As the publications (in the form of brochures and a guide book) are parts of a continuum, they are considered as a single unit. This refers to the mode of analysis and presentation of results

in the three stages mentioned above. The results of the analysis are evaluated in relation to the function the texts play in the continuity or change of reigning capitalist ideologies.

## **1.5 Outline of the dissertation**

This dissertation examines the discourse of advertising from the standpoint of critical language studies. Within this perspective, it adopts the procedure proposed by Fairclough (1989; 1992) as the basis for the analysis of travel ads.

In seeking to apply some categories of Fairclough's three-dimensional framework to this discourse, the present study provides an overview of the two main areas involved. In Chapter 1 critical approaches and the discourse of advertising are presented according to their role and importance in society. The purposes of the analysis and the method employed to develop it are also included in this chapter.

Chapter 2 describes the theoretical foundations guiding the dissertation. Following the tripartite structure of the model - text, discursive practice and social practice - this chapter centers upon the notions that constitute each of three dimensions and the interrelation among them. It shows as well the significance of the integration of concepts such as ideology and power with the line of research being carried out.

Chapter 3 opens the practical application of the framework described. The samples are investigated from the perspective of the lexical choices made. The analysis of the lexis places emphasis upon the different linguistic forms

which convey similar meanings and the relation between words established by text producers. The analysis covers the following issues: overwording, antonymy and hyponymy.

In chapter 4 the grammatical structure of the samples is analyzed relatively to transitivity and its processes, according to the premises of Halliday's systemic theory of language (1985; 1994). The processes discussed are: material, existential, mental and relational.

In chapter 5 the focus shifts to the discursive dimension of the samples scrutinized. The main concern is to point out the intertextual relations drawn upon. The investigation concentrates on wordings that are usually identified as part of other texts but which appear in travel advertisements.

Chapter 6 closes the practical stage of the research. From the perspective of ideological and hegemonic relations, it provides a bridge between the results of the analysis of the previous dimensions and the macro-structure of society. This is done considering the values and conventions which support this structure, the relationship social subjects enter into when interacting and their positioning in social processes (Fairclough, 1989; 1992).

As for conclusions, Chapter 7 brings into focus the implications of the present work and recommendations for further research. In this last section, the ideological effects of travel advertising are evaluated and the limitations of this work are suggested to add fuel to the discussion of the bidirectional relationship between language and society.

## Chapter 2

# Theoretical Rationale: Fairclough's three-dimensional framework

### 2.1 Introduction

Before getting down to the practical stage of the research, I will provide an overview of the theoretical rationale guiding this study. The framework to be applied in this research stems from a critical approach to discourse analysis. The term *critical*, according to Fairclough (1989; 1992), has to do with two fundamental concepts on which his procedure is based: 1) language is a social product and has effects upon the entities which produce it; and 2) these effects manifest themselves as three variables: the different positions occupied by individuals in society, the relation established through these differences, and the set of assumptions and conventions which guide the interplay of these variables. Critical, in this way, refers to the processes of becoming aware of and intervening on the *status quo*, especially in relation to social inequalities and power differences.

It follows from this perspective, as developed by Fairclough (1989; 1992), that language reverberates through social structure and institutions and cannot be dissociated from society. Within this view, emerging and developing only within social groups, language regulates and is regulated by the tenets of the social systems and their organization. Language, then, plays a functional role, absorbing and projecting discourses and practices common to a

considerable number of people. By the same token, language (spoken and written) documents and legitimates ways of seeing and acting upon the world, naturalizing and consolidating them in the social context.

Grounded on the fact that texts (spoken and written) mediate our contact with the outside world, Fairclough suggests that texts are the starting point for discourse analysis.

## **2.2 Text**

As texts are structures which compile information provided by the environment and, thus, enable the ideational function of language besides the interpersonal and textual (Halliday, 1985; 1994), they are the concrete form for representing and accessing the outside world.

By encoding authors' messages through the combination of signs and meanings, texts store, organize and situate conceptions and conventions. In other words, discourses come into existence, are recreated and disseminated via texts. Similarly to a convex lens which curves outwards at its center, texts work dynamically, creating and transmitting authors' viewpoints to a variety of readers. In this way, they portray specific functions and particular spatial, temporal and social contexts, corroborating their close link with the physical world.

This discursive capacity of texts is put forward through four interconnected levels in Fairclough's model: vocabulary, grammar, cohesion and text structure. The first has to do with the semantic field of the linguistic signs and lexical relations involved. The second comprehends the formation of clauses and sentences through the combination of words. Cohesion centers

upon the semantic ties among the clauses and sentences in a text. Finally, text structure focus upon the selection and arrangement of information in a text.

Under the first level, texts are situated according to the field or domain their wording is associated with. Vocabulary, then, contributes to contextualization, equipping the reader or analyst with clues towards the location of texts in time and place (certain wordings are recurrent in specific time periods and institutions, for example) and their production (the role of social participants, activities developed in such institutions and the function of these organizations in the social, political and economic spectrum).

By the same token, the grammatical design of a text may be highly suggestive. The option for specific processes, participants and circumstances (Halliday, 1985; 1994), for instance, reconstructs the manner individuals relate to the physical world, establishing their role in naturalizing, crystallizing and changing experiences or practices. To put it differently, clauses, basic structures in grammar, are charged with particular perspectives or values, revealing the position and degree of involvement of individuals in doings and happenings accordingly.

The third level, cohesion, can be insightful as well. The notion of a cohesive structure in which all the parts fit together and form a united whole is motivated by modes of reading or reflecting on reality. Being socially situated, text producers may have distinct ways of addressing the interplay of their views on the world: there may be variation in representing how these views are combined linguistically. Cohesive devices function as linguistic indicators of



lines of argumentation, illustrating the course of statements in a text (see, for example, Heberle 1997).

In looking at the configuration of texts, it is possible to reconstruct the parameters (Meurer, 1996) that have a bearing on their design process. When constructing a text, text producers bring together content and form by selecting circumstances and ordering them as to constitute an event. Such combination of formal and content features determines, in this way, different modes of structuring texts and, consequently, of representing the physical world. That is to say, the organizational pattern of texts is a vehicle for assembling the bedrock of conventions and practices socially shared.

### **2.3 Discursive practice**

Aligned with this investigation oriented to the text itself, Fairclough proposes the interpretation of the stages which comprehend the text's life, namely production, distribution and consumption. According to him, these stages are considered inherent in discourse analysis since they contribute to outline the nature and design of a text. It follows from such point of view that all the variables pertaining to these stages have effects upon the end product, the text. For instance, considerations such as the writer's background, his/her way of producing (individually or collectively) and of relating to the subject s/he is dealing with (basing his/her work on personal experience) may leave marks on the outcome of his/her creation (see also Meurer, 1996). Similarly, in the distribution process, there may be factors which may affect the shape of a text: the frequency (dailies, weeklies etc), the scope (local, regional, national), the

circulation, and the presentation (fragmented or complete) may define limits with respect to its frame. Texts are modeled also according to their target readership. Like text producers, readers are situated in terms of education, social class, sex, age etc. Besides, they may access and consume texts differently, imposing distinct strategies, methods on the writer and publisher.

The reason for attributing intrinsic value to these aspects of language is that they have a social motivation. Structured in a particular context of situation, production, distribution and consumption are determined by the set of orientations one constructs when in contact with society. Through socialization, one incorporates existing values, standards, codes and practices which are exercised in and upon the different sectors of the social matrix (including also the three processes mentioned above). Due to this diversification, the discourses produced in such contexts may acquire specific characteristics according to the nature and workings of the conventions the producers draw upon.

By considering the processes of production, distribution and consumption, one is accessing the second dimension of Fairclough's procedure which is termed discursive practice. At this stage, the analyst is involved in the investigation of the following categories: intertextuality, interdiscursivity and coherence. Intertextuality, in Fairclough's words, 'is basically the property texts have of being full of snatches of other texts, which may be explicitly demarcated or merged in, and which the text may assimilate, contradict, ironically echo, and so forth' (Fairclough, 1992:84).

It stems from such a conception that texts are produced in the light of a historical perspective. That is to say, there is a line of conventions and practices

which permeate and link different texts from different time periods somewhat. Texts, then, are not disconnected entities. Quite the contrary, they integrate, adapt, innovate or conflict with the ideational and structural body of other texts and/or society. (Kress 1989, among other critical discourse analysts, also shares this view).

This approach based on the historicity of texts is productive (and critical) in a double sense. As Fairclough (1992) observes, it allows the analyst to trace the evolution of texts in society and the evolution of society through texts. Within the first account, the concept of intertextuality provides tracks to detect the route texts take regarding content and form: for example, it is possible to identify which texts cross, collide or are parallel and how these text relations are triggered and effected. Secondly, this textual device contributes to the realization of the development of assumptions and practices which underlie the social matrix. Intertextuality, then, can be analyzed to trail facts, movements and tendencies emphasized in oral and written representations of the outside world. On these grounds, it offers the possibility of checking either the flexibility or rigidity of norms and beliefs in the course of history.

This two-dimensional nature of intertextuality, that is, its capacity to capture the original wording utilized by a text producer and/or the practices related to the making of texts, points to the two versions in which intertextuality is presented: manifest intertextuality and interdiscursivity (Fairclough, 1992). In the first, an intact (part of a) text is transported to another. The speech included in the original text is placed in the text being composed as to promote the interaction or establish conflict among different voices from previous and

present time. Such procedure is overtly indicated by the use of punctuation marks such as quotes and verbs that describe direct speech:

Interdiscursivity, which was coined 'constitutive intertextuality' by French analysts (Authier-Revuz 1982; Maingueneau 1987; in Fairclough 1992), covers the relation between discursive practices and types of discourse in local and global settings. The concept of interdiscursivity, in other words, throws light on the discursive nature of texts: the discourse type which they are part of; the institution in which they are produced; the social environment which involves such institution and the contents and practices associated with these three elements.

From these standards which surround the construction of texts, the first is of particular importance. The discussion about discourse types is crucial not only because it brings up the classification adopted in critical discourse analysis - genre, activity type, style and discourse - but also because it promotes awareness of the fact that discourses represented in texts are, in a way or another, bound up with their production sites and respective rituals and procedures.

As texts are products of social situations, they are designed by conventions and rituals socially associated with these situations, acquiring then, a *generic* form and a specific function (Meurer, forthcoming). Due to the fact that situations of the same nature (interviews in the media, for example) follow a typical course of events and principles - the interviewer opens the interview; s/he introduces the interviewee and presents the topic of the conversation; s/he makes questions; the interviewee answers; the interviewer closes the interview - the texts produced in such occasions possess a similar end configuration and function, reaching then, the status of *genre*. The concept of genre, thus, covers

the interaction between conventionalized forms of producing, distributing and consuming a text and its conventionalized design.

According to Fairclough (1992), a genre is identified with regard to the activity type, style and discourse from which it derives. In order to clarify the correlation among these notions I will use again the situation of an interview in the media (although interviews are commonly employed by institutions and companies as a form of evaluation of applicants for a job or a place, for example). The first notion, activity type, has already been illustrated by the continuum of events and actions carried out by the participants and their respective roles in the genre in question. Style, in turn, comprehends the manner participants interact when constructing a text; the text's physical presentation and its organization. For instance, depending on the participant's position in society and the topic being talked about participants may interact formally, informally, casually, officially and so on in an interview. By the same token, an interview may be presented differently due to the media being employed (e.g. spoken on tv and spoken-to-be-written in magazines and newspapers). Grounded on the fact that interviews rest on the conception of difference of power and/or knowledge (Kress, 1989), they tend to be associated with the question/answer pattern. Such practice, by extension, effects the configuration of the structure of the text, consequently demarcating its properties.

In conjunction with these elements, texts are affected also by the discourse which underlies them. Emerging in different social institutions, discourse stands for the principles, ideas, facts and actions that sustain a particular text in a particular field. Discourse, thus, 'is a particular way of constructing a subject-

matter, and the concept differs from its predecessors in emphasizing that contents or subject-matters - areas of knowledge - only enter texts in the mediated form of particular constructions of them' (Fairclough, 1992:128). It follows from this definition, therefore, that texts are realizations of discursive practice: they compile and project knowledge and beliefs from the perspective of a particular social sphere and from particular ideological perspectives.

Parallely to the process of constructing a text runs the process of interpreting it. Within the account of this study, interpretation does not refer to reading and retaining the information a text contains. It refers, however, to the process of re-constructing the context of situation in which the text being interpreted is produced, besides the identification of its linguistic and textual features. Such a way of processing a text allows the interpreter to throw light on the assumptions and procedures regarding the production, distribution and consumption of texts in particular institutions, bringing about, then, implications for the subjects, content and institutions involved in the text under analysis.

It should be noted, nevertheless, that interpretations are not homogenous: a text may generate a multitude of readings and, consequently, interpretations. Similarly to text producers, text interpreters are positioned in different family relationships, social groupings, political parties, geographical locations and so on. Motivated by difference (Kress, 1989), interpretations are charged with personal and social resources, marking this way the perspective from which they derive. Interpretations, therefore, are particular (not absolute) modes of making sense of texts determined by the situational and social context in which the interpreter finds him/herself.

This conception implies that texts are made coherent by the ones who read them. Thus, coherence, the interconnection of the parts of a text on a logical basis, is to be ascribed, as Fairclough (1992) observes, to those who are responsible for the readings and not to their object of study itself. That means that interpreters are provided with the skill to accomplish the task texts impose on them, i.e., to match particular readings with particular oral and written manifestations of knowledge and experiences. As particular interpreters fit particular texts, coherent readings emerge on the grounds that the figure of the reader is constituted by the text s/he is assembling and its connections which are being accessed.

## **2.4 Social practice**

Having considered the three categories (intertextuality, interdiscursivity and coherence), Fairclough(1989; 1992) proposes the analysis of the social practice from which a discourse arises. At this point, the conclusions drawn from the previous stages are related to the social context which surrounds the discourse being studied: the analyst focuses upon the manner concrete representations of the outside world (texts) operate in relation to conventions and procedures projected by society - whether conservatively, progressively, contrastively and so on. More specifically, the conditions which allow such process and its repercussion on the constitution of social subjects, their relationships and current practices are brought out in order to delineate the social spectrum to which these elements belong.

The analysis of social practice includes also the consideration of the economic and political system in which a given discourse is produced, maintained or transformed and the relation between the social classes that share or oppose the same discourse. As linguistic theories are not entirely self-contained in this regard, the social ones are made of central importance here. The theories being referred to are respectively Althusser's and Gramsci's work on ideology and hegemony (apud Fairclough, 1992).

In general terms, the Althusserian account of ideology is constituted by these premises: 1) ideology permeates the doings (and its underlying assumptions) which constitute an institution; 2) ideology determines positions/roles for people, establishing social identities (the qualities, beliefs and ideas that categorize people as belonging to a particular sector of the social matrix); and 3) class struggle manifests itself in ideological state apparatuses, as social institutions are designated. In spite of endorsing such premises, Fairclough (1992) points the ineradicable stability of the ideological workings in society as the crux of Althusser's theory and questions the fact that these mechanisms are not subjected to resistance and change. In other words, within Althusser's perspective, deliberation, manipulation and challenging of social truths seem to be qualities ignored in individual or collective behavior.

Besides the contention on the static nature of ideological forces, other aspects support Fairclough's position on the relationship between ideology and social practices manifested through discourse . They are summarized as follows:

- the variability of ideological workings upon particular discourses, i.e., the scope of the impact of ideology varies from one discourse to another;



- the ignorance (for a huge segment of society) of the fact that the practices embedded in our daily routine function ideologically;
- both meaning and form equip texts with ideological charge;
- the manifestation of ideology both in discursive situations and underlying conventions or practices.

When combined, such aspects result in a comprehensive construction of ideology that denies social and political apathy and points to imbalanced degrees of power between social classes, as this definition indicates: 'ideologies are significations/constructions of reality (the physical world, social relations, social identities), which are built into various dimensions of the forms/meanings of discursive practices, and which contribute to the production, reproduction or transformation of relations of domination' (Fairclough, 1992:87).

This anticipation of the correlation of discursive practices and power relations leads us to the pillars of Gramsci's theorization of hegemony. For logical reasons, let us describe the conceptual meaning (Yule, 1985) of such term first. One of the constitutive components of the conceptual meaning of the term hegemony is imbalance: imbalance between two or more groups or forces is the precondition for hegemony to be implanted and maintained. Hegemony, in this way, implies domination - exercised economically, politically and ideologically - of one group or force over the others. Hegemonic power, then, results from the division of society into classes which occupy unequal positions in economic and by extension political setting.

Such inequality of position throws light on the nature of the relationship cemented by social classes and on the malleable character of hegemonies.

Despite the fact that social classes have antagonistic interests, their relationship is not straightforward: rather, it develops out of a complex of coalitions which establishes a temporary relation of consent between the parties involved - the dominant and subordinate classes.

This does not mean that hegemonic power is dispute-free, however. Leadership may be contested on the grounds of the tenuous stability that hegemonies may entail. This pseudo-stability, indeed, links the broadly-based interplay between the parties involved; stimulating, on the one hand, the continuity of such dominion and, on the other, its breakdown.

Considerations as the one above, Fairclough (1992) points out, constitute what Gramsci designated hegemonic struggle. Within his perspective, divergent conceptions of the world (ideologies) result from and in struggle for leadership in a wide range of areas in society. More specifically, the series of regular activities and procedures included in domestic and social life are inherently ideological and determine, consequently, the nature of the agents responsible for them and their position towards the assertion of power.

Our identity (individual and collective), thus, is designed in terms of the multiplicity of ideological instruments which we are in contact with such as education, mass media, economic and political systems and so on. Such constitutive character reflects the variety of forms ideology assumes and points to their coexistence - 'whether conflicting, overlapping, or intersecting currents or formations' (Hall, 1988:55-6, in Fairclough, 1992:92).

One of these forms is, by definition, strikingly important for the framework being presented. Discursive practice bears a significance in that it

reworks conventions both at the internal and external level: by adopting particular discursive conventions in order to produce, distribute and consume texts, one is shaping the discourse which underlies these processes and inserting it in wider areas such as social and power relations since discourse is simultaneously a manifestation and a product of hegemonic struggle.

The concept of hegemony, then, is doubly productive regarding the study of a particular discourse. It contributes to the identification, consolidation or transformation of power relations (e.g. institutional, social) which surround and affect the discourse under investigation and provides discourse with a social significance in that it acknowledges society as the starting point and destination of discursive practices.

## **2.5 Concluding remarks**

This brief review of notions related to text, discursive practice and social practice, as developed by Fairclough (1989; 1992), constitutes the theoretical basis for the analysis being developed in the next chapters. These notions allow me to portray the social structure in Santa Catarina in a three-dimensional perspective, showing the manner textual and contextual parameters interact in travel ads. By reference to the conception of economic and social system, I will be able to place Santa Catarina either as reacting to or reproducing the essentials of the system that lies behind it. In summary, Fairclough's (1989; 1992) model of analysis provides me with the tools to assess to what extent the 'promotional' feature of travel ads crosses the boundary of marketing and reaches the boundary of social structure and organization.

## Chapter 3

### Analysis of text: vocabulary

#### 3.1 Introduction

In this chapter one of the categories which are included in the first dimension of Fairclough's model of analysis (1989; 1992) is brought into focus: vocabulary. The chapter addresses the issues of overwording and meaning relations between words in travel advertisements.

The term vocabulary is generally associated with the words in a language or the total number of words that one knows in a particular language. It stems from this associative potential as well the evocation of dictionaries as the repository of a list of the existing linguistic signs and language courses as bearers and providers of such a list.

However superficial these considerations seem to be, the concept and study of vocabulary are, in point of fact, extremely fruitful: many possibilities of approaches, methodologies and perspectives can be applied to the analysis of a variety of vocabularies. The pluralization of the noun *vocabulary* is not employed gratuitously at this stage. Rather, it points to the diversity of subjects or spheres of activity or interest and respective wordings the term involves.

As society is a complex which comprehends a whole range of institutions, participants and activities, the vocabularies that signify them acquire a specificity in terms of wording particular spatial, temporal and social contexts (Fairclough, 1992). Vocabularies, then, are tied to their contexts of use, absorbing and structuring the physical world in which they are inserted. Therefore, the specific choices of word

locate the where, the when and the how of social occasions; and provide important clues to the manner the world that lies behind and beyond the words is perceived.

Not only do vocabularies create the environment which involves them, but they are also outputs of particular configurations of space, time and other circumstances. An example of this would be the difference in terms of addressing a specific subject matter at distinct locations and under dissimilar social relationships: two students talking about the possibility of having some financial help for participation in congresses and seminars abroad would be extremely different from the actual presentation of this proposal to the head of a department or university. Due to the fact that the students share a common position in a given institution, their approach tends to be casual and dependent on colloquial words. On the other hand, a meeting between a representative from the students and the head of a department, for instance, would include higher language standards since the occasion is formal or official and the roles assigned to the participants are asymmetrical.

This example shows that choices of words vary according to the perspective from which they derive. The distinct positions individuals occupy in the structuring and functioning of society entail different manners of coding reality into words. In this way, vocabularies act as linguistic indicators of assumptions (and respective conventions) which constitute the ideological framework of a determined mode of angling the social environment. Objectively, this ideological framework corresponds to the following series: the assignment of social identities to individuals; the relationship developed from the different identities assigned in society; and knowledge and beliefs emerged from the interaction between the previous elements (Fairclough, 1989; 1992).

Therefore, the importance of vocabularies for Critical Language Studies lies here. Although considered as single units of language, words are charged with an enormous potential regarding meaning: they are linguistic realizations or representations of the physical world itself and of the ground rules that sustain it. In other words, vocabularies express not only a particular reality but also the conventions and practices which set up, maintain or change the same reality.

The study of vocabularies in CLS emanates from such meaning potential of words. It is constituted by some analytical categories proposed to capture this productive property. Two of these categories will next be analyzed in this work. They are: overwording and meaning relations between words. It is pertinent to mention that the selection of these categories was not made on a random basis; it emerged from the data analysis.

### **3.2 Overwording**

For Fairciough (1989), overwording is the label that replaces the term overlexicalization coined by Halliday (1978). It refers to the high incidence of different linguistic forms which convey similar meanings in a particular text. This idea of similarity of meaning is usually realized by synonyms, which establish a relationship of equivalence between words.

The technical term that expresses the concept of equivalence between the meaning of words is known as synonymy. Two or more words or expressions are synonymous when their meanings are closely associated so that often one implies the other. The following pairs show this feature: quiet - calm ; conversation - talk ; persuade - convince.

The concept of similarity of meaning needs to be considered with some reservations, however. In some cases similarity of meaning is achieved only at a partial rate, i.e., the substitution of a word by its near synonym may seem inappropriate due to the distinct contexts in which they are commonly employed. For example, the substitution of the word *ask* by its near synonym *request* in the phrase *ask a favor* would sound odd. Collocation, a linguistic notion which describes the combination of two or more words that are frequently used together in a way that sounds correct, derives from the fact that not all synonyms are interchangeable.

The occurrence of overwording is particularly important for CLS. When employed in considerable quantity, words belonging to a specific semantic field are potentially invested with traces that point to the ideological orientation the discourse follows. This centered vocabulary, then, functions as a vehicle for portraying a determined mode of seeing and acting upon the world. As Fairclough points out, 'overwording shows preoccupation with some aspect of reality - which may indicate that it is a focus of ideological struggle' (Fairclough, 1989:115).

Occurrences of overwording are distributed irregularly throughout the publications under scrutiny. Although there is a tendency to reduce the frequency of occurrences in the publications from the first to the second government's term of office, the ideological charge of the occurrences is not mitigated. In both texts selected from the publication *Santa Catarina: South of Brazil*, namely *All kinds of pleasure for all kinds of taste: a real treat the whole year through* (txt 1; app1) and *A unique place* (txt 2; app 1) overwording plays a similar role: it is used as a writing strategy to reinforce concepts.

In the former (txt 1; app1) near synonyms reinforce the notion of diversity of attractions as the following examples show:

'The important thing to do in order to make a pleasant and diversified tour(...)'  
 'After all, an endless number of surprises await you in this rather small State of only 95 thousand square kilometers, a real paradise full of fascinating contrasts for all tastes and ages'  
 'With all these attractions, Santa Catarina is an eternal treat'

Many options are offered and the text thus, implies that tedious routine is not found in Santa Catarina. The conception of sameness, in point of fact, would seem odd in a text on tourist attractions because it might evoke images/scenes commonly associated with inertia or boredom, thus, precluding the visualization of the many facets of entertainment.

Therefore, the state is recognized/identified through difference instead of sameness - the criterion employed to characterize the state is the considerable number of contrasts it has. This reflects, as well, the need for standing out (more than just placing) in the world: the emphasis placed on the multiplicity of contrasts as the state's typical feature makes it distinctive and, by extension, constructs its identity, its individuality concerning its tourist potentialities.

In the same text, contrasts may also provide tourists with diversified activities permanently (as the wordings *the whole year through* and *always* indicate). The transitory nature of pleasure is not a characteristic related to the state. See the examples below:

'All kinds of pleasure for all kinds of taste: a real treat the whole year through'  
 'Santa Catarina has a funny and easy-going atmosphere and you will always find something to do here'

In spite of referring to the *multicolored picture* the state portrays, that is, to the variety of tourist spots, the text *A unique place* (txt 2; app.1) reinforces that Santa Catarina is self-sufficient and offers great opportunities such as



employment and decentralization of wealth. This becomes evident by ranking the state's performance in relation to that of the other states in the country: this time investors and labor seem to be expected instead of tourists. A short account of the state's agricultural, industrial and social conditions is the strategy to attract them, as the following examples indicate:

Although it is small, Santa Catarina has a lot of jobs to offer since it is the fifth national producer of foods and has the fourth greatest industrial park of the country'  
'(...) its population has one of the country's highest per capita income'.

In terms of structure such account falls within certain parameters that are typical of reports: figures which express the relation between two variables (in this case the relation between area occupied and production). Here, the state's identity is built according to its productive capacity (despite the limited area it occupies in the Brazilian territory) and the economic status of its population. The uniqueness of the state is now realized by its capacity to provide satisfactory living conditions.

Overwording in the text excerpt taken from the publication *Santa Catarina: The Brazilian Europe* (txt 3; app 2) is oriented to the economic field, that is, to the system according to which money, industry and trade are organized in Santa Catarina. Near synonyms emphasize the wide range of production in Santa Catarina and rank it first in many productive activities among the Brazilian states.

*Decentralizer, be spread through all latitudes of the State and economical diversification* are the synonyms referring to range. For example:

'The distributive adopted model, which is decentralizer, was answerable to many productive activities be (sic) spread through all latitudes of the State'  
'He who comes to Santa Catarina, will not get tired of admiring such economical diversification'

These examples reveal that production is not concentrated in a specific region but diffuse around the state. This implies that the access to means of

production and to the likely outcome of such process is guaranteed for many people simultaneously. Such emphasis on the productive decentralization suggests, consequently, an even distribution of wealth. In this way, from the perspective of text producers, if people have equal access to the activities pertaining to production, there's a strong probability of having a fair share of the advantages resulting from such accessibility.

*Leadership, leader and recordist* are the ones related to rank:

'Even leadership in various sections of national economy'

'It's the national leader in the production of tubes and rigid connections of polivinylchlorid (...)'

'(...) Jaraguá do Sul, Latin America's capital of electrical motors and South American recordist (sic) in heat (sic) production (...)'

The examples above express Santa Catarina's excellence or importance when compared to other states. Comparison is the device employed to highlight the uniqueness of the state in terms of economic potential. As in the sports sphere, those terms involve the idea of competition, i.e., the idea of asserting who is the best at a particular activity.

In the same text (txt 3; app 2), the leading positions the state occupies when compared to other states and countries are also expressed by the use of superlatives with similar meanings such as *biggest* and *largest*. These superlatives place emphasis on the state's superiority with regard to agribusiness, industry and facilities for commercializing the end-products as in the examples that follow:

'Fraiburg (sic) is the largest national producer of apples'

'(...) there is the biggest chicken abating (...)'

'(...) Itajaí owns one of the biggest fishing ports of the world'

These examples, however, show that there is a tendency to emphasize the processes of producing, distributing and consuming goods in detriment to

tourist attractions. This imbalance between information on economy and tourism can be seen in the number of exponents related to these areas in the whole text: while ten examples refer to the production cycle, six refer to natural, geographic and demographic aspects which may attract tourists. The examples also show that the agency in the process of production is transferred to the state or to the cities, which is a way of dehumanizing the activities involved.

It stems from the use of such terms as well that the need for standing out is still present. Differently from the previous publication in which sightseeing was emphasized, the text named after the publication *Santa Catarina: the Brazilian Europe* (txt 3; app 2) is directed towards attracting investments - an objective that is also realized by the insertion of figures and percentages which highlight the economic capability of the state. For example:

'Both cities are responsible for 95% of the whole production of mesh and hand (sic), as well (sic) bath towels of the country'

'With a global area of 95,483 square kilometers, 1,1% of the national territory and only 3% of the total Brazilian population, this State contributes with 4,2% of refined products, being one of the seven first in this concern'

Such predominance of economic aspects in the text accords with the function the text plays: impressive performance is offered as a bait to investors. Although the text is situated in a tourist environment - it appears on a tourism brochure and its addressees are tourism entrepreneurs and travel agents - the text seems, indeed, to invite investments on account of the presentation of such oriented data.

The reduction in the frequency of overwording mentioned above is particularly shown in the publications *Santa Catarina: Brasil* (app 3) and *Guia Turístico de Santa Catarina: Guide Book* (app 4). Although the number of occurrences is small (these publications are constituted respectively by 9 and 8

texts), they are extremely important for the construction of the three-dimensional perspective of the social structure in Santa Catarina. These occurrences point to aspects associated with reigning ideologies such as the process of 'dehumanization'<sup>2</sup> (Fairciough, 1989; 1992) and the use of euphemisms for key words in power relations.

In the text *The mountains of Santa Catarina* (txt 10; app 3) included in the publication *Santa Catarina: Brazil* the process of dehumanization is constructed by referring to the development of rural tourism as an achievement of natural entities. Here, a bunch of words which portray a rural setting - *farms, cattle raising's* (sic) *farms, rural, fields, apple trees, rodeos, pine trees and crop* - support the statement 'It is in Lages that the rural tourism is developed'. In order to convince prospective tourists, the text producers depict the rural atmosphere by using terms that are commonly associated with a place that exists far away from large towns or cities as opposed to a place where hard human labor is also exercised. These terms are related to specific activities, animals and vegetation in Lages, as in the following examples:

'It is detached (sic) because of the farms, pine trees, dances and traditions of Rio Grande do Sul (the next state in the south of Brazil), apple trees and snow (...)'

'The CTGs (Center of traditions from Rio Grande do Sul), rodeos, cattle raising's (sic) farms are also other touristical (sic) points.'

'The apple trees, its crop and the almost wild beauty of its fields and pine trees are the main attractions of this region.'

There is no mention of the human beings responsible for the establishment and maintenance of these farming activities. Such lack of human agency is also stressed by the grammatical options made throughout the publications (see my comments under the section of transitivity in chapter 4).

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<sup>2</sup> 'Dehumanization' refers to the procedure of ascribing attributes to inanimate or abstract entities and depicting them as promoters of representations of 'goings-on'.

Another set of words - *snow*, *coldest* and *frosts* - reinforces the idea of an European climate in a tropical country, highlighting the difference between two regions in terms of atmospheric conditions. This interesting manner of comparison will be explored more deeply under the section Meaning Relations Between Words.

The use of euphemisms for key words in power relations is expressed in the publications *Santa Catarina: Brasil* (app 3) and *Guia Turístico de Santa Catarina: Guide Book* (app 4). In both publications the concepts of colonization and immigration are aligned; treated as near synonyms. There is, however, a difference between them: while the former involves the notion of control, the latter refers solely to 'the coming of people into a country in order to live and work there' (Essential English Dictionary). Such strategy is probably done to reduce the political charge of the word colonization. For instance:

'It was colonized by Azorian and it still keeps the traditions and folklore left by these immigrants' (txt 5; app 3)

'Contestado was the stage of Contestado's (sic) war that happened between (sic) 1912 among federal and state forces against colonists (sic) and leaseholders of this region and its colonization was mainly due to German and Italian immigrants that came from Rio Grande do Sul' (txt 19; app 4)

### 3.3 Meaning Relations Between Words

When we look at meaning relations between words, we are essentially involved in the consideration of antonymy, hyponymy and synonymy (already explored in the previous section). Opposed to the approach which builds up the meaning of words in terms of its basic components (Yule, 1985), these lexical relations comprehend the nature of the relationship established between words in a given text. To put it simply, words are attached a meaning on the basis of their incompatibility or inclusion regarding the meaning of other words.

The notion of incompatibility of word meanings is embedded in the lexical relation called antonymy. Antonyms are two or more forms which are associated in terms of their opposite meanings. This phenomenon is commonly illustrated by the pairs *good - bad* ; *love - hate* ; *beautiful - ugly*.

In the text A unique place (txt 2; app1) the antonymous relation is coded into words through the pair *small - greatest* :

'Although it is small, Santa Catarina has a lot of jobs to offer since it is the fifth national producer of foods and has the fourth greatest industrial park of the country'

This device reflects a contrast between area and productive capacity: the word *small* which may carry a negative connotation when related to production in a determined space is interestingly employed to contrast with the presentation of data that justify the capabilities of the state. Such strategy implies that self-sufficiency is achieved even when the area occupied is not in direct proportion to the results of production. To put it differently, self-sufficiency is intended to be the outcome of perseverance and good management.

The publication *Santa Catarina: Brasil* shows a very suggestive example of antonymy. The example reads as follows:

'It is detached because of the farms, pine trees, dances and traditions of Rio Grande do Sul (the next state in the south of Brazil), apple trees and snow that falls down all over the year, thus creating an European climate in a tropical country' (txt 10; app 3)

As the words underlined indicate, this relation is not established by the direct correspondence between opposite meanings such as the pairs big - small, long - short and hot - cold . Rather, it is based on the shared assumption that the climatic conditions in these regions are different, and by extension, incompatible. What emerges from such relation, however, is that Europe seems to be

considered a model for climatic conditions: the hottest parts of the world, near the equator are, in fact, suggested to be equated to this region in terms of weather, temperature and, consequently, living conditions. It follows from this strategy as well that there is an attempt to reduce the relation of incompatibility between these two regions to nil. By aligning Europe and Santa Catarina, the text fulfills its basic aim, i.e., to attract foreign tourists who may have bias against a given region due to its weather conditions.

As a result, this sort of alignment between Europe and tropical countries renders Santa Catarina distinctive concerning the other states in Brazil. Contrary to all expectations, Santa Catarina (which is inserted in a tropical country), possesses an area that can be hardly associated with hot weather and its inconveniences. In this way, for foreign tourists (European mainly) Santa Catarina would be identified through sameness and for Brazilians through difference.

Hyponymy, in turn, describes the phenomenon of the meaning of a given word being included in the meaning of another. It establishes a sort of hierarchical relationship between the meanings of words as the following example shows: the meaning of *greyhound* is included in the meaning of *dog* which, in turn, is included in the meaning of *animal*. That is to say, as soon as we read or listen to the word *greyhound* we do the following association: it is a type of *dog*. By the same token, *dog* is associated with the category of animals. In this example, *greyhound* is a co-hyponym of *dog* and *dog* a co-hyponym of *animal*. On the other hand, *dog* is the superordinate term (Yule, 1985) of *greyhound* and *animal* the superordinate term of *dog*. The superordinate term stands for the higher up term and co-hyponym refers to the word that is included in the meaning of this higher up term (ibid).

The lexical relations of antonymy and hyponymy which were appealed to in the texts under investigation are described and commented upon according to their ideological constraint. Again, the small number of occurrences contrasts with their ideological potential.

Upon examining the text *All kinds of pleasure for all kinds of taste: a real treat the whole year through* (txt 1; app1), a suggestive example of hyponymy was detected. The hyponomous relation is realized by the superordinate term *drink* and the co-hyponyms *caipirinha*, *rum* and *vodka*:

‘ “Caipirinha” (a drink made of sliced or soaked lemon and sugar mixed with rum or vodka) is the tourists’ official drink and in the summer the State becomes one of the greatest vodka consumers in the country.’ (txt 1; app 1)

In order to explain a word that is written in a different language, the meaning of *caipirinha* was included within the meaning of *drink*. Although being a typical Brazilian drink, the term *caipirinha* would sound incomprehensible if employed isolatedly, with no further explanation on its ingredients and preparation. Despite the fact that this is a concise description, it plays two distinct functions: it is aimed at attracting foreign tourists and at publicizing a drink that is particularly ingrained in the Brazilian culture. The former expresses the convention of trying ethnic foods and drinks for the first time in the country in which they were originally conceived. Normally, this is an assumption shared by tourists who travel abroad. The latter conveys the idea of making a place recognizable for its cultural aspects. Even not coming to Brazil, a foreign tourist who comes into contact with this text may prepare the drink, contributing to disseminate (although in a short scale) this particular facet of the Brazilian culture. On the other hand, the Brazilian culture seems to be stereotyped since its diversity is reduced to just one feature.



### 3.4 Concluding remarks

In this chapter I mean to have identified the ideological charge of lexical choices in the travel ads under scrutiny. Although, using distinct approaches according to the audiences' nationalities - difference for Brazilians and sameness for Europeans - the ads attempt to establish a commonness with both audiences. This is suggested through the economic and tourist potential of the state which may attract both international and national visitors. In both cases, the attention is directed at superficial issues such as climatic conditions and the outcome of production.

The lexical choices, made explicit by overwording and meaning relations between words, stress also the state's capacity to provide simultaneously fun and satisfactory living standards. Decentralization of wealth (and power) and self-sufficiency are presented as existing and as the key factors for the funny and economically strong climate of Santa Catarina. This economic state of affairs is also suggested to be an achievement of the state government, as the fact of having high productivity in small areas indicates: for production to be effective in such limited space it needs, besides obstinacy, good management and subsidies.

## Chapter 4

### Analysis of text: grammar

#### 4.1 Introduction

In this chapter, a second category included in the textual dimension of Fairclough's model (1992) is analyzed, namely grammar. The discussion on grammar follows the same pattern of the previous chapter.

Similarly to vocabulary, the term grammar raises commonplace conceptions. For many people grammar refers strictly to 'the rules of a language, relating to the way in which one can put words together in order to make sentences' (Cambridge International Dictionary of English). Such simplistic view implies that accuracy is a stage to be achieved by those who speak and write a particular language. This perspective indicates as well that grammar is treated solely as a linguistic fact; apart from the social context in which it develops.

The social aspect of language which is neglected by this account is, conversely, the ground rule of critical studies on grammar. These studies establish a correlation between grammatical and social structure by proposing that grammatical patterns encode perspectives of signifying society. Particular ways of organizing the grammar of a clause, then, shape particular representations of assumptions, practices and relationships within the social environment.

Such line of research centers upon the discursive potential of grammar by removing the dichotomy between the linguistic system and its use.

According to this current, the many possibilities of structuring a clause are studied in the light of the function they play in particular occasions and contexts. The object of analysis, thus, is the bidirectional relationship between the form and content of a clause in social circumstances.

These foundations for this type of analysis derive fundamentally from Halliday's (1978; 1985; 1994) systemic-functional grammar. The formulation 'systemic-functional grammar' encompasses the relation between the structures available in the grammar system and their use in contexts of situation. It evolves from the notion that language is a system of systems (e.g. the semantic system, the lexicogrammatical system, and the phonological and orthographic systems) from which language users make selections in order to represent their intentions when acting upon and interacting with the environment that surrounds them. The term *systemic*, in other words, refers to the set of connected linguistic features which operate together when we use language and the term *functional* refers to the goals we want to achieve in the social context by operating these features (Halliday & Hasan, 1989; Halliday, 1985; 1994).

What follows from this approach is that form and meaning (meaning stands for social function in Hallidayian theory) are properties interrelated in the clause. Grounded on the premise that the interrelation between meaning and form is established only by reference to the situational context in which they coexist, Halliday proposes a framework which explores the role the clause structure plays in the representation of reality. For him, the clause is one of the vehicles which mediate language user's account of reality and reality itself. The clause, thus, allows language users to put forward their perspective on the real

world; that is, to externalize their opinions, evaluations of events which surround and go on inside them.

## 4.2 Transitivity

The account of phenomena of the real world is organized semantically in the form of processes. This means that language users 'translate' their experience of 'goings-on' into language (Halliday 1985; 1994). Linguistically, these 'goings-on' are encoded in the clause through the grammatical system of transitivity. Transitivity enables language users to manifest their experience of the world through particular grammar patterns which recognize the possibilities of 'processing' reality. These different ways of encoding experience of reality in grammar are classified, according to Halliday (1985; 1994), into six categories: material processes, existential processes, mental processes, relational processes, behavioral processes, and verbal processes.<sup>3</sup>

### 4.2.1 Material processes

This category covers the processes of *doing*: it is concerned with the representation of actions and events. Material processes involve, in principle, two participant roles: Actor and Goal. The Actor represents the entity which performs an action or makes an event happen. The Goal stands for the entity to which the action or event is extended to.

What follows from the presence of an Actor and a Goal in a process is

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<sup>3</sup> Behavioral and verbal processes will not be commented upon since they do not figure prominently in the texts under analysis.

that the grammatical representation of actions and events may be ordered from either the point of view of the person or thing that triggers the action or the person or thing affected somehow by the same action or event. This aspect which distinguishes between perspectives from which one can report actions and events is called voice. The active voice is determined by an active form of the verb. The passive voice is conditional upon a passive form of the verb. See the examples below:

Active Voice: 'Many tourists also travel to São Joaquim for its hospitable rural tourism' (txt 3; app 2)

Passive Voice: '(...) the small towns built by immigrants (...)' (txt 2; app1)

These very basic aspects concerning the issue of voice provide subsidies for the analysis to be reported here. Objectively, this section is oriented to the analysis of active and passive voice in relation to Actor and Goal. The aim, in this way, is to evaluate the manner the notion of agency contributes to shape particular descriptions of doings.

The active clauses in the ads emphasize that Santa Catarina is able to perform particular activities. Through its tourist attractions and economic conditions the state offers entertainment and business simultaneously, as the following examples indicate:

'After all endless number of surprises await you in this rather small state (...)' (txt 1; app1)

'Together with its neighbors, it produces 70% of the national role (sic), 8,1 millions of square meters of floor (...)' (txt 3; app 2)

'(...) the trading of this region that offers clothes, crystals and chinawaves (sic)' (txt 1; app 3)

'(...) Pomerode, that performs the Pomerana Feast in January' (txt 16; app 4)

Although the examples indicate that tourism and business can be harmonized in Santa Catarina, only tourists and text producers are given the

opportunity to exercise diverse actions when enjoying and taking part in the options offered. For instance:

'(...) you will always find something to do here' (txt 1; app 1)

'(...) passing through Massaranduba, main rice producer of this State, we arrive in Pomerode' (txt 3; app 2)

'Leaving Pomerode (...) we arrive in Videira, of Italian colonization' (txt 3; app 2)

'(...) visitors may live some days in an authentical (sic) farm (...) ' (txt 18; app 3)

Differently from the text producers and target audiences, the other human beings represented in the ads are denied any possibility of exercising the role of Actor. The active representations of doings show that there are more clauses with non-human Actors: nature, cities and the state as a whole are the main performers of actions. Tourism, in this way, seems to be a self-sufficient activity from which humans can passively benefit. For example:

'(...) this State contributes with 4,2% of refined products, being one of the seven first in this concern' (txt 3; app 2)

'The Balneary (sic) is a nice and comfortable place (...) that offer (sic) all over the year, pleasure and tranquility' (txt 11; app 3)

'This large strip of land keeps until today the aspects of colonizations in the traditions, typical houses with well prepared gardens and in the habitants' (sic) facial features ' (txt 14; app 4)

The activization of clauses reveals one of the techniques of 'dehumanization' employed in the ads, that is the transference of the role of Actor to inanimate or abstract entities. This suggests that humans are not responsible for activities such as contributing to the strong economic potential of the state and keeping cultural ties. In other words, humans are assigned indirectly the role of Goals in the representation of doings in travel advertisements.

The other technique of 'dehumanization' is realized by the passivization of clauses: passive clauses allow the representation of doings without referring to the attribution of responsibility. Despite the fact that there is an imbalance

between the occurrences of active and passive clauses in the texts (see app 5), passive clauses offer interesting explorations regarding the aspect of agency.

According to the Collins Cobuild English Grammar (1992), the procedure of not mentioning the performer of a particular action is based on one of these reasons:

- the agent is unknown - it is impossible to identify the agent by the time the action is reported;
- the agent is not important - the performance of an action is more significant than the person or thing that performs it;
- the agent has already been mentioned - the context in which the action occurs provides clues for identifying the agent;
- the agents are people in general - the agent is not a specific person or thing;
- the person reporting the action may 'wish to conceal the agent's identity or to distance (himself/herself) from (his/her) own action' (Collins Cobuild English Grammar, 1992:404) - personal or social reasons may justify this practice.

The combination of all these reasons with my explorations allows me to check whether they fit or clash with my data. In the texts under analysis, the tendency towards the concealment of the agents responsible for doing hard physical work seems to be aligned with the argument which suggests that the agent is not important. Although the texts are classified as travel ads - a category which highlights the conditions for the visiting of interesting places - this practice of not mentioning the agents responsible for rendering many of the attractions concrete appears to be incoherent or biased. This is due to the fact

that the agents' identity is revealed when they are involved in the sphere of culture, history and economy (see the examples below).

Passive clauses without agent, referring to physical work:

'There has been built (sic) the most modern manufacturing unit of the Rex Rot, a subsidiary of the Mannesmann enterprising' (txt 3; app 3)

'Florianópolis offers (sic) to tourists the opportunity to visit its five forts which were built in the XVIII century to protect the city' (txt 5; app 3)

'It is in this region that rural tourism is developed (...)' (txt 18; app 4)

Exceptions to this pattern are the following clauses:

' (...) virgin forests seem to mix with the small towns built by immigrants' (txt 2; app 1)

'Resources were uncreasingly (sic) worked out by man, within his European heritage and culture' (txt 3; app 2)

Passive clauses with agent, referring to cultural, historical and business facts:

'The sculpture in wood made by the sculptor Godofredo Thaler are (sic) world widely know (sic) (...)' (txt 11; app 3)

'The city, capital of Republic Juliana, was taken by the 'Farroupilhas' (txt 17; app 4)

Aware of class distinctions, text producers categorize the agents according to their economic and social positions within society. The agents, then, are divided into two classes - one in which physical rather than mental skills are used and the other in which mental skills are used and in which colonization is exercised upon culture and economy. Historically, the former has been constituted by people who are not invested with prestige or social influence: slave labor used to be done by blacks especially from the 16th to 19th centuries and at present people of low education (including blacks) are paid a comparatively low amount of money for their hard work. Thus, the practice of concealing the agent's identity in these texts is determined by social structure or organization. As the agents don't enjoy a privileged status in society their identification seems to be insignificant.



Both techniques of 'dehumanization' point to the depiction of tourism as an activity free from the workings of economy or production. The conception of entertainment, usually aligned with tourism, disguises the visualization of tourism as an industry which conforms to capitalist premises such as the deflection of attention from the process of production and the agents responsible for it.

Appendix 5 contains the complete lists of material processes related to the aspect of voice in each publication.

#### **4.2.2 Existential processes**

This category comprehends the processes which represent the existence or occurrence of something. Existential processes contain only one participant - the Existent - which may be realized by an event or entity. Usually the existence and occurrence of something is accompanied by a locative or time circumstance.

Besides the verb 'be', other verbs occur in existential clauses. According to Halliday (1994:142) these verbs are: 'exist, remain, arise; occur, come about, happen, take place; follow, ensue; sit, stand, lie; hang, rise, stretch, emerge, grow'.

Grounded on these basic aspects I proceed to the discussion of the potential of existential processes in representing the real world.

Due to the fact that there are some translation problems and therefore other verbs serve improperly the function of describing that something exists, these verbs are considered as representations of the verb 'be'. 'Be found' and

'have' are the improper realizations detected. The following examples are grouped under this category:

' (...) the mother Church of São Paulo Apóstolo with its tower of 50 meters high where it is found five eletronic bells' (txt 7; app3)

'Not far from downtown, it may be found the forest park of Refúgio (...)' (txt 7; app 3)

'The German influence may be found in the following touristical (sic) points (...)' (txt 8; app 3)

'In this region, it also can be found the cities of Barra Velha and Piçarras (...)' (txt8; app 3)

'It also has the unique Museum about Sea that exists in the country (...)' (txt 14; app 4)

Similarly to the analysis of material processes, the study of existential processes shows that the participants are things, places and events: the Existents are realized by non-human entities in all clauses. This is also in accordance with the findings regarding vocabulary presented in the previous chapter. See the examples below:

'There are no big cities in Santa Catarina' (txt 2; app 1)

'In the regions colonized by Italians there are religious parties and also those in honor of crops, mainly that one of grapes' (txt 4; app 3)

'There are restaurants with flower pots in the windows and chequered curtains (sic) that serve typical dishes such as the delicious mareca (sic) with red cabbage and too much chopp' (txt 7; app 3)

It follows from this similar feature that an interesting relation between the participants of material and existential processes can be established. Emerged from this lack of human participants in both processes, this relation, which is of conditional nature, establishes the interdependence between acting and existing. That is to say, based on the arrangement of these two events, individuals are considered existing by performing actions. Actions, thus, are determinative of human existence: individuals need to perform actions in order to exist.

This seems to challenge the Cartesian theory which states that thinking is the precondition for living. Contrary to this maxim, the texts indicate that people will only be recognized by their doings.

Existential processes are also productive in terms of generating interpretations. In the publication *Santa Catarina: South of Brazil* (app1) these interpretations arise particularly from a case of ambiguity and a case of failure of presuppositions. The clause 'There are no big cities in Santa Catarina' (txt 2; app 1), in the form of a negative statement, is charged with an ambiguous potential in that it entails implications such as the inexistence of problems related to big cities and lack of high living standards in these places. That is to say, although the clause refers explicitly to the notion of population, the audience may associate it either with the inexistence of inconveniences such as traffic congestion and violence or with lack of facilities and opportunities.

Another example shows that the potential of existential processes goes beyond representing the existence of something. In spite of marking the transition from diversification of attractions to features of the population, the clause 'There is only one thing which never changes: the kindness and hospitality, a trademark of all the people from Santa Catarina' (txt 1; app 1) combines facts which interfere with the reader's presuppositions. The collocation *never changes*, which usually has negative connotations, leads the reader to expect the description of characteristics and events that are repetitive and/or unpleasant. Conversely in this text, the reader is presented with human traits that are appreciated worldwide; which paradoxically deny any possible negative presuppositions.

From the considerations above, it is possible to affirm that existential processes in the ads encapsulate both the notion of inexistence and stability. The notion of inexistence is suggested mainly by the emphasis on non-human entities as Existents which deprives humans of their basic property of existing or living. The notion of stability, in turn, is suggested by the presentation of the typical behavioral features of people from Santa Catarina. These features, however, seem to be senseless since humans are not given the opportunity to exist in the ads.

Appendix 6 contains the complete lists of existential processes in the publications under scrutiny.

#### **4.2.3 Mental Processes**

These refer to processes of *sensing*. Differently from material processes, mental processes account for the representations of what goes on inside language users. In general terms, they express what language users perceive, think and feel.

The representation of processes of perception, cognition and affection consists of two participants: Senser and Phenomenon. The Senser is the conscious entity which 'senses' these internal experiences. The Phenomenon is the focus of such experiences: it 'is that which is 'sensed' - felt, thought or seen' (Halliday; 1994:117).

Perception, cognition and affection are the categories mental processes are divided into; and this is the framework adopted in the analysis that follows.

In the clauses in the data under scrutiny, the cognitive processes equal the affective ones in number of examples (see the table below):

Process	Number of Clauses	Realizations	Frequency
Perception	5	feel	1
		see	3
		comproved (sic)	1
Cognition	8	know	5
		keep	1
		idealized	1
		remember	1
Affection	8	want	1
		admire	1
		surprise	1
		enjoy	3
		enchanted	1
		love	1

Table 4.1 - Types of mental processes in the four publications

Upon examining the table, it is possible to affirm that the frequency of the verbs involved is different. For instance, in the field of perception the verb *see* appears three times while there is just one occurrence of *feel* and *comproved* (sic). This might be explained by the fact that the sense of sight is highly exercised when visiting a place for the first time. The examples in which these verbs occur are shown below:

- '(...) all you will see is a multicolored picture (...)' (txt 2; app1)
- '(...) it is possible to see a privileged view of this large valley (...)' (txt 18; app 4)
- '(...) it's not difficult to see its fields covered by frost or snow (...)' (txt 18; app 4)
- '(...) you can feel the change in the scenery, in the climate and even in the features of its population' (txt 1; app 1)
- 'It is 500, years old with a history that may be comproved in its narrow slopes (...)' (txt 14; app 4)

The verb *know* is the most frequent in the cognitive field (five occurrences). This predominance, however, is not built through an overall regularity: the clauses show that *know* performs distinct functions. Whereas this verb realizes the notion of being recognized or famous in four examples, it

refers to an inference in one instance. The following clauses illustrate such functional diversity.

The notion of being recognized or famous:

- 'Its bars are known nationwide for their drinks (...)' (txt 1; app 1)
- 'The north part of this coastland is internationally know (sic) (...)' (txt 6; app 3)
- 'The sculpture in wood (...) are world widely know (sic) (...)' (txt 11; app 3)
- 'Islands, bays and beaches internationally known (...)' (txt 15; app 4)

The inference:

- 'From what we know, in Criciúma there is the only colemine (sic) open to public visitation' (txt 3; app 3)

In the examples grouped under the first category, the process of recognizing something as famous is transferred to a non-human entity, i.e., to political units such as countries. In other words, the Senser is deprived of consciousness. In the example under the other category, however, the process of drawing a conclusion based on previous information is humanized since this cognitive operation is exclusively available to the human race.

The triple occurrence of *enjoy* in the affective field seems not to be gratuitous as this verb embodies the meaning of finding pleasure and satisfaction in doing or experiencing something, conditions that are finally met by visiting Santa Catarina. For instance:

- 'Saint and Beautiful Catarina: Come Here to Enjoy this Dream' (txt 4; app 3)
- 'The balnearies of Penha, Piçarras and Barra Velha are proper for enjoying holidays with families' (txt 15; app 4)
- '(...) it is a good option for those who enjoy this kind of art' (txt 11; app 3)

A note on the occurrence of *keep* as a mental process. Although *keep* is commonly used as a representation of possessing something, in the publication *Santa Catarina: The Brazilian Europe* this verb realizes the process of reminding a particular aspect of the history of Santa Catarina, as in the following example:

'Tubarão and Laguna keep in the cultural memory of their people, as well as in museums, the story of Giuseppe and Anita Garibaldi (...)' (txt 3; app 2)

Similarly to the other processes, the mental processes reveal that there is a tendency to dehumanize the representations of experiences: what typically goes on inside humans is transferred to abstract entities. The way mental processes are textualized in the ads indicates that the act of recognizing something is not conditional upon the notion of consciousness since nations (political units) take credits for experiencing that.

The lists of mental processes are grouped under the publications in which they appear in Appendix 7.

#### 4.2.4 Relational processes

These are the processes of *being*. They realize the notion that something is recognized as something else. Grammatically this kind of relationship is expressed by three types of clauses:

- (1) intensive 'x is a'
- (2) circumstantial 'x is at a'
- (3) possessive 'x has a'

These three types, in turn, are subdivided in two categories:

- (a) attributive 'a is an attribute of x'
- (b) identifying 'a is the identity of x'

Intensive attributive clauses represent the processes of ascribing some quality to a particular entity. By ascribing an attribute to an entity we are inserting this entity in a particular class. For example, in the clause 'Distances are short' (txt 1; app 1) the term *distances* is being included in the class of

things which are small. In attributive clauses the quality is labelled the Attribute and the entity the Carrier.

The main feature of attributive clauses is that they are not reversible. For instance, the clause 'Short are the distances' would bear some incongruity since it is not systematically used.

As the term identifying suggests, the identifying clauses are the ones in which 'one entity is being used to identify another: 'x is identified by a', or 'a serves to define the identity of x' (Halliday, 1994:122). In identifying clauses the entity is not characterized by a relation of class membership, but by a relation which 'individualizes' it and gives it an identity. For example, in the clause 'Morro da Cruz which is the highest point of the city' (txt 5; app 3) this particular hill is singled out as the land formation with the most impressive height in Florianópolis.

Another distinction from attributive clauses is that identifying clauses are reversible. This means that the Identified - 'the element which is to be identified' - and the Identifier - 'the element which serves as identity' - are interchangeable (Halliday, 1994). See the examples below:

- 'Joinville (...) is the biggest city of Santa Catarina ' (txt 3; app 2)
- 'Dionísio Cerqueira is also called the "Future Frontier" ' (txt 12; app 3)
- '"Caipirinha" (...) is the tourists' official drink ' (txt 1; app 1)
- 'Treze Tílias is called the "Brazilian Tyrol" ' (txt 11; app 3)

In all publications under analysis intensive identifying clauses are preferred to the intensive attributive ones. Such device seems to be coherent with the main function of the texts: identifying clauses perform the function of pinpointing and recognizing the state's potentialities nationwide and worldwide, as in the examples that follow:



' Fraiburg (sic) is the largest national producer of apples ' (txt 3; app 2)

' It's Latin America's greatest raising center and killing of birds ' (txt 20; app 4)

This type of relational process represents the rank Santa Catarina occupies in relation to Brazil or the world within the agribusiness, industry and tourism sectors. Ranking, in this way, individualizes the economic and tourist characteristics of the state and shows its singular nature. This is aligned with the findings on vocabulary in which there is an attempt to build up the state's identity.

Let me now show the reasons for classifying some clauses as representative of these two types of intensive processes. The categorization is made on the grounds of two aspects: the function expressed by the verbs of the clauses and poor translation into English. The verbs that represent the processes are followed by their meaning and the clauses in which they appear:

**Intensive Attributive:**

- to excel: to be extremely good

'Obstination (sic) for progress and high level of of productivity excels (sic) Santa Catarina in any kind of statistics (...)' (txt 3; app 2)

'This city excels itself for the industrialization of dry fruit, production of wine and grape juice' (txt 3; app 2)

- to contrast: to be different

'(...) beaches of incredible clear sands contrasting to the green and blue sea and the native vegetation' (txt 15; app 4)

'(...) its 32 clear sand beaches that contrast with the green of sea and also of the vegetation' (txt 6; app 3)

- to facilitate: to make possible or easier

'(...)the project (...) will facilitate the exportation of Santa Catarina's products to Argentine' (txt 12; app 3)

- to complete: to be complete

'With the return to Florianópolis, the logbook completes itself' (txt 3 app 2)

- to consider: to express the quality of something by exempting the authors' responsibility from the act of assigning this quality. This is based on the fact that some of the qualities are presented assertively in the publication *Guia Turístico de Santa Catarina: Guide Book* (app 4). Notice that *consider* does not refer to thinking about a possibility or making a decision.

'(...) the Oktoberfest, considered one of the best and greatest parties of the country' (txt 7; app 3)

'São Joaquim is considered Brazil's coldest city' (txt 10; app 3)

'There is also the Palmeira Park (...) that is considered the green lung of this municipal district' (txt 12; app 3)

'(...) the Palmeiras' Park that is considered the city's green lung' (txt 20; app 4)

'Fraiburgo (...) is considered one of the region's coldest city (...)' (txt 19; app 4)

### **Intensive Identifying:**

- to range: to include

'(...) ranging from five-star hotels to comfortable hostels' (txt 1; app 1)

- to present: to manifest

'The cultural tourism presents itself in several ways' (txt 4; app 3)

'The 'gaúcho' (...) culture is present in the CTGs (...), rodeos, milk cattle and cattle for cutting farms' (txt 18; app 4)

- to know: to be called

'(...)the "Heroine of Two worlds " as it (sic) was known (...)' (txt 17; app 4)

- to comport (sic): to function as

'Chapecó comports (sic) itself as a support point for the hydromineral stations' (txt 20; app 4)

- to belong: to constitute

'The cities that belong to this city are: Criciúma, Laguna (...)' (txt 9; app 3)

From the predominance of intensive identifying clauses, it is possible to affirm that cities are the main participants. Natural and cultural activities also

appear as realizations of participants - in a reduced rate, however. Some examples are included, by way of illustration:

- 'The biggest of them is Joinville with 500 thousand inhabitants' (txt 2; app 1)
- 'The lake of Conceição is a place of unusual beauty (...)' (txt 5; app 3)
- 'The habits and the traditions are manifested in the feasts (...)' (txt 16; app 4)

Extremely contrasting to the prominence of places as participants is the weak presence of humans as the entities which are identified. Almost absent in the publications (only two occurrences serving this function), these realizations refer solely to naming - two people are identified by name and title, and name and nickname - Ana Maria de Jesus Ribeiro or 'the Heroine of two Worlds' and José Fernandes or 'Zé Diabo'. Both examples appear simultaneously in the publication *Santa Catarina: Brasil* (app 3) and *Guia Turístico de Santa Catarina: Guide Book* (app 4). Borrowing from Fairclough (1989, 1992), there's a process of 'dehumanization' throughout the samples.

Another type of relational process is the circumstantial. According to Downing and Locke (1992: 133), circumstantial processes 'are processes of being in which the circumstantial element is essential to the situation, not peripheral to it'. This means that the related events of this situation play a central role in representations of particular 'goings-on'. Usually, these related events are semantically organized in terms of time, place, manner, cause, accompaniment, role, matter or angle (Halliday, 1994).

Although circumstantial processes are, as well, classified as attributive and identifying, I will focus on the attributive mode since the identifying mode does not figure in the ads. In the attributive mode the circumstantial element is

an attribute assigned to an entity. This pattern can be realized by a prepositional phrase or by a verb. Examples of this relation are shown below:

'The distance between Treze Tílias (...) and the hydromineral balnearia of Piratuba is of 85 kilometers' (txt 3; app 2)

'The southern part of the State, the region where the Carbochemical Complex of Santa Catarina is installed' (txt 3; app 2)

The publications *Santa Catarina: Brasil* (app 3) and *Guia Turístico de Santa Catarina: Guide Book* (app 4) display a considerable number of clauses in the attributive mode. Most of the clauses follow a specific pattern: they refer to spatial location - *located*, *placed* and *situated* are the verbs that realize this pattern:

'The cities that are situated in this region are (...)' (txt 6; app 3)

'These cities are located in this region (...)' (txt 13; app 4)

'Placed in an altitude of 1,300 meters (...)' (txt 18; app 4)

This predominance is also related to the need of situating the state in the national and international context. By locating Santa Catarina and its cities geographically, the text producers present another aspect which contributes to the formation of the state's identity.

The process of 'dehumanization' pointed in relation to intensive identifying clauses is repeated in the circumstantial ones: there is no occurrence of human participants. The examples that follow are an evidence of such process:

'(...) the annual abating is of 480,000 tons' (txt 3; app 2)

'The State's greatest industrial park is placed in this city' (txt 8; app 3)

'It is 12 km long and 1,400 meters high (...)' (txt 18; app 4)

This is probably related to the fact that in travel ads the description of the physical world seems to be more significant than the description of the people who live in the place that is being advertised.

Before commenting on the last type of relational process, it seems important to point out the reasons that motivated some of the categorizations made under circumstantial processes. The reasons, in fact, are the same as presented previously: either the function of the clauses or their structural incongruity. Again, the examples are preceded by the explanation of the verbs that represent the processes.

- to separate: to situate two cities (Pomerode and Videira) by mentioning the distance between them

' Leaving Pomerode (...) and following the 295 kilometers that separate it from Treze Tílias, the "Brazilian Tyrol", we arrive in Videira ' (txt 3; app 2)

- to find: to situate

' The following cities may be found in this region: Xanxerê, Chapecó, São Carlos (...) ' (txt 12; app 3)

The last type of relational process to be commented upon is the possessive. Possessive processes represent the notion of ownership; they represent the relation of possession between two entities. Like the other processes, they are divided into the attributive and identifying mode. In the attributive mode, the relation of possession is an attribute assigned to an entity. The attributive mode may be realized either by a possessive noun group or by the verb (process) as in the following examples:

'Therefore, the choice is all yours' (txt 1; app 1)

'Santa Catarina has a lot of jobs to offer (...)' (txt 2; app 1)

The identifying mode establishes a relation of possession between two entities. This relation may be represented by the participants or by the process. In the first case, the participants express the property of the possessor and the thing possessed. In the second case, the verb *own* usually expresses the

process . Verbs such as *include, involve, contain, comprise, consist of, provide* also serve this function. See the examples:

'(...) Itajai owns one of the biggest fishing ports' (txt 3; app 2)  
'This region includes the following cities (...)' (txt 17; app 4)

Possessive clauses appear in all publications. They are mainly realized by the verb *have*. Different realizations are found too: the verbs *own, present* (used improperly) and *provide* are employed to refer to the notion of ownership. Like the circumstantial type of process, the possessive is characterized by a considerable number of clauses in the attributive mode. These clauses seem to serve the purpose of asserting that qualities in terms of living conditions, economy and tourist potential are included in the class of the state's possessions. Such possessions are represented in the examples that follow:

'(...) its population has one of the country's highest per capita income' (txt 2; app 1)  
'(...) a typical construction of 1898 that concentrates a great variety of workmanship and fruits of the sea (sic)' (txt 5; app 3)  
'It is surrounded by luxe (sic) buildings, hotels, bars and restaurants that have an intense night life (sic)' (txt 15; app 4)

Concerning the participants of possessive relations, the examples confirm the process of 'dehumanization' pointed out previously. There are only three occurrences of human participants: two realized by the same word - population - and the other by visitors. See the examples below:

'(...) its population has one of the country's highest per capita income' (txt 2; app 1)  
'(...) the visitors has (sic) the opportunity to live some days in an authentic farm' (txt 10; app3)  
'The population has origins in São Paulo and Rio Grande do Sul states' (...)' (txt 18; app 4)

Even though human participation is expressed by these realizations, they do not refer to human nature (personality, character, for example) but to

sociological variables (economic status, extraction) and conveniences concerning rural tourism. This particular description of humans in these publications, thus, is aligned with the pattern that is commonly used in travel ads, and which is generally expected by prospective tourists.

The complete lists of relational processes are included in Appendix 8.

### **4.3 Concluding remarks**

Through the analysis of transitivity, I have shown that 'dehumanization', (an ideological device pointed out in the discussion on vocabulary), is produced in the structure of the clauses: the main participant roles are ascribed either to the state as a whole or to non-human entities related to it.

Also, I have suggested that there is a difference of approach regarding agency in the passivization of clauses. Based on social stratification, agency is revealed when it refers to people related to the ideological tripod of capitalism range - culture, history and business; and concealed when it refers to people involved in activities not valued in society. Agency, thus, is a notion that enables us to visualize the perspective from which representations of goings-on emerge.

To conclude, the grammatical choices made in Santur's travel ads, point to the insignificance of individual as promoters of representations of goings-on, denying any possibility of establishing their identities in the social context.

## Chapter 5

### Analysis of discursive practice

#### 5.1 Introduction

Intertextuality, as I pointed out previously, is concerned with the relation that can be established between the content and form of texts produced by different producers in different time periods. It involves particularly the feature texts have of incorporating wordings that can be associated with other oral and written manifestations of language.

In order to facilitate the access to the analysis of intertextuality, the concentration of wordings is classified according to the field it is commonly associated with. The table below shows these fields and the publications in which they appear.

PUBLICATIONS				
FIELDS	Santa Catarina: South of Brazil	Santa Catarina: The Brazilian Europe	Santa Catarina: Brasil	Guia Turístico de Santa Catarina:Guide Book
Religion	•			
Economy		•		
Geography			•	•
Chemistry			•	•
Medicine			•	
History				•
Agriculture				•

Table 5.1 - Fields related to intertextuality



## 5.2 Intertextual relations in the travel ads

In the publications under scrutiny, intertextual relations are triggered mainly by words which belong (originally) to other fields. For instance, the words *paradise* and *eternal* which are commonly associated with religious texts appear in the publication *Santa Catarina: South of Brazil* (app 1) - a promotional material distributed by Santur. See the examples below:

'(...) in this rather small State of only 95 thousand square kilometers, a real paradise full of fascinating for all tastes and ages' (txt 1; app 1)

'With all these attractions, Santa Catarina in an eternal treat.' (txt 1; app1)

In the text *All kinds of pleasure for all kinds of taste: a real treat the whole year through* (txt 1; app 1), these words are grouped into two phrases - a *real paradise* and *eternal treat* - which together reproduce the concept of great happiness and everlasting welfare and perfection. These wordings suggest a relation between biblical texts and this particular travel text in the sense that *paradise* is another word for the garden of Eden, the beautiful garden God made for Adam and Eve. In addition, this choice of words reveals an attempt to reconcile reality (as the term *real* indicates) and eternity (realized by the terms *paradise* and *eternal*) constructing then, the idea of paradise on earth - an existing wonderful place instead of a place which may be reached by people who have led good lives. In fact in the ad, it is this attempt to bring heaven down the real world that provides the state with an aura of permanent excellence. The relation between Santa Catarina and *paradise* in this text, thus, is one of sameness: visiting Santa Catarina is the same as visiting *paradise*.

The text selected from the publication *Santa Catarina: The Brazilian Europe* (txt 3; app 2), on the other hand, concentrates a considerable number

of wordings which are usually embodied in the economy field such as *productivity, productive activities, industrial activity, distributive model, the center of textile of activity, channel of exportation, industrialization, main economical center, consumer market, high competitiveness and producer.*

The abundance of these field-centered words may be interpreted according to the producer and target of this publication. As the text is produced by and aimed at tourism entrepreneurs, the text provides essential information to entrepreneurship: the set of trading conditions or the business environment. By filling the text with data on the state's economic status such as activities developed and capabilities of hand-labor, the text producers offer arguments which may justify injection of funds and use of tourism as a way to attract investors' attention instead of tourists'. (Notice that the text appears in a tourist brochure and provides some information on tourist spots in Santa Catarina).

Such strategy becomes evident not only through imbalance regarding information on economic diversification and natural wealth but also through the inclusion of figures and percentages which, in turn, make the text similar to a report on economy. For example:

'Both cities are responsible for 95% of the whole production of mesh and hand (sic), as well as bath towels of the country' (txt 3; app 2)

'Together with its neighbors, it produces 70% of the national cole (sic) 8,1 millions of square meters of floor and tiles a month, 45% of the national production' (txt 3; app 2)

'(...) the annual abating is of 480,000 tons' (txt 3; app 2)

Intertextual relations in this case, then, serve the purpose of establishing a commonness between the producer and target audience of this particular text since both are included in the sphere of tourism.

Another field appealed to in the publications *Santa Catarina: Brasil* (app 3) and *Guia Turístico de Santa Catarina: Guide Book* (app 4) is geography. In the former, the text *The mountains of Santa Catarina* (txt 10; app 3) has the following terms which denote geographic notions: *mountains, altitude, region, territorial extension, climate, tropical, state* and *south*. In the latter, the text *The route of sun: littoral north* (txt 15; app 3) is constituted by terms which appear constantly in texts on geography such as *littoral, north, islands, bays, beaches, region, vegetation, river* and *length*.

The incorporation of geographical terms in these travel advertisements is a way of situating the state in terms of land formations and characteristics related to them, weather and location in the world. Geographical terms identify the physical features of this particular state, informing prospective visitors about the aspects that make Santa Catarina different from or similar to the place they come from. Geography, in these texts, seems to mediate the act of advertising a setting in the sense that external settings (especially the territory occupied by countries or states) are recognized through their geographical conditions.

Terms related to the chemistry field also permeate the two aforementioned publications. As they bear some inconsistency regarding their spelling but are exactly the same according to their meaning, only one series will be presented. They are: *bicarbonated, sulphurous, alkaline, clorided* (sic), and *sodic*. In both publications, the versions *Contestado: Rio do Peixe valley* (txt 11; app 3) and *Contestado: valley of Rio do Peixe* (txt 19; app 4) carry chemical terms which reinforce the qualities of water in Piratuba, a city known for its thermal springs. The inclusion of these terms, however, may sound

incomprehensible for readers who do not have expertise on chemistry: although the chemistry of water is related to good health, readers may question such water potential due to the difficulty in understanding the constitution and the real benefits of these chemicals. The import of chemical terms into these travel texts, then, suggests that the text producers speak with authority: they have this special knowledge.

*Therapeutical properties; indicated for; treatment of health; rheumatic, renal biliary and hepatic diseases; hypertension and for skin and medicinal mud* are phrases transported from medical texts to the text *Juliana Republic: south region* (txt 9; app 3), which is part of the publication *Santa Catarina: Brasil*. These terms reinforce the healing power of spring waters in the city of Tubarão, prescribing the visit to this particular place as the medical treatment people with these problems should have. Similarly to the directions that accompany a medicine bottle, this text gives a description of the medicine (in this case the spring waters) and its medicinal properties. Here, tourism seems to be associated with diversity of attractions as well as with the state of being well and the notion of being free from illness.

Two other fields and corresponding terms are included in the publication *Guia Turístico de Santa Catarina: Guide Book: history and agriculture*. Words that are commonly found in texts on history are employed in the text *Republic Juliana: south region* (txt 9; app 3) as the following underlined examples show:

'a real dive into history through the Republic Juliana and its heroine called Anita Garibaldi'

'the open air museum shows great episodes of the family industry that was started by immigrants'

'The three centuries of Laguna'

'The city, capital of Republic Juliana, was taken (= invaded) by the "Farroupilhas" '

These underlined words refer to particular aspects of history in Santa Catarina. The term *museum* is usually referred to as 'a building where objects of historical, scientific or artistic interest are kept' (Cambridge International Dictionary of English). In the text in question, this word denotes this idea since events related to the development of a particular way of administering industry are probably recorded and displayed to the public in the South region of the state. *Immigrants* are particularly involved in the evolution of economy in Santa Catarina, either through industry or agriculture. In addition, the history of Santa Catarina is immensely modelled by immigrants from many European countries who settled across the state and developed not only economic but also cultural activities.

The phrase 'The three centuries of Laguna' points to the period between the foundation of this municipality and the publication of the material under analysis. It suggests that events and developments are historically included in this period. It establishes as well a link between past and present in the sense that the geography and architecture of the city are features related to the coming of settlers.

A recurring theme in history books - struggle for control over specific territories - is referred to especially in the clause 'The city, capital of Republic Juliana was taken (= invaded) by the "Farroupilhas" '. Events such as entering a place often by using force are typical of texts on world history: usually they describe the circumstances and the impact of this event on the occupied territory(ies). Conversely, the text in question mentions a particular invasion Laguna underwent in the nineteenth century but does not report the

events and effects related to what happened. For foreign tourists, the mention of this historic fact may sound senseless since they may not be able to associate it with the exact period of time, persons, actions and reasons involved.

Besides the geography, the history of a particular place fascinates tourists: tours usually include visits to historic buildings and monuments. In this way, promotional material provides information on the history of the place it advertises in order to fulfill tourists' expectations. The producers of the text *Republic Juliana: south region* seem to be aware of tourists' needs - past events are mentioned - but do not fulfill such requirements accordingly: the report of historic events is inconsistent, as in the case of the description of the invasion of Laguna.

The other field appealed to in the same publication is agriculture. The text *Contestado: valley of Rio do Peixe* (txt 19; app 4) includes phrases which pertain to this field: *the culture (sic) of grape; the apple blossom and its crop*. In this text, however, these wordings are not related to farming itself; rather, they are considered as tourist attractions which should figure in a postcard. They also point to rural tourism - a branch of tourism which promotes the tourist potential of rural properties. Tourists, then, are stimulated to participate in activities typical of these farms such as the apple crop, contributing to bridge the gap between tourist-related activities in urban and rural areas.

### 5.3 Concluding remarks

The analysis of intertextuality carried out so far has shown that travel advertisements can be categorized as a textual mosaic: they are a hybrid of multiple texts. Although from different spheres and different time periods, the texts incorporated into the ads indicate that the *status quo* represented is stable. For example, by depicting the state as a paradise, devoid of conflict or crisis, the ads discourage any attempt to interfere in this particular state of affairs.

Another device detected in the ads which prevents change in the *status quo* is the manipulation of knowledge. As the prerogative of the advertisers, the awareness of facts that may cause instability in the system are kept opaque and out of reach of the audiences. Knowledge, thus, is an instrument which can be used to assess the tendency of social movements and to establish social continuity or change.

In conclusion, intertextuality is a tool of analysis that enables us to examine the placement of history in the production of texts and the role of text production in the construction of history.

## Chapter 6

### Analysis of social practice

#### 6.1 Introduction

Social practice, the third dimension of Fairclough's model of analysis (1989; 1992), as explained in Chapter 2, is concerned with the dialogic relation between discourse and society. It aims at shedding light on the role of discourse in social organization and social relations and vice-versa. It focuses, then, on the dynamic nature of discourse, either reproducing or changing the *status quo*.

According to Fairclough (1989; 1992), social practice is investigated from the perspective of ideological and hegemonic relations. This means that discourses are held to be invested with assumptions and procedures produced by and within socioeconomic groupings. Discourses, in this way, are considered social referents: they (re)articulate particular representations of the structure and organization of society; reproducing or opposing the positions and roles assigned to groupings which have antagonistic interests and the relationship established between them. In other words, discourses may function as a social tool for representing and conserving the existing socioeconomic system or for changing it.

The impact of the interplay between discourse and society, thus, extends to three levels: systems of knowledge and belief, social relations and social identities, as previously mentioned. Interrelated, these levels portray the



ideological climate of particular discourses in society; showing how they stand towards the currents of ideas which organize social stratification and which assign distinct statuses to the members of the recognized strata. From this multi-layered complex, the social matrix of discourse is build up, determining the position of discourses in the processes of social continuity or change.

This conception of society as constituted by hierarchical networks, however, seems to escape even the typical repositories of word meanings such as dictionaries. Society is simplistically defined in dictionaries as the people in a country, who have a particular way of life. It is a group of people who share ways of behaving (norms) that are considered normal in a particular place. Within this account, society is treated as a homogeneous unit whose standard sociological variables are similar: people come from the same region, have the same background, are of a similar generation, and their rights, duties, aims and expectations are common. This concept, then, precludes the recognition of the multifarious categories which constitute society (especially the relation between social classes) and of the economic and political systems that support it.

From the Marxist point of view, the economic structures, that is, the productive forces and the social relations of production are the foundations of society. According to that perspective, the manner goods are produced and distributed and the way society is organized to get production and distribution accomplished are defined by struggle between classes - the dominant bloc and the working class - which occupy different positions and have antagonistic interests. As a result of this difference, the two classes are assigned imbalanced degrees of economic and by extension political power.

Grounded on the tenets of a capitalist system, the dominant bloc fosters an apparatus - the state - to reconcile the economic and political spheres (apud Fairclough, 1992). Emerged from the division of society into classes, such instrument functions as a filter in which the interests of the class in question are 'purified' and then diffused to the divergent group through persuasive or coercive devices. In other words, the state is an institution which aims at convincing by consent or force the members of society that the power exercised by the dominant bloc is legitimate and unquestionable.

Although granted that the state applies two domination devices (persuasion and repression), domination is commonly sustained by the former. In order to dissuade inconspicuously their counterpart from contesting, the power-holders 'prefer' persuasive rather than coercive methods to guarantee their hegemonic leadership, obscuring, then, their authoritative and dominating character.

Among the means of persuasion, ideological domination can be the most effective in capitalist societies. By diffusing representations of reality which achieve the status of 'common sense', the dominant bloc assures the continuity of its dominion and the control over public awareness since 'ideologies built into conventions may be more or less naturalized and automatized, and people may find it difficult to comprehend that their normal practices could have specific ideological investments' (Fairclough, 1992:90).

In the light of capitalism, language use is extremely important in the process of ideological domination: language is a vehicle to achieve and maintain existing hegemonic relations. According to that economic and political

system, nations - spaces where opposed classes contend for power - are instituted and unified by the use of language. Although language is employed to support unequal relations of domination, its function is not a fact of public domain: only a small segment of the population is aware of the social determination of language and its effects on society. Language unawareness, however, is not casual. By creating mechanisms that in a way or another prevent the individuals from understanding the social order through critical awareness of the power of language, the dominant bloc is, indeed, accomplishing one of the premises of capitalism - the concealment of its already obscure essentials - and providing 'a retreat into an institutional impersonality, or a retreat into individual invisibility (...) making the sources of power or authority difficult to detect and therefore difficult or impossible to challenge' (Kress, 1985:57).

## **6.2 Social matrix of travel advertising discourse**

The three principles which support capitalism - maintenance of the existing domination standards, use of persuasive strategies and individual invisibility - are also true of the discourse under analysis. Advertising, as a state apparatus, reworks the ideological character of socioeconomic groupings and relations by obliterating the irreconcilable perspectives which construct the identities of these groupings and, ultimately, make them politically active.

It is by depicting society as devoid of conflict that advertising naturalizes and consolidates the tenets which support the existence of capitalism. In the travel ads produced by Santur this is achieved through three resources:

invitation to investments, emphasis on the sphere of production and concealment of circumstances related to historical facts. Together, these resources constitute the systems of knowledge and belief which are affected by the interaction between discourse and society.

Suggested mainly through the device of overwording and meaning relations between words, the invitation to investments guarantees the continuity of the existing state of affairs in that it reproduces the productive forces and the social relations of production. Putting money into tourism in order to make a profit or get an advantage strengthens not only the dominant bloc with a larger contingent of members but also its control over the conditions and circumstances of production. Even though the injection of funds may determine the creation of a considerable number of jobs in the area of tourism and consequently the improvement of living standards, the means of production would continue to be at the hands of those who possess economic power and sustain exploitative relations. Travel ads, in this way, cross the boundary of pure descriptions of leisure activities available in a particular place and reach the boundary of commitment to reigning ideologies.

The special attention on the sphere of production stems from this ideological commitment of the travel ads. Being a bridge between the sphere of production and the sphere of circulation, travel ads stress the outcome of productive activities in Santa Catarina by deflecting attention from the process which makes it concrete: productive activities in the farming and industrial sectors are presented as the result of abstract conceptions such as obstinacy rather than as the result of labor. Thus, psychological explanations are offered

to support Santa Catarina's rank as a prodigious producer; disguising the class and labor relations which underlie the production process. See the example that follows:

'Obstination (sic) for progress and high level of productivity excels (sic) Santa Catarina in any kind of statistics besides evidencing its high competitiveness in productive activities' (txt 3; app2)

Another aspect that contributes to sustain the ideological bedrock of capitalism in the publications under scrutiny is the concealment of circumstances pertaining to historical facts. As history is the key to evaluating past events and developments and, therefore, to challenging the *status quo*, the circumstances of historical facts - the exact participants, their doings and the manner these doings are accomplished - are let to be unknown and unquestionable. The awareness of past social processes and relations in capitalist societies may trigger reflections on what is going on and provide arguments for social reform. The procedure of not mentioning the events and effects related to an invasion Laguna underwent is an example of such strategy.

In addition to systems of knowledge and belief, the impact of the interaction between discourse and society reverberates through social relations. This means that the relationship established between social groupings have built-in assumptions concerning the economic and political system which lies behind it. In Santur's travel ads the description (and reproduction) of existing social relations relies on persuasive strategies. Instead of overt appeals, deductive reasoning is encouraged through the presentation of facts which suggest equal relations of power. By stressing the wide range of production in

Santa Catarina, the ads lead their audiences on to believe that an even distribution of wealth is very likely since there is ample opportunity to engage in varied activities across the state and to succeed in them. A couple of examples are included, by way of illustration:

'The distributive model which is decentralizer, was answerable to many productive activities be spread (sic) through all latitudes.' (txt 3; app 2)

'All these things provide the State with (sic) socially balanced economic standard, since its population has one of the country's highest per capita income' (txt 2; app 1)

Power equality between social groupings is also emphasized through the misuse of near synonyms such as *colonization* and *immigrants*. Colonization, which involves the notion of control, is aligned with immigration in order to reduce the ideological potential this wording carries. That is to say, the audiences are persuaded to consider the process of colonization as devoid of conflict (see the example below).

'Contestado was the stage of Contestdo's war that hapenned between (sic) 1912 among federal and state forces against colonists (sic) leaseholders of this region and its colonization was mainly due to German and Italian immigrants that came from Rio Grande do Sul.' (txt 19; app 4)

Naming Santa Catarina as 'a paradise for all tastes and ages' expresses this idea of inexistence of conflict as well. Despite the distinct interests of prospective tourists, the state is capable of harmonizing them in a single place by offering simultaneously diverse attractions. Although the tourists may seem very different the common denominator is their visit to Santa Catarina. The example that follows illustrates the harmonious relations suggested:

'After all, an endless number of surprises await you in this rather small State of only 95 thousand square kilometers, a real paradise for all tastes and ages. Santa Catarina can provide its visitors at the same time with the nice breeze of mountains and the sun of its well-shaped beaches; shopping malls and resorts or spas; apple orchards and typical immigrant festivals.' (txt 1; app 1)

By means of such relations, the identities of the 'interactants' are constructed. Their disguised distinct interests place them as members of similar groups, when in fact they belong to different groups, have specific statuses and roles in society. This is particularly illustrated in the travel ads by the approach employed to describe activities that are associated with social stratification (see my comments on material processes in chapter 4): agency is revealed when the activities are included in the intellectual or cultural sphere and disguised when related to labor work. In this way, individuals who are engaged in the former sphere are invested with social prestige and importance (for example, they appear as social actors in these publications) and those who are positioned within the latter are deprived of this value.

What arises from the consideration above is that the individual's identities are designed outside the perspective of the stratum to which they belong. As a result, the line between social classes and individuals becomes blurred, making the goings-on individuals experience difficult to project. A common device used in the ads is the personification of the state, in which attributes and possessions are ascribed to the state rather than to people who indeed make up this political unit. Interestingly, at the same time, the representations of experiences of reality undergo a process of dehumanization, i.e., reality is 'sensed' and acted upon by entities which do not share human features: nature, social events and places exercise control over reality. This is especially true of the processes being examined in the present work.

The emphasis on wholeness to the detriment of individualization and the inversion of power sources function ideologically in the travel ads. Together,

these procedures contribute to consolidate simultaneously the commonsensical assumption that society is a homogeneous unit which is invested with automatic mechanisms of power, and the implication that these mechanisms are static and implacable since they are not under human control. Both procedures rest upon the broad premises of capitalism, a system which obscures its instruments of self-preservation in order to maintain its essentials.

### **6.3 Concluding remarks**

This chapter has rounded off the application of Fairclough's model (1989; 1992) to travel ads by linking textual and contextual parameters which bear a significance to their form and meaning. The explanations I have offered, in this way, attempt to bring out the potential of language use in representing and reacting to social order.

By integrating the notions of ideology and hegemony, the language of Santur's travel ads was accorded an instrumental role in the maintenance of the social context that encloses them. Functioning cosmetically, language distills the ideological content of the ads and suggests that social homogeneity (and stasis mainly) are general truths.

In short, these ads indicate that in societies ruled by capitalism, language is used to serve the interests of those who exercise domination upon others, as a form of extending, energizing and preserving it. Thus, as written manifestations of language, these ads are ideologically bounded up with that system; contributing to widen the spread of capitalist concepts through the sphere of tourism.



## Chapter 7

### Final remarks

In this dissertation I have stressed the ideological work of travel advertisements by reference to economic and power relations in capitalist societies. From this perspective, the discourse type in question is held to be an instrument of power which serves the purpose of precluding social reform.

Within a critical line of research, the present work has rejected the ideological neutrality of language and has established a relation between the macro-structure and organization of society and language use in 20 samples of travel advertisements. By means of particular lexicogrammatical options and intertextual relations, Santur's travel ads conserve the reigning social inequalities and power differences and reinforce the circumstances and conditions that sustain them. Reaching beyond the proclamation of tourist facilities, Santur's travel ads legitimize and perpetuate standards of being and relating in a capitalist system: travel advertising, thus, is not merely part of the 'marketing mix' (White, 1990) but is an activity inextricably linked with values and practices that dictate the pace of social history.

I have also implied that travel ads are not created in a vacuum, kept separate from social order. Rather, they are a microcosm of capitalist societies, in which premises such as social stratification and social stasis are consolidated. This capitalist orientation of the promotional material analyzed is particularly built up through the attribution of distinct social statuses according to roles in productive activities and the switch of attention from the process to

the output of production. In the ads the asymmetry in the placement of social classes towards the assertion of power is based on the dichotomy between manual and mental work: prestigious positions are ascribed to individuals involved in the sphere of culture, history and economy ; and individuals involved in labor work are denied the responsibility for their doings in production.

The emphasis on the output of production, in turn, blurs the identity of the agents of the production process. In point of fact, it deprives them of the fundamental feature of agency: one being recognized by one's doings. In this way, such emphasis gives the end-products an autonomous character, denying any possibility of one becoming aware of the fact that the end-products are the outcome of labor. On the other hand, high productivity is claimed to be an achievement of the state, an apparatus by which power is exercised and indirectly advertised. The 'socially balanced economic standard' (txt 1; app. 1) is, for example, a reflection of the good management of government.

The tendency to undervalue the process as opposed to the end-product may be related to the ideological potential the word *process* carries. If appreciated by travel advertising, for instance, the notion of movement or development embedded in the conceptual meaning (Yule, 1985) of *process* would probably destabilize the inflexible nature of social structure that is intended to be maintained. Notice that the notion of inertia being expressed by the ads contrasts with the meaning of *travel* - the word that classifies them.

Very possibly it would also shake the foundations of the means of relating in societies constituted by classes which have antagonistic interests. Although mitigated by the suggestion of decentralization of wealth and power,

the property of imbalance within social relations derives from the inversion of social identities in the sphere of production. As the feature of agency is transferred indirectly to power holders, the labor force undergoes a process of exploitation, for their responsibility for essential doings in the production of wealth is erased. The usual unfair profit sharing that is involved in these relations assumes, thus, the character of being solely a plain consequence of such inversion of attributions.

As the corpus indicates, the role of travel advertisements as carriers of social meanings resides in these implications and is diffused mainly by the linguistic features they contain. In favor of the class which exercises and reproduces power through language, vocabulary, grammar and intertextual relations are cleverly alligned in order to portray a consistent but ideological picture of society: dehumanization and social inertia were found to be expressed simultaneously at the dimension of wordings and structures.

What follows from this multi-layered character of language is that language awareness is a tool for recognizing the bidirectional relationship between language use and society. In this way, it lays the groundwork for the discussion of and the intervention on representative accounts of the *status quo*. Due to the fact that texts mediate one's contact with social context, language awareness enables text producers to acknowledge their central role in the (re)creation of knowledge and history according to a particular ideological standpoint.

However comprehensive a work intends to be, a complete account of the function of language in travel ads is impossible to achieve. Due to the

limitations of this research, language awareness through travel advertising can be exercised more deeply in a variety of approaches. For example, Fairclough's (1989; 1992) model of analysis offers theoretical basis for constructing a framework of the interaction between the producer(s), the subject(s) represented and the audience(s) in this type of discourse by investigating the categories of interdiscursivity, ethos and coherence. This perspective would allow the analyst to grasp the nature of the relationship among the inherent participant roles in these texts. Another approach would be analysing the social repercussions of travel ads by considering the interaction of linguistic and non-linguistic signs: together, words and images would provide a more comprehensive understanding of the range of ideologies in the settings advertised. The ideological commitment of travel advertising could also be assessed if samples distributed by different government agencies in a particular period of time were examined. The analysis would probably bring out the evidence for classifying travel advertising as indirect promotional material of government. Finally, by integrating Translation Studies and Critical Discourse Analysis, the linguistic parameters which were 'imported' from the Portuguese texts could be examined in relation to inequalities of power in capitalist societies. This approach would allow both the visualization of translation as text production and as a symbol of hegemonic relations.

These suggestions for further research converge on one of my objectives stated at the beginning of this work: to extend the discussion of travel advertising as a type of ideological activity. In this respect, I have implied that social assumptions and practices go unnoticed when they are not an object

of study, precluding, thus, knowledge to be brought out and shared among the many sectors of society evenly. I have therefore suggested that the representation of social history is conditional upon the manipulation of knowledge, which results, ultimately, in the 'promotion' of unequal manners of acting upon and reacting to the *status quo*.

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## **Appendices**



## **APPENDIX 1 - Santa Catarina: South of Brazil**

### **A- SUMMARY**

Organizer: an advertising agency

Location in time: 1991-1994

Design: brochure (13 pages)

Edition: unknown

Circulation: 50,000

Target: unknown

### **B- TEXTS ANALYZED**

**Text 1 - All kinds of pleasure for all kinds of taste: a real treat the whole year through**

**Text 2 - A Unique Place**

# SANTA CATARINA



- 1 North Region  
Path of Princess
- 2 North Coast  
Sun Route
- 3 Central Coast  
Capital of Nature
- 4 South Region  
Julian Republic
- 5 Itajaí Valley  
European Valley
- 6 Mountains  
Rings of Mountains
- 7 Rio do Peixe Valley  
Contestado Fight
- 8 West Region  
New way to thermal Waters



State  
Department of  
Technology,  
Power and  
Environment



**SANTUR** Santa Catarina Turismo S.A.  
 Rua Felipe Schmidt, 249 - 9º andar  
 Fone (0482) PABX 24-6300  
 Central de Atendimento ao Turista - Fone: 1516  
 Cx.P. 1221 - Telex 481005 TLISC-BR - Fax (0482) 22-1145  
 CEP 88010-902 - Florianópolis - Santa Catarina - Brasil

Herdade Luz Bridge Florianópolis



GOVERNO D.  
SANTA CATARINA

**TEXT 1**

All kinds of pleasure  
for all kinds of taste.  
A real treat the  
whole year through.

Distances are short and in just  
a couple of hours you can feel  
the change in the scenery, in the  
climate and even in the features  
of its population. There is only  
one thing which never changes:  
the kindness and hospitality, a  
trademark of all the people from  
Santa Catarina.

— Those who come here always  
want to be back one day.

With all these attractions, Santa  
Catarina is an eternal treat.  
Settled mainly by Germans and  
Italians — in addition to  
Azorians (from Azores), along  
the Coast — Santa Catarina has  
a funny and easy-going  
atmosphere and you will always  
find something to do here.

The State is provided with one  
of the best hotel facilities in the  
whole country, ranging from  
five-star hotels to comfortable  
hostels. Its bars and restaurants  
are known nationwide for their  
drinks and typical dishes as well  
as their good service.

Musicians/Itajaí Valley



Sail Championship/Canasvieiras



Waterfalls/Abelardo Luz

The important thing to do in  
order to make a pleasant and  
diversified tour of Santa  
Catarina is to prepare a suitable  
travel plan.  
After all, an endless number of  
surprises await you in this rather  
small State of only 95 thousand  
square kilometers, a real  
paradise full of fascinating  
contrasts for all tastes and ages.  
Santa Catarina can provide its  
visitors at the same with the nice  
breeze of mountains and the sun  
of its well-shaped beaches;  
shopping malls and resorts or  
spas; apple orchards and typical  
immigrant festivals.

Snow/São Joaquim



Santa Maria Lighthouse/Laguna

"Caipirinha" (a drink made of  
sliced or soaked lemon and  
sugar mixed with rum or  
vodka) is the tourists' official  
drink and in the summer the  
State becomes one of the  
greatest vodka consumers in the  
country. Therefore, the choice  
is all yours: winter or summer,  
fall or springtime.

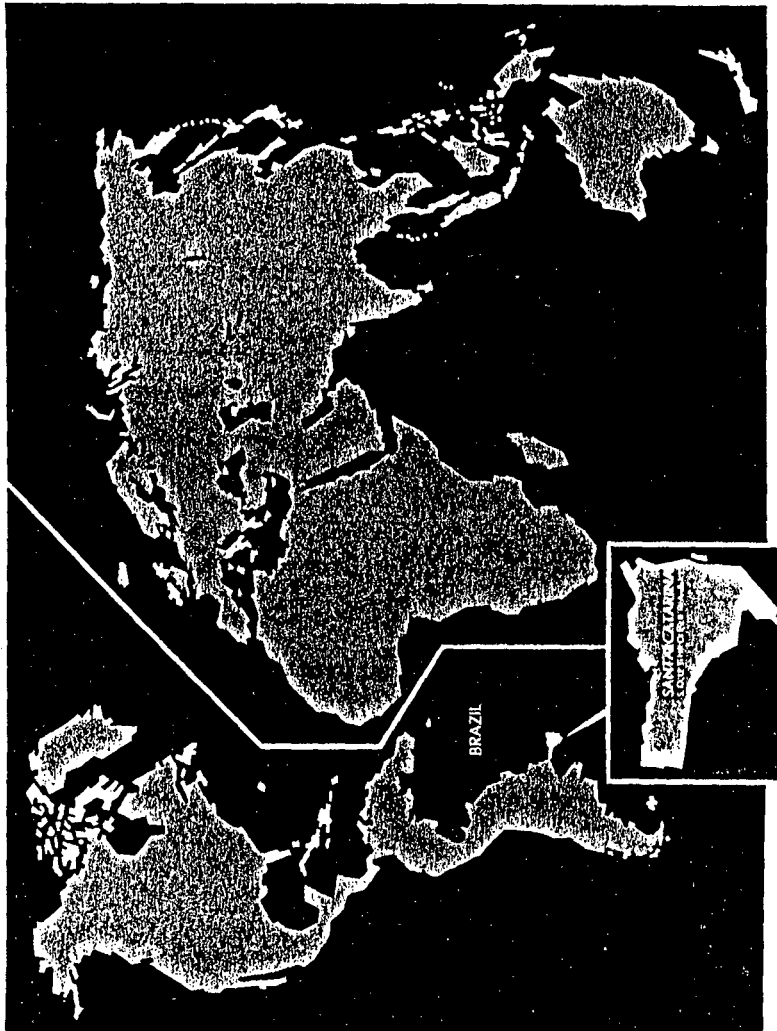
Balneário Camboriú



Typical dishes from the Coast



## Santa Catarina in the World

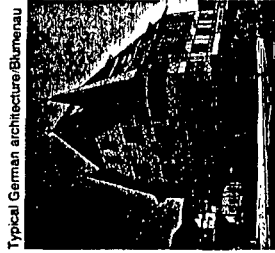


D

**TEXT 2**

## A unique place

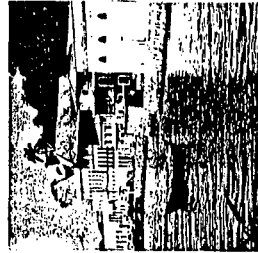
The four million people born in Santa Catarina live in a State which represent only 1.13% of the Brazilian territory. Although it is small, Santa Catarina has a lot of jobs to offer since it is the fifth national producer of foods and has the fourth greatest industrial park of the country.



Typical German architecture/Blumenau



Tereza Cristina Railway/South



São Francisco do Sul

There are no big cities in Santa Catarina. The biggest of them is Joinville with 500 thousand inhabitants. The rural area has a lot of small estates. There are over 220 thousand of them. All these things provide the State with socially balanced economic standard, since its population has one of the country's highest per capita income. These people have also been blessed by Nature. From the West to the Coast, all you will see is a multicolored picture on which river valleys seem to mix with mountains, and fields and virgin forests seem to mix with the small towns built by immigrants. And all this flows into the sea — a coast line of 500 kilometers full of beaches, islands and bays.

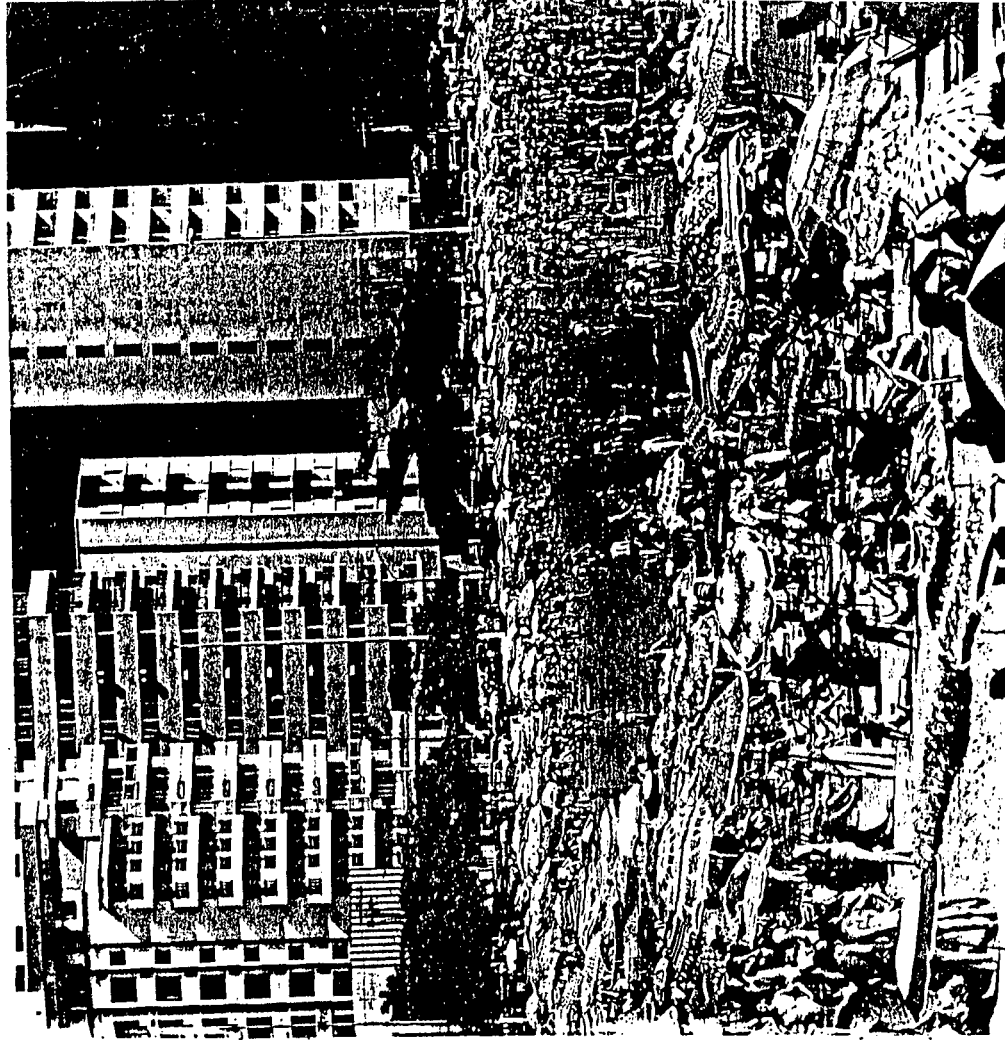
Lagoinha Beach/Florianópolis



Tyrolean/Treze Tilias



Typical German architecture/Pomerode



Balneário Camboriú



Landscape/Itajaí Valley

## **APPENDIX 2 - Santa Catarina: The Brazilian Europe**

### **A- SUMMARY**

Organizer: a hotel entrepreneur

Location in time: 1991-1994

Design: brochure (8 pages)

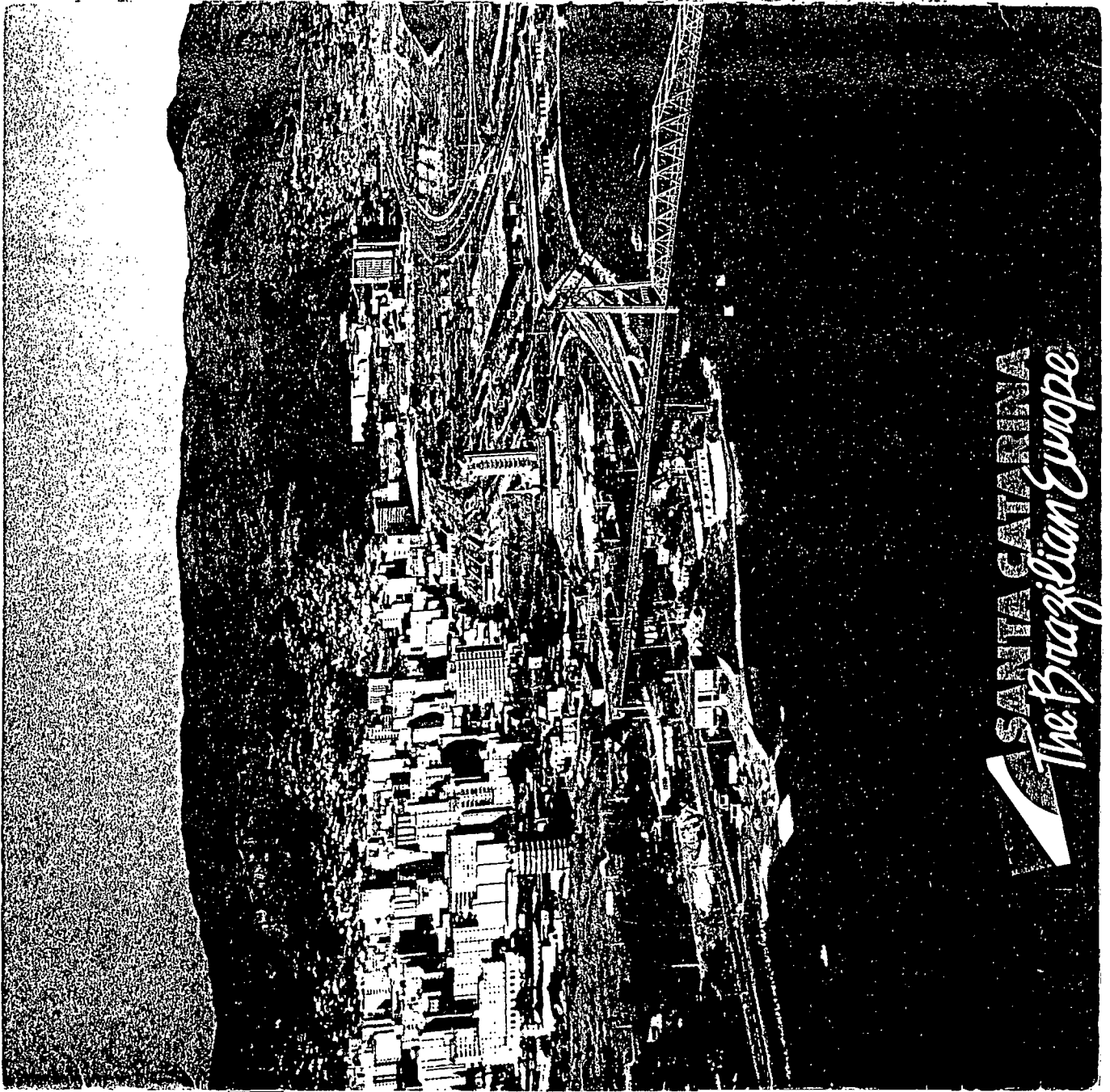
Edition: unknown

Circulation: 10,000

Target: tourism entrepreneurs and travel agencies

### **B- TEXTS ANALYZED**

Text 3 - **Santa Catarina: The Brazilian Europe**



**SANTA CATARINA**  
*The Brazilian Europe*



**TEXT 3**



**Santa Catarina** has a privileged localization. Geographic center of the biggest consumer market of South America, it has easy access not only to other Brazilian states but, also, to neighbor countries.

With a global area of 95.483 square kilometers, 1.1% of the national territory and only 3% of the total Brazilian population, this State contributes with 4.2% of refined products, being one of the seven first in this concern. Obsession for progress and high level of productivity excites Santa Catarina in any kind of statistics besides evidencing its high competitiveness in productive activities. Even leadership in various sections of national economy. Natural beauties and cultural wealth, contribution of several ethnikal groups, transform tourism in Santa Catarina into another important generator of devices.

The distributive adopted model, which is decentralized, was answerable to many productive activities be spread through all latitudes of the State. Florianópolis, the capital, in its condition of island, was protected by law from the polluable industrial activity, confirming its vocation for tourism. However, it is one of the most important professionalization centers, through several courses promoted by the university and federal technical schools, both highly qualified. Santo Amaro da Imperatriz, in Florianópolis, owns the second best thermal water of the world. When the goldmine was found out, during the period of Brazilian Empire, the Emperor Teresa Cristina used to come here. In order to repression her well, the hamlet of them became the first paved street of the State. It has been preserved until today, as well as the royal bathhouse.

Eighty kilometers of distance from Florianópolis, northwards, there is the spa of Camboriú, the largest touristic pole of the South Cone. During nine months of the year, its population doesn't exceed 60.000 inhabitants. But, in summer, its basic infrastructure is able to receive almost a million and five hundred thousand tourists that find pleasure at the beautiful beaches and at natural life.

The neighbor city Itajaí, owns one of the biggest fishing ports of the world. Brusque, 35 kilometers of distance from Camboriú, origin of the first spinning industry of Brazil, together with Blumenau, forms the center of textile activity in Santa Catarina. Both cities are responsible for 95% of the whole production of mesh and hand, as well bath towels of the country.

The "Hering" Company, of Blumenau, produces the first national reserve of silk; it's used in the production of pieces in legitimate crystal.

In the extreme north, close to Pomerode, there is one of the most industrialized regions that through the port of São Francisco do Sul, the biggest draining way of products of the Brazilian south and neighbor countries, form an important channel of exportation.

Joinville, the "City of Princes", 170 kilometers northwards from the Capital, is the biggest city of Santa Catarina. It's the national leader in the production of tubes and rigid connections of polyvinylchlorid. It also leaders the production of air compressors in all South America, as well as of refrigerators, domestic freezers.

In São Bento do Sul and Rio Negrinho, in the northern device, there the main concentration of furniture industries of Latin America.

Completing the northern region, there is Jaraguá do Sul, Latin America's capital of electrical motors and South American records in heat production; its industry of mesh started being exceeded in the statual scenery. From this region, passing through Messianópolis, main rice producer of this State, we arrive in Pomerode. There

has been built the most modern manufacturing unit of the Rex Rot, a subsidiary of the Mannesmann enterprising.

Leaving Pomerode, the most German city in Santa Catarina, and following the 295 kilometers that separate it from Treze Tílias, the "Brazilian Tyrol", we arrive in Videira, of Italian colonization. This city excels itself for the industrialization of dry fruit, production of wine and grape juice. However, Itaipava is the largest national producer of apples.

The distance between Treze Tílias, origin of sculpture in wood, and the hydropower balnearia of Piratuba is of 85 kilometers. In Capinzal, neighbor municipality to Piratuba, there is the biggest chicken abating of the South Cone; the annual abating is of 480.000 tons.

Within the national ranking, Concórdia is the first producer of pigs in their abating and in industrialization of their subproducts. In the city of Concórdia, there is also the matrix of the airline company, Transbrasil.

Leaving the matrix of Santa Catarina, passing by Campos Novos, an important barn of flour, we arrive to the mountainous plateau. In Lages, the largest municipality in territorial extension of the State, rural tourism is the great attraction. Their immense "fazendas" promontiate the more variable activities.

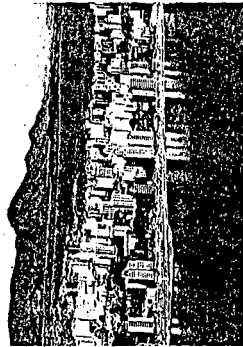
São Joaquim, the highest city of this State, offers an appropriate environment for apple growing because of its climate. Many tourists also travel to São Joaquim for its hospitable rural tourism. Following "Serra do Rio do Rastro", a natural monument, which nature carved in a rock, we arrive at sea level again.

Underneath 1.360 meters, the southern part of the State, the region where the Carbochemical Complex of Santa Catarina is installed, has as main economical center, the municipality of Criciúma. Together with its neighbors, it produces 70% of the national coal, 8,1 millions of square meters of floor and tiles a month, 49% of the national production.

From what we know, in Criciúma there is the only colemane open to public visitation. With all security, the visitor enters in a van, and, through rails, he comes to deep tunnels, in a phantastic trip to the world underground.

Tubarão and Laguna keep in the cultural memory of their people, as well as in museums, the story of Giuseppe and Anna Garibaldi, the "Heroine of Two Worlds", as she was called. In Laguna she was born and there she lived, in cause for freedom.

With the return to Florianópolis, the logbook completes itself. He who comes to Santa Catarina, will not get tired of admiring such economical diversification and, certainly, will be surprised of finding so much beauty and natural wealth together in one single place. Resources were increasingly worked out by man, within his European heritage and culture.



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With a global area of 95.483 Km<sup>2</sup>, was 1.1% of the national territory and only 3% of the total Brazilian population, this State contributes with 4.2% of refined products, being one of the seven first in this concern. Obsession for progress and high level of productivity excites Santa Catarina in any kind of statistics besides evidencing its high competitiveness in productive activities. Even leadership in various sections of national economy. Natural beauties and cultural wealth, contribution of several ethnikal groups, transform tourism in Santa Catarina into another important generator of devices.

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## **APPENDIX 3 - Santa Catarina: Brasil**

### **A- SUMMARY**

Organizer: unknown

Location in time: 1991-1994

Design: brochure (18 pages)

Edition: unknown

Circulation: 10,000

Target: mass media, travel agencies, embassies, tourism events and workshops

### **B- TEXTS ANALYZED**

Text 4 - **Saint and Beautiful Catarina: Come here to enjoy this dream**

Text 5 - **Capital of Nature: Center Coastland**

Text 6 - **The Route of Sun**

Text 7 - **European Valley: Itajaí Valley**

Text 8 - **The Route of Princes: North Region**

Text 9 - **Juliana Republic: South Region**

Text 10 - **The Mountains of Santa Catarina**

Text 11 - **Contestado: Rio do Peixe Valley**

Text 12 - **New Route for Thermal Waters: West Region**

# Santa Catarina

BRASIL



LAELIA PURPURATA - FLOR SÍMBOLO DO ESTADO DE SANTA CATARINA (LEI Nº 6255 DE 21.07.83)

**TEXT 4**

**SAINT AND BEAUTIFUL CATARINA  
COME HERE TO ENJOY THIS DREAM**

Santa Catarina is the country's smallest south state, with an area of 95 thousand square meters. It has 216 municipal districts which present a great variety of contrasts, transforming it in one of the richest states in terms of natural resources.

Sea, mountains, thermal resorts and historical cities which had different colonizations offer an excellent tour for leisure and tourism.

The cultural tourism presents itself in several ways, depending on the region and the influence left by colonizers. In the coastland, one of the greatest folkloric expressions is the dance of "Boi Mamão" with a strong Azorian influence. In the Itajaí's Valley and in the North part of this state, folklore is presented through parties, dances, songs and traditions with German origin.

In the regions colonized by Italians there are religious parties and also those in honor of crops, mainly that one of grapes.

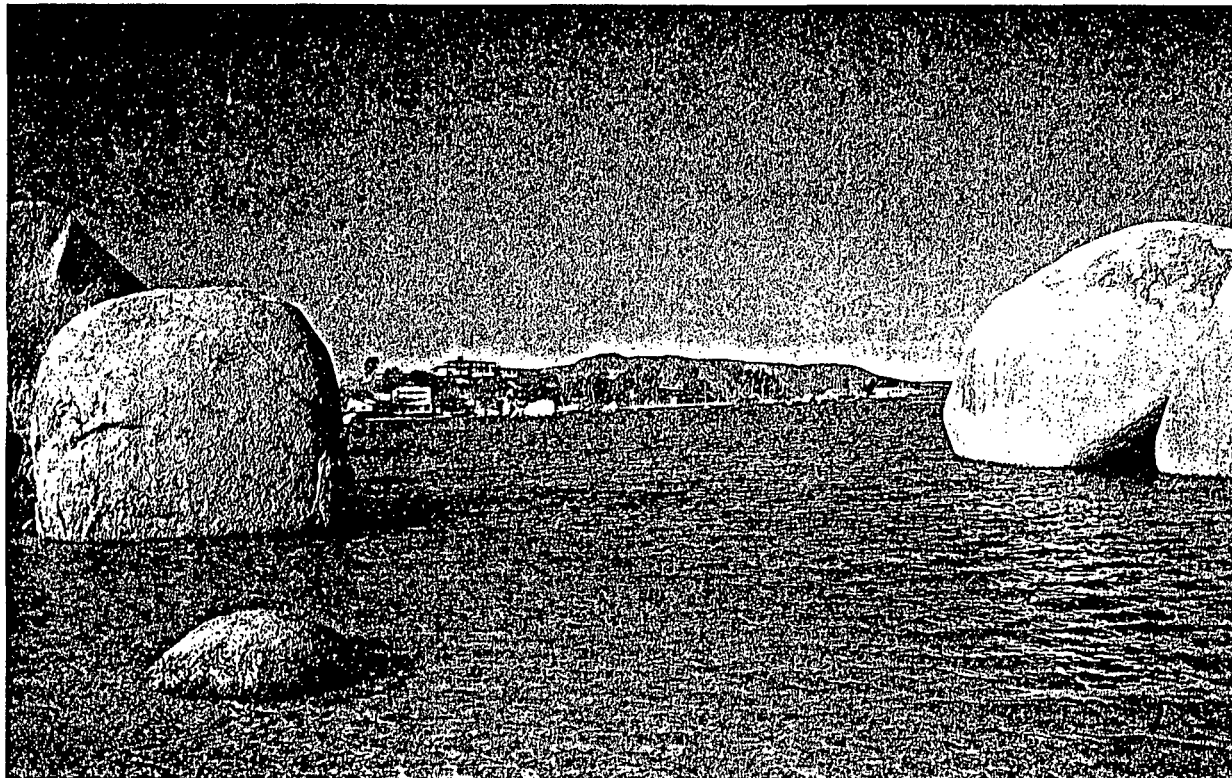
The most original and spontaneous manifestation of a social group is workmanship which is detached in Santa Catarina, because of the influence taken by the three greatest immigratory currents German, Italian and Azorian.

Santa Catarina is a hospitable and friendly state. It is divided in 8 touristical regions:

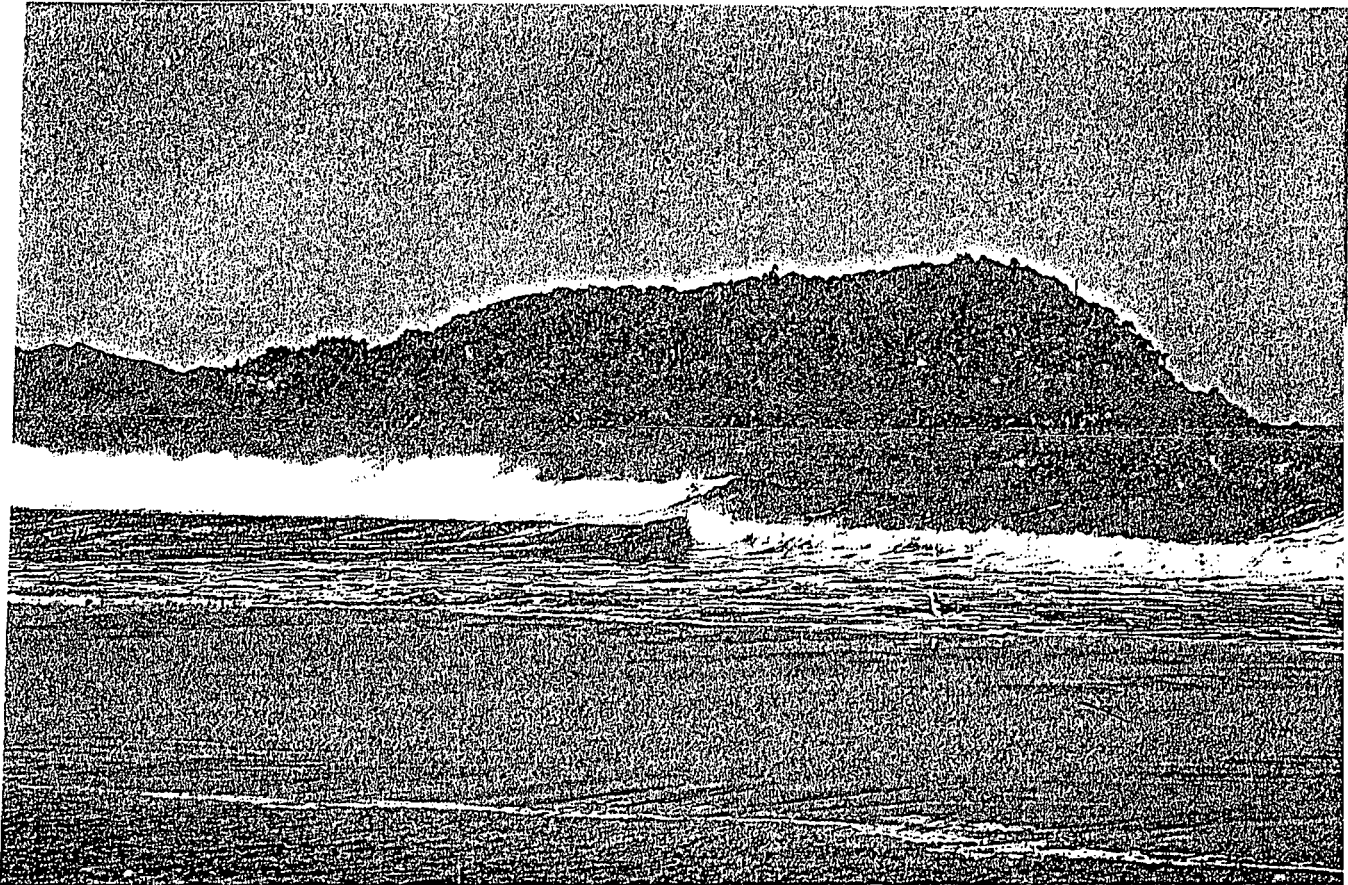


Forte Santana - Florianópolis

Prata de Coqueiros - Florianópolis



**TEXT 5**



Palmas das Galvetas - Gov. Celso Ramos

Foto: Bayer

**CAPITAL OF NATURE  
CENTER COASTLAND**

*It is a region that presents mountains, beaches, and green all over, rich in terms of natural and cultural beauties. It was colonized by Azorian and it still keeps the traditions and folklore left by these immigrants. Besides all these, the hydromineral resorts offer leisure and tranquility. The cities that are situated in this region are: Florianópolis, Tijucas, São José, Governador Celso Ramos, Palhoça, Santo*

*Amaro da Imperatriz, Águas Mornas, Rancho Queimado, Garopaba, Biguaçu, and Angelina. Florianópolis, capital of Santa Catarina is placed in a island of 450 square meters with 42 beaches and two lakes. The most famous beaches are Joaquina, Canasvieiras, Jurerê and Ingleses. The lake of Conceição is a place of unusual beauty, enchanted by sun and sea with its clear sands dunes, lacemakers and restaurants where you can eat the fruits of sea. Among other touristical points, we may cite:*

*XV de Novembro Square, Metropolitan Cathedral built in 1753, Cruzand Souza Palace built in the century, Morro da Cruz" which is the highest point of the city and also from the part of the continent, and the Public Market, a typical construction of 1898 that concentrates a great variety of workmanship and fruits of the sea. Florianópolis offers to tourists the opportunity to visit its five forts which were built in the XVIII century to protect the city.*

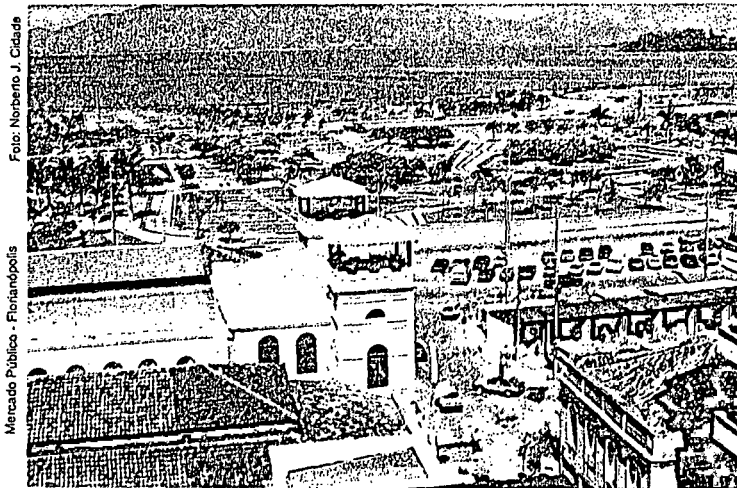
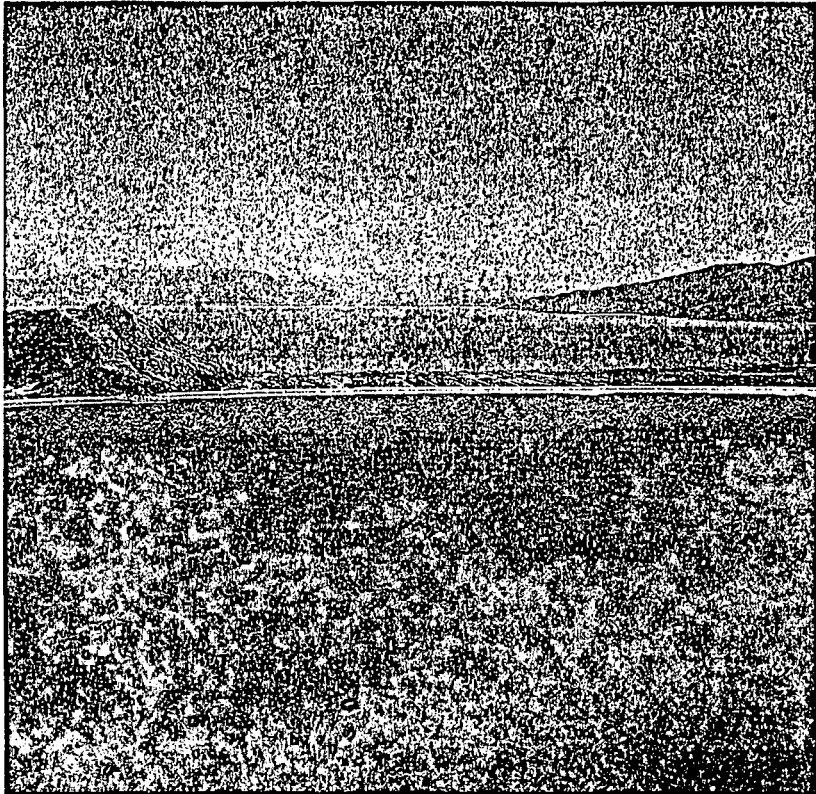


Foto: Norberto J. Cidade  
Mercado Público - Florianópolis

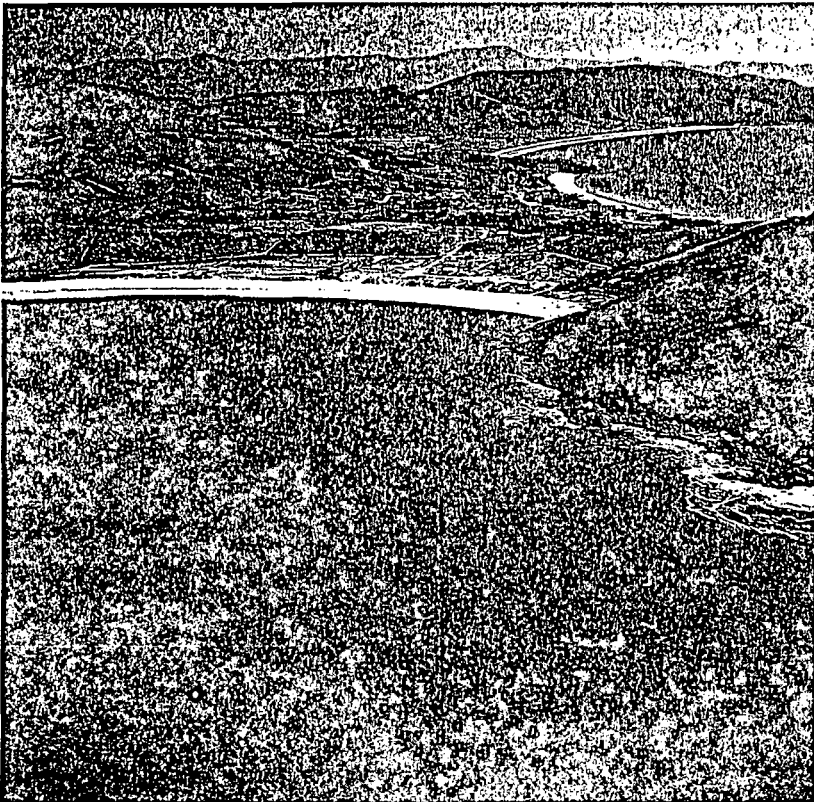


**TEXT 6**



Praia de Mariscal - Porto Belo

Praia de Quatro ilhas - Bombinhas



## THE ROUTE OF SUN

The north part of this coastland is internationally known because of its natural beauties, hotel substructure and leisure.

The cities that are situated in this region are: the balneary of Camboriú, Itapema, Itajaí, Penha, Navegantes, Porto Belo, Luis Alves and Piçarras.

The balneary of Camboriú is the greatest touristical center of Santa Catarina. Its beach has 6,540 square meters, Island of Cabras, hotels, campings, snack bars and restaurants that offer to visitors a great fountain for happiness and pleasure.

Porto Belo shows an unforgettable scenery with its 32 clear sand beaches that contrast with the green of sea and also of the vegetation. It is a place where you will find clean waters, proper for the practice of diving, submarine fishing and the taking in of the fishing net when the sun is going down. All these are attractions that may be found by those who love nature.

Itajaí, a city with a harbour, presents touristical points such as Cabeçudas Beach, Bico do Papagaio, Mother Church, Marcos Konder palace (museum), Morro da Cruz with 160 meters high and the crossing of Itajaí River, made by ferry-boat and the internationally categoric harbour of the city.

**TEXT 7**

## EUROPEAN VALLEY ITAJAÍ VALLEY

By bordering the Itajaí-Açu River, we may find the cities of Blumenau, Rio do Sul, Gaspar, Brusque, Botuverá, Pomerode, Indaial, Lontras, Ibirama, Trombudo Central, Timbó, Nova Trento and Rio do Oeste. The traditions are manifested in the bands, dances and constructions as a heritage left by colonizers.

Besides the cold beer and typical meals, visitors have at their disposal the trading of this region that offers clothes, crystals and chinawares.

Pomerode is the most German city of the Country with its houses built in the "enxaimel" style with colorful balconies and ornamental gardens.

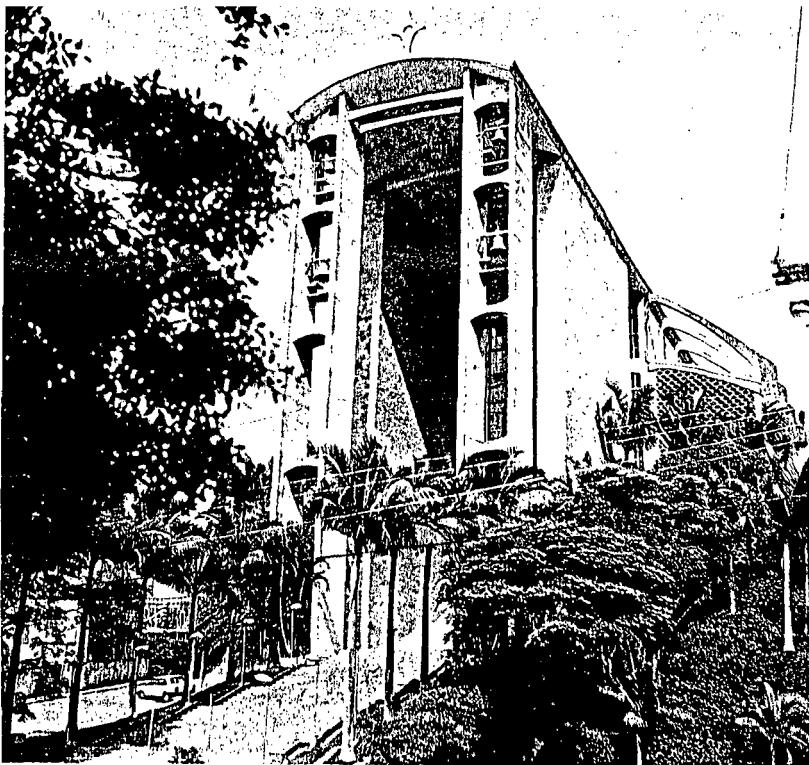
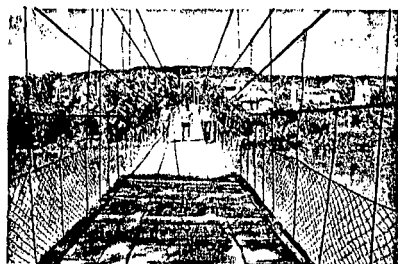
Blumenau is today an important touristical point, be it due to his happy and hospitable people, because of the German Colonization or still be it due to the industrial park with more than 600 industries that produce crystals, clothes and articles for bed, table and bath. It still offers many options for tours: Vapor Blumenau II, a restaurant-ship alongside Beira-Rio Avenue that makes daily trips along the Itajaí-Açu River, a museum, a mini-zoo and a botanic garden, the mother Church of São Paulo Apóstolo with its tower of 50 meters high where it is found five electronic bells.

Not far from downtown, it may be found the forest park of Refúgio with native woods, caverns, natural swimming-pools, waterfalls and all the necessary substructure.

The Floresta Negra Touristical complex idealized by the German sailor Hermann Sculze is placed in the highest part of a mountain offering several attractions.

In October, the city is transformed to receive thousands of tourists who go there to participate in the Oktoberfest, considered one of the best and greatest parties of the country. There are 17 days of parties, dances, beer and happiness.

Rio do Sul



Igreja Matriz São Luiz de Gonzaga - Brusque

Pomerode



**TEXT 8**

**THE ROUTE OF PRINCES  
NORTH REGION**

This region was part of the dot which D. Pedro II gave to the Brazilian imperial princess D. Francisca Carolina in his wedding with the prince of Joinville, son of Louis Philippe, King of France.

Later on colonized by German, this region still keeps today the aspects left by colonizers, be it in their traditions, typical houses with colorful gardens, be it in the characteristic traces of his inhabitants.

We may find the following cities in this region: Joinville, Campo Alegre, São Bento do Sul, Rio Negrinho, Mafra, Garuva, Canoinhas, Jaraguá do Sul, Corupá, São Francisco do Sul, Araquari, Barra Velha and Piçarras.

Joinville is today a compulsory stop in the south touristical route of the country. It is called by different ways: city of Princes, City of Flowers, City of Bicycles and "Manchester Catarinense"

The German influence may be found in the following touristical points: Touristical Portal in the BR 101, Winmill, Expoville, a place where products of the industrial park of the State 's north part are exposed, Cultural House, Diocesan Cathedral, Railwat Station built in German style.

The State's greatest industrial park is placed in this city.

Praia de Itaguai - São Francisco do Sul



Foto: Bayer

Folclore Joinville



Pesca - Barra Velha



Joinville also presents parties such as Fenachoop, Fenatiro and the Flower Party, yearly performed and nationally know.

São Francisco do Sul, a historical city situated in the island that has this same name is the oldest one in Santa Catarina.

The touristical attractions are its beaches, Ubaluba, Enseada, Paula and Capri. Its architecture keeps the Azorian influence, a heritage left by colonizers who settled themselves there from 1658 on.

In this region, it also can be found the cities of Barra Velha and Piçarras that are part of the North Coastland and offer to visitors beautiful beaches.

**TEXT 9**

**JULIANA REPUBLIC  
SOUTH REGION**

*It is a rich route in terms of beaches, visits in coal mines, hydromineral resorts and back in time, the history of Anita Garibaldi, the Heroess of two Worlds.*

*The cities that belong to this region are: Criciúma, Laguna, Jaguaruna, Içara, Araranguá, Sombrio, Praia Grande, São João Do Sul, Orleans, Gravatal, Imbituba, Tubarão, Imaruí, pedras Grandes, Urussanga, Garopaba, Siderópolis and Lauro Müller. Laguna was the capital of Juliana Republic in July 29, 1839.*

*In the taking of the city by the Farroupilhas, Garibaldi meets Ana Maria de Jesus Ribeiro who, later on, would be called the heroess of two worlds, Anita Garibaldi. The three centuries of Laguna are represented by narrow streets and Azorian architecture.*

*Criciúma is also know as the coal Capital. It offers to visitors the opportunity to know the inside part of a coal mine.*

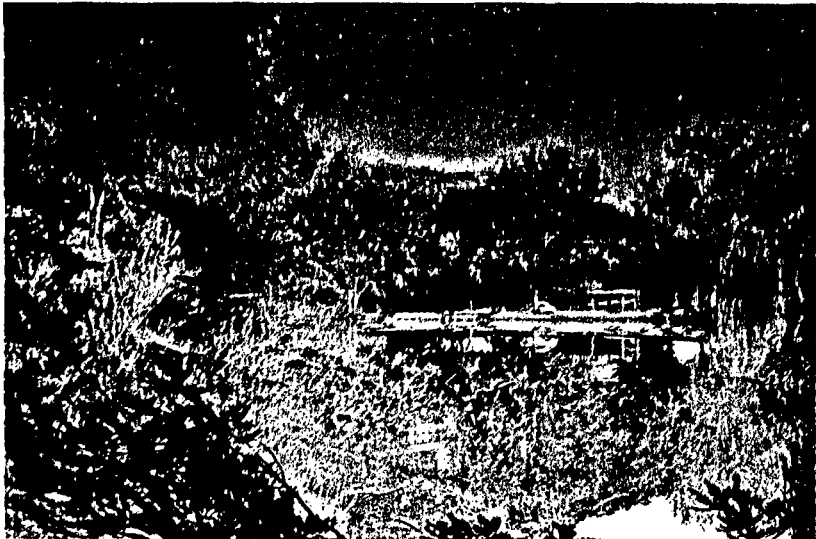
*In Gravatal, there is a hydromineral resort called "Termas do Gravatal", placed in the center part of a large valley, with a level ground, surrounded by mountains, woods and natural vegetation forming a picturesque and nice landscape.*

*Waters gush at a temperature of 37 C and its therapeutical properties are indicated for the treatment of health in general.*

*The thermal waters of Rio do Pouso and Santo Anjo da guarda, placed in Tubarão with alkaline waters to the temperatures of 6 C are indicated for treatment of rheumatic, renal biliary and hepatic diseases, hypertension and for skin. It also presents medicinal mud.*



Imbituba



Gravatal

Foto: Norberto J. Cidade

Foto: Norberto J. Cidade

Mina Modelo - Criciúma





**TEXT 10**

**THE MOUNTAINS OF SANTA CATARINA**

To arrive at this region is an unforgettable emotions because it is necessary to climb up the Rio do Rastro's road. It is a road that is imbedded in stones. It is a 12 Km long and is placed in an altitude of 1,400 meters high where a privileged view is showed.

It is detached because of the farms, pine trees, dances and traditions of Rio Grande do Sul (the next state in the south of Brazil), apple trees and snow that falls down all over the year, thus creating an European climate in a tropical country.

This region is composed by the following cities: Lages, Curitibaanos, Bom Jesus da Serra, São Joaquim, Urubici and Bom Retiro.

Lages is the municipal district that has the state's greatest territorial extension, with strong characteristics and traditions from Rio Grande do Sul. The CTGs (Center of traditions from Rio Grande do Sul), rodeos, cattle raising's farms are also other touristical points. It is in Lages that the rural tourism is developed, where the visitors has the opportunity to live some days in an authentic farm to get a direct contact with nature.

São Joaquim is considered Brazil's coldest city. It is placed in an altitude of 1,300 meters high. It offers to his visitors in winter, strong frosts and sometimes snow, an unusual beauty show.

The apple trees, its crop and the almost wild beauty of its fields and pine trees are the main attractions of this region.



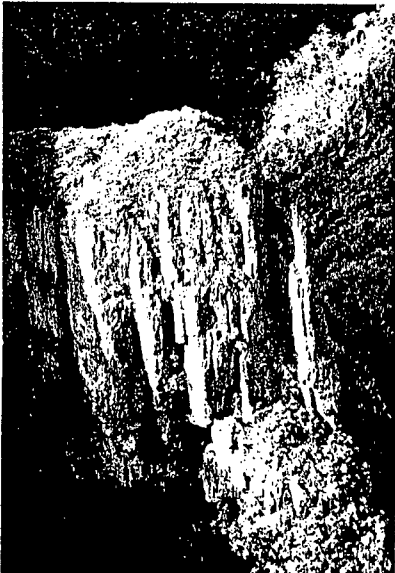
Fotão - Lages



Morro da Igreja - Urubici

Corvo Branco - Urubici

Foto: Bayet



Maca - São Joaquim

**TEXT 11**



Igreja - Treze Tílias

The dances from Tyrol, its Folklore, represent one of the many attractions the city offers.

The sculpture in wood made by the sculptor Godofredo Thaler are world widely know and it is a good option for those who enjoy this kind of art. Piratuba, a balneary city,

offers bicarbonated, sulphurous, alkaline, chlorided and sodic waters that gush at a temperature of 38 C and are indicated to the treatment of skin and rheumatism.

The Balneary is a nice and comfortable place, full of natural beauty that offer all over the year, pleasure and tranquility.

## CONTESTADO RIO DO PEIXE VALLEY

It was the stage of Contestado war and it still keeps its monuments, big houses and the History of it all.

In this region, we find th following cities: Fraiburgo, Treze Tílias, Videira, Herval do Oeste, Caçador, Piratuba, Porto União, Campos Novos, Joaçaba, Irani and Água Doce.

Fraiburgo is called the capital of Apple and is placed in an altitude of 1.100 meters with a cold weather proper to the culture ao apple and grape.

Treze Tílias is called the "Brazilian Tyrol". It still keeps the characteristics left by the first colonizers who came from Tyrol Austria.



Rio dos Peixes - Videira

**TEXT 12**

**VIEW ROUTE FOR THERMAL  
WATERS  
WEST REGION**

In 1964, the fountain of thermal waters was discovered and it was responsible by the development of many balnearies that offer several leisure options with thermic swimming pools, lakes, hotels, camping areas, large native forest and waterfalls with different altitudes.

The following cities may be found in this region: Xanxerê, Chapecó, São Carlos, Palmitos, Caibi, Dionísio Cerqueira, São Miguel do Oeste, Itapiranga, Concórdia, Abelardo Luz, Quilombo and Água de Chapecó.

Chapecó is also known as the capital of the west region of Santa Catarina, capital of Roses and it is also utilized as a passage for the hydromineral resorts of this region. It is the Latin America greatest center for the raising and abatement of chickens. All the typical meals of Chapecó are made with them.

There's also the Palmeira Park, 3 Km far from downtown that is considered the green lung of this municipal district, cavern and archaeological places of sede Figueira constituted by Subterranean galleries imputed to the Indians Gês and Kaigangs who lived there.

Concórdia presents today the country's most advanced pig raising represented by almost 45 reproducer farms.

It is also detached as being the greatest Latin America's producer of pig and Chicken. As Attractions, it offers the strait of Uruguai River, placed in the Frontier of the States of Santa Catarina and Rio Grande do Sul. The River that is 7 Km long and has a width of 400 m in certain parts of its way presents the phenomenon of disemboquing in an opening of only 60 cm. Around it, a leisure place is being constructed.

Dionísio Cerqueira is also called the "Future Frontier" because of the divisor mark with Argentine and Because of the project that is being developed in Porto Seco, which will facilitate the exportation of Santa Catarina's products to Argentine.



Folclore - Itapiranga

Foto: Norberto J. Cidade



Abelardo Luz

Foto: Norberto J. Cidade



Balneário de Pratas - São Carlos

Foto: Norberto J. Cidade

## **APPENDIX 4 - Guia Turístico de Santa Catarina: Guide Book**

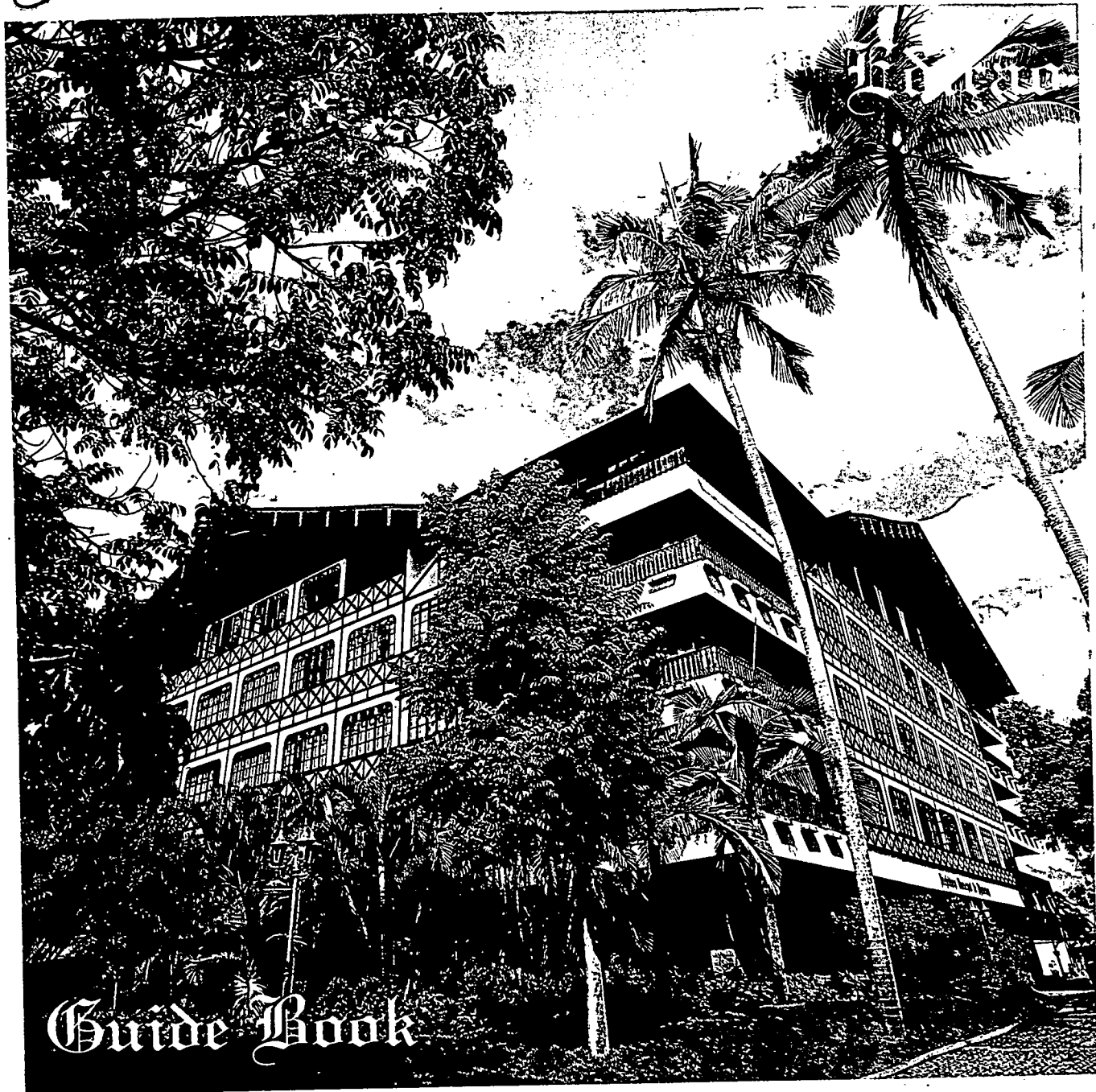
### **A- SUMMARY**

Organizer: a neighbor state  
Location in time: 1995-1998  
Design: guide book  
Edition: 4 th  
Circulation: 20,000  
Target: travel agencies

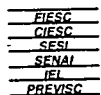
### **B- TEXTS ANALYZED**

Text 13 - **The Capital of Nature: Littoral Center**  
Text 14 - **The Prince's Way: North Region**  
Text 15 - **The Route of Sun: Littoral North**  
Text 16 - **European Valley: The Valley of Itajai**  
Text 17 - **Republic Juliana: South Region**  
Text 18 - **Santa Catarina's Mountainous Region**  
Text 19 - **Contestado: Valley of Rio do Peixe**  
Text 20 - **New Route of Thermae**

# Guia Turístico de Santa Catarina



Guide Book





**TEXT 13**

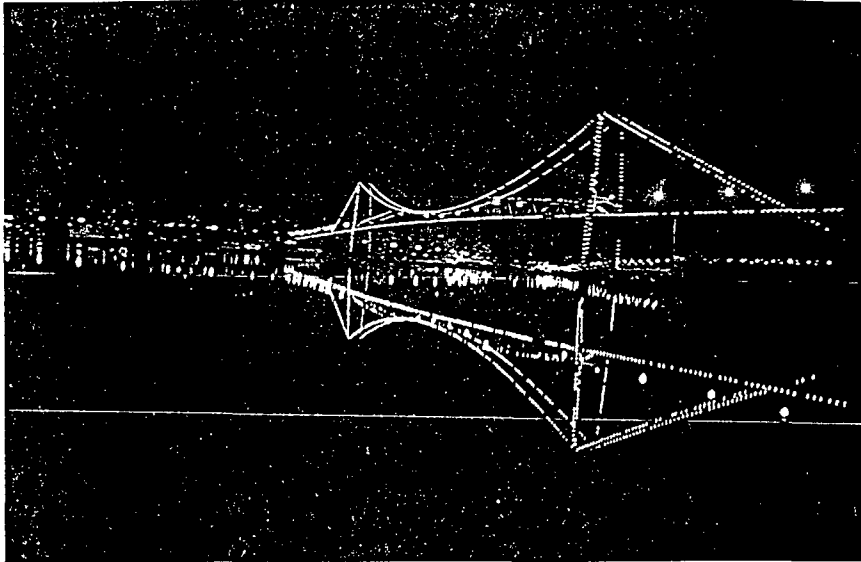


Foto: Lourival Bento

Ponte Hercílio Luz - Florianópolis



Florianópolis



Praia dos Naufragados - Governador Celso Ramos

**T**his region was colonized first by Vicentists and afterwards by Azorians that fixed themselves on the coastland. In the countryland, there were Germans and Italians.

From the Azorian people, there were kept traditions and habits. In the religious feasts (Divine's one) as well as in the folklore with the amusement of 'Boi-de-mamão', a dance with a large stick with colorful bands and 'Ternos-de-reis'-songs.

These cities are located in this region: Águas Mornas, Angelina, Antônio Carlos, Biguaçu, Florianópolis, Governador Celso Ramos, Palhoça, Rancho Queimado, Santo Amaro da Imperatriz, São José and Tijucas.

The most famous attraction is Florianópolis, the capital of Santa Catarina. It is placed on an island of 450 square kilometers with 42 beaches and two beautiful lakes.

The most visited beaches are: Joaquina, Jurê, Canasvieiras and Ingleses. The lake of Conceição has dunes of clear sands and

restaurants specialized in seafood. There it is possible to find lacemakers with their peculiar art.

There are another touristic places such as Hercílio Luz Bridge, the city's postcard; XV de Novembro Square; Metropolitan Cathedral built in 1753; Cruz and Souza Palace, built in the XVIII century; the Public Market built in 1898 and the Hill of Cruz, the city's highest point with a panoramic view of the Island and part of the continent.

Florianópolis still provides a set of five fortresses from the XVIII century built in order to protect the city against eventual Spanish attacks.

Going down inside the country, there are thermal stations with leisure hotels and water with comproved therapeutical value that attract tourists from all parts of the country and outside it.

There are two important feasts in this region: the Mullet's Feast in July and the Sea's Feasts in May, both performed in Florianópolis.

## **THE CAPITAL OF NATURE Littoral center**

**TEXT 14**



Parque Malwee - Jaraguá do Sul



Casa da Cultura - Rio Negrinho



São Francisco do Sul

**P**opulated by Vicentists on the coastland and people from São Paulo State followed by German immigrants, this region was selected in 1843 to complete the Imperial Princess' dotal gift called Francisca Carolina for her marriage with the Prince of Joinville, son of Louis Felipe, king of France.

This large strip of land keeps until today the aspects of colonizations in the traditions, typical houses with well prepared gardens and in the habitants' facial features.

The cities that compose this region are Araquari, Barra do Sul, Campo Alegre, Canoinhas, Corupá, Garuva, Itapoá, Jaraguá do Sul, Joinville, Mafra, Rio Negrinho, São Bento do Sul, São Francisco do Sul and Schroeder.

The Princes' city, the Flowers' city, the Bicycles' city and the Brazilian Manchester in Santa Catarina State, Joinville is still today an obligatory stop in the touristic route in the

South of Brazil. Its main touristic route in the South of Brazil. Its main touristic places are: the portal at BR 101; the windmills; Expoville, where there are exposed products of the industrial park in the North Region of the State; Diocesan Cathedral and Railway Station built in German style.

The city concentrates the State's greatest industrial park and presents a touristic calendar with attractions such as the Flowers' National Feast in November; Fenatiro in April, Fenachopp in October besides the fairs and expositions all over the year.

São Francisco do Sul is placed on an island that has this same name and it's Santa Catarina's most ancient city. It is 500 years old with a history that may be comproved in its narrow slopes with stone paving in the group of houses with French and Azorian styles. The city is turned to the sea. It also has the unique Museum about Sea that exists in the country with expositions of embarkations.

## **THE PRINCES' WAY North Region**

**TEXT 15**



Ilha Feia - Piçarras



Marejada

Foto: Norberto J. Cidade



Navegantes



Itapema

**I**slands, bays and beaches internationally known because of the touristic substructure in leisure and naturalism practice, make of this region an attraction all over the year.

It was first colonized by Azorians and only later on it has received German and Italian immigrants.

Barra Velha, Bombinhas, Camboriú Balneary, Itajaí, Itapema, Luis Alves, Navegantes, Penha, Piçarras and Porto Belo are located in this region.

Camboriú Balneary is Santa Catarina's most famous touristic attraction. Its beach, in form of arc, has 6 thousand 540 meters long. It is surrounded by luxe buildings, hotels, bars and restaurants that have an intense night life.

It also has a touristic cultural and research complex where it reunites all kinds of attractions, since expositions of native species of flora and fauna, aquarium, museums, zoos

and a small farm.

Porto Belo presents an unforgettable scenery with beaches of incredible clear sands contrasting to the green and blue sea and to the native vegetation. Its clean waters are proper for submarine fishing and ecological long dive.

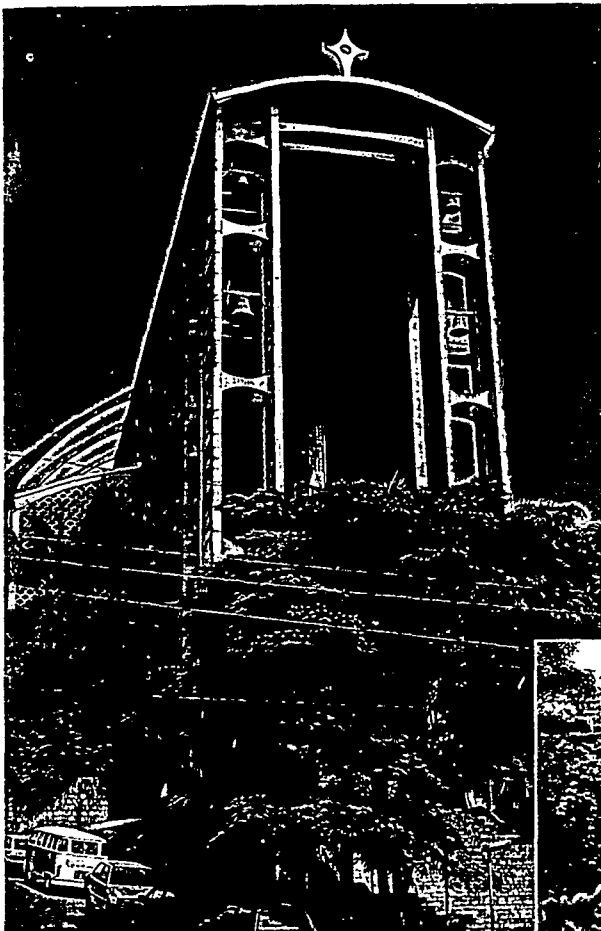
There are also another interesting places like Itajaí and its beaches, such as, Atalaia and Cabeçadas. The Mother Church, the Parrot's Beak, the crossing of Itajaí-Açú river made by ferryboat, and the port that receives load ships from all over the world.

The balnearies of Penha, Piçarras and Barra Velha are proper for enjoying holidays with families. In the municipal district of Penha, Latin American's greatest leisure center, Beto Carrero World is located.

There are big feasts that happen in this region: the Feast of the Feasts in Camboriú Balneary in July and Marejada in Itajaí in October.

## THE ROUTE OF SUN Littoral North

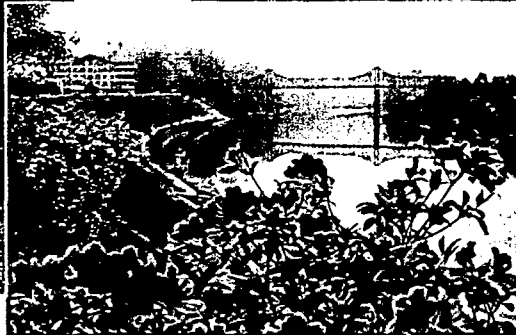
**TEXT 16**



Brusque



Pomerode



Blumenau

Foto: Norberto J. Cidade

Foto: Norberto J. Cidade

**T**o take a trip in this region is like as if one were in another country. The geography, the architecture of the houses in 'enxaimel' style and the small rural properties provide the valley with an European beauty.

The habits and the traditions are manifested in the feasts, in the contagious happiness of the German bands, in the folkloric dances, in the color of typical costumes, in the drinks and food.

With an excellent touristic substructure, this region offers great opportunities for the purchase of famous textile products, crystals, porcelains, workmanship and ready-made articles in stores and industries.

The cities that are located in this region are: Apiúna, Blumenau, Botuverá, Brusque, Doutor Pedrinho, Gaspar, Ibirama, Indaial, Lontras, Pomerode, Rio dos Cedros, Rio do Oeste, Rio do Sul, Taió, Timbó, Trombudo Central.

The saga of the family of the city's founder, Doctor Hermann Blumenau, may be remembered in the Museum of the Colonial Family

or in the mausoleum with the founder and his family's mortal remains.

There are restaurants with flower pots in the windows and chequered curtains that serve typical dishes such as the delicious *mareca* with red cabbage and too much chopp. When it's October, Blumenau prepares itself to receive almost one million tourists in Santa Catarina's biggest feast, the Oktoberfest.

During 17 days, the happiness involves the city with bands that come directly from Germany. They play in the balls that are performed in five pavillions and parades on the street showing some aspects of German traditions.

There is another important city called Pomerode, that performs the Pomerana Feast in January. Incanto Trentino, an Italian party performed in Nova Trento in the month of August, 'La Sagra', also with an Italian origin that happens to be in September in Rodeio; the Kegelfest - The National Feast of Big Ball in Rio do Sul, in October besides Oktoberfest in Blumenau.

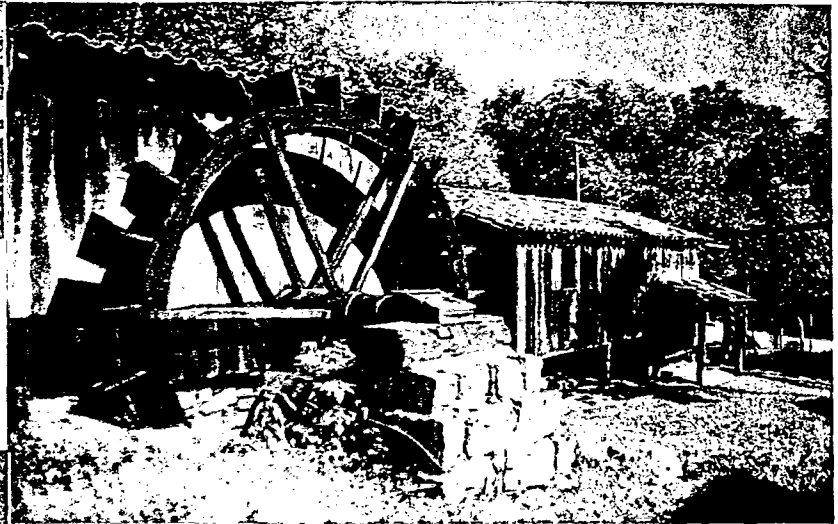
## EUROPEAN VALLEY The valley of Itajaí



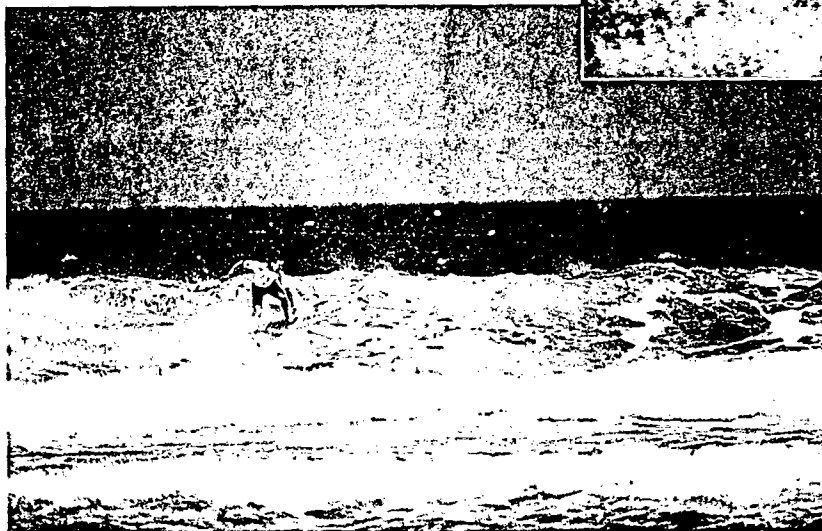
**TEXT 17**



Laguna



Orleães



Imbituba



Igreja Nossa Senhora dos Anjos - Laguna

Foto: Norberto J. Cidade

Foto: Norberto J. Cidade

**T**hat's a rich route with wonderful beaches that include visits in coal-mines and hydromineral stations, a real dive into history through the Republic Juliana and its heroine called Anita Garibaldi.

This region includes the following cities: Araranguá, Criciúma, Garopaba, Gravatal, Içara, Imaruí, Imbituba, Jaguaruna, Laguna, Orleans, Passo de Torres, Pedras Grandes, Praia Grande, São João do Sul, Sombrio, Urussanga and Tubarão.

Among these attractions, there are also 'Thermae of Gravatal', 'Thermae of Rio do Pouso' and the salty thermae of São João do Sul. In Orleans, the open air museum shows great episodes of the family industry that was

started by immigrants, besides the huge Bible sculptures made in the rock by the artist calles José Fernandes (Zé Diabo).

The three centuries of Laguna are represented in the narrow streets and in the Azorian group of houses. The city, capital of Republic Juliana, was taken by the 'Farroupilhas'. It was the when Garibaldi met Ana de Jesus Ribeiro or simply Anita. Or even the 'Heroine of Two worlds' as it was known in Brazil and in Italy the native land of Giuseppe Garibaldi.

In Urussanga, the feast that commemorates the Italian traditions of the region is performed every year in the month of April. The grape crop and the wine production ate the reverenced with a lot of music, dances, wine and typical foods.

**REPUBLIC  
JULIANA  
South Region**

**TEXT 18**



Foto: Ingo Penz

Fazenda Campo Novo - Urubici

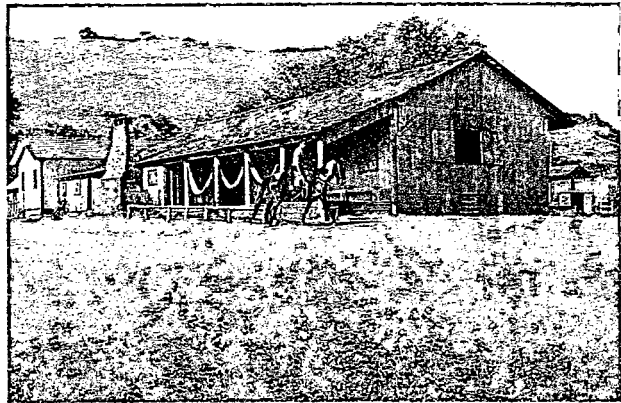


Foto: Norberto J. Cidade

Fazenda Pedras Brancas - Lages

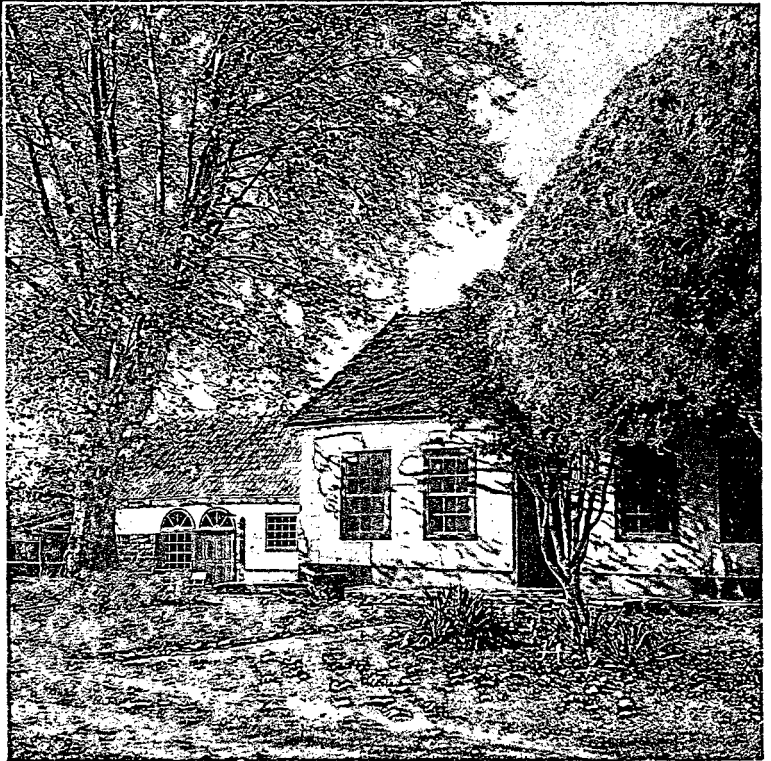


Foto: Norberto J. Cidade

Fazenda Barreiro - Lages

**I**t's an unforgettable emotion to get there in this region, climbing Rio do Rastro mountainous region. Imbedded in the rock, this street is a real spectacle. It is 12 km long and 1,400 meters high, where it is possible to see a privileged view of this large valley until it gets the ocean. All the region is full of farms, 'Araucárias', apple trees and cattle pasturage. The population has origins in São Paulo and Rio Grande do Sul states' who cultivate the traditions of the 'pampas' (vast treeless plains) with barbecue and 'chimarrão' (a hot beverage). The cities that are placed in this region are: Bom Jardim da Serra, Bom Retiro, Curitibanos, Lages, Lauro Muller, Otacílio Costa, São Joaquim, Urubici, Urupema and

Rio Rufino. Lages is the State's largest municipal district. The 'gaúcho' (a kind of cowboy) culture is present in the CTGs (it's a center to cultivate gaúchos' traditions), rodeos, milk cattle and cattle for cutting farms. It is in this region that Rural Tourism is developed where visitors may live some days in an authentical farm, in direct contact with nature and rural work. São Joaquim is Brazil's coldest city. Placed in an altitude of 1,300 meters, it's not difficult to see its fields covered by frost or snow in the morning, a spectacle that attracts tourists from all over the world. The most famous feast is the National Feast of Piñon that is performed in the month of June in Lages.

## SANTA CATARINA'S MOUNTAINOUS REGION

**TEXT 19**



Balneário Piratuba



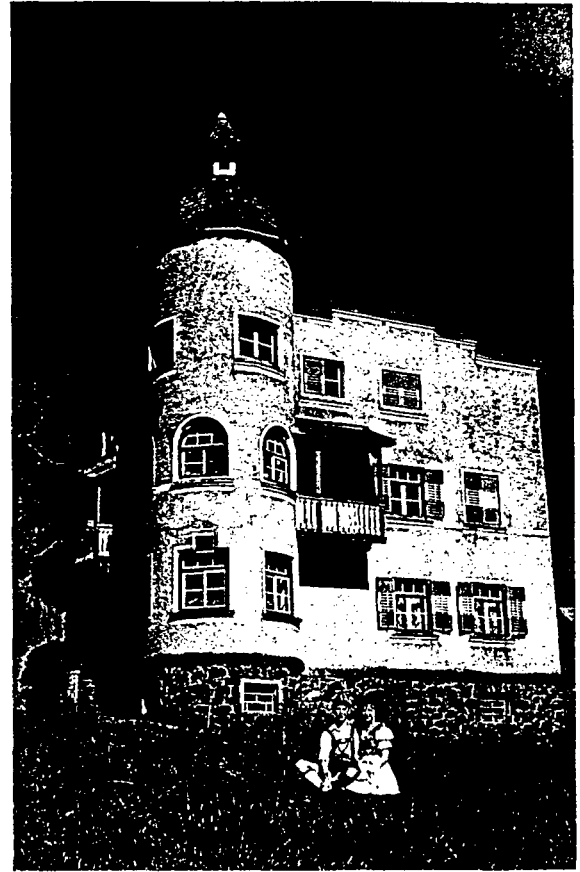
Balneário Piratuba

Foto: Norberto J. Cidade



Alce - Fraiburgo

Foto: Norberto J. Cidade



Treze Tílias

Foto: Norberto J. Cidade

**C**ontestado was the stage of Contestado's war that happened between 1912 among federal and state forces against colonists and leaseholders of this region and its colonization was mainly due to German and Italian immigrants that came from Rio Grande do Sul.

The winter, the culture of grape, the production of wine, the apple blossom in October, and its crop from January to April, all them transform this region in a scenery worthy of postcard. These are the cities that compound this region. Caçador, Campos Novos, Catanduvas, Fraiburgo, Herval D'Oeste, Joaçaba, Pinheiro Preto, Piratuba, Tangará, Treze Tílias, Videira and Irani.

Fraiburgo is also known as the Apple's Brazilian Capital and it is placed in an altitude of 1,100 meters and it is considered one of

the region's coldest city where it frequently snows.

The hot waters also spout out from the Valley's land, where the balneary of Piratuba offers to visitors bicarbonated, chlorated, sulphurous, alkaline and sodic waters in a temperature of 38 C. To take a bath in these waters is a very good activity for the health of those people who suffer from skin diseases and rheumatism. The balneary is a pleasant place full of natural beauties and it provides tranquility to the visitors.

Treze Tílias had an Austrian colonization and it keeps Tyrolese traditions with its bands, folkloric dances and typical costumes.

That's where it happens the most expressive feast, when the descendants live again the Alpine traditions. It's the Tirolerfest that occurs in October.

## CONTESTADO Valley of Rio do Peixe

**TEXT 20**

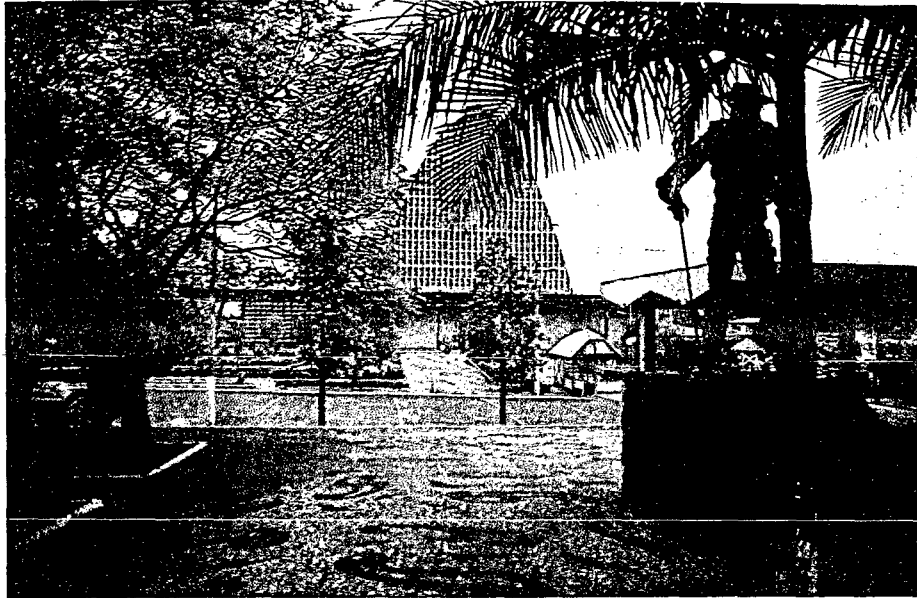
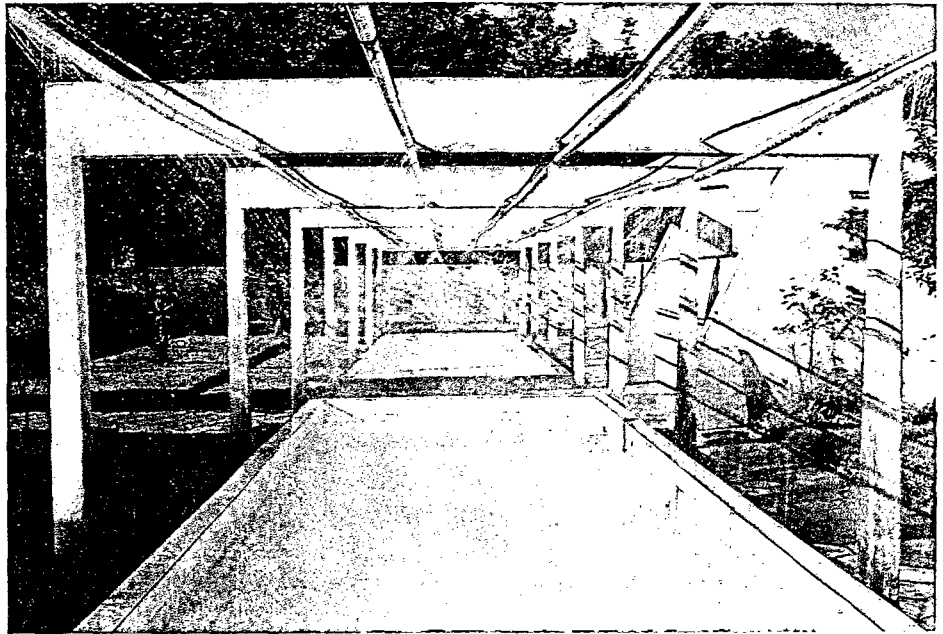


Foto: Norberto J. Cidade

São Miguel d'Oeste



Quilombo



São Carlos

**I**n 1964, a fountain of thermal waters was discovered and it was the responsible by the origin of several balnearies that are today an option for health and leisure in this region.

These are the cities that are placed in this region: Abelardo Luz, Água Doce, Águas de Chapecó, Caibé, Chapecó, Concórdia, Dionísio Cerqueira, Itaperanga, Palmitos, São Carlos, São Miguel D'Oeste, Quilombo and Xanxerê.

Chapecó comports itself as a support point for the hydromineral stations. It's Latin America's greatest raising center and killing of birds. As attractions, it has the Palmeiras'Park, that is considered the city's green lung, caves and archaeological sites in

sede Figueira with underground galleries imputed to Indians called Gês and Kaigangs.

Concórdia presents today the country's most advanced pig raising, represented by the large quantity of poultry farms. An interesting attraction is the Strait of Rio Uruguai, placed in the limits between Santa Catarina and Rio Grande do Sul. This river is 7 kilometers long and 400 meters wide and in determined points it discharges in a interspace of only 60 cm.

The feasts in this region are a mixture of Italian and German traditions, resulting then in an unequal gastronomic wealth. In this context, it's important to quote the Turkey's Feast performed in August and Wurstfest - the Sausage Feast, both in Chapecó.

## **NEW ROUTE OF THERMAE West Region**



## APENDIX 5 - Lists of material processes related to the aspect of voice in each publication

### A- Santa Catarina: South of Brazil

#### ACTIVE

- (...) an endless number of surprises await you in this rather small state (...)
- (...) one thing which never changes (...)
- Those who come here (...)
- (visitors wish) to be back one day
- (...) you will always find something (...)
- (...) to do here
- (...) to make a pleasant and diversified tour of Santa Catarina
- (people from S.C.) live in a State (...)
- (...) all this flows into the sea (...)

#### PASSIVE

- Settled mainly by Germans and Italians (...)
- "Caipirinha" (a drink made of...) (...)
- (...) soaked lemon mixed with rum or vodka (...)
- The four million people born in Santa Catarina (...)
- These people have also been blessed by Nature
- (...) the small towns built by immigrants

### B- Santa Catarina: The Brazilian Europe

#### ACTIVE

- (...) this State contributes with 4,2% of refined products (...)
- (...) Tereza Cristina used to come here
- (...) to reception (sic) her well (...)
- (...) its population doesn't exceed 60.000 inhabitants
- (...) its basic infrastructure is able to receive (...)
- (...) tourists that find pleasure (...)
- The "Hering" Company (...) produces the first national reserve of silex (...)
- (...) it also leaders the production of air compressors (...)
- (...) passing through Massaranduba (...)
- (...) we arrive in Pomerode
- Leaving Pomerode (...)
- (...) following the 295 kilometers (...)
- (...) we arrive in Videira (...)
- Leaving the midwest (...)
- (...) passing by Campos Novos (...)
- (...) we arrive to (sic) the mountainous plateau
- Their immense "haziendas" proportionate (sic) the more variable activities

#### PASSIVE

- Florianópolis (...) was protected by law
- (...) several courses promoted by the university (...)
- When the goldmine was found out (...)
- It has been preserved until today (...)
- (...) it's used in the production of pieces in legitimate crystal
- There has been built (sic) the most modern manufacturing unit (...)
- In Laguna she was born (...)
- Resources were uncreasingly (sic) worked out by man (...)

- São Joaquim (...) offers an appropriate environment (...)
- Many tourists also travel to São Joaquim (...)
- Following "Serra do Rio do Rastro" (...)
- (...) which nature carved in a rock (...)
- (...) we arrive at sea level (...)
- (...) it produces 70% of national coal (sic) (...)
- (...) the visitor enters in a van (...)
- (...) he comes to deep tunnels (...)
- (...) there she lived in cause for freedom
- He who comes to Santa Catarina (...)
- (...) finding so much beauty and natural wealth (...)

### C- Santa Catarina: Brasil

#### ACTIVE

- come here
- sea, mountains (...) offer an excellent tour
- it still keeps the traditions and folklore
- the hydromineral resorts offer leisure
- Florianópolis offers to (sic) tourists
- to visit its five forts
- to protect the city
- restaurants that offer to (sic) visitors
- Porto Belo shows an unforgettable scenery
- you will find clear waters
- the sun is going down
- by bordering the Itajaí-Açu River
- we may find the following cities
- this region that offers clothes
- industries that produce crystals
- it still offers many options
- a restaurant-ship (...) that makes daily trips
- offering several attractions
- to receive thousands of tourists
- tourists who go there
- to participate
- D. Pedro II gave to (sic) the (...) princess
- this region still keeps today the aspects
- its architecture keeps the Azorian influence
- who settled themselves there
- offer to visitors beautiful beaches

#### PASSIVE

- the influence left by colonizers
- in the regions colonized by Italians
- it is divided in 8 touristical (sic) regions
- the influence taken (sic) by the three greatest immigratory currents
- it was colonized by Azorian
- folklore left by these immigrants
- Cruz and Souza Palace built in the century
- Metropolitan Cathedral built in 1753
- five forts which were built in the XVIII century
- attractions that may be found by those
- as a heritage left by colonizers
- houses built in "enxaimel" style
- the city is transformed
- colonized by German
- the aspects left by colonizers
- (buildings) built in German style
- characteristics left by colonizers
- the sculpture in wood made by the sculptor Godofredo Thaler
- the fountain of thermal waters was discovered
- it is also utilized as a passage
- a leisure place is being constructed
- a place where products (...) are exposed
- the project that is being developed
- surrounded by mountains
- where a privileged view is showed (sic)
- it is in Lages that rural tourism is developed

- Garibaldi meets Ana Maria de Jesus
- it offers to (sic) visitors the opportunity
- to know the inside part of a coal mine
- waters gush at a temperature of 37C
- snow that falls down over the year
- to live some days in an authentic farm
- colonizers who came from Tyrol Austria
- it offers to (sic) his (sic) visitors
- it still keeps its monuments
- we find the following cities
- it still keeps the characteristics
- Piratuba (...) offers bicarbonated (...) waters
- waters that gush at a temperature of 38C
- The Balneary (...) that offer (...) pleasure
- balnearies that offer several leisure options
- Gês and Kaigangs who lived there
- it offers the strait of Uruguai (sic) River
- It is necessary to climb up Rio do Rastro's road

## D- Guia Turístico de Santa Catarina: Guide Book

### ACTIVE

- (...) Azorians that fixed themselves on the coastland
- (...) it is possible to find lacemakers with their peculiar art
- (...) to protect the city (...)
- Going down inside the country (...)
- (...) therapeutical value that attract tourists (...)
- (...) it reunites all kinds of attractions (...)
- (...) the port that receives load ships (...)
- (...) this region offers great opportunities (...)
- (...) restaurants that serve typical dishes (...)
- (...) Blumenau prepares itself (...)
- (...) to receive almost one million tourists (...)
- (...) the happiness envolves (sic) the city (...)
- (...) bands that come directly from Germany
- They play in the balls (...)
- (...) parades on the street showing some aspects (...)
- (...) the open air museum shows (...)

### PASSIVE

- This region was colonized first by Vicentists and Azorians
- (...) Metropolitan Cathedral built in 1753 (...)
- (...) Cruz and Souza Palace built in the XVIII century (...)
- (...) the Public Market built in 1898 (...)
- fortresses from the XVIII century built (...)
- Populated by Vicentists (...)
- (...) this region was selected in 1843 (...)
- (...) Diocesan Cathedral and Railway Station built in German style
- It was first colonized by Azorians (...)
- (...) the family industry that was started by immigrants (...)
- (...) Bible sculptures made in the rock by the artist calles (sic) José Fernandes (...)
- The city (...) was taken by the "Farroupilhas"
- The grape crop (...) ate (sic) the (sic) reverenced (...)
- its fields covered by frost or snow
- it is in this region that rural tourism is developed
- a fountain of thermal waters was discovered

- It was when Garibaldi met Ana de Jesus Ribeiro (...)
- (...) the feast that commemorates the Italian traditions (...)
- (...) climbing Rio do Rastro mountainous region
- (...) until it gets (sic) the ocean
- (...) Rio Grande do Sul State's who (sic) cultivate the traditions of the "pampas" (...)
- (...) to cultivate gaúchos' traditions (...)
- (...) visitors may live some days in authentic farm (...)
- (...) a spectacle that attracts tourists (...)
- (...) immigrants that came from Rio Grande do Sul
- it frequently snows
- (...) hot waters that spout out (...)
- it has (sic) received German and Italian immigrants
- (...) it keeps Tyrolese traditions (...)
- (...) the descendants live again (...)
- (...) it discharges in a (sic) interspace of only 60 cm (...)
- This large strip of land keeps until today the aspects of colonizations (...)
- (...) Pomerode that performs the Pomerana Feast (...)
- (...) the balneary of Piratuba offers to (sic) visitors (...)
- it is surrounded by luxe (sic) buildings
- there were kept (sic) traditions and habits

## **APENDIX 6 - Lists of existential processes in each publication**

### **A- Santa Catarina: South of Brazil**

There is only one thing which never changes (...)

There are no big cities in Santa Catarina

There are over 220 thousand of them

### **B- Santa Catarina: The Brazilian Europe**

(...) there is the spa of Camboriú (...)

(...) there is one of the most industrialized regions (...)

(...) there (sic) the main concentration of furniture industries of Latin America

Completing the northern region, there is Jaraguá do Sul

(...) there is the biggest chicken abating of the South Cone

(...) there is also the matrix (sic) of the airline company Transbrasil

(...) in Criciúma there is the only colemine (sic) open to public visitation

### **C- Santa Catarina: Brasil**

(...) there are religious parties (...)

There are 17 days of parties, dances, beer and happiness

(...) the mother Church of São Paulo Apóstolo with its tower of 50 meters high where it is found five electronic bells

Not far from downtown, it may be found the forest park of Refúgio (...)

The German influence may be found in the following touristical (sic) points (...)

In this region, it also can be found the cities of Barra Velha and Piçarras (...)

(...) there is a hydromineral resort called "Termas do Gravatal"

There's also the Palmeira Park (...)

### **D- Guia Turístico de Santa Catarina: Guide Book**

There are another touristic (sic) places (...)

There are two important feasts in this region (...)

(...)Expoville, where there are exposed products of the industrial park (...)

There are also another interesting places (...)

There are big feasts that happen in this region (...)

There are restaurants with flower pots in the windows (...)

There is another important city called Pomerode (...)

(...) there are also "Thermae of Gravatal", "Thermae of Rio do Pousò" (...)

## **APENDIX 7 - Lists of mental processes in each publication**

### **A- Santa Catarina: South of Brazil**

(...)you can feel the change in the scenery (...)  
Those who (...) always want to be back  
Its bars and restaurants are known nationwide for their drinks (...)  
(...) all you will see is a multicolored picture (...)

### **B- Santa Catarina: The Brazilian Europe**

From what we know, in Criciúma there is the only colemine open to public visitation  
Tubarão and Laguna keep in the cultural memory of their people, as well as in  
museums, the story of Giuseppe and Anita Garibaldi (...)  
He (...) will not get tired of admiring such economical diversification (...)  
(...) certainly will be surprised of finding so much beauty (...)

### **C- Santa Catarina: Brasil**

Come here to enjoy this dream  
The lake of Conceição (...) enchanted by sun and sea (...)  
The north part of this coastland is internationally know (sic) (...)  
(...) those who love nature  
The Floresta Negra Touristical (sic) complex idealized by the German (...)  
(...) Fenachoop (sic) Fenatiro and the Flower Party yearly performed and nationally  
know (sic)  
The sculpture in wood (...) are (sic) world widely know (sic) (...)  
(...) those who enjoy this kind of art

### **D- Guia Turístico de Santa Catarina: Guide Book**

(...) a history that may be comproved (sic) in its narrow slopes (...)  
Islands, bays and beaches internationally known (...)  
The balnearies of Penha, Piçarras and Barra Velha are proper for enjoying holidays  
with families  
The saga of (...) Doctor Hermann Blumenau may be remembered in the Museum (...)  
(...) it is possible to see a privileged view (...)  
(...) it is not difficult to see its fields (...)

## APENDIX 8 - Lists of relational processes in each publication

### 8.1 Intensive type

#### A - Santa Catarina: South of Brazil

##### ATTRIBUTIVE

- distances are short
- although it is small
- The State becomes one of the greatest vodka consumers

##### IDENTIFYING

- the important thing to do is to prepare a suitable travel plan
- Santa Catarina is an eternal treat
- river valleys seem to mix with mountains, and fields and virgin forests seem to mix with the small towns
- ranging from five-star hotels to comfortable hostels
- “caipirinha” is the tourists’ official drink
- the biggest of them is Joinville
- (S.C.) is the fifth national producer of foods
- a State which represent (sic) only 1.135 of the Brazilian territory

#### B - Santa Catarina: The Brazilian Europe

##### ATTRIBUTIVE

- obstination (sic) for progress and high level of productivity excels Santa Catarina
- natural beauties (...) transform Santa Catarina into another important generator (sic) of devices
- the distributive model, which is decentralizer
- (this model) was answerable to many productive activities be spread (sic)
- the hamlet of then became th first paved street of the State
- both cities are responsible for 95% of the whole production of mesh and hand (sic)
- its industry of mesh started being exceled (sic) in the statual (sic) scenery
- this city excels itself for the industrialization
- the southern part of the State (...) has as main economical (sic) center the municipality of Criciúma
- the logbook completes itself
- he (...) will not get tired

##### IDENTIFYING

- this State being one of the seven first in this concern
- besides evidenciating (sic) its high competitiveness in productive activities
- confirming its vocation for tourism
- (Florianópolis) is one of the most important professionalization (sic) centers
- São Francisco do Sul (...) form an important channel of exportation
- Joinville (...) is the biggest city of Santa Catarina
- (Joinville) is the national leader in the production of tubes
- completing the northern region
- Fraiburgo (sic) is the largest national producer of apples
- Concórdia is the first producer of pigs
- in Lages (...) rural tourism is the great attraction
- as she was called

## C - Santa Catarina: Brasil

### ATTRIBUTIVE

- 216 municipal districts (...) transforming it in one of the richest states
- (workmanship) which is detached
- 32 beaches that contrast with the green of sea
- all these are attractions
- it is a rich route
- it is a road that is imbedded (sic) in stones
- Santa Catarina is a hospitable and friendly state
- it is detached because of the farms
- it was responsible (sic) by (sic) the development of many balnearies
- Subterranean galleries imputed to the Indians Gês and Kaigangs
- the project (...) will facilitate the exportation of Santa Catarina's products

### IDENTIFYING

- Santa Catarina is the country's smallest south state
- the cultural tourism presents itself in several ways
- one of the greatest folkloric expressions is the dance of "Boi de Mamão"
- folklore is presented through parties
- the most original and spontaneous manifestation of a social group is workmanship
- the most famous beaches are Joaquina, Canasvieiras
- the lake of Conceição is a place of unusual beauty
- Morro da Cruz which is the highest point of the city
- the balneary of Camboriú is the greatest touristical (sic) center of Santa Catarina
- the traditions are manifested in the bands
- Pomerode is the most German city of the country
- Blumenau is today an important touristical (sic) point
- the Oktoberfest, considered one of the best and greatest parties of the country
- this region was part of the dot (sic)
- Joinville is today a compulsory stop
- Joinville is called by different ways
- São Francisco do Sul (...) is the oldest one in Santa Catarina
- the touristical (sic) attractions are its beaches
- the cities of Barra Velha and Piçarras that are part of the North Coastland
- the cities that belong to this region are Criciúma, Laguna, Jaguaruna
- Laguna was the capital of Juliana Republic
- Ana Maria de Jesus Ribeiro who, later on, would be called the heroess (sic) of two worlds
- the three centuries of Laguna are represented by narrow streets
- to arrive at this region is an unforgettable emotions(sic)
- woods and natural vegetation forming a picturesque and nice landscape
- this region is composed by the following cities



- creating an European climate in a tropical country
- the CTGs (...) are also other touristical (sic) points
- São Joaquim is considered Brazil's coldest city
- the apple trees (...) are the main attractions of this region
- (Rio do Peixe Valley) was the stage of Contestado war
- Fraiburgo is called the capital of Apple
- Treze Tílias is called the "Brazilian Tyrol"
- the dances from Tyrol (...) represent one of the many attractions
- (the sculpture in wood) is a good option
- the Balneary is a nice and comfortable place
- (Chapecó) is the Latin America greatest center for the raising and abatement of chickens
- the Palmeira Park (..) that is considered the green lung of this municipal district
- archaeological places of sede Figueira constituted by Subterranean galleries
- (Concórdia) is also detached as being the greatest Latin America's producer of pig and chicken (sic)
- advanced pig raising represented by almost 45 reproducer farms
- Dionísio Cerqueira is also called the "Future Frontier"

## D - Guia Turístico de Santa Catarina: Guide Book

### ATTRIBUTIVE

- it is 500 years old
- islands, bays (...) make of this region an attraction all over the year
- clear sands contrasting to the green and blue sea
- its clean waters are proper for submarine fishing
- the balnearies of Penha (...) are proper
- to take a trip in this region is like as if (sic) one were in another country
- that's a rich route
- all the region is full of farms
- its colonization was mainly due to German immigrants

### IDENTIFYING

- the most famous attraction is Florianópolis
- the most visited beaches are: Joaquina, Canasvieiras and Ingleses
- to complete the Imperial Princess' dotal gift (sic)
- the cities that compose this region are Araquarri, Barra do Sul
- Joinville is still today an obligatory stop
- its (sic) main touristic (sic) route in the South of Brazil
- its main touristic (sic) places are: the portal at BR 101
- this street is a real spectacle
- Camboriú Balneary is Santa Catarina's most famous touristic attraction

- the winter, the culture (sic) of grape (...) transform this region in a scenery worthy of (sic) postcard
- it was the (sic) responsible by (sic) the origin of several balnearies
- underground galleries imputed to indians
- the habits are manifested in the feasts
- This region includes the following cities
- The three centuries of Laguna are represented in the narrow streets
- the 'Heroine of Two worlds' as it (sic) was known
- resulting then in an unequal gastronomic wealth
- it's an unforgettable emotion to get there (sic) in this region
- indians called Gês and Kaigangs
- Lages is the State's largest municipal district
- the 'gaúcho' (...) culture is present in the CTGs
- São Joaquim is Brazil's coldest city
- the most famous feast is the National Feast of Piñon (sic)
- Contestado was the stage of Contestado's (sic) war
- Fraiburgo (...) is considered one of the region's coldest city
- to take a bath in these waters is a very good activity
- the balneary is a pleasant place
- balnearies that are today an option for health and leisure in this region
- Chapecó comports (sic) itself as a support point for the hydromineral stations
- the Palmeiras' Park that is considered the city's green lung
- it's Latin America's greatest raising center of raising and killing of birds
- an interesting attraction is the Strait of Rio Uruguai
- the feasts in this region are a mixture of Italian and German traditions

## 8.2 Circumstantial type

### A - Santa Catarina: South of Brazil

Instances of the circumstantial type were not detected in this publication.

## **B - Santa Catarina: The Brazilian Europe**

### ATTRIBUTIVE

- the distance between Treze Tílias (...) Piratuba is of (sic) 85 kilometers
- the 295 kilometers that separate it from Treze Tílias
- the annual abating is of (sic) 480, 000 tons
- the southern part of the State, where the Carbochemical Complex is installed

### IDENTIFYING

## **C - Santa Catarina: Brasil**

### ATTRIBUTIVE

- the cities that are situated in this region are: Florianópolis, Tijucas
- Florianópolis (...) is placed in a (sic) island
- the cities that are situated in this region are: the balneary of Camboriú, Itapema
- its beach has (sic) 6,540 meters
- visitors have at their disposal the trading of this region
- the Floresta Negra Touristical (sic) complex (...) is placed in the highest part of a mountain
- we may find the following cities in this region: Joinville, Campo Alegre
- the State's greatest industrial park is placed in this city
- Fenachoop (sic), Fenatiro and the Flower Party yearly performed
- "Termas do Gravatal" placed in the center part of a large valley
- the thermal waters of Rio do Pouso and Santo Anjo da Guarda, placed in Tubarão
- it is a (sic) 12 km long
- placed in an altitude of 1,400 meters
- it is in Lages that the rural tourism is developed
- it is placed in an altitude of 1,300 meters high
- Fraiburgo (...) is placed in an altitude of 1,300 meters
- the following cities may be found in this region: Xanxerê, Chapecó
- the strait of Uruguai River placed in the frontier
- the River that is 7 Km long and has (sic) a width of 400 m

### IDENTIFYING

## D - Guia Turístico de Santa Catarina: Guide Book

### ATTRIBUTIVE

- these cities are located in this region: Águas Mornas, Angelina
- people from São Paulo State followed by German immigrants
- it is placed on an island
- the Mullet's Feast in July and the Sea's Feast in May, both performed in Florianópolis
- São Francisco do Sul is placed on an island
- Barra Velha, Bombinhas (...) are located in this region
- its beach (...) has (sic) 6 thousand 540 meters long
- the crossing of the Itajaí-Açú river made by ferryboat
- in the municipal district of Penha (...) Beto Carrero is located
- to take a trip to this region is like as if (sic) one were in another country
- the cities that are located in this region are: Apiúna, Blumenau
- balls that are performed in five pavillions
- Incanto Trentino, an Italian party performed in Nova Trento in the month of August
- 'La Sagra' (...) that happens to be in September in Rodeio
- in Urussanga, the feast (...) is performed every year in the month of April
- (by) climbing Rio do Rastro mountainous region
- it is 12 km long and 1,400 meters high
- the cities that are placed in this region are: Bom Jardim da Serra, Bom Retiro
- it is in this region that tourism is developed
- (São Joaquim) placed in an altitude of 1,300 meters
- the National Feast of Piñon (sic) that is performed in the month of June
- Contestado's (sic) war that happened between (sic) 1912 among (sic) federal and state forces
- Fraiburgo (...) is placed in an altitude of 1,100 meters
- that's where it happens the most expressive feast
- it's the Tirolerfest that occurs in October

### IDENTIFYING

- these are the cities that are placed in this region: Abelardo Luz, Água Doce
- the Strait of Rio Uruguai placed in the limits between Santa Catarina and Rio Grande do Sul
- this river is 7 kilometers long and 400 meters wide
- the Turkey's Feast performed in August and Wurstfest - the Sausage Feast, both in Chapecó

### 8.3 Possessive type

#### A - Santa Catarina: South of Brazil

##### ATTRIBUTIVE

- Santa Catarina has a funny and easy-going atmosphere
- the choice is all yours
- Santa has a lot of jobs to offer
- (S.C.) has the fourth greatest industrial park
- the rural area has a lot of small estates
- its population has one of the country's highest per capita income

##### IDENTIFYING

- Santa Catarina can provide its visitors (...) with the nice breeze of mountains
- the State is provided with one of the best hotel facilities
- all these things provide the State with (sic) socially balanced economic standard

#### B - Santa Catarina: The Brazilian Europe

##### ATTRIBUTIVE

- Santa Catarina has a privileged localization
- is (sic) has easy access not only to other Brazilian states, but also to neighbor countries

##### IDENTIFYING

- Santo Amaro da Imperatriz (...) owns one of the biggest fishing ports of the world
- Itajaí owns one of the biggest fishing ports

#### C - Santa Catarina: Brasil

##### ATTRIBUTIVE

- it has 216 municipal districts
- (216 municipal districts) which present a great variety of contrasts
- historical cities that had different colonizations
- a region that presents mountains, beaches and green all over

##### IDENTIFYING

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- a typical construction of 1898 that concentrates a great variety of workmanship
- Itajaí (...) presents touristical (sic) points
- Joinville also presents parties
- in (sic) the island that has this same name
- it also presents the medicinal mud
- Lages is the municipal district that has the state's greatest territorial extension
- the visitors has (sic) the opportunity to live some days in an authentic farm
- Concórdia presents today the country's most advanced pig raising
- the River (...) presents the phenomenon of disemboquing (sic) in an opening of only 60 cm

## D - Guia Turístico de Santa Catarina: Guide Book

### ATTRIBUTIVE

- The lake of Conceição has dunes of clear sands
- the city concentrates the State's greatest industrial park and presents a touristic (sic) calendar
- on an island that has this same name
- it also has the unique Museum about Sea
- luxe (sic) buildings, hotels (...) that have an intense night life (sic)
- it also has a touristic (sic) cultural and research complex
- Porto Belo presents an unforgettable scenery
- the population has origins in São Paulo and Rio Grande do Sul states' (sic)
- Treze Tílias had an Austrian colonization
- it has the Palmeiras' Park
- Concórdia presents today the country's most advanced pig raising

### IDENTIFYING

- Florianópolis still provides a set of five fortresses
- the small rural properties provide the valley with an European beauty
- a rich route that include (sic) visits in (sic) coalmines
- this region includes the following cities
- it provides tranquility to the visitors