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The Study of Interpersonal Function of Yellow River Culture Tourism Webpage from the Perspective of the Appraisal Theory

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Abstract: With the development of multimedia technology, people's channels for obtaining tourism information have undergone tremendous changes, and the tourism webpage has become an important window for them to understand Yellow River culture, and it is also the fastest and most convenient information carrier for communication with tourism product sellers. Taking the interpersonal function construction as the perspective, the evaluation theory as the framework, the Yellow River cultural tourism webpage and the foreign cultural tourism webpage as the research object, this paper builds its own corpus, and compare the similarities and differences in the construction of interpersonal functions of Chinese and foreign cultural tourism webpages, so as to reveal the problems existing in the construction of interpersonal functions of Yellow River cultural tourism webpages, and propose corresponding solution strategies based on the interpersonal function construction methods of foreign cultural tourism webpages.

Keywords: Appraisal Theory; Tourism Webpag; Yellow River Culture; Interpersonal Function

1. Introduction

With the development of new technologies, especially multimedia technology, people's channels for obtaining tourism information have undergone tremendous changes, and the Internet has become one of the main channels for obtaining information, and its communication speed and effect have far exceeded other traditional media. For potential overseas tourists, the international cultural tourism publicity website has become an important window for them to understand the tourism culture of the Yellow River, and it is also the fastest and most convenient information carrier for communication with tourism product sellers. Therefore, as an important external publicity and communication channel of the Yellow River, the international cultural tourism publicity website has a far-reaching impact on the integrated development of cultural tourism in the Yellow River. Although many tourism companies have paid more attention to making international cultural tourism publicity website in the past few years, and have made some progress, the overall quality and effect of the publicity of Yellow River cultural tourism are still unsatisfactory. When we browse the English webpage of the Yellow River, it is not difficult to find that the general click rate is not high, and its publicity effect is far from meeting expectations.

Therefore, this paper takes the interpersonal function in Halliday [1] systematic functional linguistics as the perspective, Martin's [2] evaluation theory as the framework, and takes the English webpage of the Yellow River cultural tourist attraction and the English webpage of the Thames tourist attraction in the UK as the discourse analysis sample, and uses the method of comparative analysis to explore the various ways of realizing the interpersonal function in the publicity webpage of the Yellow River cultural tourist attraction, and compare it with the publicity webpage of the British Thames tourist attraction to reveal the similarities and differences in the construction of interpersonal function, and points out the existing problems in the interpersonal function construction on the publicity website of the Yellow River Cultural Tourism Sites, so as to help improve the international publicity and information service functions of the Yellow River Cultural Tourist Attractions website, bring a new informatization and intelligent

tourism experience to overseas tourists, and provide convenience for overseas tourists, thereby enhancing the international influence of the Yellow River cultural tourism. At the same time, it can also provide theoretical reference for the construction of other cultural tourism publicity products.

2. Theoretical Basis

2.1 Interpersonal Functioning

Interpersonal function is one of the three linguistic metafunctions proposed by M.A.K. Halliday, which focuses on the speaker's identity, attitude, status, motivation, and the speaker's judgment, inference, and evaluation of things. The interpersonal function of language is the "meaning potential" of the speaker, and it is the participatory function of language. Through this function, the speaker engages himself in a situation to express his or her attitude and judgment, and influences the listener's behavior and attitude through his own inferences. Halliday analyzes the interpersonal function of language through tone, modality, and modal adjective, pointing out that when the speaker uses language to communicate, one of the purposes is to establish a relationship between the speaker and the listener, so as to achieve interpersonal function. Interpersonal functions are achieved by evaluation, consultation and participation. Negotiation studies the speech function, interaction characteristics and exchange structure of discourse. Participation is the examination of non-gradable linguistic resources and the coordination of semantic relationships, especially social relations between participants. Evaluation is at the heart of all discourse meaning, so any analysis of the interpersonal function of the discourse cannot ignore it, and the other two are complementary to evaluative meaning [3].

2.2 Appraisal Theory

Voloshinov pointed out any combination of words contains value judgments. Every word is first and foremost a value orientation. Therefore, every component of the discourse in life not only has meaning, but also contains value judgments" [4]. Evaluative meaning is not an arbitrary part of the semantic system, but an important aspect of interpersonal function in discourse, and the study of

evaluative meaning provides a new perspective for the study of interpersonal function [5]. Appraisal Theory is a "vocabulary-grammar" framework based on functional linguistics, which focuses on the various attitudes that can be negotiated in discourse. Martin's definition of Appraisal Theory is: Appraisal Theory is about evaluation, that is, the attitudes negotiated in the discourse, the intensity of emotions involved, and the various ways in which value and the audience are met" [6]. Appraisal Theory is divided into three subsystems: attitude, engagement and gradation. The attitude system is the core of the evaluation system, and the attitude system is involved in the construction of the system; The gradation system reflects the accuracy of Appraisal Theory [7]. The attitude system is subdivided into three regions of feeling: appreciation (evaluation of the value of things); judgment (evaluation of a person's character and behavior); Affect (the expression of a person's emotions). The engagement system indicates the responsibility and obligation of the speaker or speaker for what is written or said. In broad terms, utterances can be categorized accordingly to this two-way distinction, classifying them as "monoglossic" when they make no reference to other voices and viewpoints and as "heteroglossic" when they do invoke or allow for dialogistic alternatives. According to the strength and ambiguity of meaning, the gradation system is divided into two subsystems: force (change in intensity and quantity) and focus (change from core to edge). According to the expression, force is divided into isolating and infusing. The former gives the meaning of gradation alone through words; The latter is expressed along with the conceptual meaning of the word; In addition, rhetorical devices such as inversion, repetition, and metaphor can also reach up-scale or down-scale force [8-10].

3. Interpersonal Function Analysis of the Webpages of Yellow River Cultural Tourist Attractions

This paper takes the English webpage of the Yellow River Cultural Tourist Attractions as the research object, and uses the method of quantitative and qualitative analysis to analyze the interpersonal function of the webpage of the Yellow River Cultural Tourist Attractions. The corpus of this article comes from the

English version of the official webpage of the Yellow River Scenic Area: file:///C:/Users/kjxy/Desktop/The%20Yellow%20River%20Zhengzhou%20Scernic%20Area.mhtml, the webpage is officially released by the Yellow River Scenic Area, and it is the most comprehensive English webpage that introduces the Yellow River cultural tourist attractions currently, with the greatest authority and influence. According to Table 1, it is an important gateway for Chinese and foreign tourists to obtain tourist information. 6 famous attractions were collected from this webpage in English, a total of 2330 words, which contained a total of 129 words, phrases and small sentences with evaluative meaning, that is, on average, one word or phrase in every 18 words expresses the meaning of evaluation. Among them, the attitude resources are the most abundant, with a total of 75; followed by gradation resources, with a total of 49; The least engagement resources, only 5.

Table 1. Distribution of Appraisal Resources in the English Webpage of the Yellow River Cultural Tourist Attractions

Appraisal Resources	Number	Percentage
Attitude Resources	75	58%
Gradation Resources	49	38%
Engagement Resources	5	4%
Total	129	100%

3.1 Attitude System

The attitude system is the core of evaluation theory, including three subsystems in language: affect, judgement and appreciation. See Table 2 for details.

Table 2. Distribution of Attitude Resources in the English Webpage of the Yellow River Cultural Tourist Attractions

Attitude Resources	Number	Percentage
Affect	52	69%
Judgement	21	28%
Appreciation	2	3%
Total	75	100%

The system of appreciation belongs to the category of aesthetics, which refers to the evaluation of texts and their phenomena, which is usually the evaluation of natural objects or more abstract structures, which can be seen as the characteristics possessed by the evaluated object, including aesthetic and non-aesthetic meanings. The Yellow River Cultural Tourism publicity webpage contains 52 evaluation resources that express positive appreciation, and from the perspective of aesthetic evaluation, the Yellow River Cultural Tourism publicity webpage is a description of the natural scenery and humanistic characteristics of the Yellow River Cultural Scenic Area.

e.g. Yellow River Bridge is spectacular and is a historical cultural heritage as a souvenir;

On the whole, the appreciation resources in the Yellow River Cultural Tourism publicity webpage have described the natural and cultural landscapes of the scenic spots, outlining the majesty and magnificence of the Yellow River culture.

Judgment is a resource for judging people's personality and behavior at the level of social meaning, and its reference standard is either social ethics or institutional norms. From the perspective of appraisal theory, the interpersonal function of the Yellow River Cultural Tourism Publicity Website is analyzed, and it is found that the tourism webpage also contains a lot of judgment resources, and mainly judges historical figures related to the Yellow River.

e.g. Da Yu image of simple and solemn, full of intelligence and strength.

Effect is the expression of people's emotions. There are very few affect resources in the Yellow River Cultural Tourism Publicity Webpage, only 2, which is far lower than the appreciation and judgment. One affect resource expresses respect for Premier Zhou Enlai; Another resource expresses a deep love for the Yellow River through figurative rhetoric, as follows: beloved Premier Zhou Enlai;

The whole image of the Yellow River and the Chinese nation to express the flesh and blood ties and maternal love.

3.2 Engagement Systems

Engagement systems refer to the author's use of Engagement to adjust their responsibilities and obligations for what is said or written, focusing on how linguistic resources enable authors to introduce readers or listeners into the text, mainly divided into monoglossia and heteroglossia. monoglossia is an explicit statement that does not reference to other voices and viewpoints; heteroglossia, on the other hand, invokes or allows for dialogistic alternatives by projection, modality, and concession. See Table 3 for details.

Table 3. Distribution of Engagement Resources in the English Webpage of the Yellow River Cultural Tourist Attractions

Engagement Resources	Number	Percentage
Monoglossia	0	0%
Heteroglossia	5	100%
Total	5	100%

The Engagement resources of the Yellow River Cultural Tourism publicity webpage are very limited, only 5 places, all of which belongs to heteroglossia, mainly quoting from famous people's statements.

e.g. Chairman put forward to put the matter in the Yellow River well.

The webpage quotes Chairman's statement to affirm the importance of the Yellow River, adding credibility to the discourse in order to persuade tourists to visit the area.

e.g. Full bridge 3015 meters long, a total of 102 holes, single pass, formerly known as Zhengzhou the Yellow River pinghan railway bridge, is in the Yellow River on the first million a steel structure bridge.

The webpage adopts the passive structure "known as", citing outside views, pointing out the historical status and significance of the Yellow River Bridge, and enhancing the persuasiveness of the text. When visitors read the page, they will believe that the Yellow River Bridge is unique in the world and worth seeing.

3.3 Gradation System

The gradation system is a gradability of the defining property of all attitudinal meanings. It is a general property of values of affect, judgement an appreciation that they construe greater or lesser degrees of positivity or negativity.

Table 4. Distribution of Gradation Resources in the English Webpage of the Yellow River Cultural Tourist Attractions

Gradation Resources	Number	Percentage
Force	48	98%
Focus	1	2%
Total	49	100%

According to Table 4, in the Yellow River Cultural Tourism publicity webpage, there are a large number of gradation resources, a total of 49 places (48 force, 1 focus), among which gradation are divided into isolating and infusing types. There are 46 isolating types and 1 infusing type.

e.g. Mangshan irrigation station in Zhengzhou to be included in the first batch of 32 urban.

Yu wearing hats, wearing thick clothes, his right hand holding his left arm waving Lei Yang, seems to (focus)call on people to the natural struggle.

The Yellow River Beilin in calligraphy art and performance to highlight (infusing) the characteristics of ecology.

It can be seen from the above-mentioned gradation resources that the Yellow River cultural tourism publicity webpage mainly strengthens the language to the extent of attitude and meaning, which can highlight the cultural and historical characteristics of the Yellow River and the magnificence of the natural landscape. Language is the main feature of the Yellow River Cultural Tourism publicity Website, that is, through the above language resources to define the vast and magnificent Yellow River scenic area, determine the influence of historical figures, and emphasize the natural landscape and historical characteristics of the Yellow River; The focus is to reflect the change of things from the core to the edge, mainly used to portray the image of Dayu's, using word "seems" to soften the language force, so that the language expression appears objective and rigorous. From the perspective of tourism promotion, such evaluation characteristics can highlight the key points, quickly attract the attention of potential tourism consumers, and thus stimulate tourism consumption.

This chapter compares the similarities and differences between Chinese and foreign tourism publicity websites in the construction of interpersonal functions. Foreign tourism publicity web pages also adopt the same research methods and research tools. The official publicity website of the Thames River as a famous British attraction is selected, and website is https://www.thamesclippers.com/, from which the English introduction of 6 famous attractions including natural sceneries and historical sceneries are collected, a total of 2540 words, including a total of 207 words, phrases and sentences reflecting the evaluation meaning. That is, on average, one word or phrase out of every 12 words expresses the meaning of evaluation. Among them, the attitude resources are the most abundant, with a total of 119; followed by gradation resources, with a total of 80; The least engagement

resources, only 8. See Table 5 and Table 6 for details.

Table 5. Comparison of Numbers of Evaluation in the Publicity Webpage of the Yellow River and Thames River

Items	Words	Numbers of Evaluation
Yellow River	2330	129
Thames River	2540	207

Table 6. Comparison of Appraisal Resources in the Publicity Webpage of the Yellow River and Thames River

Appraisal Resources	Yellow River		Thames River	
	No.	%	No.	%
Attitude	75	58.14%	119	57.49%
Gradation	49	37.98%	80	38.65%
Engagement	5	3.88%	8	3.86%

According to the statistical analysis of UAM software, there are some obvious differences on publicity webpages between the Yellow River and the Thames River. The evaluation resources of the Thames River appeared in 207, accounting for 8.15% of the total number of words (2540 words), much more than the evaluation resources of the Yellow River 129, accounting for 5.54% of the total number of words (2330 words). Whether it is a domestic or a foreign tourism publicity webpage, you can find most categories of evaluation resources. The two webpages have certain commons in evaluating resources, making full use of evaluation resources, among which attitude resources are outstanding, accounting for the largest proportion, and the proportion of Yellow River is higher than that of Thames River (Yellow River: 58.14%; Thames: 57.49%), followed by the gradation system, ranked second, and the proportion of Yellow River is lower than that of Thames (Yellow River: 37: 98%; Thames: 38.65%), while engagement systems have the smallest difference and the smallest proportion (Yellow River: 3.88%, Thames: 3.86%). In the Yellow River and Thames River webpages, the interpersonal system is mainly constructed with attitudinal and gradation resources, while engagement resources are used as auxiliary resources.

Table 7. Comparison of Attitudinal Resources in the Publicity Webpage of the Yellow River and Thames River

	Affect	Judgement	Appreciation	Total
Yellow River	1.55%	16.28%	40.31%	58.14%
Thames River	1.45%	10.63%	45.41%	57.49%

From Table 7, it can be seen that appreciation resources are used most frequently in the publicity of domestic and foreign tourism websites (Yellow River: 40.31%; Thames: 45.41%), followed by judgement resources (Yellow River: 16.28%; Thames 10.63%), while affect resources were used the least, and domestic and foreign differences were not significant (Yellow River: 1.55%; Thames: 1.45%). Appreciation resources is people's judgment of things according to social value and aesthetic value, and judgment resources are judgments of historical figures and social morality, and the extensive use of these two types of resources in tourism publicity discourse greatly enhances the information, persuasiveness and inducement of tourism discourse; The affect resource is the response of people to the subjective emotions produced by people or things, and the low frequency of use of emotional resources in the tourism publicity is consistent with the purpose of tourism promotion, because the emotional meaning often has a strong subjective tendency, and this will lead to the individualization and emotion of the viewpoint, thus affecting the objectivity of the evaluation of the tourism discourse, and potential tourists will also refuse to accept the promoted content because of the subjectivity of the descriptive language.

The distribution of appreciation resources and judgment resources on the two websites is significantly different. The Yellow River tends to use more judgmental semantic vocabulary to promote the purpose of tourism through objective description, focusing on the historical significance of the scenic spot and the uniqueness of the natural landscape. Foreign websites, on the other hand, prefer to use value semantic vocabulary to directly stimulate tourists' intuitive feelings through the semantic vocabulary of attraction value evaluation, thereby generating immersive psychological responses and achieving the purpose of tourism promotion. Therefore, the Yellow River tourism webpages pay attention to objectivity, mainly excavating the connotation of historical figures of scenic spots; The foreign tourism webpages are generally more unrestrained, emphasizing the experience and value that attractions bring to customers.

Table 8. Comparison of Gradation Resources in the Publicity Webpage of the Yellow River and Thames River

	Force		Focus	Total
	Isolating	Infusing		
Yellow River	35.66%	1.55%	0.77%	37.98%
Thames River	32.85%	5.80%	0%	38.65%

As the table 8 shows,the total proportion of gradation resources in the two webpages is not much different (Yellow River: 37.98%; Thames: 38.65%), mainly focusing on the use of force resources. The focus resources of domestic and foreign publicity web pages appeared only once. There are a large number of force resources in both webpages, which basically appear synchronously with attitudinal semantic vocabulary, but there are great differences in the types of force. The domestic use of isolating resources (35.66%) is higher than that of foreign countries (32.85%); Infusing resources of Thames (5.80%) are higher than of Yellow River (1.55%). The Yellow River uses a large number of adverbs, especially the highest level, to strengthen the size, status and scale of the scenery itself, and create an objective impression of high-quality tourism products, so as to achieve the purpose of recommending tourist attractions; In addition to using adverbs with a high degree of intensity, foreign webpages also reflect the charm of tourist attractions through the conceptual meaning of words to reflect the infusing resources, giving potential tourists a profound viewing experience, so that potential tourists have an immersive sense of beauty. In addition, there are 5 foreign web pages that use emphasized sentence patterns and figurative rhetoric to highlight the charm of the scenery, which has a strong rendering, so as to achieve effective communication effects and better attract tourists' attention.

According to Table 9, there was little difference in the overall use of the two web pages in terms of engagement systems (Yellow River: 3.88%, Thames: 3.86%), mainly based on Heteroglossia, and the frequency of Monoglossia was low (Yellow River: 0.48%; Thames: 0.00%), the engagement of resources makes the content of the discourse appear objective, the author conveys a certain viewpoint in an outside voice, both to form a dialogue with potential tourists, and at the same time to clearly show that this viewpoint is based on the author's point, but only a possible point of view, because different people have different views, thus constituting a communicative interaction, leaving room for potential tourists to think.

Table 9. Comparison of Engagement Resources in the Publicity Webpage of the Yellow River and Thames River

	Monoglossia	Heteroglossia	Total
Yellow River	0.48%	3.38%	3.88%
Thames River	0.00%	3.86%	3.86%

4. Conclusion

Taking interpersonal function as the perspective, appraisal theory as the theoretical framework, and applying UAM corpus statistical tools, we draw the following conclusions through qualitative, quantitative and comparative research on domestic and foreign publicity websites:

First of all, the Yellow River publicity Webpage and the Thames publicity Webpage can find most categories of evaluation resources, of which attitude resources are outstanding, accounting for the largest proportion, followed by gradation difference, the least is engagement, but the total amount of evaluation resources of the Yellow River publish Webpage is less than that of foreign webpages; Second, in terms of the use of attitude resources, affect resources are used the least frequently in domestic and foreign tourism discourse, and the domestic use of judgment resources is higher than that of foreign countries, and the use of appreciation resources abroad is much more than that of China. Third, the tourism foreign websites are basically the same as that of domestic websites in terms of the richness of gradation resources, but the domestic mainly uses isolating resources, rarely uses infusing resources while the use of infusing resources in foreign webpages is much higher than that in China. Foreign tourism publicity webpages use some content words to express the conceptual meaning but also reflect the meaning of gradation; in addition, some rhetorical means are used to enhance the language force.

In view of the above conclusions, it is suggested that the publicity webpages of Yellow River cultural tourist attractions should not only focus on the monologue of the discourse itself, but should fully consider the interpersonal interaction between tourism

information and potential tourists, enrich the use of evaluation resources, and reach a dialogue and negotiation relationship with potential tourists. Specifically, in terms of attitude, increase the use of appreciation resources and express personal feelings more enthusiastically and directly, so as to enhance the persuasiveness of the city's tourism publicity; as to gradation, the use of injecting resources increases, and content words and rhetorical means that can reflect both conceptual meaning and hierarchical meaning are selected to achieve it, so as to increase the discourse force, stimulate the intuitive feeling of potential tourists, generate a sense of immersion, and achieve the purpose of tourism promotion.

Acknowledgments

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