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Review of the Ph. D. Thesis

Title:	Corpus – Assisted Analysis of the Language of Tourism in Albanian English
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The Ph.D. submitted by Irena Skendo Mone has 227 pages and it consists of Author's Declaration, Abstract, Acknowledgements, List of Tables, List of Figures, Introduction, five Chapters, Conclusions and References.

The aims of the study are set out in the Abstract (pages 3 and 4) and they include the following issues: "investigation into how Albanian tourism is presented to travellers and appeal to them", "to shed light on the national identity generated through tourist discourse" and "to offer a broad view of the current state of the tourist sector in Albania and its progressive development".

The aims are supported with research questions presented in the Introduction (page 18) and they include such elements as the investigation of the contribution of the Albanian institutions to the growth of tourism, the use of English in international communication in Albania, the use of English as a tool of promoting tourism in Albania and proposals (which is hardly a question) for the future development of tourism in Albania.

The thesis is a considerable effort to achieve the goals and objectives set out in the Abstract and the Introduction. Chapter 1 presents the history of tourism in Albania from the 15th century till now. Chapter 2 concentrates on contemporary Albania and provides valuable information about its geography, climate, socio-ethnical issues, infrastructure, government policy and tourism. Chapters 3 and 4 form the linguistic part of the thesis. The former concentrates on English as Lingua Franca [ELF] including its role in Albania. Chapter

4 latter provides relevant information about the methods of corpus studies and contains their analytical application. Chapter 5 concentrates on the discussion of the results of the study and it is supported with Conclusions, which form the next part of the thesis.

The Ph. D. may be viewed from two different points of view and its evaluation is a difficult task for the reviewer.

On the one hand the project shows the Author's due diligence and dedication to provide a thorough study. There is no doubt that Ms. Irena Skendo Mone has excellent abilities in the area of collecting different types of data. Their sources include theoretical literature, government reports, text corpora or interviews. Apart from collecting the study related materials the Author shows considerable abilities to process them and present in her study. The thesis contains not only a linguistic study by also a number of data on Albania, its history, geography, climate, religion, infrastructure and tourism in this country. Tourism in Albania is viewed from historical and contemporary perspectives. Taking into consideration the contents of Chapter 1 and Chapter 2, including the pictures presenting Albania, the thesis may be perceived as an encyclopaedic entry or a kind of the country travel guide. Albania is possibly, at least in the opinion of the undersigned, a country insufficiently known as a holiday destination and the reviewed study fills in the gap in a considerable way.

On the other hand, it seems that the project concentrates on too many aspects, which are not totally relevant to a linguistic study announced in the title. Modern linguistics studies language in context. Thus, the data presented in Chapter 1 and 2 are very informative, however, one may doubt whether all of them they may be connected with the linguistic analysis. The non-linguistic Chapters 1 and 2 have 56 pages while the linguistic ones, i.e., Chapters 3 and 4 have 97 pages. One can hardly resist the impression that the non-linguistic data that should support the linguistic analysis are excessive in terms of quantity and quality.

There is an obvious discrepancy between the aim of the thesis presented in the title, i.e. a corpus-assisted analysis of language with the plethora of aims and research questions formulated by the Autor. Some of them are not linguistic at all, e.g. formulating he proposals for the development of tourism in Albania.

As mentioned above, the linguistic part of the thesis may be found in Chapter 3 and Chapter 4. Chapter 3 is a purely theoretical one. It discusses two main problems, i.e. English as Lingua Franca (EFL) and the role of English in Albania. In fact, Chapter 3 is not indispensable in the project. The status of EFL may be taken for granted. A short section presenting the concepts and indicating its "Albanian dimension" would suffice. One can hardly

find the relevance of speculations about the history of the English Language and its future in Albania.

Chapter 4 seems to be the crucial part of the thesis. In its theoretical part it concentrates on the relevant issues of corpus studies, discourse analysis and a presentation of the research tools. The Chapter also contains the analytical part, i.e. a good study of the selected features of the analysed corpus. One may speculate whether the study could have been based on a more elaborate corpus.

The analysis of the corpus is well done and the Author uses proper tools in order to scrutinise and present the data. On the other hand the linguistic material at her disposal leaves a lot of room for more elaborate studies.

One may say that the study in Chapter 4 is not a corpus assisted one, as promised in the title of the project, but a corpus limited one. In other words the corpus data collected offer much more possibilities of interpretation that can be found in the thesis. It is surprising that the Author did not use the concept of the Linguistic Picture of the World (LPW) in order to analyse the corpus data and connect the finding to the research questions and data on Albania.

It is also surprising that a project connected with the analysis of advertising leaflets does not contain any considerations connected with the language of advertising. The latter concept could provide the Author with a good tool to analyse the corpus data in more depth.

Some more linguistic concepts and tools are mentioned and applied by the Author in a very superficial way. The discussion of persuasive strategies (Point 4.9) has a very limited theoretical background and no reference to the features of the language of persuasion. The concept of discourse should have resulted in the discussion of register and genre. The corpus data obtained by the Author might have been referred to register features and discussed in terms of field-mode-tenor. The application of the genre concept could have helped the Author to discuss the tourism leaflets in terms of purpose oriented discourse type and draw attention to their structure. This might have been related to the structure of the advertising messages such as AIDA, AIDACA, DIPADA, etc.

One may hope that the shortcomings of Chapter 4 will be compensated in Chapter 5, which is an effort to provide a summary of the project. This part of the thesis, however, does not contain any elaborate discussion of the linguistic data presented in Chapter 4 and it concentrates on the answer to research questions asked in the Introduction. The discussion of the role of EFL (pages 194, 195) and a brief reference to the features of vocabulary (Section5.2.3) are far from being sufficient.

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The discussion in Question 5.2.1 (pages 190-195) is basically about political or administrative issues supported with statistical data. The discussion in Question 5.2.4 (pages 199 – 203) concerns political issues again.

It is only the answer to the question 5.2.3 which may be connected with the linguistic study. It makes reference to the data presented in Chapter 4 and forms a considerable effort to summarise them. One may say, however, that the richness of the data collected by the Author would call for a more detailed summary, possibly supported with statistical data, showing dominating trends and providing more examples.

Speaking about the formal aspect of the thesis one may say that is and reader friendly. The text editing is of good quality and every effort is made ensure reading and searching for the text sections in an easy way. The standards of academic writing are well observed in the areas of language, using points, subpoints, numbers and titles of tables, graphics, etc.

It should be noted, however, that the References section should contain the full list of the analysed leaflets together with their titles and sources.

The final decision to accept or reject the project is a challenge for the reviewer. Certainly, one must stress its disadvantages. They have been discussed in the review. Here it is sufficient to stress the lack of a well-defined guiding idea that would determine the structure and content of the thesis. This is why the Ph.D. is a *mixtum compositum* that consists of a variety of non-linguistic and linguistic problems. The Author should be aware of the fact that for many reviewers this could be a sufficient reason to reject the thesis.

The undersigned reviewer assumes a more lenient approach and concentrates on the few advantages of the project. They include the Author's ability to collect relevant facts and materials, to scrutinise the pieces of information they contain and present the findings. First of all the project contains a satisfactory linguistic analysis of a specialised corpus. This confirms the Author's linguistic knowledge and skills.

I declare that the Ph.D. Thesis submitted by Ms Irena Skendo Mone meets the requirements for the Ph.D. by the legal regulations being in force, i.e. Ustawa z dnia 20 lipca 2018 r. *Prawo o szkolnictwie wyższym i nauce* [*Law of 20 July 2018 Law on higher education and science*], official publication: *Dziennik Ustaw Rzeczypospolitej Polskiej, Nr 2020/85* [*Journal of Law of the Republic of Poland Number: 2020/85*].

I also support the motion for the admission of Ms. Irena Skendo Mone to the following stages of the Ph.D. procedure.

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