Kathryn Mary Torkington
BA (Hons), Sheffield University;
MA, Cardiff University

The discursive construction of place-identity:
British lifestyle migrants in the Algarve

PhD Thesis, Lancaster University

January 2011

This thesis is submitted in partial fulfilment of the requirements for the degree of Doctor of Philosophy.
Abstract


This thesis takes an interdisciplinary, critical discourse analysis (CDA) approach to investigate the discursive construction of place-identity. For the purposes of this research, place-identity is understood as the relationship between the discursive construction of place and the discursive construction of the multiplicities of the individual and collective self. The main data is provided by interviews with British lifestyle migrants in the Algarve, Portugal.

I develop a framework for investigating both the individual and the collective dimensions of migrant place-identity by combining elements from Systemic Functional Linguistics (in particular Appraisal theory) and Cognitive Linguistics. This allows an analysis of both strategic features of the micro-level of discourse, such as evaluation of place(s), and apparently less conscious features, such as the use of spatial deixis. I draw on Positioning Analysis as a means of linking micro- and macro-levels of analysis. At the micro-level, the findings suggest that various modes of belonging are constructed in interaction by positioning the self as being attitudinally aligned (or not) with place(s) and by positioning the self as being (literally and metaphorically) inside/outside place(s).

The macro-level context of the research is the growing contemporary trend of lifestyle migration, which is strongly related to tourism mobilities. Since this social phenomenon is fertile ground for the production of privileged, elite identities, one of the aims of this thesis is to expand the agenda of CDA research by developing an understanding of how such privileged identities are articulated, (re)produced, reinforced and negotiated through discursive positionings, and how these positionings are linked to hegemonic discourses that ‘legitimise’ certain types of migration. The study thus aims to show how the discursive construction of place-identity is not only an integral part of the discursive construction of migrant identities, but also how place-identity is linked to broader ideologies and contributes to the politics of place.

Declaration

I hereby declare that this thesis is my own work, and has not been submitted in substantially the same form for the award of a higher degree elsewhere.
Acknowledgements

It would not have been possible to write this thesis without the help and support of many people and institutions. I am indebted in an overall sense to the Department of Linguistics and English Language at Lancaster University for making it possible to undertake a PhD whilst in full-time employment in Portugal, through their excellent (and unique, as far as I am aware) ‘PhD by Thesis & Coursework’ programme. I would particularly like to thank the programme director, Jane Sunderland, for making it work so well, and Elaine Heron, the programme secretary, for her invariably prompt and professional assistance. I am also grateful to my friends and colleagues at the Escola Superior de Gestão, Hotelaria e Turismo, Universidade do Algarve, for their support and encouragement. In particular, I am grateful to the Director, Paulo Águas, for ensuring that the partial leave I was entitled to by the PROTEC award I received from the Fundação para a Ciência e a Tecnologia (FCT) in September 2009 became full-time leave. I would also like to acknowledge the financial support I received from various sources for conference travel, namely the William Ritchie Travel Fund (Lancaster University); the FASS PG Conference Travel Fund (Lancaster University), and the FCT (Portugal).

My most heartfelt thanks go to those who have been personally involved in the ‘making of’ this thesis, including all those who gave up their time to participate in the research interviews and who provided such rich data. My supervisors, Veronika Koller and Anna Siewierska, have kept me on track with their insightful advice and valuable feedback. My ‘group 6’ colleagues, who began the PhD programme with me in January 2006, have been invaluable in ways too numerous to mention, but especially in offering their friendship and providing so many opportunities for much needed laughter. Most of all, I have to thank Filipa Ribeiro, my long-term friend, colleague and fellow ‘group sixer’, because without her unwavering encouragement, constant companionship and the endless hours of thesis-related conversation, I simply can’t imagine how I would have managed.

Finally, I cannot thank my family enough for giving me the space I needed to work (for more hours than must have seemed reasonable) on this thesis, and without whose support I might never have finished. My final acknowledgements therefore go to Jorge, who somehow managed to be the most reasonable teenager ever whilst his mother was engrossed in a PhD; to my parents, who have always been there for me; and to my partner Simon, who has been on the frontline of the stress-related side of this project but has nevertheless consistently provided love, patience and understanding.
# Contents

Abstract ........................................................................................................................................ ii
Declaration .................................................................................................................................. ii
Acknowledgements ....................................................................................................................... iii
List of figures .................................................................................................................................. vii
List of tables ................................................................................................................................... vii

Chapter 1 Introduction ..................................................................................................................... 1

1.1 Research context ....................................................................................................................... 1
   1.1.1 The scope of the study ........................................................................................................ 3

1.2 Rationale for the study ............................................................................................................. 4
   1.2.1 Why lifestyle migration? .................................................................................................... 4
   1.2.2 Why place? ....................................................................................................................... 6
   1.2.3 Why identity? ................................................................................................................... 7
   1.2.4 Why discourse? ............................................................................................................... 8

1.3 A working definition of discourse ............................................................................................. 8
   1.3.1 'Discourse', 'discourses' and 'repertoires' ........................................................................ 11

1.4 General aims of the research .................................................................................................... 12

1.5 Methodological issues ............................................................................................................. 14
   1.5.1 Doing critical discourse analysis ....................................................................................... 14
   1.5.2 Positioning theory as a methodological tool .................................................................... 15
   1.5.3 Bringing context(s) into the methodology ....................................................................... 16
   1.5.4 The 'critical' part of doing CDA .................................................................................... 17

1.6 My own positioning in this thesis ............................................................................................. 17

1.7 Introducing the research questions ........................................................................................... 18

1.8 Overview of the structure of the thesis ..................................................................................... 20

Chapter 2 Lifestyle Migration ........................................................................................................... 21

2.1 Studies of lifestyle migration ..................................................................................................... 21

2.2 Explaining lifestyle migration: a multi-level model ................................................................... 23
   2.2.1 The macro-level context of lifestyle migration ................................................................. 26
   2.2.2 The micro-level context of lifestyle migration ................................................................... 28
   2.2.3 The meso-level context of lifestyle migration ................................................................... 30

2.3 Leisure, tourism and lifestyle migration .................................................................................... 33

2.4 The development of tourism and lifestyle migration in the Algarve ....................................... 36

2.5 Summary: identifying the research gap .................................................................................... 39

Chapter 3 Place, identity and discourse .......................................................................................... 40

3.1 Identity ..................................................................................................................................... 40

3.2 Defining 'place' ....................................................................................................................... 43

3.3 Place-making: the role of discourse in constructing places ...................................................... 47
   3.3.1 Place branding ................................................................................................................. 49

3.4 Place-identity ............................................................................................................................ 51
   3.4.1 Place identity in humanistic geography ........................................................................... 52
   3.4.2 Place-identity in environmental psychology ................................................................. 57

3.5 The discursive construction of place-identity ........................................................................... 59
3.5.1 Belonging ........................................................................................................... 61
3.5.2 Place-identity and migrant ‘voices’ .................................................................... 63
3.6 Summary: identifying the research gap ................................................................ 65

Chapter 4 Methodology, research site and exploratory research ................................. 66
4.1 Research orientation and methodological framework ............................................. 66
  4.1.1 Research orientation and underlying assumptions ............................................. 66
  4.1.2 The (socio-)cognitive approach to doing CDA ................................................. 68
  4.1.3 Incorporating Positioning Theory into the methodological framework .......... 70
4.2 Research design .................................................................................................... 73
  4.2.1 Issues in qualitative research design ................................................................. 73
  4.2.2 Research design for this study ........................................................................ 74
4.3 Research interviews: epistemological perspectives and methodological considerations.................................................................................................................. 76
4.4 The research site .................................................................................................... 79
  4.4.1 The ‘Golden Triangle’ ....................................................................................... 80
  4.4.2 Locating lifestyle migrants in the linguistic landscape of the Golden Triangle ... 83
4.5 Profiling lifestyle migrants in the Algarve .............................................................. 89
  4.5.1 Constructing the questionnaire ........................................................................ 90
  4.5.2 Questionnaire survey findings ........................................................................ 93

Chapter 5 The interview data and methods of analysis ................................................ 101
5.1 Selecting research participants ............................................................................ 101
  5.1.1 Criteria for selecting participants ..................................................................... 102
  5.1.2 Other characteristics of the sample ................................................................. 104
  5.1.3 Emergent typologies: elective and circumstantial migrants ............................ 106
5.2 The interview data ................................................................................................ 108
  5.2.1 Preparing a topic guide .................................................................................... 108
  5.2.2 Choosing the interview site ............................................................................. 109
  5.2.3 Pilot interviews ............................................................................................... 110
  5.2.4 Ethical considerations and procedures ............................................................ 113
  5.2.5 Transcription .................................................................................................. 115
5.3 Research operationalisation .................................................................................. 116
  5.3.1 The research process ....................................................................................... 116
  5.3.2 Research questions (revisited) ....................................................................... 119
  5.3.3 Systemic Functional Linguistics ..................................................................... 120
  5.3.4 Appraisal theory ............................................................................................. 121
  5.3.5 Combining SFL and Cognitive Linguistics ....................................................... 124
  5.3.6 Ontological spaces and the deictic centre ....................................................... 126
  5.3.7 Deixis .............................................................................................................. 128
  5.3.8 Image schemata and conceptual metaphor .................................................... 130
  5.3.9 Summary of linguistic parameters for analysis .............................................. 131

Chapter 6 Constructing modes of belonging ............................................................... 133
6.1 Attitudinal positioning ......................................................................................... 133
  6.1.1 Affect: feelings about place .......................................................................... 135
  6.1.2 Invoked affect ................................................................................................. 141
6.1.3 Appreciation: attributes of place ................................................................. 143
6.1.4 Judgement: evaluating people in place ......................................................... 144
6.1.5 Representing and evaluating places through contrast and comparison .......... 147
6.1.6 Summary of attitudinal positioning ................................................................ 150
6.2 Spatial positioning ............................................................................................ 151
6.2.1 Spatial deixis .................................................................................................. 151
6.2.2 Constructing modes of belonging through identification with the here-place... 152
6.2.3 Shifts in perspectivization: 'out here' ........................................................... 154
6.2.4 Shifts in perspectivization: deictically anchored verbs ............................... 157
6.3 Discursive constructions of spatial relations .................................................... 163
6.3.1 Marking boundaries: doing 'not a tourist' identity work ................................ 163
6.3.2 Positioning the self in imagined landscapes .................................................. 167
6.4 Summary of the findings .................................................................................. 173

Chapter 7 Collective place-identity and ideology ................................................. 175
7.1 Review of theoretical concepts ......................................................................... 175
7.1.1 Discourse and ideology .................................................................................. 175
7.1.2 The politics of place and moral geographies .................................................. 177
7.1.3 Collective identities ....................................................................................... 178
7.2 'Trouble' in identity work .................................................................................. 181
7.2.1 The 'language issue' in the data ..................................................................... 182
7.2.2 The political economy of language ............................................................... 186
7.3 Analysing shifting individual and collective positionings in moral geographies .... 187
7.4 Place-identity and ideological dilemmas .......................................................... 195
7.5 Summary of the findings .................................................................................. 205

Chapter 8 Multiple belongings ............................................................................. 208
8.1 Home-places ..................................................................................................... 209
8.1.1 Home is 'here'; home is 'there' ...................................................................... 212
8.1.2 Ambivalent home-places ............................................................................... 214
8.2 National identity and place-identity ................................................................. 217
8.2.1 Linguistic realisations of national identity .................................................... 219
8.2.2 Multiple national identities and multiple place attachments ......................... 220
8.2.3 National identity and feeling inside/outside/in-between places ..................... 224
8.2.4 Existential outsider, global nomad or 'international loner'? ........................... 231
8.3 Summary of the findings .................................................................................. 235

Chapter 9 Discussion and conclusions .................................................................. 238
9.1 Discussion of the findings ................................................................................. 239
9.1.1 Elective belonging ......................................................................................... 239
9.1.2 Collective place-identity and the politics of place ......................................... 245
9.1.3 Multiple belongings and hybrid identities .................................................... 249
9.1.4 'Glocal' place-identity .................................................................................. 251
9.2 Evaluation of the study .................................................................................... 252
9.2.1 Effects of the research assumptions on the research findings ...................... 252
9.2.2 Limitations of the study ............................................................................... 255
9.2.3 Contributions of the research ...................................................................... 257
9.3 Final words ....................................................................................................... 259
References .................................................................................................................. 260

Appendices .............................................................................................................. 277

Appendix A: Maps of the Algarve ........................................................................... 278
Appendix B: Transcription key ................................................................................ 279
Appendix C: Questionnaire ...................................................................................... 280
Appendix D: Survey results (Tables and graphs) ..................................................... 282
  D1 – Residency in the Algarve ............................................................................... 282
  D2 – Motivations for move .................................................................................... 284
  D3 – Integration in local society ......................................................................... 286
  D4 – Demographic characteristics .................................................................. 289
Appendix E: Topic guide for interviews ................................................................. 293
  E1 – Topic guide for adults .................................................................................. 293
  E2 – Topic guide for teenagers .......................................................................... 296
Appendix F: Information sheet and consent form ................................................ 298
Appendix G: Photographic images ......................................................................... CDRom
Appendix H: Interview transcripts ......................................................................... CDRom

List of figures

Figure 2.1 Multi-level model of migration process ............................................... 25
Figure 4.1 Research design for this study ............................................................... 75
Figure 4.2 Billboard in the ‘Golden Triangle’ ......................................................... 87
Figure 4.3 Billboard in the ‘Golden Triangle’ ........................................................ 88
Figure 4.4 Top-ranked reasons for moving to the Algarve .................................... 94
Figure 4.5 Reasons for moving to the Algarve: total n° mentions ....................... 95
Figure 4.6 Total n° of mentions for grouped reasons .......................................... 95
Figure 4.7 Reasons for living in a particular area of the Algarve ......................... 96
Figure 4.8 Reasons for living in a particular part of the Algarve: total n° of mentions .... 97
Figure 5.1 Empirical research as a cyclical process (from Wodak & Meyer, 2009:24)..... 117
Figure 5.2 The research process .......................................................................... 118
Figure 5.3 The Appraisal system (from Martin & White, 2005: 38) ....................... 124
Figure 5.4 Dimensions of deixis (from Chilton, 2004: 58) .................................... 127
Figure 6.1 Unmarked deictic perspective for verb ‘come’ .................................... 159
Figure 6.2 Deictic transposition through conceptual projection ......................... 161
Figure 7.1 Summary of participants’ justifications for not learning Portuguese .... 185

List of tables

Table 2.1 British citizens registered as resident in Portugal ..................................... 38
Table 5.1 Interview participants ............................................................................ 106
Table 6.1 Inscribed affect: un/happiness ............................................................... 136
Table 6.2 Adjectives used in contrastive representations of Portugal and the UK .... 148
Table 8.1 Process types and linguistic realisations of national identity ............... 219