TOURIST ADVERTISING AS AN OBJECT OF LINGUISTIC ANALYSIS

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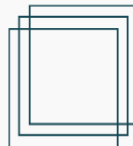Department of Foreign Languages

Abstract

The existence of a modern person cannot be imagined without travel associated with professional activities, recreation and other aspects of human existence. The tourist "rise" observed since the 2nd half of the 20th century has been greatly influenced by the Internet. The development of the global network has facilitated the work of both numerous travel companies and their potential customers, providing free access to information and allowing you to book travel without leaving your home. In this regard, the relevance of the research topic is due, first of all, to the importance of studying English-language tourism advertising as one of the main types of the advertising industry, which has not been subjected to a comprehensive linguistic analysis in terms of the impact problem.

The object of the study is the advertising texts of the websites of British travel agencies. Subject of study - linguistic units that create a pragmatic effect.

The hypothesis of this study is that the choice of language units that form English-language tourist websites is determined by the communicative and pragmatic attitudes of the addresser, which are based on the positioning of tourism products and services through the creation of the most attractive image for the tourist audience.

The purpose of the work consists in identifying the main strategies and tactics used to convince the addressee in advertising Internet texts in the field of tourism, describing the language ways of their implementation.

The novelty of the study lies in the fact that English-language advertising Internet sites of tourism topics have become the object of special consideration. The paper presents a comprehensive description of the structure of speech impact in tourism advertising.

Practical significance research is determined by the possibility of using its results in a special course of English in the field of tourism. The research is also of practical importance. The results of the work can be used in the technology of creating new tourist sites in order to promote tourism products and services.

Tourism is a rapidly growing area in which advertising occupies a significant place. Advertising has a clear pragmatic focus, therefore, when studying the language of advertising, one should first of all consider language means, strategies and tactics, the use of which creates a pragmatic effect, i.e. provides an impact on the consciousness of the addressee and induces to perform the actions planned by the advertisers.

"Speech strategy means a set of speech actions aimed at achieving a communicative goal". Speech tactics is a chain of speech moves used by the addresser in accordance with communicative intentions and used in the process of speech interaction to achieve specific goals. The quality of advertising messages largely depends on the correct choice of strategies and tactics.
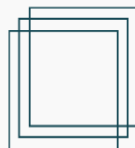
So first of all attention is drawn to the positive strategy, which includes speech means aimed at ensuring that the addressee can feel a positive attitude, good mood, positive perception of the advertising offer.

Advertising is designed to impress a potential consumer, capturing his attention, and convincing him of the need to purchase a particular product. For this are used the following speech tactics:

1. "Appeal to honesty and reliability": All the offices perform to national and regional standards, offer free help and advice from trained tourism experts and will allow you to access priceless local knowledge.

2. " Link on the authority ": When you have your travel arranged by Hurlingham Travel, you're in good company. We have arranged travel for the top Hollywood film stars and music stars, international businessmen and wealthy individuals.

3. " Quickness, efficiency": up-to-the-minute information.

4. " Impact on the will ": So if you're looking for the best luxury package holiday or business travel, look no further.

5. Profitable _ Offer »: excellent level of service with a keen price, all budgets and tastes.

6. " Appeal to background knowledge ": After the sightseeing tour, watch the Changing of the Guard Ceremony at Buckingham Palace and tour the Tower of London with a Beefeater .

7. " Conversion to Feelings »: Give your child a day to remember with a birthday party in London.

Analyzing pragmatically oriented language units functioning in tourist advertising, it is necessary to dwell on the means of creating imagery and expressiveness.

By using hyperbole , the advertiser convinces the consumer that he is buying all the best and impeccable: unique attractions, spectacular views, giant moving wheel, magnificent city.

Interrogative sentences aimed at attracting the attention of the audience and maintaining contact with it. What to do in London if you're a teenager? How about shopping, cinema, adrenaline rides, games, sports and live music to get you started?

For a profitable presentation of the product in advertising texts , verbs in the imperative mood, calling for active action, predominate . They can be conditionally divided into two groups: verbs of motion - come , pass through , travel and sensory verbs - see (the most common verb), view. Each advertising text contains a call to save, it is expressed through the verb Save!, as well as lexemes bargain , free , no cost , cheap .

A large pragmatic load in tourist advertising is also carried by quality adjectives that promote the praise of the advertising object: great, amazing , elegan, breathtaking. It is quite common to use superlative adjectives: the largest, the most luxury.
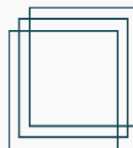
Numerals that strike the imagination of the consumer are used in large quantities: London's best views from its 32 capsules, each weighing 10 tons and holding up to 25 people. more than 55 of London's most famous landmarks — all in just 30 minutes!

The slogan is the most striking element of the advertising text. The main function of the slogan is to attract the attention of potential customers and be remembered by them: London is a city at the center of the world - and a world in one city.

So, in this paper, the study of the tourist Internet discourse as a modern linguocultural phenomenon has been carried out, its distinctive characteristics have been identified, the main communicative-pragmatic strategies and tactics have been identified, and the language methods of their implementation have been described. As a result of the study, the following conclusions can be drawn:
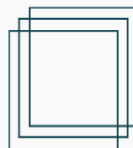
Tourist discourse performs, first of all, an informative function and, along with this, a persuasive function. The selection, transmission and evaluation of information are carried out in such a way as to more accurately inform the addressee of the message and, as a result, convince him to purchase the proposed tourist product or service. The effectiveness of such an impact is due to the argumentative orientation of the message, its pragmatic strategies.

The addressee of tourist advertising is offered all the best, as evidenced by the high frequency of adjectives in the superlative degree. The key vocabulary of advertising carries a significant pragmatic load. In order to influence the audience, onomastic and common lexicon is widely used. Syntactic constructions also contain a pragmatic setting. The desire to interest the audience is realized with the help of interrogative sentences, which give the tourist discourse the effect of dialogue. The imagery created by epithets, comparisons, metaphors, metonyms, hyperbole is a characteristic feature of tourism advertising.

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