

**Ministry of Education and Science of Ukraine  
Taras Shevchenko National University of Kyiv  
Educational and Scientific Institute of Philology  
Department of English Philology and Intercultural Communication**

**Bachelor's thesis**

**English in Tourism Advertising**

**Iryna Zlydena,**

4th year student of the Education Program

‘English Studies and Translation  
and Two Western European Languages’

Field of science: 03 “Humanities”

Specialty: 035 “Philology”

Supervised by

**Larysa Pavlichenko, PhD**

«Допущено до захисту»

Протокол засідання кафедри англійської філології

та міжкультурної комунікації

Протокол №\_10 від 27 травня 2024р.

Зав. кафедри \_\_\_\_\_ д. філол. н., проф. Алла БЄЛОВА

KYIV – 2024

## АНОТАЦІЯ

Ця бакалаврська робота присвячена дослідженню стилістичних, лексичних та графічних елементів в англomовній туристичній рекламі. Вона починається з визначення реклами та аналізу її основних цілей, розкриваючи відмінні характеристики різних класифікацій туристичної реклами. У дослідженні детально розглядаються загальні атрибути та специфічні лексичні елементи, які застосовуються для підвищення ефективності рекламних матеріалів, а також синтаксичні структури та графічні стратегії.

У роботі також експлікується поняття туристичної реклами, подається детальна класифікація її особливостей. Аналіз матеріалів з англomовних журналів дозволяє глибше зрозуміти як вербальні, так і невербальні засоби комунікації. У практичному розділі досліджуються методологічні аспекти рекламних текстів, підкреслюючи важливість стилістичної цілісності для досягнення бажаного впливу.

Висновки роботи надають ґрунтовний огляд використаних засобів, підкреслюючи їхнє значення у формуванні сприйняття глядача, що є ключовим для успішної туристичної реклами.

Ключові слова: *реклама, туристична реклама, лексичні особливості, стилістичні прийоми, синтаксичні особливості, графічні засоби.*

## ABSTRACT

This bachelor's thesis is dedicated to exploring the stylistic, lexical, and graphical elements in English-language tourism advertising. It begins by defining advertising and analyzing its primary goals, highlighting the distinctive characteristics of various classifications of tourism advertising. The study thoroughly examines the general attributes and specific lexical elements used to enhance the effectiveness of advertising materials, as well as syntactic structures and graphical strategies.

The thesis also explicates the concept of tourism advertising and provides a detailed classification of its features. Analysis of materials from English-language magazines allows for a deeper understanding of both verbal and non-verbal communication methods. The practical section investigates the methodological aspects of advertising texts, emphasizing the importance of stylistic integrity for achieving the desired impact.

The conclusions of the study offer a comprehensive overview of the tools used, underscoring their significance in shaping viewer perception, which is key to successful tourism advertising.

Keywords: *advertising, tourist advertising, lexical features, stylistic techniques, syntactic features, graphic means.*

# CONTENTS

<b>INTRODUCTION .....</b>	<b>5</b>
<b>CHAPTER I.....</b>	<b>8</b>
<b>1. ADVERTISING AS A MEANS OF COMMUNICATION.....</b>	<b>8</b>
<b>1.1 Advertising as a phenomenon .....</b>	<b>8</b>
<b>1.2 Classification of advertisements .....</b>	<b>13</b>
<b>1.3 Tourism Advertising.....</b>	<b>16</b>
<b>Conclusions to chapter I.....</b>	<b>19</b>
<b>CHAPTER II.....</b>	<b>22</b>
<b>2. VERBAL AND NON-VERBAL MEANS IN TOURISM ADVERTISING ....</b>	<b>22</b>
<b>2.1. Lexical peculiarities .....</b>	<b>22</b>
<b>2. 2. Stylistic devices .....</b>	<b>25</b>
<b>2.3. Syntactic features .....</b>	<b>28</b>
<b>2.4 Structure of Tourism Advertisements .....</b>	<b>31</b>
<b>2.5.Graphic means of influence in tourism advertising .....</b>	<b>34</b>
<b>Conclusions to chapter II.....</b>	<b>41</b>
<b>CONCLUSIONS .....</b>	<b>44</b>
<b>REFERENCES.....</b>	<b>46</b>
<b>SUMMARY .....</b>	<b>51</b>
<b>APPENDICES .....</b>	<b>53</b>

## INTRODUCTION

Advertising is an integral element of modern life. It is practically impossible to name a field of activity that is not affected by advertising to one degree or another. Advertising is necessary to convey to the consumer information about a product or service, and also aims to attract customers. Influencing the consciousness of the consumer, it is extremely important for creating a positive image, product, service, company, etc. Advertising texts are characterized by a concentric presentation of information, which makes it easier for the reader to choose interesting material.

Tourism thrives on the human desire to explore the unfamiliar and discover new horizons. Humans have been driven to find out, learn, and immerse themselves in different cultures, landscapes, and environments from ancient to modern times. This urge to explore unfamiliar territories has increased the growth of tourism globally. While travel has existed for millennia, driven by curiosity, trade, and cultural exchange, advertising has become an indispensable tool in today's tourism field. Today advertising plays a pivotal role in the tourism industry due to its significant impact on destination promotion, and revenue generation.

The analysis of the advertising itself was investigated by Altstiel, T., Grow, J., & Jennings, M. [2]; Curtis, T., Arnaud, A., & Waguespack, B. P. [6]; Fennis, B. M., & Stroebe, W. [7]; Knoll, J. [12], Popova, K. V. [18] are devoted to phenomenon. Thus, Curtis [19], T., Arnaud [32], A., & Waguespack, B. P. learned [33] advertising's effect on consumer emotions, judgments, and purchase intent; Popova [13], K. V. T. Bezuhla [1], I. Horodetska [22] observed the strategy of persuasion in social advertising. Therefore, despite the integral role of tourism advertising within the tourism industry, a comprehensive exploration of its full scope and impact remains insufficiently addressed in academic research.

**The topicality** of the paper is determined by factors connected with the globalization processes of modernity, and the need to create attractive and effective advertising to attract

tourists. In this regard, in modern linguistics, the research in which the concept of tourism advertising is considered as the most important component in the development of the tourism sphere remains in demand. The actuality is also determined by the necessity of a detailed classification of verbal and non-verbal means of influence in tourism advertising.

**The purpose** of the work is to analyze and interpret the linguistic characteristics exhibited in tourism advertisements.

**The object** of our investigation is advertising in the tourism sector.

**The subject** of study is verbal and non-verbal means of influence in tourism advertising.

**The objectives** of the paper are the following:

- to investigate the definition of advertising and its main aims;
- to determine the peculiarities of the classification of advertisements;
- to identify general features of tourism advertising;
- to define lexical peculiarities in tourism advertising;
- to explore the most popular stylistic devices in tourism advertising;
- to find out syntactic features in tourism advertising;
- to investigate graphic means of influence in tourism advertising;

In our research, we used the following **methods**:

- descriptive method (a method used to analyze and classify different types of advertisements, particularly tourism advertising; identify the lexical and stylistic features used in advertising texts; describe the syntactic structures and graphical elements used to enhance the effectiveness of advertisements)
- comparative method (a method used to compare English-language tourism advertisements with other types of advertisements; analyze the differences in the use of lexical, stylistic, and graphical means in various advertising texts; determine the effectiveness of different advertising strategies depending on cultural and social contexts)

- method of semantic-component analysis (a method used to analyze the semantic components of lexical units used in tourism advertising; identify the semantic nuances and connotations that create specific emotional and imaginative effects; investigate how different semantic elements influence the perception of the advertising message)

**The research material** – e.g., Journal of Promotion Management; KNOWLEDGE-International Journal; International Journal of Electronic Customer Relationship Management, ads (80 positions) and American sites ([47 - 54] ).

**Structure of the work:** the work contains an introduction, two chapters, conclusions to each chapter, general conclusions, a list of references (55 positions), a summary, a list of supporting materials (34 positions).

## CHAPTER I

### 1. ADVERTISING AS A MEANS OF COMMUNICATION

#### 1.1 Advertising as a phenomenon

Media in general and advertising in particular are often cited as major forces shaping the drive toward globalization [3]. As early as the 1960s global advertisers foresaw this powerful potential: “Advertising is not only helping to break down national economic boundaries, but ingrown characteristics and traditions once considered almost changeless” [15]. By communicating a shared set of signs and symbols that are part of a real or imagined group, advertising both reflects and creates a global target audience of individuals across nations who share a set of values, attitudes, and brands [17].

Advertising is a dynamic form of communication encompassing a wide range of activities to promote products, services, or ideas to a target audience. It involves the strategic creation and dissemination of messages through various channels to inform, persuade, or remind consumers about a particular brand or offering.

Advertising is interpreted as "the sale of cornflakes to people who eat Cheerios" (L. Burnett). This definition by Burnett cleverly highlights the idea that advertising is about persuading people to switch from their usual brand to another similar product, indicating how advertising relies on creating a unique positioning for a product even within a crowded market. Marshall McLuhan famously likened modern advertising to "cave art of the twentieth century," suggesting that it serves as a cultural expression of our era [20]. This metaphor highlights the role of advertising as a medium that communicates through visual symbols and images, profoundly influencing societal norms and values, much like ancient cave art once did for its civilizations. R. Williams defines advertising as "the official art of capitalist society" [27]. This definition by Williams underscores the strong connection between advertising and capitalism, pointing out how advertising acts as a reflection of capitalist values and is an essential tool for promoting consumption in capitalist economies. A. Janoschka claims that advertising is "a paid form of non-personal communication about an organization and its products that is transmitted to a target audience through a mass

medium such as television, radio, newspapers, magazines, direct mail, public transport, outdoor displays, or catalogs" [1]. Janoschka provides a comprehensive, technical definition, emphasizing the non-personal and paid nature of advertising, while also highlighting the diverse media channels through which advertisements reach the target audience. According to J. Kirby, "advertising is a strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the message's exposure" [11]. Kirby's definition introduces the concept of viral marketing, emphasizing the importance of word-of-mouth and social sharing, where individuals amplify the advertising message beyond the original advertisement. G. Karimova claims that "advertising is a text, a framing of text, and construction of the message by the 'observer' who ascribes to the message a meaning of promotion within the specific framing which is created by the 'observer' him/herself" [52]. Karimova's definition views advertising as a constructed narrative where the audience plays an active role in interpreting the message based on their perspectives and cultural context. It emphasizes the interpretative nature of advertising and the importance of framing. Advertising is the aggressive type of a business promotion to show the face of business in the target market. Additionally, in the old business environment, advertising was considered a source of increasing sales for a company, but today it is considered an important source of customer services and a weapon to win the battle of competition [19]. This perspective shows the evolution of advertising from a mere sales tool to a broader strategic asset that can enhance customer experience and competitive positioning.

According to the definition provided by the "Cambridge Dictionary," advertising is described in two facets: firstly, as the promotion of goods, entertainment, services, and more, aimed at drawing the attention of potential buyers, consumers, viewers, and customers; secondly, it refers to the materials used in this process, such as posters or advertisements, that serve as tools to capture this attention [25]. This delineation underscores the dual nature of advertising as both an activity and a tangible medium, highlighting its role in engaging and influencing an audience through strategic

communication efforts. Appadurai claims that media and advertising are often cited as major forces shaping the drive toward globalization. As early as the 1960s, global advertisers foresaw this powerful potential. Advertising is not only helping to break national economic boundaries but ingrown characteristics and traditions once considered almost changeless [3]. By communicating a shared set of signs and symbols that are part of a real or imagined group, advertising both reflects and creates a global target audience of individuals across nations who share values, attitudes, and brands [1].

At its core, advertising is about storytelling. It's about crafting narratives that capture attention, evoke emotions, and compel action. Whether it's a catchy slogan, a captivating visual, or a memorable jingle, advertisers use a variety of creative techniques to engage with their audience and leave a lasting impression.

The purpose of advertising extends beyond just selling products; it serves multiple objectives:

- **Increasing Awareness:** One of the primary goals of advertising is to raise awareness about a product, service, or brand. By effectively reaching out to potential customers, advertising ensures that consumers are aware of the existence and availability of the advertised offering. This awareness is crucial, especially for new products or brands entering the market.
- **Generating Interest:** Advertising is also aimed at generating interest and capturing the attention of consumers. Through compelling messaging and visuals, advertisers seek to spark curiosity and intrigue among their target audience. By presenting products or services in an appealing light, advertising encourages consumers to explore further and consider making a purchase.
- **Building Desire:** Beyond creating awareness and interest, advertising strives to build desire and aspiration among consumers. Through persuasive messaging and imagery, advertisers highlight the benefits, features, and unique selling points of their offerings. By tapping into consumers' desires and aspirations, advertising motivates them to desire the advertised product or service.

- **Driving Action:** Ultimately, the primary objective of advertising is to drive action. Whether it's making a purchase, signing up for a service, visiting a website, or taking any other desired action, advertising aims to influence consumer behavior. Through effective calls-to-action and persuasive appeals, advertisers prompt consumers to take the desired steps, thereby achieving the advertiser's objectives.
- **Building Brand Image and Loyalty:** Advertising plays a crucial role in shaping the perception of a brand in the minds of consumers. Through consistent messaging, branding elements, and storytelling, advertisers aim to establish a positive brand image and cultivate loyalty among customers. Over time, effective advertising builds trust and credibility, encouraging repeat purchases and fostering long-term relationships with consumers.

Furthermore, advertising catalyzes economic growth and development. It fuels consumption by creating demand for goods and services, thereby driving sales and stimulating economic activity. Additionally, advertising fosters competition among businesses, encouraging innovation and product improvement.

In essence, advertising is a powerful tool for businesses and organizations to communicate with their target audience, influence their perceptions and behaviors, and ultimately achieve their marketing and business objectives. Whether it's introducing a new product, promoting a special offer, or raising awareness about social issues, advertising plays a central and indispensable role in shaping our modern world.

It should be noted that advertising has a rich and fascinating history that dates back thousands of years. From its humble beginnings as simple signs and announcements to the sophisticated multimedia campaigns of today, advertising has undergone significant evolution over the centuries. There are following stages of advertising formation and development:

- Ancient Times.
- Print Revolution.

- Industrial Revolution.
- The Golden Age of Advertising.
- Creative Revolution.
- Digital Age.
- Mobile and Data-Driven Advertising.
- The Future of Advertising.

Overall, the historical development of advertising reflects the evolution of communication, technology, and society. From its ancient origins to its digital future, advertising has continuously adapted to meet the changing needs and preferences of consumers. It remains a powerful and influential force in our lives, shaping our perceptions, behaviors, and the world around us.

Advertising plays a multifaceted role in society, influencing various aspects of our lives, economy, and culture. Its impact extends far beyond just selling products; it shapes attitudes, behaviors, and societal norms in profound ways. K. Matelski defined the communicative function of advertising according to AIDA acronym (developed by American businessman Elias St. Elmo Lewis in 1898) (attention, interest, desire, action).

1. Attention: Capturing consumers' attention is the first step in advertising. Without it, customers won't learn the necessary information about the product or service. Attention is the foundation for building awareness: *Are you ready to become a millionaire within 12 months?* In this case, a direct appeal to the reader is used.

2. Interest: Once you have their attention, you must maintain it by providing relevant and engaging information that encourages customers to continue exploring the product *On the Road to the Isles you will see some of the most spectacular scenery in the world...* [52].

3. Desire: After successfully capturing interest, cultivate desire by highlighting the unique benefits and features of the product, making customers want to own or experience it: *The sun and the sea met in the Türkmen Hotel had a nice holiday...* [52]. In this case, the stylistic device of personification was used.

4. Action: Finally, guide customers towards taking action, whether it's making a purchase or signing up for a service. A clear and compelling call to action is crucial at this stage: *Come and enjoy the speciality of a Türkmen Turkish Bath* [52]. In this example, the imperative form of the verb was used

The AIDA model provides a clear framework for understanding the consumer decision-making process in advertising. Each stage is essential in moving the customer from awareness to purchase. By first grabbing attention, then engaging interest, and fostering desire, advertisers effectively pave the way for action. The model underscores the importance of a strategic and persuasive advertising message that resonates with the audience at each step.

## 1.2 Classification of advertisements

Since the concept of advertising is multi-component, today there are various approaches to the classification of advertisements. Thus, advertisements can be classified based on the **medium** through which they are delivered to the audience. These media have evolved over time, reflecting advancements in technology and changes in consumer behavior. The main categories of advertising media include print, broadcast, digital, outdoor, and speciality advertising.

1. Print Advertising: Ads in newspapers, magazines, brochures, flyers, and other printed materials. Allows for longer messages and detailed information, targeting specific audiences based on readership demographics.

2. Broadcast Advertising: Ads on television and radio. TV commercials are highly visual, while radio ads rely on sound and voice. Offers broad reach and effectively targets mass audiences.

3. Digital Advertising: Ads delivered through websites, social media, search engines, email, and mobile apps. Includes display ads, video ads, social media ads, search engine marketing (SEM), and email marketing. Enables precise targeting based on demographics and behavior.

4. **Outdoor Advertising:** Ads displayed in public spaces like billboards, transit vehicles, bus shelters, and digital signage. Strategic placement maximizes visibility and provides continuous exposure. **Specialty Advertising:** Promotional products and merchandise like branded gifts and giveaways. Creates tangible connections with consumers and fosters brand loyalty.

Each medium offers unique advantages and disadvantages, and advertisers often use a combination of media to reach their target audience effectively. Print advertising is well-suited for conveying detailed information and targeting niche audiences. Broadcast advertising offers broad reach and the ability to engage audiences through sight and sound. Digital advertising provides precise targeting and measurable results. Outdoor advertising offers high visibility and continuous exposure to a diverse audience. Speciality advertising creates tangible connections with consumers through branded merchandise.

In today's multimedia landscape, successful advertising campaigns often integrate multiple media to create cohesive and impactful marketing strategies. By understanding the strengths and limitations of each medium, advertisers can create campaigns that effectively engage with their audience and achieve their marketing objectives.

Advertisements can also be classified based on the intended target audience or market segment. Understanding the audience allows advertisers to tailor their messages and select appropriate channels to reach the right people with the right message. The main categories of advertising based on target audience include consumer advertising, business-to-business (B2B) advertising, institutional advertising, and public service advertising.

- **Consumer Advertising** also known as retail advertising, targets individual consumers or households. These ads promote products or services directly to consumers with the aim of encouraging purchases.
- **Business-to-Business (B2B) Advertising** targets businesses and professionals rather than individual consumers. These ads promote products or services that are used by businesses, organizations, or institutions to support their operations. B2B advertising focuses on building relationships, highlighting the

value proposition, and addressing the specific needs and challenges of business customers.

- Institutional advertising, also known as corporate or image advertising, promotes the overall image, reputation, or corporate identity of a company or organization. Unlike product-specific advertising, institutional advertising aims to create a favorable perception of the company as a whole. These ads focus on corporate values, social responsibility, community involvement, and brand positioning. Institutional advertising can target various stakeholders, including customers, investors, employees, and the public.
- Public service advertising, also known as PSA or cause-related advertising, promotes social causes, nonprofit organizations, or public awareness campaigns. These ads aim to educate, inform, or inspire the public to take action or support a particular cause.

By targeting specific audience segments, advertisers can tailor their messages to resonate with the interests, needs, and preferences of their target audience. Whether it's appealing to individual consumers, businesses, institutions, or social causes, effective advertising connects with the audience on a personal level, driving engagement and achieving desired outcomes.

Moreover, advertisements can be classified into three main categories based on their **purpose**: informative, persuasive, and reminder advertising.

**Informative** advertising aims to provide consumers with factual information about a product, service, or brand. The primary goal is to educate and inform the target audience about the features, benefits, and uses of the advertised offering. Informative ads focus on providing relevant details, specifications, and key selling points to help consumers make informed purchase decisions.

**Persuasive** advertising aims to persuade or convince consumers to take a specific action, such as purchasing a product, using a service, or supporting a cause. Unlike

informative ads, which focus on providing information, persuasive ads appeal to emotions, desires, and aspirations to influence consumer behavior.

**Reminder advertising** aims to reinforce brand awareness and remind consumers about a product or brand that they are already familiar with. The primary goal is to maintain top-of-mind awareness and encourage repeat purchases.

By understanding the purpose of advertising, advertisers can develop targeted strategies that effectively communicate with their target audience and achieve their marketing objectives. Whether it's providing information, persuading consumers, or reinforcing brand awareness, each type of advertising serves a specific purpose in the overall marketing mix.

### **1.3 Tourism Advertising**

Tourism thrives on the human desire to explore the unfamiliar and discover new horizons. From ancient to modern times, humans have been driven by a desire to discover, learn, and immerse themselves in different cultures, landscapes, and environments. This urge to explore unfamiliar territories has fuelled the growth of tourism globally. While travel has existed for millennia, driven by curiosity, trade, and cultural exchange, advertising has become an indispensable tool in today's tourism landscape.

It should be noted that tourism relies heavily on advertising to capture attention and imagination. It is a crucial tool for showcasing natural beauty, cultural richness, and heritage, enabling visitors to familiarize themselves with destinations beforehand. Through tourist advertising, individuals can gain insights into a place before their visit, forming a positive impression. This form of communication is distinct, aiming to attract tourists and cultivate a favourable perception of the destination. Effective advertising in the tourism sector entails highlighting the unique aspects of a product or service and pertinent information about the enterprise, employing various artistic and emotional strategies. Poorly executed advertising efforts can result in detrimental effects on the travel industry's profitability.

Thus, advertising plays a pivotal role in the tourism industry due to its significant impact on destination promotion, revenue generation, and fostering traveller engagement. The importance of advertising in tourism can be defined in the following ways:

- Destination Promotion – advertising serves as a powerful tool for showcasing the attractions, activities, and experiences that a destination has to offer.
- Revenue Generation – effective advertising campaigns attract visitors to destinations, resulting in increased tourist arrivals and spending.
- Competitive Advantage – in a highly competitive tourism market, destinations need to differentiate themselves and stand out from competitors.
- Seasonal Balancing – tourism advertising can play a role in managing seasonality by promoting travel during off-peak periods.
- Brand Building and Awareness – consistent advertising efforts contribute to building a destination's brand identity and recognition among travelers.
- Cultural Exchange and Understanding – advertising campaigns often highlight the cultural richness and diversity of destinations, promoting cross-cultural exchange and understanding among travellers.
- Sustainable Tourism Practices – responsible tourism advertising plays a role in promoting sustainable practices and environmentally friendly initiatives.

According to J. Knoll, the responsible tourism advertising should:

- Be Transparent – provide accurate information about the destination's offerings, attractions, and potential drawbacks.
- Focus on Authenticity – showcase the true character and culture of a place, avoiding artificial embellishments.
- Promote Sustainable Practices – highlight responsible tourism practices that benefit both visitors and the local community [12].

As the English language develops constantly, it undergoes significant changes in various areas. There is no exception to English in tourism advertising.

The following trends in the use of English in tourism advertising are observed:

- Storytelling – tourism advertising increasingly relies on storytelling to engage audiences. Instead of merely listing attractions or amenities, advertisements tell compelling narratives that evoke emotions and spark the imagination of potential travelers. This trend involves using English in creative and evocative ways to craft narratives that resonate with international audiences. For example, Airbnb's *"Live Anywhere on Airbnb"* campaign tells the stories of individuals who have embraced the flexibility of remote work by living in various Airbnb rentals around the world. The campaign showcases different destinations and highlights the unique experiences travellers can enjoy while staying in Airbnb accommodations [15].
- Personalization – with advancements in data analytics and digital marketing technologies, there is a growing emphasis on personalizing tourism advertising messages. Advertisers use English to tailor content based on individual preferences, demographics, and past behaviour, delivering more relevant and targeted campaigns to different segments of the audience.
- Influencer Marketing – collaborating with influencers and content creators allows tourism brands to reach a broader audience and leverage their influence to promote destinations and experiences. For example, *VisitScotland* [52] partnered with travel influencers to create content showcasing the beauty of Scotland's landscapes, culture, and heritage. Influencers shared their experiences on social media platforms, enticing their followers to consider visiting Scotland [26].
- User-Generated Content (UGC) – UGC has become increasingly influential in tourism advertising. Travellers share their experiences on social media platforms using English captions and hash-tags, providing authentic and relatable content that resonates with fellow travellers. Tourism brands incorporate UGC into their campaigns, leveraging the power of peer recommendations and social proof to attract potential visitors. For example, Tourism Australia's *"Best Jobs in the World"* [52] campaign invited people from around the globe to apply for six dream jobs in Australia, such as Chief Funster

and Wildlife Caretaker. Participants shared their application videos and experiences on social media, generating widespread attention and engagement [4].

- Sustainability and Responsible Tourism – there's a growing emphasis on sustainability and responsible tourism practices in advertising campaigns. Advertisers use English to communicate their commitment to environmental conservation, community empowerment, and ethical tourism initiatives. This trend reflects the increasing awareness and concern for sustainability among travellers worldwide.
- Virtual and Augmented Reality – virtual and augmented reality technologies are being increasingly utilized in tourism advertising to offer immersive experiences to potential travellers. Advertisers use English to describe and promote virtual tours, 360-degree videos, and AR-enhanced travel experiences, allowing audiences to explore destinations virtually before making booking decisions.
- Localization and Cultural Sensitivity – advertisers recognize the importance of tailoring content to specific cultural nuances and preferences when targeting diverse international audiences. For example, Hilton's "*Stay Hilton, Go Everywhere*" [52] campaign adapts its messaging and imagery to resonate with audiences in different regions while maintaining the brand's global identity. The
- campaign highlights the local culture, cuisine, and attractions available at Hilton properties worldwide.

These trends demonstrate how English-language tourism advertising continues to evolve, leveraging technology, authentic storytelling, and cultural relevance to engage travelers and inspire them to explore new destinations and experiences.

## **Conclusions to chapter I**

Advertising is a dynamic and multifaceted form of communication that encompasses a wide array of activities aimed at promoting products, services, or ideas to a specific target audience. It involves the strategic creation and dissemination of messages through diverse channels to inform, persuade, or remind consumers about a particular brand or offering. Beyond merely selling products, advertising serves several key objectives, including

increasing awareness, generating interest, building desire, driving action, and fostering brand image and loyalty.

In today's rapidly evolving landscape, there are various approaches to classifying advertisements. One common classification method is based on the medium through which advertisements are delivered to the audience. These mediums include print, broadcast, digital, outdoor, and specialty advertising. Each medium offers unique advantages and reaches different segments of the audience, allowing advertisers to tailor their messages effectively.

Another classification criterion is based on the intended target audience or market segment. Advertisements can be categorized into consumer advertising, business-to-business (B2B) advertising, institutional advertising, and public service advertising, depending on the audience they aim to reach and influence. Understanding the demographics, behaviors, and preferences of the target audience is crucial for developing impactful advertising campaigns.

Advertising also encompasses a diverse range of strategies and techniques tailored to different stages of the consumer decision-making process. For instance, the AIDA model—Attention, Interest, Desire, Action—provides a structured framework for understanding how advertising influences consumer behavior. At the attention stage, advertisements aim to capture the audience's interest through eye-catching visuals, catchy slogans, or captivating storytelling. Once attention is captured, advertisers seek to pique interest by highlighting the unique features or benefits of their products or services. This is often achieved through compelling narratives, testimonials, or demonstrations that resonate with the audience's needs or desires.

Furthermore, advertisements can be classified into three primary categories based on their purpose: informative, persuasive, and reminder advertising. Informative advertisements aim to educate consumers about the features, benefits, and uses of a product or service. Persuasive advertisements seek to influence consumers' attitudes, beliefs, or

behaviors by appealing to their emotions or logic. Reminder advertisements aim to reinforce brand awareness and encourage repeat purchases among existing customers.

By understanding the purpose of advertising and selecting the appropriate classification, advertisers can develop targeted strategies that effectively engage with their target audience and achieve their marketing objectives. Whether aiming to inform, persuade, or remind consumers, successful advertising campaigns leverage compelling messaging, creative visuals, and strategic placement to leave a lasting impression and drive desired actions.

## CHAPTER II

### 2. VERBAL AND NON-VERBAL MEANS IN TOURISM ADVERTISING

#### 2.1. Lexical peculiarities

In tourism advertising, lexical peculiarities often revolve around specific language choices intended to evoke emotions, create imagery, and entice potential travellers. Here are some common lexical peculiarities found in tourism advertising:

- **Descriptive Language.** Tourism advertisements frequently use vivid and descriptive language to paint an enticing picture of destinations. This includes adjectives and adverbs that evoke sensory experiences, such as "*breathtaking views*," "*serene beaches*," or "*charming cobblestone streets*", "*still unbelievable*". All these examples appeal to travelers' senses and imagination. *And it offers a breathtaking view of the picturesque surroundings. Explore The Serene Beaches Of Our Coastal Destination. Charming medieval town Flanders with cobblestone streets, picturesque canals, and beautiful historic buildings that transport visitors back in time. Still provides important responses to faith [52]*
- **Exaggeration.** Advertisers often employ exaggeration to make destinations seem more appealing and attractive. Phrases like "*paradise on earth*," "*world-class amenities*," or "*unforgettable experience*", "*travels in paradise on Earth*" (Appendix ( Рис.2.22) are commonly used to create a sense of allure and excitement. The "*travels in paradise on Earth is a must-read for travellers yearning for a tranquil few days away from the chaos of*". *We endeavour to offer you a desirable blend of pristine location and world-class amenities so that you can cherish the luxuries [52]. Explore Eu Jin's board "unforgettable ads paints a picture of the destination as an idyllic and perfect place, suggesting that it offers unparalleled beauty, tranquillity, and bliss. While the destination may indeed be stunning, describing it as "paradise on earth" exaggerates its qualities to evoke a sense of awe and wonder in potential travellers.*
- **Comparatives and Superlatives.** They are frequently used in tourism advertising to emphasize the uniqueness or superiority of a destination. Comparatives of adjectives:

Words like *"more than"*, *"best," "most," "luxurious,"* and *"exclusive"* (Appendix ( Рис.2.19)) are employed to highlight the exceptional qualities of a location or experience. *Luxury hotels will also provide facilities like exclusive spas, fully-equipped gymnasium, indoor swimming pools* [52].

- Emotionally Charged Language. Tourism advertisements often use emotionally charged language to appeal to travellers' desires and aspirations. Words and phrases like *"escape the ordinary," "create lifelong memories,"* or *"discover your paradise"* are used to evoke feelings of excitement, adventure, and wanderlust. There are metaphors and epithets.
- The common use of the word *"Only"* to emphasize exclusivity, uniqueness, and special offers. Here are some ways in which *"only"* is frequently used in this context: *One & Only Reethi Rah* [55]
- Exclusive Offers – advertisers often use *"only"* to highlight exclusive deals or limited-time offers that are available to a select group of customers. For example: *"Only available for a limited time!"* or *"Book now and receive an exclusive discount, available only to our subscribers."* [52]
- Unique Experiences – *"only"* is used to emphasize the uniqueness or rarity of a particular experience or attraction, enticing travelers with the promise of something special. For instance: *"Experience the beauty of the Northern Lights, only in Iceland!"* or *"Discover the only underwater hotel in the Caribbean."* [52]
- Limited Availability – tourism advertisements may use *"only"* to convey scarcity or limited availability, creating a sense of urgency and encouraging travellers to act quickly. For example: *"Only a few rooms left at this exclusive resort!"* or *"Don't miss out – only a limited number of tickets available!"* [52]. This sentence draws attention to the fact that there are only a few rooms in a luxury hotel
- Exclusivity – *"Only"* is used to highlight the exclusivity of a destination, accommodation, or experience, positioning it as a luxury or premium option for discerning travelers. For instance: *"Stay at our exclusive beachfront villa, available only*

*to our VIP guests" or "Enjoy a private tour of the vineyards, available only to members of our wine club."* [52]

- Unique Selling Propositions – Advertisers may use *"only"* to emphasize a unique selling proposition or competitive advantage of a destination or travel service. For example: *"Our resort offers the only 24-hour butler service in the area!"* [52] or *"Up to ONLY 50% this week OFF"* [52] (Appendix ( Рис.2.24)). It's about the fact that the resort offers the only 24-hour butler service in the area!
- The frequent use of the possessive pronoun *"your"*. It serves to personalize the message and create a sense of ownership or belonging for the potential traveller. By addressing the audience directly with *"your"*, advertisers aim to establish a connection and make the experience seem tailored to the individual's needs and desires. This personalization can enhance the appeal of the destination or service being promoted, as it suggests that the traveler's preferences and interests are being prioritized. Additionally, using *"your"* can evoke a sense of exclusivity and privilege, making the audience feel special and valued. Overall, the strategic use of possessive pronouns like *"your"* in tourism advertising helps to engage the audience and make the message more relatable and persuasive. An example can be the following: *"It's your country. Enjoy it"*. (Appendix ( Рис.2.27)).
- Call to Action. Effective tourism advertisements often include a strong call to action, encouraging viewers to take immediate steps to book their trip or learn more about the destination. Some of the examples are the following:
  1. *"This country is yours to explore"* (Appendix ( Рис.2.33)). It conveys a sense of inclusivity and personal invitation, encouraging the audience to take advantage of the opportunities for exploration and discovery that the country has to offer. In this example, a possessive pronoun is used
  2. *"Book now"* [52] (Appendix ( Рис.2.21)). This phrase is straightforward, urging potential travellers to make their reservations immediately. It creates a sense of urgency,

implying that availability may be limited or that prices could increase if they delay booking. In this case, the imperative form of the verb is used

3. *"Explore the world"* (Appendix ( Рис.2.21)). The phrase encourages travelers to delve deeper into the destination, suggesting that there is more to discover beyond the surface. It appeals to the sense of adventure and curiosity, enticing travelers to venture off the beaten path and explore new experiences.
4. *"Plan your getaway today"*. Similar to *"book now"*, the phrase encourages immediate action but also emphasizes the aspect of planning. It prompts travellers to start the process of organizing their trip, from selecting dates to researching accommodations and activities.
5. *"Fill your heart"* (Appendix ( Рис.2.20)) [52]. This phrase is more emotive and poetic, invoking a sense of fulfillment and joy that comes from travel experiences. It suggests that visiting the destination will enrich the traveller's life and bring them happiness and satisfaction.

## 2. 2. Stylistic devices

Many researchers have frequently observed that the most prominent demonstration of stylistic devices is found in poetic texts. Stylistic devices serve as communication tools within the framework of a complex poetic composition, enhancing the overall expressiveness and rhythm of the text. In stylistics, there exists the concept of poetic devices, where imagery and expressiveness are primarily achieved through the skilful use of words.

In the sphere of tourism advertising, stylistic devices play a crucial role in capturing the attention of potential travellers and creating memorable impressions in tourism advertising. In our research, among the most popular stylistic devices found in the advertisements are the following:

- **Epithets** that hold a prominent position. We can highlight the descriptive phrases used to depict cities, towns, and other inhabited areas, as well as those

portraying scenic vistas that leave a lasting impression on travellers. For instance, the epithet "*timeless*" suggests that significant historical landmarks from bygone eras coexist harmoniously with modernity. The epithet "*captivating*" helps to evoke an image of a city that leaves a profound impression on visitors, with further elaboration on the city's architecture reinforcing this portrayal. For example:

- Discover the timeless beauty of Savannah, Georgia, where historic cobblestone streets and moss-draped oaks blend seamlessly with modern art galleries and lively cafes. Immerse yourself in the captivating charm of this Southern city as you explore its stately mansions and picturesque squares, leaving you enchanted and inspired by its rich history and architectural splendor [53].
- **Hyperbole** or exaggerated statements, are often used in tourism advertising to emphasize the attractiveness and uniqueness of the destination. Phrases like "*paradise on Earth*" or "*super luxurious with world class amenities*" *Create a sense of excitement and allure* [52].
- **Personification** involves attributing human characteristics to non-human entities, such as nature or landmarks. This can create a sense of connection and familiarity with the destination. For example, describing a mountain as "*majestic*" or a river as "*flowing gracefully*" humanizes the natural environment. For example:
- In the heart of New York City, Central Park beckons with open arms, inviting visitors to stroll along its winding paths and embrace its timeless beauty. The park's majestic trees whisper secrets of centuries past, while its shimmering lakes and flowing streams **gracefully** dance under the city skyline, embodying the spirit of nature amidst urban life[54].
- **Similes** are used to make comparisons and create associations that enhance the appeal of the destination. Talking about the beach as "*white as snow*" or a city skyline as "*glittering like diamonds*" adds depth and interest to the

advertisement. An example "*Nothing like a wave to wake up the soul*" (Appendix ( Рис.2.26)) compares the effect of a wave on waking up the soul to something else, implying that the experience is similar or comparable to the effect of that unspecified thing.

- **Alliteration** and Assonance. Alliteration, the repetition of consonant sounds, and assonance, the repetition of vowel sounds, create a rhythmic and melodic quality in tourism advertising, making the message more memorable. For example, "*sunset serenity*" or "*azure waters*" evoke a sense of tranquility and beauty. *Sink into the sunset serenity at our secluded seaside sanctuary* [52].
- **Rhetorical Questions.** They are often used to engage the audience and prompt them to think about their desires and aspirations. For example, "*Looking for adventure?*" or "*Ready to escape the ordinary?*" encourages us to imagine ourselves in the advertised destination.

**Phraseologisms** are included in tourism advertising text, as they are capable of creating capacious and memorable images:

*Cruising OKINAWA is like love at first sight;* [52]

Metaphors. This stylistic technique is also used to create a bright image.

*Food for Thought;* [52]

- **Allusion** in English-language advertising is used in a single example that describes such a historical phenomenon as the Silk Road, which ran from China through Asia to the Mediterranean Sea:

*Smooth as silk all the way to Bangkok* [52].

The quote also appears once in an English-language advertisement in connection with the topic of travel:

*One's destination is never a place, but a new way of seeing things. Henry Miller* [52].

The authors figuratively employs words, utilizing metaphors, metonymies, synecdoches, or epithets, as well as comparisons between words, contrasting different meanings within the same word or among homonyms, and other techniques [20]. They

reference various poetic methods, including epithets, comparisons, metaphors, personification, metonymy, litotes, hyperbole, oxymoron, puns, and more.

### 2.3. Syntactic features

It was revealed that the syntax of advertising texts of a tourist destination gives preference to narrative and incentive sentences, without using interrogative sentences for its purposes. On the syntactic level, among popular characteristics of the language in tourism advertising we distinguish:

1) The usage of simple sentences. It should be noted that the length of a sentence significantly impacts text readability, with longer sentences generally leading to lower readability. A recent study from the University of Michigan found that in a typical text, sentences containing eight words or fewer are considered highly readable, while sentences with 29 words or more are deemed difficult to read. The ideal sentence length, referred to as the "standard median," is around 17 words [12]. In advertising texts, the target audience must be considered, as these messages are designed to capture attention and convey information concisely. Longer sentences in such texts can hinder this goal and diminish audience interest.

So, simple sentences are typically short and straightforward, conveying information clearly and concisely. Some of the examples are the following: "Explore the beauty of our beaches", "Book your dream vacation today", "Discover paradise in our luxurious resort", "Experience adventure like never before", "Relax and unwind in our peaceful retreat", "Your story starts Here" [52] (Appendix ( Рис.2.23)). These simple sentences are easy to understand and digest quickly, making them effective in capturing the attention of potential travellers and communicating key messages about destinations, attractions, or travel experiences. They allow advertisers to convey information efficiently while maintaining a direct and impactful tone.

- English-language advertising discourse utilizes all sentence types:

- **declarative sentences**, i.e., presenting a message in a declarative form. Declarative sentences in tourism advertising are used to convey information, describe destinations or services, and highlight features or benefits straightforwardly and factually. While they may not be as direct or commanding as imperative sentences, declarative sentences are effective in providing details and creating a sense of credibility and trustworthiness. Here are some examples of declarative sentences commonly found in tourism advertising – *"Return to the wild"; "Create your outdoor adventure"* [52], etc. Despite the greater structural diversity of the interrogative type, declarative sentences have become the most common in English-language advertising discourse [17], as they attract the audience's attention and add expressiveness to a slogan: *The Best of British group boasts many of the best campsites, touring caravan sites and holiday parks in the UK.*
- **imperative sentences** – *"Do it now! Go with us!". Then have a pleasant foam bath and you will feel newborn. You relax with a pleasant massage.* Imperative sentences are frequently employed in tourism advertising to directly and forcefully motivate potential consumers to purchase services or take specific action.
- **exclamatory sentences** normally adding positive connotation, as well as making the intended recipient perceive information in the positive light. . It was noted that an exclamation combined with motivation increases the degree of impact on the addressee – *"Indulge in luxury and relaxation at our award-winning spa!"; "Don't miss out on our exclusive beachfront accommodations!"; "Explore the wonders of nature on our thrilling eco-tours!" Wake up to some of the most picturesque places across the UK!* [52]. These exclamatory sentences are designed to grab the reader's attention, create excitement, and encourage them to take action, whether it's booking a trip, exploring a destination, or indulging in a unique travel experience. They use strong

language and punctuation to convey enthusiasm and urgency, enticing travellers to engage with the advertised destination or service.

- **interrogative sentences**, creating the illusion of a dialogue with the recipient, provoking them to stop and reflect on a possible answer and a problem which is relevant to the recipient on the whole. Interrogative sentences in tourism advertising are used to engage potential travellers by prompting them to think about their desires, preferences, and needs for the advertised destination or service. By posing questions, advertisers encourage readers to consider how the destination or service can fulfil their travel aspirations and interests. Some of the examples are the following: "*Looking for a beach vacation with pristine shores and turquoise waters?*" [52]; "*Want to escape the hustle and bustle of city life and immerse yourself in nature?*"; "*Dreaming of exploring historic landmarks and cultural treasures?*" [52]
- The usage of different punctuational signs: exclamation marks, the question mark, the simultaneous use of question and exclamation punctuation mark, dot and comma: *Ready for the adventure of a lifetime!? Discover our exclusive travel deals now! Experience luxury, excitement, and more – book today.*
- Ellipsis, which is viewed as ‘a sign of intellectual tension and graphic enhancement of meaning, which helps to hide the meaning, but at the same time outline a perspective in the perception and understanding of the text’ [23]. For example, "*Embark on to adventure*" can be identified as an ellipsis, because the word "a journey" is omitted – "*Embark on a journey to adventure*" [52].
- Simple sentences complicated by homogeneous members, simple and complex sentences are widespread. The proportion of complex sentences is the most significant; their active use with subordinate clauses is noticeable.

- We understand the importance of shower and toilet facilities when camping, so our park owners work hard to keep these immaculately clean throughout the day [52].
- There are complex sentences with a cause-and-effect relationship to present logical arguments.
- If you're looking for a luxurious holiday in the UK, you may also choose a park with private hot tub to relax and unwind at the end of a busy day [52].
- A complex sentence with different types of connections was found in only one text, which indicates the unclaimed nature of its use.
- Our tent friendly campsites are situated in a range of locations, which means not only are you guaranteed quality, but you can also choose from a vast array of places that suit your style [52].

Furthermore, the strategic use of linguistic techniques contributes to creating a compelling and memorable narrative for the advertised destinations or services. By utilizing a combination of simple and complex sentences, declarative and imperative structures, as well as exclamatory and interrogative forms, advertisers can tailor their messaging to resonate with different audience preferences and travel aspirations. Additionally, the careful consideration of sentence length, punctuation, and rhetorical devices enhances the overall effectiveness of tourism advertising campaigns, fostering deeper engagement and prompting action from potential travelers. Overall, syntactic features serve as powerful tools in shaping the tone, style, and impact of tourism advertising, ultimately influencing the decision-making process of travelers and encouraging them to embark on new and exciting travel experiences.

## **2.4 Structure of Tourism Advertisements**

Tourism advertisements play a pivotal role in shaping the perceptions and decisions of potential travelers. Understanding the structure of these advertisements is crucial for grasping how they effectively communicate their messages. This section will delve into the

fundamental components that constitute tourism advertisements, examining their layout, elements, and the strategic use of language and visuals.

- **Headline**

The headline is the most prominent part of an advertisement and serves as the first point of contact with the audience. It is designed to grab attention instantly and spark interest. Effective headlines are often brief, compelling, and can include powerful words or phrases that evoke curiosity or a sense of urgency. For example:

*"Australia is yours to explore"* [Appendix Рис. 2.33]

The headline must be engaging enough to encourage the reader to explore further.

- **Subheadline**

Following the headline, the subheadline provides additional context or a brief summary of what the advertisement is about. It acts as a bridge between the attention-grabbing headline and the detailed body text. The subheadline often includes enticing offers or highlights unique aspects of the destination. For instance:

*"Experience eco-friendly luxury and responsible tourism"* [Appendix Рис. 2.7]

- **Visual Elements**

Visual elements are crucial in tourism advertisements as they provide a tangible glimpse of the destination. High-quality images and videos can convey the beauty, excitement, and unique features of a location far more effectively than words alone. The use of visual elements includes:

- **Photographs:** Images of scenic landscapes, iconic landmarks, and happy travelers evoke emotions and inspire wanderlust.
- **Videos:** Short clips showcasing the destination's highlights can capture attention and provide a dynamic, immersive experience.

- Graphics and Icons: These can be used to emphasize specific features or offers, such as maps, logos of prestigious awards, or icons indicating amenities.

- Body Text

The body text provides detailed information about the destination, including attractions, activities, accommodations, and special offers. This section should be well-structured and easy to read, often divided into short paragraphs or bullet points for clarity. The language used is descriptive and persuasive, aiming to paint a vivid picture of the experience awaiting the traveler. Key aspects include:

- Descriptions: Vivid and sensory descriptions of the destination's features.

- Benefits: Highlighting what makes the destination unique and why the reader should choose it.

- Call to Action: Encouraging immediate response, such as booking a trip or visiting a website for more information.

- Call to Action (CTA)

The CTA is a crucial component that directs the reader towards the next step. It is typically placed at the end of the advertisement but can also be integrated throughout the text. Effective CTAs are clear, direct, and create a sense of urgency. Examples include:

*"Book now"* [Appendix Рис. 2.21]

- Contact Information

Providing clear contact information is essential for converting interest into action. This can include:

- Website URLs: Directing readers to the official site for more details and bookings.

- Phone Numbers: Offering a direct line for inquiries and reservations.

- Social Media Links: Encouraging engagement through platforms like Instagram, Facebook, and Twitter.

- Special Offers and Promotions

Advertisements often highlight special offers, discounts, or promotions to entice potential travelers. These offers are usually time-sensitive to create a sense of urgency and encourage immediate action. For example:

*"Unstoppable price from \$1200"* [Appendix Рис. 2.31]

- Testimonials and Reviews

Including testimonials and reviews from previous travelers can add credibility and influence the decision-making process. Positive feedback from satisfied customers serves as social proof, reassuring potential travelers of the destination's quality and appeal.

- Branding Elements

To maintain consistency and reinforce brand identity, tourism advertisements often incorporate branding elements such as logos, slogans, and color schemes. These elements help to establish recognition and trust, making the advertisement more memorable.

So, the structure of tourism advertisements is meticulously crafted to attract attention, provide essential information, and persuade the audience to take action. By combining compelling headlines, engaging visuals, detailed descriptions, and clear calls to action, these advertisements effectively communicate the allure of travel destinations and inspire potential travelers to explore new horizons. Understanding these structural components is key to appreciating the strategic artistry behind successful tourism advertising.

## **2.5.Graphic means of influence in tourism advertising**

Graphic means in tourism advertising refer to the visual elements and design techniques used to convey information. These graphic means play a crucial role in shaping the overall aesthetic appeal and effectiveness of tourism advertisements.

Nonverbal communication is the transmission of messages or signals through a nonverbal platform such as eye contact, facial expression, gestures, posture and distance between two people, that is, the transmission of information without the use of speech. So,

it involves the use of visual cues: body language, distance and physical environments - appearance, touch, and so on. Thus, nonverbal communication in advertising is the transmission of information without the use of oral speech, and nonverbal means of expressing information can be an image, font selection and colour selection.

The peculiarity and complexity of non-verbal means is that they affect the sphere of psychology in advertising, influencing the conscious and subconscious mind of a person. Therefore, with the correct use of non-verbal means, the effectiveness of an advertising message can be increased several times. Consider the image, font and colour selection. An image is a set of visual images that represent someone or something. The main task of the image, as a non-verbal means of expression, is, of course, to convey information. An image, as many advertising experts note, is a fairly effective way to convey a message, because such a communication process is based on eye contact with the medium of information transmission. It has always been easier for a person to perceive information at the visual level, although this is a rather subjective opinion. But the fact remains that an image conveys information many times faster than text or any other means of mass communication.

Some common graphic means used in tourism advertising include:

- Photography. High-quality images of destinations, landmarks, attractions, and experiences are often used to showcase the beauty and allure of a particular place. Photographs evoke emotions, inspire wanderlust, and provide a visual representation of the travel experience. Photography in tourism advertising can perform the following functions. The adjectives the best are quite often used (Appendix (Рис.2.1)) [51]
- Capturing Scenic Landscapes. Photographs of breathtaking landscapes, natural wonders, and iconic landmarks serve as powerful visual enticements, inviting potential travelers to explore the beauty of a destination. Whether it's the towering peaks of mountains, pristine beaches, lush forests, or vibrant cityscapes, scenic photography captures the essence of a destination and sparks wanderlust (Appendix (Рис.2.2)) [50].

- **Highlighting Attractions and Landmarks.** Photography is used to showcase key attractions, landmarks, and points of interest that define a destination's identity. From historic monuments and architectural marvels to cultural sites and renowned landmarks, photographs provide a glimpse into the rich heritage and attractions awaiting travelers. In this example, the imperative form of the verb is used (Appendix ( Рис.2.2)) [50]
- **Eliciting Emotions and Aspirations:** Well-crafted photographs evoke emotions and aspirations, tapping into travelers' desires for adventure, relaxation, exploration, and cultural immersion. By capturing candid moments of joy, awe, and discovery, photography creates a connection between viewers and the travel experience, inspiring them to embark on their own journeys. In this example the adjective breezy is used (Appendix ( Рис.2.3)) [50].
- **Showcasing Authentic Experiences:** Authenticity is paramount in tourism advertising, and photography plays a crucial role in conveying the genuine experiences and lifestyles of local communities. Photographs of authentic cultural traditions, culinary delights, artisan crafts, and immersive activities offer a glimpse into the authentic essence of a destination, fostering a deeper appreciation for its culture and heritage. The adjective grandest is used in the picture (Appendix ( Рис.2.4)) [50].
- **Creating Visual Stories and Narratives:** Photography is instrumental in storytelling, enabling tourism advertisers to create compelling visual narratives that resonate with audiences. Through a series of curated images, photographers can tell a cohesive story that unfolds the unique character, history, and charm of a destination, enticing travelers to embark on their own adventures. Quite often in such texts, the imperative form of the verb is used (Appendix ( Рис.2.4)) [50]
- **Illustrations and Artwork.** Illustrations, paintings, and other forms of artwork can add a unique and artistic touch to tourism advertisements. They can help create a sense of ambiance, highlight cultural aspects, and differentiate the destination from others. Thus, for example, on the Appendix ( Рис.2.19), we see a happy man who confirms the

advertising slogan – *The first catch of the day is yours!* [50] He managed to get genuine emotions, and therefore the traveler will be able to do the same

- **Typography.** Creative typography choices can enhance the visual appeal of tourism advertisements and convey the personality of the destination or travel brand. Bold and distinctive types capture attention and reinforce key messages [22]. A significant number of tourist advertisements have a non-uniform type – some letters are presented in the usual format, and others are significantly enlarged. In this way, advertisers seek to focus attention on the most important, to attract the attention of the tourist (Appendix (Рис.2.20)) [50].

Colour scheme plays a significant role in the effectiveness of tourism advertisements by influencing the viewer's emotions, perceptions, and overall impression of the destination being promoted. The strategic use of colors can evoke specific feelings, create associations, and drive potential travelers' decisions. Among the common colour schemes used in tourism advertising and their associated effects with imperative form of the verb are:

- **Vibrant and Bold Colours**, such as red, orange, and yellow, are often used to evoke energy, excitement, and enthusiasm. They can create a sense of adventure and attract attention, making them ideal for promoting active and dynamic destinations like tropical resorts, adventure tours, or vibrant city experiences. (Appendix (Рис.2.21)) [49]. *Red* is often associated with passion, excitement, and urgency. It can stimulate strong emotions and drive immediate action, making it effective for highlighting special offers or creating a sense of urgency. *Orange* conveys warmth, creativity, and enthusiasm. It is an inviting color that can make viewers feel welcome and energized, encouraging them to explore new experiences. *Yellow* represents happiness, optimism, and sunshine. It can evoke feelings of joy and relaxation, making it appealing for travelers seeking fun and leisure. These colors are particularly effective in advertisements that aim to convey a lively and energetic atmosphere.
- **Natural and Earthy Tones**, such as green, brown, and beige, are frequently employed to evoke a sense of calm, relaxation, and connection with nature. These colors are often

used in advertisements for eco-tourism destinations, national parks, and rural retreats, where travelers seek tranquility and serenity with using of metaphor [49]. *Green* is strongly associated with nature, growth, and renewal. It can create a calming and refreshing atmosphere, appealing to travelers interested in outdoor adventures and sustainable tourism. *Brown* conveys stability, reliability, and comfort. It can evoke feelings of warmth and earthiness, making it ideal for promoting destinations that offer a back-to-nature experience. *Beige* represents simplicity, elegance, and neutrality. It can create a soothing and understated backdrop, allowing other elements of the advertisement to stand out. These colors help create an impression of a peaceful and harmonious environment, ideal for those looking to escape the hustle and bustle of everyday life and immerse themselves in nature.

- Blue and Aqua hues are commonly associated with water, evoking feelings of peace, serenity, and escape. These colors are often used in advertisements for beach resorts, cruise vacations, and seaside destinations, where the ocean plays a central role in the travel experience (Appendix ( Рис.2.7)) [49] *Blue* symbolizes calm, trust, and tranquility. It can create a serene and inviting atmosphere, making it attractive to travelers looking for relaxation and a sense of escape. *Aqua* blends the calming effects of blue with the refreshing qualities of green. It can evoke the vibrant and playful aspects of a beach vacation, appealing to adventure seekers and water enthusiasts. These colors effectively convey the idea of a tranquil and rejuvenating getaway, ideal for promoting destinations that offer relaxing experiences by the water.
- Pastel Colours: Soft and muted pastel colours, such as light pink, lavender, and pale blue, are used to create a sense of elegance, sophistication, and luxury. These colours are often featured in advertisements for up-scale hotels, spas, and luxury travel experiences, where travellers seek indulgence and pampering. (Appendix ( Рис.2.8)) [49]. *Light Pink* suggests romance, gentleness, and relaxation. It can create a soft and inviting atmosphere, appealing to couples and individuals seeking a tranquil escape. *Lavender* represents elegance, refinement, and calm. It can evoke a sense of sophistication and

exclusivity, attracting discerning travelers looking for luxury experiences. *Pale Blue* conveys serenity, clarity, and freshness. It can create a clean and serene aesthetic, enhancing the appeal of destinations that offer a peaceful retreat. These colors help create a luxurious and soothing ambiance, ideal for promoting high-end travel experiences that focus on comfort and relaxation.

- **Neutral Colours:** Neutral colours, such as white, grey, and taupe, are versatile and timeless, providing a clean and minimalist backdrop for conveying information. They are often used in combination with other colours to create a modern and sophisticated aesthetic in tourism advertisements. Examples of neutral vocabulary include nouns - parks, pitch, wildlife, etc.; adjectives - green, personal, coastal, etc.; verbs – to enjoy, to have, to offer; adverbs – also, throughout. The extensive use of a neutral layer of vocabulary is explained by the fact that it is accessible to any target audience, it is also the basis of the language (Appendix ( Рис.2.9)) [49]. *White* represents purity, simplicity, and clarity. It can create a sense of space and tranquility, making it ideal for promoting destinations that offer a clean and minimalist environment. *Grey* conveys professionalism, sophistication, and modernity. It can create a sleek and stylish look, appealing to urban travelers and business professionals. *Taupe* combines the warmth of brown with the neutrality of grey, representing stability and comfort. It can create a cozy and inviting atmosphere, making it suitable for promoting destinations that offer a blend of tradition and modern comfort. These colors help create a refined and understated look, ideal for promoting destinations that emphasize simplicity, elegance, and timeless appeal.

Ultimately, the choice of colour scheme in tourism advertising should align with the destination's brand identity, target audience preferences, and the emotions and experiences that the advertisement aims to evoke. By selecting the right colour palette, tourism advertisers can effectively communicate the unique selling points of the destination and inspire travellers to explore and experience it for themselves. The layer of colloquial vocabulary is expressed in a minimal amount - by introducing colloquial neologisms *stay-*

*cation, glamping, the phrase four-legged friend and the verb to unwind meaning ‘relax’.* There are no other groups of words of this layer - slang words, jargon, professional words, dialects and vulgarisms (Appendix ( Рис.2.9)) [48].

**Layout and Composition.** They determine how visual elements are arranged on the page or screen. A well-designed layout can guide the viewer's eye, prioritize information, and create a visually appealing hierarchy. The personal pronoun “*you*” is used to address the addressee, “*we*” is used to address on behalf of the company (Appendix ( Рис.2.11)) [48]

Landmarks are used to represent concepts, activities, or amenities associated with the destination or travel experience. They can provide visual cues and enhance the readability of the advertisement. Thus, for example, icons represent famous landmarks or monuments that instantly evoke recognition and interest in a destination. Among them, the most popular are the Eiffel Tower for Paris (Appendix ( Рис.2.31)), the Statue of Liberty for New York City, and the Taj Mahal for India [48].

Infographics and visual representations of information, such as maps, charts, or diagrams, used to convey complex data or statistics clearly and engagingly. They can help communicate the unique selling points of a destination or highlight specific attractions and activities. (Appendix ( Рис.2.12)) [48].

For example, maps are commonly used in tourism advertising to provide a visual overview of a destination's geography, attractions, and points of interest. They help travellers understand the layout of the area and plan their itinerary more effectively. Maps may include landmarks, hotels, restaurants, transportation hubs, and other relevant information. Charts and graphs are used to present statistical data, trends, or comparisons related to tourism destinations. For example, a chart may show the number of visitors to a destination over time, the breakdown of tourist demographics, or the popularity of different tourist activities. Graphs can help illustrate patterns and trends in a visually compelling way. Diagrams are used to explain concepts, processes, or systems relevant to tourism. The diagram may illustrate the layout of a hotel or resort, the flow of a guided tour, or the steps

involved in booking a vacation package. Diagrams help simplify complex information and make it easier for travellers to understand (Appendix( Рис.2.14)) [47].

We can observe examples of verbose, monosyllabic nominative and elliptical sentences on the websites of the cities of San Francisco, Washington, UK, and New York. Such sentences help to quickly find a certain heading and focus attention on the required subsection (Appendix ( Рис.2.15)) [48].

A significant part of web pages consists of abbreviations that can cause difficulties when reading, for example: DC (District of Columbia); NYC (New York city); ABN (Australian Business Number); ADF (Automatic Document 27 Feeder); VET (Viewpoint Experienced Technology); IT (Information Technology); MICE (Meetings, Incentives, Conventions & Exhibitions); BA (Buenos Aires); ILP (Independent Living Program); ICT Amsterdam (Information and Communications Technology); DHS (Department of Human Services and others). Abbreviations, as an example, are presented on the website of Australia [47]

## **Conclusions to chapter II**

In the second chapter, lexical peculiarities, stylistic devices, structure of tourism advertisements, and syntactic features of tourism advertisements were analyzed.

In tourism advertising, lexical peculiarities often revolve around specific language choices intended to evoke emotions, create imagery, and entice potential travellers. Among the most common lexical peculiarities found in tourism advertising are descriptive language, exaggeration, comparatives and superlatives, emotionally charged language, the word "only", use of the possessive pronoun "your", call to action.

Stylistic devices refer to any of a variety of techniques to give an additional or supplemental meaning, idea, or feeling. In the sphere of tourism advertising, stylistic devices play a crucial role in capturing the attention of potential travellers and creating memorable impressions in tourism advertising. In our research, among the most popular stylistic devices found in the advertisements are epithets (the descriptive phrases used to depict cities, towns, and other inhabited areas, as well as those portraying scenic vistas that

leave a lasting impression on travellers, are used), hyperbole (often used in tourism advertising to emphasize the attractiveness and uniqueness of the destination), personification (involves attributing human characteristics to non-human entities, such as nature or landmarks), similes (used to make comparisons and create associations that enhance the appeal of the destination), alliteration (create a rhythmic and melodic quality in tourism advertising, making the message more memorable), rhetorical questions (used to engage the audience and prompt them to think about their desires and aspirations).

On the syntactic level among popular characteristics of the language in tourism advertising, we distinguish the usage of simple sentences, all sentence types (declarative sentences, imperative sentences, exclamatory sentences, interrogative sentences), the usage of different punctuational signs: exclamation marks, the question mark, the simultaneous use of question and exclamation punctuation mark, dot, and coma, ellipsis.

Tourism advertisements are meticulously structured to captivate potential travelers and drive them towards action. Each component, from the attention-grabbing headline to the persuasive call to action, serves a distinct purpose in communicating the destination's allure and encouraging exploration. Visual elements play a crucial role in evoking emotions and providing a tangible glimpse of the destination's beauty and unique features. Clear contact information, special offers, and testimonials further enhance credibility and influence decision-making. Understanding the strategic arrangement of these components is essential for appreciating the effectiveness and artistry behind successful tourism advertising campaigns.

Among common graphic means used in tourism advertising, we define photography (photographs evoke emotions, inspire wanderlust, and provide a visual representation of the travel experience), illustrations (they can help create a sense of ambiance, highlight cultural aspects, and differentiate the destination from others), typography (bold and distinctive types capture attention and reinforce key messages), colour schemes (they influence the viewer's emotions, perceptions, and overall impression of the destination being promoted), layout and composition, landmarks (they can provide visual cues and enhance the

readability of the advertisement), infographics and visual representations of information (maps, charts, or diagrams).

## CONCLUSIONS

This bachelor's thesis, which is devoted to the study of stylistic, lexical and graphic elements in English-language tourism advertising, has successfully fulfilled its objectives and achieved the research goal. As a result of the analysis, it was determined that tourist advertising is an important tool for influencing potential tourists and shaping their perception of tourist attractions and services.

The study of stylistic, lexical and graphic elements allowed us to better understand how these elements are used in tourism advertising to achieve maximum effect. It has been found that advertising texts containing bright and expressive stylistic techniques have a significant impact on the emotional perception of the audience. In particular, epithets, which are often used to describe tourist destinations and services, create an attractive image and make people want to visit these places.

The paper also examines the lexical features of tourism advertising. It has been found that the use of specific vocabulary that appeals to emotions and sensations is an important tool for influencing the audience.

As for graphics, their importance in tourism advertising cannot be overestimated. The use of high-quality photographs that capture the beauty and uniqueness of tourist sites is an effective tool for attracting attention and arousing the desire to visit these places. The use of colour schemes and typography helps to create an aesthetically pleasing image of the advertisement, making it more memorable.

The structure of travel advertising also plays an important role in influencing the audience. The main headline, subheadline, body copy, call to action, and contact information should be clearly structured and logically linked. The use of imperative and exclamatory sentences that contain calls to action-create a sense of urgency and encourage potential tourists to take immediate action.

In addition, the study showed that interactive elements and social proof, such as reviews and recommendations from previous tourists, are also pivotal components of

effective travel advertising. Feedback from real people adds credibility and conviction to advertising messages, which increases the level of trust in the advertised services.

Thus, the results of the study confirmed the importance of using modern stylistic, lexical and graphic techniques in tourism advertising to increase its effectiveness. These elements not only contribute to the aesthetic appeal of advertising, but also play a crucial role in shaping the perception and behavior of potential tourists. The detailed analysis of these advertising media provided valuable insights into the complex strategies employed in the competitive field of tourism marketing and emphasized the importance of a comprehensive approach to creating effective advertising messages.

In conclusion, this bachelor's thesis has made a contribution to understanding the role of stylistic, lexical and graphic means in tourism advertising and their impact on the formation of a positive image of tourism services and attracting new tourists.

Further research could focus on analyzing the impact of digital technologies on the development of tourism advertising, in particular, the use of social media and virtual reality tools to create more interactive and engaging advertising campaigns.

## REFERENCES

1. Безугла, Т. А. "Лексичні особливості англо-і німецькомовних рекламних текстів." *Каразінські читання: Людина. Мова. Комунікація: тези доп. XVI наук. конф. з міжн. участю*. Vol. 3. 2017. Голощук С. Л. «Лексико-синтаксичні засоби реалізації авторитарності в спонукальному дискурсі» *Вісник Харків. нац. універ. імені В.Н. Каразіна*. 2006.
2. Донець, П. М. "Національно-культурна специфіка дискурсу." *Дискурс як когнітивно-комунікативний феномен//Під заг. ред. Шевченко ІС–Харків: Константа, 2005. 198-232 с.*
3. Дячук, О. В. "Менасивні та квеситивні мовленнєві акти на прикладі дискурсу соціальної реклами США." *Молодий вчений* 1, 2016. 301-304 с.
4. Задоріжна, Н. І. "Комбінаторика просодичних компонентів в англомовному дискурсі радіо реклами." 2008.
5. Зимовець, Г. В. "Засоби реалізації стратегії персуазивності в комерційних власних назвах." *мова і культура* , 2016. 469 с.
6. Малахова, Валерія Олександрівна. "Мультимодальні засоби рекламних повідомлень у туристичній сфері англійськомовних країн." 2023.
7. Куспісь, Н. Б., Л. Г. Саноцька. "Лексико-стилістичні засоби вербалізації експресивності у тексті реклами." *Нова філологія* 83, 2021. 151-160 с.
8. Фабрикiна, Вікторія, Галина Крайчинська. "Аналіз лексико-стилістичних особливостей англійської тематичної групи реклам готельної індустрії Австралії." *Наукові записки Національного університету «Острозька академія»: Серія «Філологія»* 17 (85), 2023. 147-150 с.
9. Кобиляцька, К. О. "Засоби досягнення експресивності в англомовної та україномовної рекламі." 2018.

- 10.Потапенко, С. І. "Гіпертекстовий аспект композиційної організації англomовних друкованих засобів масової інформації." *Проблеми семантики слова, речення та тексту.*—Київ: Видавничий центр КДЛУ, 2003. 296-303 с.
- 11.Соколова, І. В. "Особливості функціонування дискурсу інтернет-реклами (на матеріалі англійської мови)." 2012.
- 12.Шарафуліна, І. В. "Гендерний аспект мовлення у сучасному англomовному медійному дискурсі." 2020.
- 13.Alden, Dana L., Jan-Benedict EM Steenkamp, and Rajeev Batra. "Brand positioning through advertising in Asia, North America, and Europe: The role of global consumer culture." *Journal of marketing* 63.1, 1999. 75-87 с.
- 14.Altstiel, Tom, Jean Grow, and Marcel Jennings. *Advertising creative: strategy, copy, and design.* Sage Publications, 2019.
- 15.Appadurai, Arjun. "Disjuncture and difference in the global cultural economy." *Theory, culture & society* 7.2-3, 1990. 295-310 с.
- 16.Goddard, Angela. *The language of advertising: written texts.* Psychology Press, 2002.
- 17.Ip, Janice Yui Ling. "Analyzing tourism discourse: A case study of a Hong Kong travel brochure." *LCOM papers* 1, 2008. 1-19 с.
- 18.Crawshaw, Carol, and John Urry. "Tourism and the photographic eye." *Touring cultures.* Routledge, 2002. 186-205 с.
- 19.Curtis, Tamilla, Anke Arnaud, and Blaise P. Waguespack. "Advertising effect on consumer emotions, judgements, and purchase intent." *Asian Journal of Business Research* 7.2 , 2017. 57 с.
- 20.Stroebe, Wolfgang. *The Psychology of Advertising.* Psychology Press, 2010.
- 21.Harris, Richard J. "Comprehension of pragmatic implications in advertising." *Journal of Applied Psychology* 62.5, 1977. 603 с.
- 22.Hart, Roderick P., and Suzanne Daughton. *Modern rhetorical criticism.* Routledge, 2015.
- 23.Janoschka, Anja. "Web advertising." *Web Advertising*, 2004. 1-244 с.

- 24.Vardar, Nukhet, and Stanley J. Paliwoda. "Successful International Advertising Campaigns and the" Mirroring Effect" Between MNC's and Their Agencies." *Journal of Euromarketing* 2.4, 1993. 45-66 c.
- 25.Karimova, Gulnara Z. Bakhtin and interactivity: A conceptual investigation of advertsing communication. Academica Press, 2012.
- 26.Rouva, Eleni, et al. "Viral marketing analysis and evaluation: the case of the Greek consumer market." *International Journal of Electronic Customer Relationship Management* 10.1, 2016. 28-38 c.
- 27.Knoll, Johannes. "Advertising in social media: a review of empirical evidence." *International journal of Advertising* 35.2, 2016. 266-300 c.
- 28.Konglim, Parichart. *The language of tourism advertising in five countries worst affected by the Asian Tsunami: before and after focussing on Thailand*. Liverpool John Moores University (United Kingdom), 2011.
- 29.Kotler, Philip. "Marketing Essentials. Englewood.", 1984. 45-47 c.
- 30.Lankow, Jason, Josh Ritchie, and Ross Crooks. *Infographics: The power of visual storytelling*. John Wiley & Sons, 2012.
- 31.Leech, Geoffrey N. "English in advertising: A linguistic study of advertising in Great Britain." (*No Title*) 1966.
- 32.Mohanty, Praggyan, and S. Ratneshwar. "Visual metaphors in ads: The inverted-U effects of incongruity on processing pleasure and ad effectiveness." *Journal of Promotion Management* 22.3, 2016. 443-460 c.
- 33.Fenton-Smith, Ben. "The application of discourse analysis to materials design for language teaching." *Applied linguistics and materials development*. 2013. 127-141c.
- 34.Orlova, S. N., and A. S. Tsagolova. "Linguacultural characteristics of English-language advertising discourse." *OF APPLIED LINGUISTICS* \_ 2017. 85 c.
- 35.Popova, K. V. Strategy of persuasion in social advertising. *Issues of Applied Linguistics*, 28, 2017. 66–73 c. <https://doi.org/10.25076/vpl.28.06>

36. Ray, Rebecca, and Nataly Kelly. "Reaching new markets through transcreation, when translation just isn't enough." *Lowell: Common Sense Advisory, Inc* 6.04, 2010. 7 c.
37. Rehman, F.U., Javed, F., Nawaz, T., Ahmed, I. and Hyder, S. "Some Insights in the Historical Prospective of Hierarchy of Effects Model: A Short Review", *Information Management and Business Review*, 6(6), 2014. pp. 301-308 c.
38. Richards, Jef I., and Catharine M. Curran. "Oracles on "advertising": Searching for a definition." *Journal of advertising* 31.2, 2002. 63-77 c.
39. Romanova, Irina D., and Irina V. Smirnova. "Persuasive techniques in advertising." *Training, language and culture* 3.2, 2019. 55-70 c.
40. Schiffrin, Deborah. *Approaches to discourse*. Vol. 8. Oxford: Blackwell, 1994.
41. Haslett, Beth Bonniwell. *Communicating and organizing in context: The theory of structural interaction*. Routledge, 2013.
42. Smiciklas, Mark. *The power of infographics: Using pictures to communicate and connect with your audiences*. Que publishing, 2012.
43. Wells, William D. *Measuring advertising effectiveness*. Psychology Press, 2014.
44. Todorova, Romyana. "Knowledge, reality and imagination in advertising discourse." *KNOWLEDGE-International Journal* 22.1, 2018. 297-301 c.
45. Vestergaard, Torben, and Kim Schröder. "The language of advertising." (*No Title*) 1985.
46. Williams, Raymond. *Advertising: The magic system*. na, 1980.

- SUPPORTING MATERIALS

47. VisitScotland – URL: <https://www.visitscotland.com/>
48. Англомова реклама. <https://www.visitlondon.com/>
49. Best Jobs in the World – URL: <https://www.tourism.australia.com/en/resources/campaign-resources/past-campaigns/best-jobs.html>

50. Cadillac Travel Group. - URL:  
<https://www.facebook.com/277432320217/posts/soarmg-andean-summits-unspoiled-caribbean-coast-enigmatic-amazon-jungle-cryptic/10156605037130218/>
51. Live Anywhere on Airbnb – URL:  
[https://ru.airbnb.com/d/liveanywhere?\\_set\\_bevev\\_on\\_new\\_domain=1711482478\\_MjhmMmMwYWFjZjk1](https://ru.airbnb.com/d/liveanywhere?_set_bevev_on_new_domain=1711482478_MjhmMmMwYWFjZjk1)].
52. The New York Times URL:  
[http://www.nytimes.com/2012/12/15/nyregion/shooting-reported-atconnecticut-elementary-school.html?pagewanted=all&\\_r=0/](http://www.nytimes.com/2012/12/15/nyregion/shooting-reported-atconnecticut-elementary-school.html?pagewanted=all&_r=0/)
53. Visit Savannah - URL: <https://visitsavannah.com>
54. Central Park Conservancy - URL: <https://www.centralparknyc.org>
55. One & Only Reethi Rah - URL: <https://www.oneandonlyresorts.com/ru/reethi-rah>

## SUMMARY

Бакалаврська робота аналізує різноманітні лінгвістичні та візуальні аспекти англійської туристичної реклами, з акцентом на їх структурні, семантичні та функціональні властивості.

За допомогою системно-функціонального та описового методів було досліджено, як лінгвістичні одиниці функціонують у текстах туристичної реклами та пов'язаній з нею технічній комунікації. Ці методи також сприяли вивченню мовних контрастів у мові та мовленні, що використовуються в туристичній рекламі.

Стилістичний, композиційний та структурний методи аналізу були використані для вивчення особливостей аналізованих текстів, досліджено інтеграцію різних стилістичних прийомів та графічних елементів, які ефективно привертають увагу потенційних мандрівників та створюють незабутні рекламні враження.

В бакалаврській роботі також розглянуто ширший вплив цих рекламних стратегій на сприйняття та поведінку споживачів, підкреслюється як ефективно створені повідомлення можуть впливати на туристичну поведінку та вподобання.

Крім того, завдяки всебічному огляду сучасних туристичних рекламних матеріалів, таких як статті та рекламні оголошення в сучасних журналах, у дослідженні детально розглянуто використання вербальних і невербальних методів комунікації в туристичній індустрії, включаючи аналіз популярних стилістичних прийомів, синтаксичних особливостей та стратегічного використання графічних елементів для підвищення ефективності рекламних повідомлень.

Практична частина дослідження була присвячена вивченню методів, за допомогою яких ці рекламні елементи застосовуються на практиці, а також аналізу динаміки розвитку англійської туристичної реклами.

Загалом, результати дослідження підтверджують значну роль сучасних стилістичних, лексичних та графічних прийомів у формуванні ефективності туристичної реклами. Ці елементи не лише сприяють естетичній привабливості реклами, але й відіграють вирішальну роль у впливі на процес прийняття рішення потенційними туристами. Детальний аналіз цих рекламних засобів надав цінну інформацію про складні стратегії, що застосовуються в конкурентній сфері туристичного маркетингу.

## APPENDICES



Рис. 2.1.

URL: <https://mumbrella.com.au/tourism-australia-kicks-off-week-long-5m-domestic-tourism-blitz-666371>



Рис. 2.2

URL: <https://medium.com/@belaarnold95/6-ideas-for-tourism-and-travel-advertising-campaigns-with-examples-9cdc6efa59db>



Рис. 2.3

URL: <http://satyamaainfrazone.com>



Рис. 2.4

URL: <https://www.hospitalitynet.org/news/4106441.html>



Рис. 2.5

URL: <https://www.naturenestfarmhouserestort.com/image-gallery/1#prettyPhoto>



Рис. 2.6

URL: [https://www.makemytrip.com/hotels-international/en-id/sri\\_lanka/ja\\_ela-hotels/wasana\\_nature\\_resort\\_restaurant-details.html](https://www.makemytrip.com/hotels-international/en-id/sri_lanka/ja_ela-hotels/wasana_nature_resort_restaurant-details.html)



Рис. 2.7

URL:

<https://www.facebook.com/srjungleresort/photos/a.513548285644092/1324272974571615/?type=3>



Рис. 2.8

URL: <https://sustainablehotelnews.com>



Рис. 2.9

URL: <https://www.pinterest.com/pin/488429522073176219/>



Рис. 2.10

URL: [https://issuu.com/parksmanagement1/docs/gb\\_iss\\_15\\_may\\_2019\\_online](https://issuu.com/parksmanagement1/docs/gb_iss_15_may_2019_online)



Рис. 2.11

URL: <https://www.adsoftheworld.com/campaigns/tourism-ads>



Рис. 2.12

URL:

<https://www.postermywall.com/index.php/art/template/e1545ad26ac5d95395102bb9f4c52820/tourism-ads-design-template>



Рис. 2.13

URL: <https://www.pinterest.com/pin/647673990131547322/>



Рис. 2.14

URL: <https://www.behance.net/gallery/72332033/Map-Your-Nature-Eco-Resort>



Рис. 2.15

URL: [https://www.linkedin.com/pulse/svitla-systems-april-updates-svitla-systems-inc-?trk=organization\\_guest\\_main-feed-card\\_feed-article-content](https://www.linkedin.com/pulse/svitla-systems-april-updates-svitla-systems-inc-?trk=organization_guest_main-feed-card_feed-article-content)

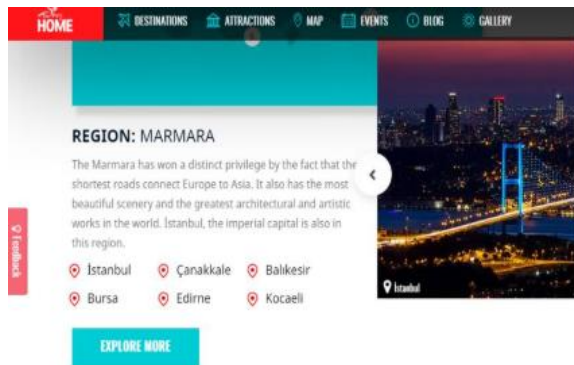


Рис. 2.16

URL: <https://marmaratours.com>

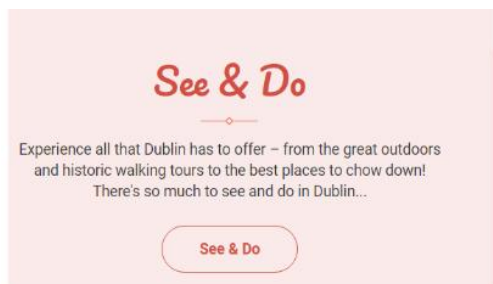


Рис. 2.17

URL: <https://www.viator.com/blog/First-Timers-Guide-to-Dublin/128672>



Рис. 2.18

URL: <https://www.visitdubai.com/uk/articles/a-night-at-la-perle>



Рис. 2.19

URL: <https://www.behance.net/gallery/8080495/TURKEY-TOURISM-CAMPAIGN-2013/modules/61100793>



Рис. 2.20

URL: <https://www.adworld.ie/2019/11/22/tourism-ireland-targets-important-us-market-with-major-advertising-campaign/>

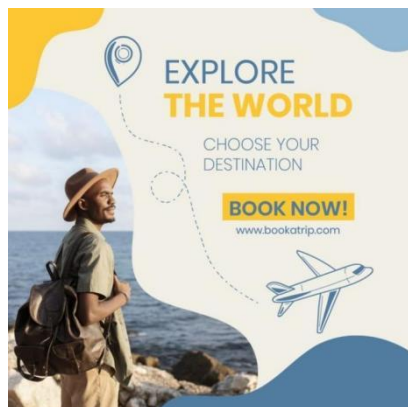


Рис. 2.21 URL: <https://www.pinterest.com/pin/handdrawn-waves-explore-the-world-travel-agency-instagram-post--674765956691125423/>

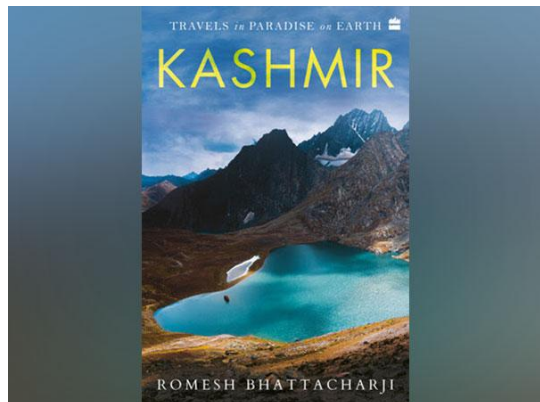


Рис. 2.22

URL: <https://www.prnewswire.com/in/news-releases/harpercollins-is-proud-to-announce-the-publication-of-kashmir-travels-in-paradise-on-earth-by-romesh-bhattacharji-302046630.html>

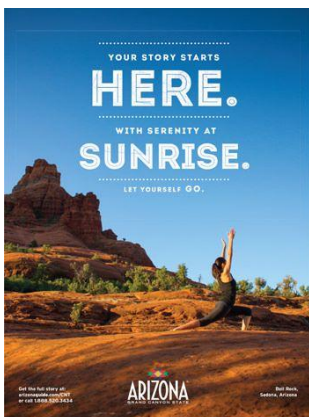


Рис. 2.23

URL: <https://www.pinterest.com/pin/454511787392311650/>

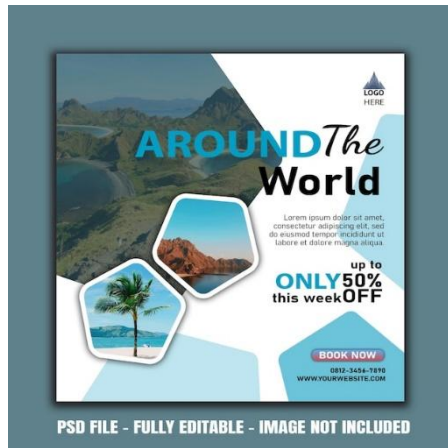


Рис. 2.24

URL: <https://www.gap360.com/travel-around-world>



Рис. 2.25

URL:  
[https://in.pinterest.com/pin/609885974534984536/?amp\\_client\\_id=CLIENT\\_ID%28\\_%29&mweb\\_unauth\\_id=%7B%7Bdefault.session%7D%7D&url=https%3A%2F%2Ffin.pinterest.com%2Famp%2Fpin%2F609885974534984536%2F&open\\_share=t](https://in.pinterest.com/pin/609885974534984536/?amp_client_id=CLIENT_ID%28_%29&mweb_unauth_id=%7B%7Bdefault.session%7D%7D&url=https%3A%2F%2Ffin.pinterest.com%2Famp%2Fpin%2F609885974534984536%2F&open_share=t)



Рис. 2.26

URL: <https://www.pinterest.com/pin/in-copy--553098397984812039/>



Рис. 2.27

URL: <https://www.facebook.com/globaltourprojects/>



Рис. 2.28

URL: <https://bernews.com/2012/08/photos-new-bermuda-tourism-marketing-ads/>



Рис. 2.29

URL: <https://ru.pinterest.com/pin/465489311468510805/>



Рис. 2.30

URL: <https://www.mi-3.com.au/08-04-2021/tourism-australia-launches-first-international-campaign-year-targeting-new-zealand>



Рис. 2.31

URL:

<https://www.postermywall.com/index.php/art/template/8d97928db21e8b2172add71baff1b0bd/paris-travel-social-media-ad-design-template>



Рис. 2.32

URL: <https://advertisingweek.com/tourism-ads-coming-back/>



Рис. 2.33

URL: <https://www.tourism.australia.com/en/news-and-events/news-stories/spotlight-india-edition-4.html>

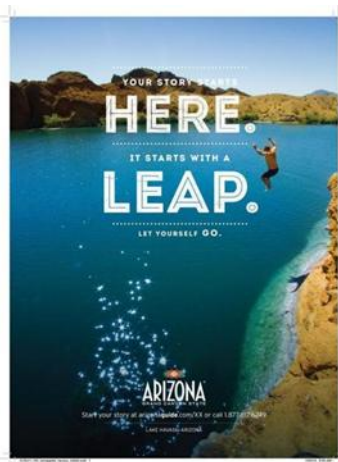


Рис. 2.34

URL: <https://www.pinterest.com/pin/345792077638544826/>