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INTRODUCTION

Actuality of theme. Advertising has a great influence on people's lives, because it is used in many fields of activity, it is a means of spreading information, a way of bringing products or services to new markets. Advertising text is a tool that allows foreign companies to gain popularity and reputation among customers in other countries.

The effectiveness of an advertising campaign in the direction of advertising depends on the quality of the advertising text, which looks like an art form and requires the creative manager not only to have good language skills, but also to possess such traits as creativity and accuracy. Therefore, this determines the relevance of the analysis of advertising tourist texts in the modern dimension of scientific research.

The scientific works of domestic scientists are dedicated to the study of advertising and advertising text: A. Polezhai [3; 21], I. Barantsova [4], V. Zirka [8], K. Kostyuchenko [13], G. Sydoruk, K. Dyachuk [24], N. Talan [27], G. Chulanova [31], V. Yablochnikova [32] etc. However, the aspect of studying the advertising text of travel magazines remains under-researched.

The purpose of the work is to investigate English-language tourist advertising using the example of advertising texts of travel magazines.

To achieve the goal, **the following tasks** must be completed:

- describe advertising as a means of promoting goods and services;
- highlight the specifics of tourist advertising;
- characterize the English-language advertising text;
- determine quality criteria of advertising text;
- outline the concept of "travel journal";
- to investigate the effectiveness of advertising texts in the magazines "National Geographic", "Australian Geographic", "Yellowstone";

– analyze the use of lexical and semantic means in advertising texts of travel magazines.

The object of research is tourist advertising.

The subject of research is an English-language advertising text on the tourist topic.

Research material — advertising publications of travel magazines "National Geographic", "National Geographic Traveller", "Australian Geographic", "Yellowstone".

Research methods:

- analytical method (used to analyze advertising texts);
- induction, deduction and synthesis (used to prepare conclusions based on the studied facts);
- classification (used to combine characteristics of advertising and advertising text into groups according to a certain principle);
- problem-thematic method (used to outline the range of issues that should be considered within the scope of the qualification work);
- descriptive method (used to describe theoretical information);
- content analysis (used for the qualitative-quantitative method of studying tourist advertising texts);
- comparative method (used to identify common and distinctive features of advertising publications on the tourist topic).

The scientific novelty of the work lies in the fact that for the first time a comprehensive analysis of advertising texts on the tourist topic was carried out on the example of travel magazines.

Theoretical significance. The theoretical provisions of the thesis make it possible to get acquainted with the concept of advertising and advertising text. The given theoretical information is structured and logically presented.

The practical significance of the study is that the analysis may be useful to researchers in the field of philology, linguistics, publishing, tourism,

scientists of related fields of knowledge, students and teachers for scientific and educational purposes.

Research structure. The qualification work consists of an introduction; two sections, the first one covers the theoretical foundations of the study of advertising and advertising text, the second section examines English-language advertising publications of travel magazines; conclusions, list of used literature (44 names) and appendices (8 positions). The total volume of work is 64 pages of printed text, the main volume of work is laid out in 48 pages.

SPECIFICITY OF ADVERTISING AND ADVERTISING TEXT: THEORETICAL BASIS

1.1. Advertising as a means of promoting goods and services

In today's economic conditions, advertising plays an important role in the business sector, which is mainly due to the role of communication. Without product promotion, the seller's search for the consumer and the consumer's independent search for the seller would be a very difficult process. Moreover, advertising is not only a means of establishing relations between the consumer and the seller, but also a means of promoting the product to the buyer. Effective advertising planning is an important element of the company's impact on the market. By promoting the product, the company created a brand image, established the popularity of the product among customers, and looked for ways to cooperate with customers.

Modern advertising is an "advertising medium" with legal bases and mass features. In the conditions of strong growth of competition, the role of advertising continues to grow. When planning advertising activities, one should be guided by the principle of the right way, not to fight with competitors, but to look for ways that better meet the needs of consumers. Currently, in order to continue to develop the most effective methods and types of advertising, to correctly select advertising methods and use the most effective of them, it is necessary to constantly study international experience, as well as the experience of competitors [1, p. 315].

According to researcher N. Talan, advertising is any type of special presentation or promotion of ideas, products or services paid for directly by consumers. In other words, advertising is aimed at accelerating the sale of goods and services, strengthening the relationship between the client and the product, promoting goods and services [27, p. 261].

Scientist N. Kalagurka considers advertising as a way to persuade consumers to buy a product. Advertising is done through television, radio,

print media, the Internet, billboards, or billboards, but advertising agencies are always looking for new and innovative ways to get their message across to consumers. Whereas advertising aims to increase sales of a new product [10, p. 55].

Scientist V. Yablochnikova believes that advertising, which is an important feature of any entrepreneurial activity, also changes according to the development of society. The effectiveness of the advertising campaign directly depends on the design of the language of the advertising text [32, p. 140].

Based on the definition of "advertising" by researchers, we can conclude that advertising is related to language and aims to help the customer according to his needs and desires.

Advertising has a great impact on the majority of the population every day, contributing to the formation of consumer preferences, attracting potential buyers to a product or service in order to promote and sell it. Advertising is also information about a certain service or product in any form and created by any means, intended to create or maintain awareness and interest of consumers in this service or product. In the modern economy, when the supply of goods exceeds the demand for them, it is impossible to deliver the goods to the consumer without special advertising [29, p. 313].

The advertising activity of the enterprise affects the interests of all participants of the advertising market: the advertiser, the manufacturer, the distributor, those who help carry out advertising with the consumer and fill local budgets. In general, advertising can be defined as an activity of business organizations related to the creation and placement of advertising for the purpose of determining the demand for goods or services, achieving strategic plans and current activities.

Advertising includes the following processes:

- consumer market analysis;
- determining the need for advertising;
- advertising market research and advertising campaigns;

- drawing up a plan and program of advertising campaigns;
- creation of an advertising product;
- publication of advertising or showing it in mass media;
- advertising campaign and research in social networks for quality management [29, p. 313].

Individuals are characterized by a multisensory perception of things through the senses, and therefore all information is important for quality sales: the shape, color, smell and taste of the product. Since man is social, the general enthusiasm, preferences and opinions of other people and habits about these things are generally important and are no less necessary than the choice and purchase of a particular product. Ways to encourage a person to buy a particular product in a store with the help of advertising:

1) use of correct numbers. Rounding numbers is a common technique, such as \$ 99.99 instead of \$ 100. The seller will not give a single penny of change in the check, but the feeling of saving will encourage you to purchase the product;

2) application of the opinions of experts and celebrities in advertising. Well-known personalities, professionals in their field, samples of their words are considered special for invitation in advertising. In this case, the advertisers hope that the audience will transfer some of their trust and love for the star to the product they are promoting;

3) the consumer's belief that the product will benefit him. If the consumer believes that the product will bring him quick success, he will part with the money without thinking about the reason for such an act;

4) use of humor as a tool to attract customers. Laughter reduces tension and creates an illusion of trust between buyer and seller. This ad that will be remembered for a long time;

5) smart choice of colors. Marketers often use the color red, which prepares the buyer for aggressive action and really forces them to act, in this case, to buy. For this reason, it is used in discounts and sales. Green color, for

example, is considered natural, so it is used in health and medicine, natural food products, etc. In addition, the color of advertising performs certain functions:

- increases the probability of remembering the advertisement;
- emphasizes special features of advertising;
- helps to understand the content of services and products [1, p. 341];
- highlights certain aspects of services and products;
- attracts buyers;
- develops a positive attitude towards advertising;

6) use of special words for sales. Using words to increase sales: you, confident, fun, successful, proven, proud, paid, reliable, proven, profitable, qualified, healthy, comfortable, easy, loving, honest, daily, new, found, good, done smart, fair, truth, success, success, happiness, value, wealth;

7) shortage effect. People love scarce products. A clock on a timeline, “limited stock”, “valid until today” are good examples of the scarcity effect;

8) playing with emotions:

- causing the client to sympathize with sad music, emotional words, bright solutions, and clients with teary eyes are ready to buy products for a moment, forgetting about the characteristics, the need for the product;

- awakening shyness and attractiveness. By showing people as they are, creative managers appeal to fatigue and use vivid imagery to encourage purchases in the here and now;

- greed encourages customers to buy products at a discount, even if they are not needed at all, "buy two products — get the third product for free!", "two for the price of one", etc.;

- fear really sells. Consumers are looking for "cures" for worries and problems: hair conditioners (to prevent hair loss), sugar substitutes (to prevent weight gain), etc.;

- feeling of gratitude and guilt. For example, sometimes the consultant spends 40 minutes with the buyer, so it is difficult to refuse and not buy the product [1, p. 342];

- we can summarize that advertising is special information that describes the advantages of any product or service, attracting the attention of consumers to purchase. In our opinion, the main factors that make advertising a modern commercial tool are:

- advertising that convinces a potential buyer to purchase a product or service;

- a small message with a description of the product or service highlighting the good features and hiding the bad ones;

- advertising helps the consumer to make a decision to buy the product;

- advertising helps to "stand out" among competitors on the market;

- advertising is informational in nature, i.e. it informs buyers about the availability of new goods and services on the market;

- advertising performs many functions, among which we can single out educational, informational, motivational;

- advertising can be distributed among a wide audience;

- advertising can be placed anywhere and can be of different types;

- advertising can affect the subconscious of consumers, encouraging them to buy sometimes unnecessary goods;

- advertising is an effective means of selling finished products to a large number of buyers;

- advertising is a recurring phenomenon;

- advertising can be aggressive [18, p. 221].

1.2. The specifics of tourist advertising

Today, the state of tourism is very dependent on advertising. Tourism advertising offers unique opportunities for business development and growth in the city, the country and the world. If the promotion and benefits of advertising in the tourism community were not exploited, tourism could be unpopular and unadvertised. Accordingly, fewer people would learn about the activities of the travel company and fewer people would use the services. General tourism opportunities for the implementation of projects, increase in sales of services, expansion of borders, increase in the client base and consumers of tourist services are due to advertising.

Tourism advertising is a form of indirect communication between a tourist product and a potential buyer. This means that advertising should persuade buyers to choose this company and its products by providing information about the company and its travel services, as well as strengthen the belief of ordinary people in their right to choose. It is difficult to imagine the development of tourism without bright, beautiful and effective advertising. This has a serious psychological and social impact on society.

However, this effect should not be considered as an incentive or impetus for certain actions for customers of tourist services, because modern advertising is not the use of public opinion, but the professional organization of real needs related to personal development. For example, this advertisement promotes sports and a healthy lifestyle, offers a vacation at a ski resort with the help of a travel company, and uses all the services provided there to improve people's health. There are several aspects of tourism product promotion that travel companies are expected to:

1) the characteristics of tourist services dictate the need to use visual means to better define the sphere of tourists' interests [30, p. 120]. Advertising campaigns should follow the principle "it is better to see once than to hear a hundred times." For example, a high-quality image about a sanatorium can have a greater emotional impact on the viewer than the best stories about the

sanatorium itself. Therefore, it is worth using photos, videos and other multimedia tools;

2) in tourism, special economic advertising, which promises consumers advantages over competitors' offers, better achieves its goal. Thanks to advertising, the buyer must believe that this company will help him save money and allow him to get the highest level of satisfaction from travel services. Quality and professional advertising has a double effect.

On the one hand, it helps the tourism industry to develop new sales markets, expand the number of sales, and on the other hand, it helps the company to increase income, thanks to which it is possible to guarantee the correct payment of workers. It also helps to increase employee satisfaction with the results of joint activities. It should be emphasized that, as the experience of advertising campaigns of well-known travel companies in the world shows, when placing advertisements, it is necessary to take into account the peculiarities of the country, region, and the socio-political situation in society. Advertisements for local tourists should in no way hint at the low quality of tourist products and customer service.

Professional advertising of tourist services must be honest, promote a healthy lifestyle, culture and respect for people. One of the main requirements for advertising is its accuracy. Unfortunately, many travel companies violate the "golden" rule of business — "don't promise a customer what you can't fulfill." In particular, it often happens unconsciously when trying to influence the consumer in any way and for the best reasons. Over time, it becomes clear that the company cannot fulfill its promises, and this negatively affects the image of the company and customer satisfaction [30, p. 121].

Advertising provides tourism with new directions for timely advertising of the tourism sector to increase the results obtained from consumers. It is also possible to trace the path of socially-oriented development before this or that travel company began to work without the help of advertising and until it

began to use advertising in its activities and use all its methods to increase its profits [17, p. 58].

Advertising is a powerful tool for implementing the marketing strategy of a travel company in promoting travel products and strengthening relations between producers and consumers of travel products. As far as advertising is concerned, the purpose of advertising tourism products is to communicate and inform buyers in order to increase the demand for tourism products. Advertising a tourist product allows the consumer to save time and resources when researching the features of a certain tourist product.

Companies offering travel services use the following types of travel product advertising:

- 1) image advertising of a tourist product to increase future sales;
- 2) persuasive advertising of a tourist product is not aimed at the consumer of the tourist product, but at the activity and behavior of the consumer;
- 3) interactive advertising of a tourist product — advertising aimed at creating a conversation with a potential customer, targeting and strengthening his concept, on the basis of which the travel company tries to establish a commercial relationship. This type of tourism product advertising tries to combine the functions of the first two forms: creating an image and at the same time receiving a response, which allows you to quickly assess the impact of the message;
- 4) brand advertising aimed at presenting the image of a tourist company, creating or strengthening a positive attitude towards the diversity of the audience by creating an environment of trust, at the same time it is necessary to find a special way of communication in an environment saturated with advertising of a tourist product;
- 5) support and assistance in improving the company's image. The task of advertising a tourist product is to hide in the shadow of one's own skills and methods, to present the advertised product in a way that does not recognize

advertising. The completeness of the advertisement of the tourist product should be hidden from the viewer (the more complete the advertisement of the tourist product, the less noticeable the advertisement) [17, p. 58].

Let's consider the conditions for increasing the effectiveness of advertising tourist products:

- the role of advertising tourist products is a part of marketing efforts that cannot be separated from other sales;
- in accordance with the law, successful promotion of a tourist product requires the sale of a unique tourist product at an attractive price through proper coordination of promotion and sales;
- advertising of tourist products satisfies the need for information, it is more useful to make a complex decision regarding the purchase of products that tourists do not know about, their properties, which are not shown in a simple overview;
- promotion of a tourist product is effective if it is aimed at the special quality of the tourist product, which is better than the quality of other tourist products. This property can be a "promise", as well as its symbolic meaning [17, p. 58].

1.3. General characteristics of English-language advertising text

The expressive nature of the language of communication requires consideration of many issues related to the type of communication known as advertising communication and, in part, the problem of defining the functions of advertising language. The main purpose of advertising is an advertising offer. The presence of an advertising offer distinguishes advertising text from other types of text.

The essence of the advertising proposal is to convey the main advertising words to the client in the most appropriate way for the resource. The offer is submitted as a separate order to simultaneously inform the sender and encourage the recipient to accept the promotional offer. Recognition and persuasion are achieved through influence, which requires the use of a variety of appropriate techniques of linguistic expression.

An advertising message demonstrates the characteristic features of an artistic (creative) and journalistic text — on the one hand, the fact of the description (products, services) should be clear, and on the other, an important depiction of the beauty of images and forms, emphasis on emotional feelings, familiarity with the world of thoughts, dreams, etc. [12, p. 54].

The basis of an advertising campaign should be clear information about the subject of advertising, its difference from many similar things and the economic interest of the buyer. However, regardless of the fact and motivation of the advertising text, the content of the advertisement should be interesting and, most importantly, not just advertising. Advertising managers should try to make the advertising text business-like, proactive, and easy to understand. Therefore, the special organization of advertising messages is characterized by a combination of two categories: logical and emotional [23, p. 363].

The basis of the advertising message is the fact of the real world, but the form of its presentation is a metaphor, based on the expectations and needs of the public, taking into account the peculiarities of the consumer culture. As a result, the principles of production of all types of text are different, which limits the use of patterns of audience reaction [12, p. 54].

In this case, we can talk about parallelism between the strategy of presenting information in the text of an artistic work and advertising. On the one hand, the advertising text has such characteristics as use based on a specific conviction (argument), clarity, understanding, on the other hand, it shows the attitude of the author to the proposed product, descriptions and

instructions and allows to influence thoughts and emotions that convince the buyer in the need to purchase the advertised product or service [23, p. 363].

Advertising text is a verbal presentation of advertising. It is also a special type of information containing characteristics and information about the type of goods or services that the buyer is interested in [27, p. 261].

Vchena V. Zirka considers an advertising text as a certain text with a set of additional language components: pictures, images, sounds, the specific set of which depends on the advertising medium. Each advertising system considers advertising as a single semantic and structural unit. Distinctive features of advertising text: multiplicity, excessive repetition, collective or organizational process of cognition. The researcher divides the advertising text into external advertising, social, commercial, print and political advertising [8, p. 258].

Researchers E. Savchenko and A. Gurkovska call advertising text a form of promotion and ideas, products or services. The purpose of an advertising message is to motivate the client, who can change or strengthen his attitude towards a certain product or service [8, p. 362].

Scientist I. Barantsova interprets the advertising text as a short informative message intended to promote the sale of a product or service with a persuasive motivation expressed in language. Advertising texts, as a rule, are aimed at a wide audience and are designed to stimulate the sale of certain products [4].

Advertising texts are structured and consist of the following elements:

- title;
- slogan;
- basic text;
- code;
- illustrations;
- color;

– font [13].

Over time, the advertising text developed its own organizational structure. This structure is conditional, since each part of it can be replaced or completely absent [32, p. 140].

The headline is the most important part of the language of the advertising text. Its functions are determined by the actualization of the main argument of advertising, attracting the attention and interest of the client, explaining the product/service and, ultimately, its implementation. The title is placed immediately before the main text and indicates its content. Headlines are very short and contain many expressive language techniques. However, it is useful to distinguish a title from a tagline. The slogan is shorter than the name and separate, its distinguishing feature is the image of the general philosophy of the company. However, the slogan can coincide with the name or complement it.

The main role in the advertising text is played by the slogan. It aims to encourage the client to choose an advertising service. The effectiveness of an advertising slogan is manifested in the correct combination of words, the use of expressive language and stylistic means, direct influence on the client [32, p. 140]. A subhead is a piece of text that reinforces the title and theme of the ad text, develops it, and explains specific facts that may require more words than the headline. The basic text contains all the information about the product or service, is a logical continuation of the heading and subheadings, and also develops the argument. Usually the basic text is longer than the title, printed in small font and does not attract much attention.

A code is a key element and combination that prompts action and is intended to inform the customer's reaction to a purchase situation, additional information or a request for action. Useful information that guides the customer in his actions: store address, inquiry form, toll-free number, etc., if he liked the product and wants to buy it. However, not all advertising texts consist of the specified elements. Therefore, advertising text is a type of free

text. It is assumed that the more famous the brand, the smaller the role of language in advertising, since the potential buyer is already familiar with the history and status of the brand.

Eight design rules are also important when creating any advertising text:

- rule of integrity;
- rule of proportionality;
- rule of harmony;
- balance rule;
- rule of rhythm;
- rule of proportion;
- color gamut rule;
- selection rule. These rules help to create an effective advertising text and arouse the interest of the buyer [13].

1.4. Quality criteria of advertising text

Advertising text has a great impact on increasing sales, providing information about the product, promoting it, increasing demand, sales and production. It is an important and powerful part of the complex system of business marketing activities, the level of development of which depends on the quality and effectiveness of advertising texts in accordance with the requirements of the modern market. Creating advertising text is a complex and creative process, and various methods are used in this process [14, p. 927]. The following levels of effective communication using advertising text are distinguished:

1) the level of motivation consists of "immediate emotional stimulation" and the individual's reaction to this emotion, the need to do something. A

person must find a way to satisfy his external desire, and an advertising message can provide this to the consumer;

2) the level of perception involves responding to stimuli, researching available ways to satisfy the consumer's needs. Perspective includes the stimuli that the advertising message creates as well as the images that it creates in the mind. Focuses more on one stimulus and less on others;

3) the manipulative level includes the consumer's actions related to the advertised object. In particular, they involve thinking about action. For example, when a person chooses a certain product, if it has sufficient performance characteristics, price/quality ratio, etc. At this stage, advertising plays an important role in consumer decision-making;

4) purchase level. Satisfaction of the primary request by the consumer. The buyer himself determines the possible consequences of his purchase, and thus the actions taken are the result of a reasonable decision [25].

There are several conditions that contribute to effective communication between the advertising message and the consumer:

- there are two or more parties;
- a specific party must have something important for the other party;
- a specific party must be able to communicate and act;
- a specific party must be free to choose: accept or reject the offer of the other [25].

Therefore, advertising communication through advertising text is one of the important aspects, because every consumer who buys a product or service enters into an interaction that is perceived as an exchange of various benefits. During the exchange, a consumer benefit is obtained [25].

Let's consider in more detail the methods that are used in the course of creating a high-quality advertising text:

- emphasizing the ease and speed of achieving the effect;
- promoting a good product image based on someone else's image;

- comparison;
- formation of contrast;
- use of influential forces;
- focusing on many positive features or characteristics;
- use of slogans;
- selection of information [14, p. 927].

Evaluation of the effectiveness of advertising text allows:

- get information about the appropriateness of advertising;
- choose effective methods of placement of an advertising message;
- determine the conditions for the best advertising effect on consumers [14, p. 928].

The researchers E. Savchenko, A.Gurkovska:

- the use of the imperative (imperative form) to encourage customers to buy tickets, to "order" them to buy the travel services of the agency that initiates the creation of travel advertising;
- intentional use of the element of time: negation of time (endless travel), time change (comparing the past and present, which attracts the attention of tourists), showing the future (excellent service that awaits tourists when buying a travel route in the near future), etc.;
- using the passive mode or indicating the recipient, i.e. the absence of direct communication between the sender and the recipient of the text, i.e. the "monologue" mode (the sender does not know who the addressee of the text is). The message focuses on the client's needs and the benefits of the service;
- the presence of tautology, the presence of a certain rhythm in the text, and in some cases rhymes, in order to achieve memorization of the message by the consumer;

– selection of vocabulary with a particularly positive emotional color [23, p. 365]. The quality of advertising texts in the field of tourist services is influenced by many factors, the main of which are:

- the economic situation of society and the level of social and economic security;
- degree of increased competition in the tourist market;
- characteristics of the target group of the advertising campaign, its opinions and interests;
- the size of the advertising budget of a specific advertising campaign, which depends on the financial capabilities of the travel firm;
- willingness of consumers to accept advertising text related to the spread and development of habits in the context of personal and family aspects of life;
- experience and creativity of the advertising campaign of the tourist product and the continuity of advertising in the information space [9, p. 228].

Conclusions to chapter 1

In the 21st century, advertising has become a powerful tool for promoting goods and services on the market. No company can do without advertising. Advertising contributes to the formation of recognition of brands, products, services and the image of famous persons. The growth of mass media led to the emergence of advertising, which today has taken over the entire media space.

Advertising is a quick way to get exposure, especially online. With the help of advertising, the image of the advertiser can be conveyed, and the products get more attention faster. While other communication activities, such

as social media or content marketing, are primarily aimed at image and awareness of a company, advertising can be used directly to sell products or services.

The main advantage of advertising is to promote the sale of products and services and, in the long run, to create a more positive image among potential customers than competitors have already achieved.

In the theoretical section, we considered the theoretical aspects of studying advertising and advertising text. We highlighted the definitions of the concepts of "advertising" and "advertising text" by domestic researchers. We can summarize that advertising is a phenomenon aimed at promoting and selling a certain product or service. To create an advertisement, the advertising manager must go through the following stages: defining the market of buyers, analyzing the need and demand for specific advertising, analyzing the market and advertising campaigns of competitors, creating an advertising campaign plan, creating advertising products, publishing advertising using a certain tool (for example, print advertising in glossy magazines, advertising on transport, etc.).

Such a type of advertising is distinguished as tourist advertising. A peculiarity of tourist advertising is the rule, which provides for the truthful indication of the quality of the company's tourist services. An advertising manager must create an advertisement for a tourism product or service that is true to reality. A distinctive feature of tourist advertising is the "inconspicuousness" of advertising for the consumer, as well as the mandatory use of visual advertising.

Tourist advertising is divided into several types: image, brand, interactive, persuasive, advertising to improve or maintain an existing image. Advertising text is a persuasive informational message with a unique structure: unusual lexical and grammatical units, style, special syntax, etc. Therefore, the main task of the advertising manager when creating an advertising text is the motivational content and purpose of the message. The

advertising text is characterized by the following features: the basis of the advertising message is a fact that expresses the nature of the text with the use of lexical-semantic means (for example, hyperbole, epithets, tautology, exclamatory sentences, etc.).

In order for the advertising text to fulfill its main goal - to attract the attention of a potential buyer — it must meet the criteria of quality and effectiveness. Ukrainian scientists (E. Savchenko, A. Gurkovska, I. Polishchuk, M. Kuzmenko) single out the following signs of the quality of an advertising message: an imperative or motivational form with the aim of encouraging the consumer to act, the use of time elements or a limit (for example, a limited number of goods, up to the end of the promotion is 5 hours), the repetitive nature of the advertising slogan, etc.

ANALYSIS OF ENGLISH TOURIST ADVERTISING ON THE EXAMPLE OF ADVERTISING TEXTS OF TRAVEL MAGAZINES

2.1. To the definition of the concept of "travel journal"

Travel journalism is a genre based on presenting travel information in the context of comparing subjects: history, geography, culture, literature, photography, etc. [21, p. 58].

Travel journalism has unique characteristics: the ability to provide information, a set of basic ideas and references about travel, tourists, specific places on the world map. It's important to note that there are effects that a well-written travel ad can create. Advertising production managers collect information on history, geography, culture, literature, ethnography, photography, and materials. In general, this type of information about tourists, recreation, cruises in the mass media is designed for the public interested in this topic [4, p. 8].

In addition to different genres, travel journalism varies widely in the spectrum of its main topic: travel. By type of audience (hotel review or reportage or review of hunting in the Scandinavian forests); about the interests, hobbies, passions of the audience and the author (advice on collecting exotic insects or a "guide" to London clubs); based on data on the age and status of the client's family (experience of family vacations, quality of life in different countries of the world, inspection of roads for the elderly); business management (import, pharmaceuticals, economy); solving current problems (development of volunteerism, explanation of international conflicts, face of visa management).

In the modern world, travel journalism is a diverse group of mass media focused on creating ideas about geography and culture (landscape, flora and fauna, climate, daily life, customs and traditions of a "foreign" country,

population, historical and artistic monuments, religious objects, etc.), as well as to increase interest in the "other" and encourage travel.

Mass media, especially print magazines, are one of the most popular mediums for writing travel content. Like all mass media, travel magazines act as information and communication tools that convey information to the addressee [21, p. 67].

The "magazine" section includes periodical publications (monthly, quarterly, etc.), which include official publications, literary and artistic works, articles, photographs, and publications on socio-political, scientific, industrial, and other topics. The magazine can also have an appendix in the form of a non-periodic, periodical or continuous edition [6, p. 19].

The following features of the printed magazine can be singled out [21, p. 67]:

- publication of stapled or bound printed material in the form of a paper block;
- published in a certain order with a certain number of publications for each issue;
- all issues or issue numbers must be issued in the same order and have the same name, volume and format;
- most of each issue of the magazine is written or mixed with illustrative accompaniment.

The magazine, as a type of periodical, is intended for the rapid distribution of information aimed at different groups of readers at a specified time. At the same time, each last issue of the magazine is a continuation of previous issues determined by the topic, content and form [21, p. 67]. The specificity of the travel magazine lies in the complexity of its typological identification (popular scientific, entertainment, service), orientation to different categories of readers (general public, luxury category, children's audience, gender-branded audience, specialists in the hotel industry and cuisine, etc.) [21, p. 69].

The question of defining a travel magazine is still debatable. In fact, in the context of communication, the term "travel magazine" is best suited, these magazines are considered popular science media for the general public and are presented to the general public on the topics: nature and people, travel to different places, countries, life, culture and history of people around the planet [21, p. 68].

This definition leads to the following remarks. First, not all travel magazines can be properly called popular science publications. An important part of them are information and advertising campaigns aimed at stimulating the demand for products in the tourism sector, or advertising campaigns based on lifestyle, which combine advertising and entertainment functions with the function of creating and maintaining high standards of living.

Second, a group of travel magazine readers may not consider themselves readers of travel publications. After all, most travel magazines target more affluent readers, encouraging them to purchase various travel and leisure-related products and services.

Thus, a travel magazine can be defined as a periodical publication, a special and communicative medium that publishes information related to the fields of "travel — tourism — recreation". This information is presented in the form of travel media publications. Content is created by professional writers, travelers, tourists and tourism professionals and published for a general audience interested in travel and/or tourism.

2.2. Study of the effectiveness of advertising texts of travel magazines

To analyze the effectiveness of advertising texts of travel magazines "National Geographic" [39], "National Geographic Traveller" [40], "Australian

Geographic" [34], "Yellowstone" [44], we selected 20 advertising texts. We will conduct research based on the following criteria:

- determination of the addressee;
- address to the addressee of advertising material;
- evaluation of the structure of the advertising publication;
- linguistic features of the advertising message.

Analysis of advertising text No. 1. *"By Land and Sea For A Diver's Guide to the World: Remarkable Dive Travel Destinations Above and Beneath the Surface, Carrie Miller and Chris Taylor traveled to 50 locations in 35 countries. The guide, which reveals extraordinary experiences and practical tips, is available wherever books are sold"* [39].

The advertising text offered above is an advertisement for a travel guide. The addressee is a wide audience interested in travel. There is no direct appeal to the addressee. The advertising message has a clear structure: the title (name of the publication), the authors of the book and their achievements, a brief description of the content of the guide. The headline of the advertising text is not interesting, so the consumer may not read the ad at all. In our opinion, it is worth changing the title to use encouraging verbs (you can find a guide here, check out Carrie Miller and Chris Taylor's guide). The linguistic features of advertising are the indication of actual data in concrete figures, argumentation, accordingly, the text is rational and logically structured. We believe that the absence of terms and complex verbal constructions is important in this advertising message. For the improvement and effectiveness of this advertising message, it is worth using an appeal to the reader.

Analysis of advertising text No. 2. *"DISCOVER A RENOVATED JAMAICA. Let yourself be carried in Grand Palladium Jamaica Resort & Spa. You can enjoy a swim in the warm waters of the Caribbean, sip on a piña colada in one of our four pools, or relax yourself in our Zentropia Palladium Spa & Wellness. Taste our 11 gourmet restaurants with international and local specialties. It's ideal for families and couples alike, offering an extensive*

range of activities and facilities including a kids' club and 17 bars. Enjoy your stay with Infinite Indulgence, it's all included. For more information, visit PALLADIUMHOTELGROUP.COM or contact your favourite travel agent" [40].

The above advertising text offers the services of the Grand Palladium Jamaica Resort & Spa. In the publication, we see a direct appeal to the consumer, services are offered for both adults and children. Thus, the addressee of advertising is a wide audience. The advertising message is logically structured: a motivational headline-slogan that forces the consumer to get acquainted with the main text, in the main text a description of the advantages and components of the hotel complex. Linguistic features of advertising are clear argumentation, facts (specification of quantitative characteristics of bars and restaurants). The main text is rational, we can see this by the way it affects the reader. In the deductive method, a system of arguments indicating the quality of services is presented, for example it's all included, taste our 11 gourmet restaurants with international and local specialties.

Analysis of advertising text No. 3. *"Casa mulania. Unique in Switzerland Laax – from gourmet meals to in-room delivery, all meals are included – so chose from any of the restaurants on the top or at the base of the mountain. A private hiking guide, ski or bike instructor, lift ticket, golf fees, equipment rental, kids' daycare or even relaxing massages – you can have it all included. Not to mention valet service and free e-shuttle and to top it off, your personal experience coordinator who ensures your stay will be smooth and carefree"* [40].

The above advertising text of the Casa mulania hotel is effective in terms of direct appeal to the consumer. The addressee of the text is an adult audience interested in active recreation. The advertising message is structured: the headline is represented by the name of the hotel, the main text describes the recreation opportunities and benefits. In our opinion, it is worth adding

motivational elements to the title, for example a verb with direct appeal. Linguistic features of the text are the use of a large number of positively colored epithets. The text is rational, which is demonstrated by the system of arguments (mention valet service and free e-shuttle).

Analysis of advertising text No. 4. *"Jackery Solar Generator. Don't let power limits hold your back. The 1500 Pro delivers reliable and powerful access to clean energy for outdoor enthusiasts. Stay charged and connected on your epic adventure. Join us in celebrating sustainable energy and the wonders of nature"* [40].

The advertising text of the Jackery Solar Generator generator production company mentioned above is characterized by a direct appeal to the consumer. The addressee of the advertisement is immediately indicated in the text (for outdoor enthusiasts). The advertising message has a clear structure: a headline (name of the company), the main text with a clear argumentation (factual data and advantages of generators of this company). The consumer clearly understands which product is being advertised. Linguistic features include the use of positively colored epithets. The text is effective in view of the persuasive method of influence.

Analysis of advertising text No. 5. *"The Dorian. Inspired by Oscar Wilde's novel, The Picture of Dorian Gray, The Dorian delivers something extra, something intangible that you will sense the moment you walk through our doors. Transcend time and step into a story where you're immersed in iconic style. Surrounded by glamorous decor and thought-provoking art, embrace your individuality and adventurous spirit and become acquainted with exquisite service"* [40].

The ad text above offers the services of The Dorian restaurant. Advertising appeals directly to a potential restaurant visitor. The advertising target is an adult audience. Structure of advertising publication: headline, main text. The linguistic features of the advertising message are a clear description of the restaurant's difference (created on the basis of the atmosphere of the

aesthetic novel "The Picture of Dorian Gray" by Oscar Wilde). The text is effective due to the unique description of the restaurant's benefits and will remain in the consumer's memory for a long time.

Analysis of advertising text No. 6. *"Pioneers in the Kimberley. Make your own Kimberley memories on our classic expeditions"* [34].

The advertising text indicated above is addressed directly to the addressee. There is no understanding in the text who is the target audience. An advertising message consists of a title and a slogan. The linguistic features of the text are the persuasive character of the advertisement. Disadvantages are the low argumentation of the advertising message, the lack of understanding of the subject of the advertisement. In our opinion, the proposed tourist advertisement is not effective.

Analysis of advertising text No. 7. *"AATKings. Treat your eyes to the world's best vistas; as the sun's rays kiss Kakadu or the sheer scale of Nitmiluk (Katherine) Gorge makes you take a moment. You'll feel rejuvenated taking a dip in the thermal crystal-clear springs or even the waterholes of Litchfield National Park"* [34].

The above advertising text addresses the potential consumer directly. The target audience is a wide audience that plans to visit the mentioned places of rest. The message consists of a header and a body. The main text is logical and factual, because the locations for future recreation are clearly indicated. Linguistic features include the use of many artistic tropes (hyperboles, metaphors). However, in our opinion, advertising is not effective, since the subject of advertising is unclear — the named places of rest or the services of the tourist operator in general.

Analysis of advertising text No. 8. *"All-inclusive Kimberley cruising. Heritage Expeditions have been exploring the world's most remote shores for more than 35 years and invite you to join their renowned team of on board guides and experts as we expedition cruise Australia's iconic Kimberley. Explore King George and Horizontal Falls; Vansittart, Swift, Careening and*

Talbot Bays; Hunter River; Montgomery Reef; discover ancient rock art and more. Enjoy all-inclusive travel poolside aboard our luxurious 140-guest flagship Heritage Adventurer where sophisticated accommodation and gourmet fare served with house wine and beer at lunch and dinner meets carefully crafted, unique itineraries" [34].

The advertising text mentioned above is characterized by a direct appeal to a potential tourist. The addressee of tourist advertising is a wide audience interested in expeditions. The structure of the advertisement: headline, main text with actual data (numbers and geographical names of the area). We can say that the text is rationally presented in a deductive way with clear arguments. The linguistic feature of the advertising message is the use of emotionally colored epithets. That being said, we believe that the ad copy is effective and will attract the attention of a potential customer.

Analysis of advertising text No. 9. *"Travel with us. Unique expeditions and experiences from Australian Geographic Travel and our trusted travel partners" [34].*

The advertising text proposed above addresses the reader directly. The target audience of the travel magazine is the target audience. An advertising message consists of a persuasive slogan. Linguistic features include the use of a language game with the word travel. Due to the small size of the advertising message, it is not effective. Also, the subject of advertising may be unclear.

Analysis of advertising text No. 10. *"True Traveller. Travel Insurance with you in mind Travel insurance designed by travellers Up to £10M medical expenses Available even if you're already abroad Cover for cameras and gadgets available Extreme sports and activities covered, including trekking and winter sports" [40].*

The ad text above is addressed directly to the potential buyer of True Traveler travel insurance. The ad is aimed at a wide audience interested in travel insurance. The structure of the content of the advertising message is represented by the title and the main text with actual data. Linguistic features

are characterized by artistic tautology — lexical repetition of the words insurance, Travel, sports, available. Language game with the word Travel. In our opinion, the advantages of this advertisement are the clear indication of the subject of advertising (insurance). We consider the advertising message to be effective.

Analysis of advertising text No. 11. *"The Laurentians. You will find a broad selection of well-known resort areas such as Tremblant, Sainte-Agathe-des-Monts, Saint-Sauveur Valley and Sainte-Adele, and many national parks, among them: Montage du Diable, Kiamika and Poisson Blanc"* [40].

The above advertising text is characterized by a direct appeal to the consumer. The addressee is a wide audience. The advertisement consists of a headline (the name of the resort) and the main text with a large set of factual data (the names of the resort areas). However, the shortcomings of this text are a lack of understanding of the subject of advertising (resorts or advertising of the services of a travel operator). We believe that the advertising message lacks important information, is incomplete in content, for example, the benefits or features of the resorts or travel company are not indicated. Therefore, in our opinion, the advertising of The Laurentians is not effective.

Analysis of advertising text No. 12. *"Nestled within Costa Rica's Osa Conversation Area, Playa Cotivo Lodge is an exceptional destination for thoughtful eco-luxury travellers who love uncharted adventures and meaningful experiences"* [40].

The advertising text mentioned above clearly indicates the addressee of the message — thoughtful eco-luxury travellers. The structure of the advertisement is represented by the main text with a description of the location for recreation. Clearly stated subject of advertising — Playa Cotivo Lodge. In our opinion, the text is not effective enough. The very structure of the text is rational, there is a system of arguments. However, there are no motivational or encouraging appeals.

Analysis of advertising text No. 13. *"Rimowa. Guaranteed for a lifetime of memories"* [40].

In the advertising message proposed above, there is no address to the addressee. The addressee is a wide audience. The advertisement for the suitcase company Rimowa consists only of a slogan that is easy to remember. The subject of advertising is unclear. Exactly how memories are associated with suitcases and not with travel. A linguistic feature of the advertising text is a hint about the durability of the company's products and the suitcase as a symbol of travel, provided that the consumer is already familiar with the company and its type of activity. In our opinion, the text is not effective due to the lack of argumentation and understanding of the object of advertising.

Analysis of advertising text No. 14. *"Adagio Aparthotel. Rather than a traveller, become a Londoner"* [40].

The advertising text indicated above must be directly addressed to the addressee. The addressee is a wide audience. The advertising message consists only of a motivational slogan. The language feature of the slogan is a language game with the words traveler — Londoner. With the help of a word game, the consumer receives factual information about the location of the Adagio Aparthotel. The disadvantage is the lack of a system of argumentation, specifics in the text. The advantages are easy memorability and comprehensibility of the subject of advertising.

Analysis of advertising text No. 15. *"Adagio offers the best services, the best advice and the best locations. Stay in a city as if you lived there"* [40].

The above advertising text directly addresses the addressee. The addressee is all interested consumers. The advertising message consists of a motivational slogan. A linguistic feature of the advertisement is the use of hyperbolic amplification with the help of superlative adjectives the best and their repetition throughout the text. The subject of advertising is not clear, because it seems that the services of the travel operator Adagio, and not the hotel, are being advertised. The disadvantage is the lack of a clear

argumentation, the author of the advertisement did not specify the specifics regarding the advantages of the hotel's services. Thus, we believe that advertising will not be effective enough due to the lack of argumentation. However, it is easy to remember.

Analysis of advertising text No. 16. *"Safari for the soul. Martin Meyers Safaris"* [40].

In the advertising text mentioned above, there is no address to the addressee. The addressee is a wide target audience. The advertisement is presented with a slogan that is easy to remember. In our opinion, the advertising message is not effective, because there is no clear description of the subject of advertising and reasoning.

Analysis of advertising text No. 17. *"Join a once-in-a-lifetime safari adventure with Martin Meyers Safaris. Our highly experienced team will take you on a personalised journey"* [40].

The advertising text proposed above directly appeals to the recipient, forcing him to continue reading the text. The target audience of tourist advertising is a wide audience. An advertising message is characterized by a persuasive nature. In our opinion, the text is not effective. The subject of advertising is not clear enough, there is no clear argumentation. However, the advantage of the text is that it is easy to remember.

Analysis of advertising text No. 18. *"Wyoming's Platte County is full of surprises. Cliff dive in one of two breathtaking state parks, hike the paths of pioneers, mountain bike along the Platte River, or camp in one of 700+ camping spots. Your next epic outdoor adventure is waiting for you in Platte County"* [44].

The advertising text indicated above is characterized by direct appeal to the consumer. The addressee is a broad target audience interested in travel. The advertisement consists of the main text, which is reasoned and logical, with available factual data (numbers and locations). A linguistic feature of the advertising message is the motivational message of the advertisement. A

clearly understood subject of advertising. In our opinion, advertising is effective.

Analysis of advertising text No. 19. *"Jackson Hole Elevate. Your family adventure"* [44].

The above advertising text is characterized by a direct address to the addressee. An advertising message is a slogan. The text size is too small, but the ad is easy to remember. We believe that to ensure the effectiveness of this text, it is worth indicating the name of the elevator company in the slogan itself. Then advertising would be effective.

Analysis of advertising text No. 20. *"Jackson Hole Elevate. Experience the adventure of a lifetime on the Aerial Tram at Jackson Hole Mountain Resort — and cruise our biking and hiking trails when you return to Earth"* [44].

The advertising text mentioned above addresses the consumer directly. The addressee is a wide audience. The advertisement consists of a headline (the name of the resort), the main text describing the advantages of the resort and indicating the locations. The linguistic features of the advertising message are the description of future emotions and impressions from the rest. The subject of advertising is clearly understood by the consumer. In our opinion, advertising is effective and will be able to attract the attention of a potential client.

We can conclude that based on the analysis of 20 tourism texts, the main characteristics of the effectiveness of advertising in the field of tourism are:

- a motivational or persuasive headline, which will help the consumer to read the entire advertising text;
- a clear image of the subject of advertising;
- presence of direct appeal to the consumer (visit, find out, etc.);
- clear justification of benefits and qualities of services;
- simplicity of the text, lack of terminology and complex words;

- description of hotel or resort services using a visual description.

2.3. Use of lexical-semantic means in advertising texts of magazines

Advertising, which is the result of creative work, demonstrates complete freedom in choosing the means of expression of the idea reflected in the advertisement. Therefore, many lexical and semantic techniques of the English language are used when creating an advertising text. Their use in advertising texts facilitates understanding of information and guarantees quick memorization [12].

The main categories of lexical expression in English advertising texts include: emotional-visual vocabulary (linguistic evaluation, lexemes with positive/negative emotional connotation), tropes and stylistic techniques (metaphor, epithet, hyperbole, personification, pun, paradox, language game, violation rules of lexical combination, comparison), other nominalizations, antonym pairs, slang vocabulary, professionalisms, lexical repetitions, use of exclamatory and persuasive sentences. Here are some examples of the use of various lexical-semantic tools:

In the example of the advertising text of the "National Geographic" magazine, we observe the use of a simile: *"The world is an adventure — travel it with us"* [39]. In the advertising message, an appeal to the consumer is used for the purpose of motivation and attracting attention.

In the advertising text of the travel company TravelBag — *"All culture. No shock. Vietnam? Japan? Singapore? Wherever you want to go, we make travel doddle"* [40] the use of an antonymic pair is observed. This technique is

used to emphasize the capabilities of the company and the impressions of the trip.

In the advertising message of the travel operator AATKings, we observe the use of lexical repetition: *"Wild Awaits. Wild places to defy belief"* [40]. A similar means of lexical repetition or artistic tautology can be seen in the example of the travel company Bonvoyage: *"Find yourself at new heights. Find yourself in the claim. Find yourself in British Columbia"* [40].

The use of linguistic visual-emotional assessment is a common phenomenon for advertising texts on tourism topics. For example, the advertising message of the magazine "National Geographic": *"Travel with National Geographic. Every National Geographic expedition is grounded in our legacy of exploration, the promise of an authentic travel experience, and a commitment to giving back. With unique travel experiences that aim to inspire people to care about the planet, and access to National Geographic's grantees and active research sites, our travellers go further and deepen their knowledge of the world"* [39].

The adoption of a language game using the same pronouns can be seen in the advertising message of the Jackery Solar Generator company: *"Recharge your soul power your journey"* [40].

The language game tool using homogeneous words or word combinations is used in the advertising text by tourist operators The compasskw: *"Immerse yourself with history, nature, wildlife and ancient traditions in the happiest island in Africa"*, Sheridan: *"Frontier History. Cowboy Heritage. Craft Culture. The Great Outdoors. The Nature of the West"* [40] and Visit Laramie: *"Out Where the Skies are Crowds are & Adventures Last Wider, Thinner, Longer"* [44].

We observe frequent use of exclamatory sentences. In particular, in the advertising message of the travel operator Ooodles *"The perfect tech for your next trip. Renting with Ooodles gives you the flexibility to use or upgrade*

every 3-18 months, saving money & the planet! Use code TRAVEL for 6 months of free theft & accidental loss insurance, incl. 90 days travel" [40].

It is common to use sentences with a persuasive or imperative tone. For example, the advertising message of the magazine "National Geographic": *"Go online visit nationalgeographic.com/travel for new travel features daily" [40].* Another example is the advertisement of "National Geographic Traveller": *"Explore our wild isles discover the secrets of the UK's natural landscapes — and the creatures within — with these new nature travel titles: Wild Isles, North York Moors & Yorkshire Wolds, Flight Paths, British Woodland, Springwatch: Great British Walks" [40].*

The authors of the advertising text mainly use the following tools at the lexical-semantic level: metaphor, personification, epithets, hyperbole. Let's take a closer look at the most common lexical-semantic tools in the advertising texts of travel magazines.

In the context of advertising, special attention should be paid to comparison. It is an artistic trope aimed at likening one thing or event to another through a common characteristic, the use of which is intended to show a property that is new and relevant to the creation of an advertising object. The peculiarity of the advertising text determines the use of comparison in a broad context to achieve an original tonality. At the same time, many verbal, grammatical and other constructions are used to create a comparison [31].

A metaphor is a word or phrase that conveys the essence of some events and things through others. The purpose of the metaphor is to give the text a fun and entertaining character, to decorate it. Advertising text using a metaphor will encourage buyers to try to discover the true meaning of the statement. There are many types of metaphors that allow you to create a concise and informative text characterized by great expressiveness and motivational energy. Short but creative metaphors look better in advertising texts [31]. Let's give some examples.

We observe the use of metaphor in the advertising text of the travel company CMHSummer — *"Fly to the far-flung"* [40]. In the example, we follow an expressive and original metaphor. The proposed advertising message of the company encourages the reader to travel.

In the example of the advertising text of the travel company The Palm Beaches, we observe a metaphor in the phrase *"The golden age of travel is back in The Palm Beaches"* [40]. In our opinion, the advertising message is perfect and clearly conveys the quality of the company's tourist service.

In the advertising text of the travel company Dreams Quest, we see the use of a metaphor: *"Visit Azoria. Imagine your dreams becoming reality"* [40]. In the advertisement, we see a direct allusion to the realization of the consumer's dreams by the travel company.

In the above examples, we can see that the metaphor works as a good stylistic tool for illustration, display, demonstration, strengthening the mental impact on a person, activating the mental activity of a person. The more controversial the metaphor in the advertising text, the stronger the effect. Metaphor is seen as a way of redefining the semantics of a word on the basis of similarity through analogy, and occurs when things of different classes are juxtaposed: NCW Government tour operator advertising message *"Starts early full hearts"* [34].

When studying the use of words in an advertising text, it is necessary to pay attention to the characteristics of the means of personification, which is the transfer of human qualities to inanimate objects and concepts: an example is the advertising text *"The Land of Zion is calling... Rise to it. Creator Zion boasts over 2,400 square miles of majestic beauty located in Utah, two hours north of Las Vegas"* [40]. In the context of this development, lexemes can only be associated with human verbs of thought, desire, action, and behavior. Let's consider a few examples:

The advertising text of the travel company La Butte Aux Bois uses the personification method *"La Butte Aux Bois — where natural history meets hospitality"* [40]. History and hospitality are depicted as living objects.

The advertising text of the tourist operator The Laurentians contains a personification device: *"Get away to the heart of nature with great outdoor activities and adventure"* [40]. In the advertising message, there is a hint that nature has a heart. We observe a similar method of personification at the tourist company Playa Cotivo Lodge: *"At the heart of Costa Rica`s. Most Biodiverse Natural Sanctuary"* [40] and the travel company Golden Rules — *"At the heart of it"* [40].

In the advertising text of the TomTom GO Navigation company, we observe the use of personification: *"Eye-candy roads are real. And they are made of rocks, grass, and a pinch of twists. Taste them with TomTom GO Navigation"* [40]. In the advertising message of the travel operator The compasskw, we see the use of personification: *"Zanzibar awaits you"* [40].

Another common stylistic practice at the lexical level is the use of epithets. Advertising texts are also rich in epithets. An epithet is a word or phrase that describes the main qualities of something [31]. Epithets play an important role in the visual presentation of the text, create an image of the media product and indicate certain associations: an example is the advertising text of the festival *"The lively villages and welcoming people of the Laurentians make for a traditional holiday destination year-round. World class, local or even natural events such as the Fall Colours Fesivals create a fun and festive atmosphere"* [40].

The manipulation of epithets involves identifying specific features or qualities of an advertised object or service, as they are the basis for creating a product image and affecting emotions. Let's consider several examples.

A vivid example is the advertising text of the Qobuz music label: *"The true sound is out there. Music streaming, downloads, and beyond. The most authentic sound quality. First-class original editorial. A committed community"*

of music lover" [40]. A feature of this advertising text is the presence of epithets for description, emphasis is placed on differences from other music companies.

We encounter the use of a large number of epithets in the advertising text of the jewelry brand Hamilton & Inches — *"Exclusive handcrafted jewellery made with sustainably sourced single-mine origin scottish gold"* [40].

We observe the use of epithets in the advertising message of the New Frameless theater — *"London`s must visit immersive art experience "Spectacular" "* [40].

The use of epithets in advertising messages of First Class Holidays tourist operators to describe the beauty of nature and travel is common: *"Hiiumaa. Paradise Island in the Baltic Sea", "First Class Holidays. Visit your independent travel agent"* [40].

Hyperbole is an important component of advertising text. In advertising, hyperbole is often used to convey a special status to the object of advertising: for example, the advertising text *"Wyoming`s Platte County. Take a leap and explore the unexpected"* [44]. This tool helps the audience understand how they will benefit from purchasing the advertised product. In print advertising, hyperbole is mostly done with adverbs and adjectives in the highest and highest degrees. An example is the advertising message of the nature magazine "Outside+": *"Treat yourself to the ultimate adventure bundle"* [44].

Effective expressive means with manipulative potential include hyperbole. In advertising text, hyperbole is a stylistic figure that clearly and deliberately exaggerates the characteristics of the object in order to emphasize expressiveness and enhance the impression of the message, for example, the advertisement of the Blair Hotels chain *"Blair Hotels offers more than a place to stay: we offer warm, welcoming getaways designed for unforgettable experiences. Near iconic natural attractions like Yellowstone National Park, the Grand Tetons and Mount Rushmore. Five resort-style hotels in the Rocky Mountain West towns of Buffalo, Cody and Riverton, WY"* [44].

Hyperbole can be implemented using various parts of speech, mostly adjectives, and function within the strategy of evaluative information, decoding and interpretation, managing the criticality of the perception of an advertising message. Let's consider the features of using hyperbola in more detail in the following examples:

Hótel Klaustur's advertising text — *"Your dream adventure in Iceland"* [40] is an example of hyperbole. The metaphor is reflected in the allusion to the fabulousness of the journey.

Quellenhof Luxury Resorts advertising message — *"Your deluxe spa hideaways"* [40] is an example of hyperbole. The hyperbole is created using the word *"deluxe"*.

Practice shows that hyperbole is often combined with other stylistic devices in order to give a manipulative tone to an advertising message, for example, with a metaphor. The advertising message of the travel company The New LAAXury serves as a vivid example: *"Immerse yourself into a world of endless possibilities with our exclusive all-in package"* [40].

Advertising text of the Witch City tourist tour — *"Walking tours. Salem Massachusetts` Most Loved Tour"* [40] contains an example of hyperbole using a superlative adjective.

Hurtigruten Expeditions advertising text — *"Svalbard Cruises. A World Away From Ordinary"*, *"Within the Svalbard Archipelago there are about 3,000 polar bears – more than there are humans living there. It's a chance to walk in a true wilderness, and be part of a world like no other"* [40]. These examples are represented by hyperbolic advertising through the use of a high degree of adjective and exaggeration through the use of phrases *"like no other"*.

The promotional text of the travel firm Heritage Expeditions — *"Experience life-changing travel with expedition cruise pioneers Heritage Expeditions"* [40] contains hyperbole that exaggerates the company's capabilities.

The advertising text of the travel company AATKings — *"A surprise around every corner"* [34] contains a stylistic technique of hyperbole through exaggeration.

A type of hyperbole is what is called amplification, which is a special device that brings together specific similarities and comparisons in order of growth and intensification. The following examples show that hyperbole is often combined with amplification to give text the appropriate color: CMHSummer's advertising copy — *"This isn't hiking as you know it It's multi-day, heli-accessed getaways to hike remote locations in B.C.'s spectacular wilderness. It's mountain hospitality at its best — daily excursions led by experienced guides, chef-prepared meals and inviting accommodation — all shared alongside others who love lifting off to great adventures"* [40].

In the form of a diagram, we will visually depict in a digital ratio the use of lexical-semantic means in tourist advertising.

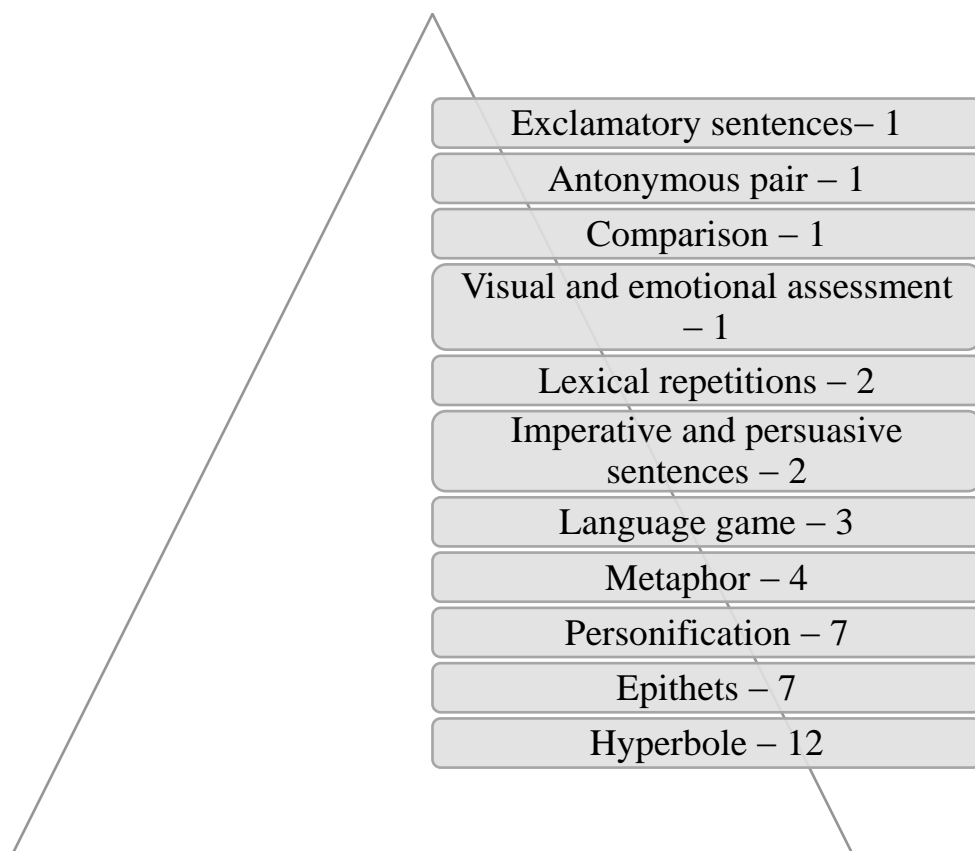


Figure 1. Lexical and semantic means in tourist advertising

On the example of the analysis of lexical-semantic means in the advertising texts of travel magazines, we see that certain techniques prevail. In particular, the most common means is hyperbole. Hyperbole is an exaggeration of the qualities and advantages of a certain service or brand. Hyperbole is formed using higher degrees of comparison of adjectives or using adjectives that indicate the exclusivity of the company's services (“*deluxe*”, “*exclusive*”, “*special*”).

Conclusions to chapter 2

Today, travel journalism is a separate field of journalism, the activity of which is determined by the increase in contacts between countries, the process of globalization, and the development of the tourism industry. Currently, the issues of typology of publications, their genre specificity, and specific characteristics are the most researched in the issue of travel magazines. A travel magazine is a periodical that contains publications on tourist, historical, and cultural topics.

To carry out a study of English-language advertising texts, we chose travel magazines "National Geographic", "National Geographic Traveller", "Australian Geographic", "Yellowstone". We selected 61 advertising publications for the purpose of conducting a qualitative content analysis, researching the effectiveness of the advertising text, and analyzing the use of lexical-semantic tools.

We determined the effectiveness of advertising texts in travel magazines based on several categories: addressing the addressee directly, language

features, analysis of the text structure. We came to the conclusion that the vast majority of advertising messages address the addressee directly, the language feature is the motivational and persuasive nature of advertising, the most common structure of the content of the advertising text is the headline and main part or advertising slogan. In our opinion, the effectiveness of tourist advertising is determined by:

- direct appeal to the consumer;
- advertisement contains language units and vocabulary for describing the place of rest (advantages, appearance, emotions of the consumer from the future rest);
- logical construction of a slogan or a comprehensive advertising message with a deductive statement of opinion (from general features to a description of specific characteristics);
- use of emotionally colored vocabulary.

In the section, we examined in detail the use of lexical-semantic tools in English-language advertising texts and provided 41 examples of their use in travel magazines. Lexical-semantic techniques play an important role in the advertising text of a tourist destination — they give expressiveness and persuasiveness to the statement, motivate and encourage action. The most common means are metaphor, epithets, comparison, personification, hyperbole.

CONCLUSIONS

Today, advertising is a powerful tool for promoting goods and services in the world. Each brand uses advertising to promote its own products and services. Advertising contributes to increasing the recognition of companies. The growth of mass advertising has led to the emergence of advertising, which today occupies the entire media space.

In the process of writing a bachelor's thesis, we fulfilled the goal and set tasks for its achievement.

In the theoretical section, we found out that advertising is a quick way of disseminating information. With the help of advertising, the advertiser can be promoted, and the products are quickly recognized. While other communication activities, such as social media or information marketing, mainly focus on the image and promotion of a company, advertising can be used to directly sell products or services. The main advantage of advertising is to promote the sale of goods and services, in the long term, to create a better image among sellers than existing competitors.

We researched specific aspects of advertising and advertising text. We have provided definitions of the terms "advertising" and "advertising text" by Ukrainian researchers. It can be summarized that advertising is a special event aimed at promoting and selling a product or service. To create advertising, the advertising manager must perform the following steps: define the client's market, analyze the specific needs and requirements of advertising, analyze the market and competitive advertising campaigns, create an advertising campaign plan, create advertising products, publicize advertising using special means (for example, advertising in social networks etc).

They consider the type of advertising that I classify as tourist. A feature of tourist advertising is ensuring an honest representation of the quality of the company's services. An advertising manager must create true travel advertising

for a product or service. In addition to the "invisibility" of tourist advertising for the consumer, a characteristic feature of this type of advertising is the use of visualization components (photos, illustrations, etc.). Tourist advertising is divided into several types: image, brand, interactive, motivational, to improve or maintain the existing image.

Advertising text is an attractive informative message with a unique structure: unusual vocabulary and grammar, style, special syntax, etc. Therefore, when creating an advertising text, the main task of an advertising manager is to motivate the content and goals of the message. Advertising message is displayed in the following ways: the basis of the advertising message is factual data, lexical-semantic methods demonstrate the character of the text (for example, expressiveness, emotionality, coloring of the text, etc.).

The advertising text must fulfill its main purpose — to attract the attention of the client. In order for the purpose of the advertising text to be fulfilled, the text must meet the standards of quality and effectiveness. Ukrainian scientists (E. Savchenko, A. Gurkovska, I. Polishchuk, M. Kuzmenko) note the following indicators of the quality of an advertising message: motivation, time element or limitation of the offer, repetition of advertising elements, etc.

Travel journalism is the latest direction of journalism, the activity of which is determined by the growth of relations between countries, the process of globalization and the development of the tourism industry. Currently, the most researched topics are the number of travel magazines, series of publications, their genre specificity, features. Travel magazine is a periodical that publishes articles on tourism, history and culture.

For the analysis in the practical section, we chose travel magazines because, in our opinion, they correspond to the target audience of travel advertising. The effectiveness of tourist advertising lies in the right choice of advertising tool. Travel magazines are an effective way to market a tour operator's services to the general travel consumer. We studied the advertising

messages of travel magazines "National Geographic", "National Geographic Traveller", "Australian Geographic", "Yellowstone".

We carried out a content analysis of advertising texts, described their effectiveness and lexical-semantic means. It can be concluded that the quality and effectiveness of a tourist advertising message is determined by adequacy, which involves the accurate indication of data (location of a place of rest, list of services). An important aspect of tourist advertising is lightness and memorability, as well as addressability — direct appeal to a potential client (we invite you to a cozy vacation, we are waiting for you, etc.). Tourist advertising text should be comprehensive, clear and structured. Based on the conducted research, it can be said that the proposed tourist texts meet these characteristics.

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SUMMARY

Bachelor thesis on the topic: "English in Tourism Advertising" includes 64 pages, 44 used sources and contains 8 appendices.

Tourism is one of the most promising sectors of the economy in the world. The tourism industry is actively developing and has great potential. It is difficult to imagine the development of tourism without bright, beautiful and effective advertising. This has a serious psychological and social impact on society. However, these effects should not be considered as prompting or customers of tourist services to certain actions, since modern advertising is not manipulation of community opinion, but competent offering of necessary services to a person.

Accordingly, **the purpose of the study** is to study English-language tourist advertising using the example of advertising texts of travel magazines.

The scientific novelty of the work lies in the fact that, for the first time, advertising texts on the topic of tourism were investigated using the example of travel magazines.

One of the most important aspects of successful advertising is the right tool for its distribution to the masses. Travel advertising is aimed at potential customers who are interested in traveling. Travel journalism is a new aspect of journalism, the activity of which is growing due to the growth of relations between countries, the process of globalization and the development of the tourism industry. At the moment, the most researched topics are the number of tourist magazines, series of publications, their specific types, characteristics.

Travel magazine is a media publication that publishes articles on tourism, history and culture. That is why in the qualification work for the analysis of the English-language tourist advertising text, we chose the travel magazines "National Geographic", "National Geographic Traveller", "Australian Geographic" and "Yellowstone".

Travel magazines "National Geographic", "National Geographic Traveller", "Australian Geographic" and "Yellowstone" are among the most authoritative in the world. Accordingly, customers of tourist advertising understand that there is a need for high-quality and effective advertising. Travel magazines can provide it.

Often, the effectiveness of advertising depends on several factors: the tone of the message, the presence of emotionally colored vocabulary, the urge or motivation to act, addressability (appeal to the consumer), the specificity of the advertisement, the structure and complexity of the advertising message, mention of the name of the brand or service in the text. We singled out 81 advertising texts for qualitative content analysis, studying the effectiveness of advertising texts and analyzing the use of lexical-semantic tools.

We conducted a descriptive analysis of advertising texts and explained their effectiveness and availability of lexical-semantic tools. It can be concluded that the quality and effectiveness of a tourist advertising campaign depends on the relevance of information (location, services). An important aspect of advertising is simplicity and repetition, as well as communicativeness — a direct appeal to the consumer (we invite you to come and relax, we are waiting for you, etc.). The text of the tourist advertisement should be clear, concise and organized. According to the conducted research, it can be said that tourist advertising is created according to these characteristics.

Keywords: advertising, advertising text, English-language advertising text, tourism, tourist advertising, travel magazine.

APPENDICES

APPENDIX A

Research materials — travel magazine

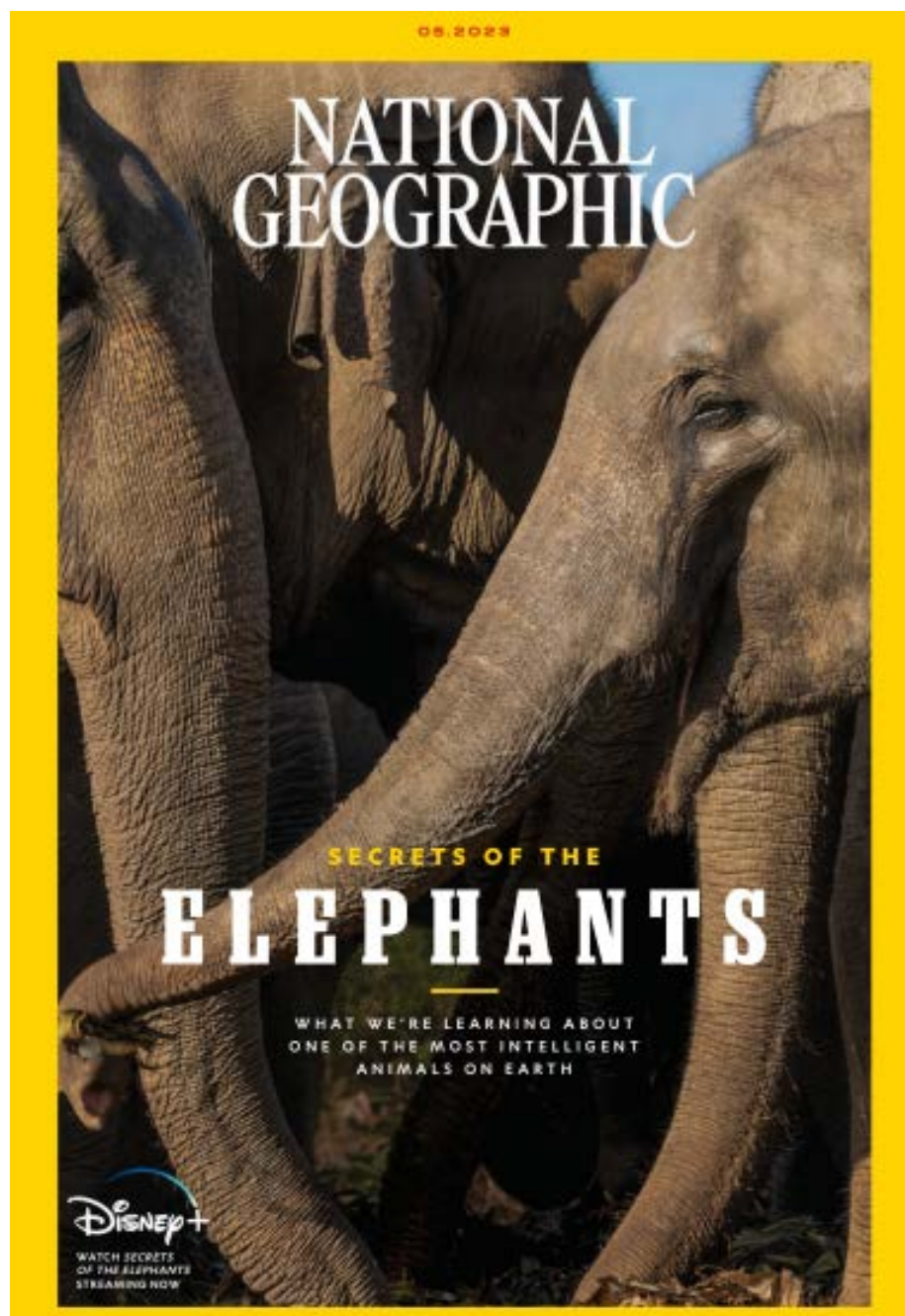


Figure 1. Cover of "National Geographic" magazine (May 2023)

CONTINUATION OF APPENDIX A



Figure 2. Cover of "National Geographic Traveller" magazine (June 2023)

CONTINUATION OF APPENDIX A

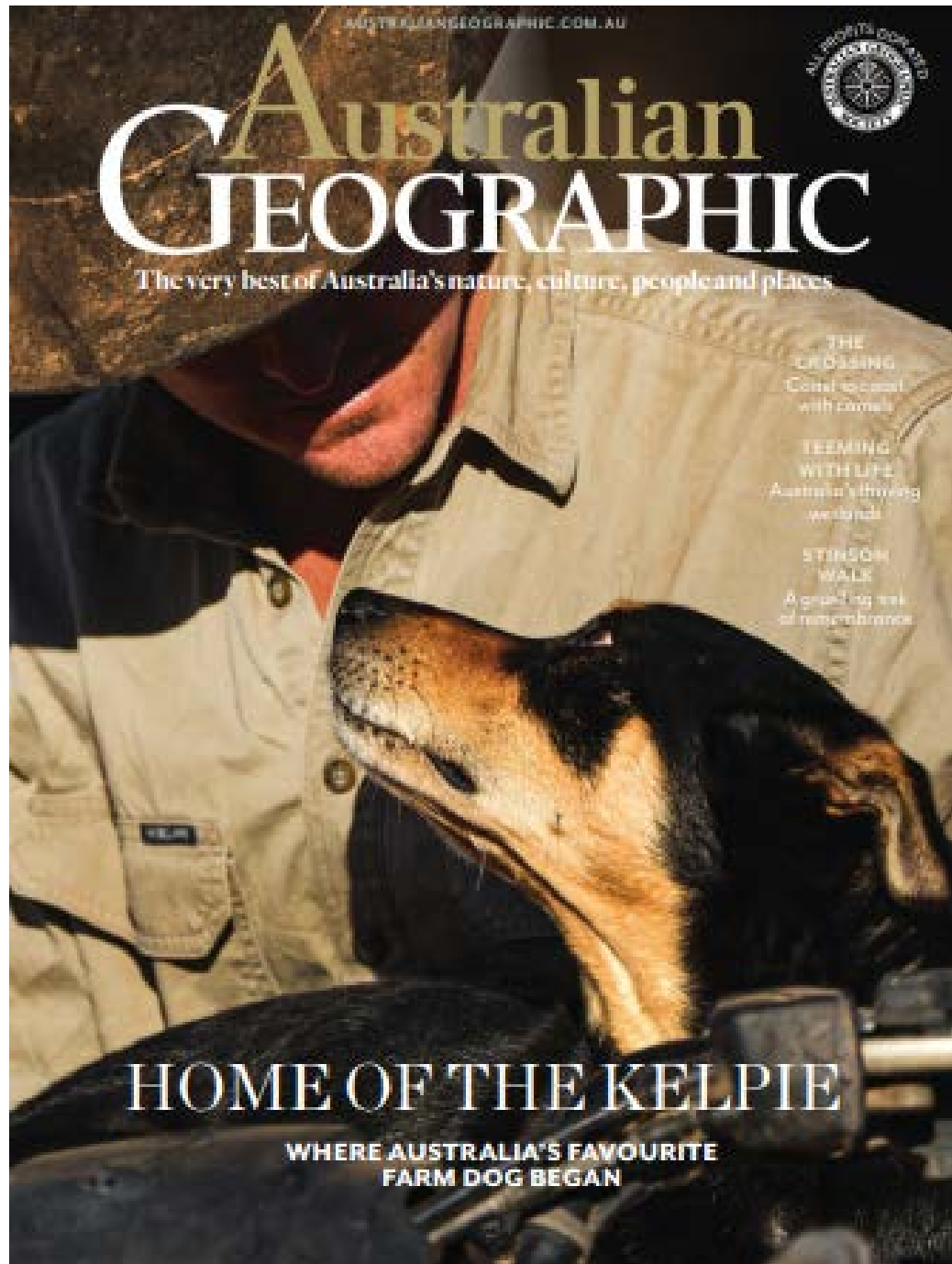


Figure 3. Cover of "Australian Geographic" magazine (May–August 2023)

CONTINUATION OF APPENDIX A

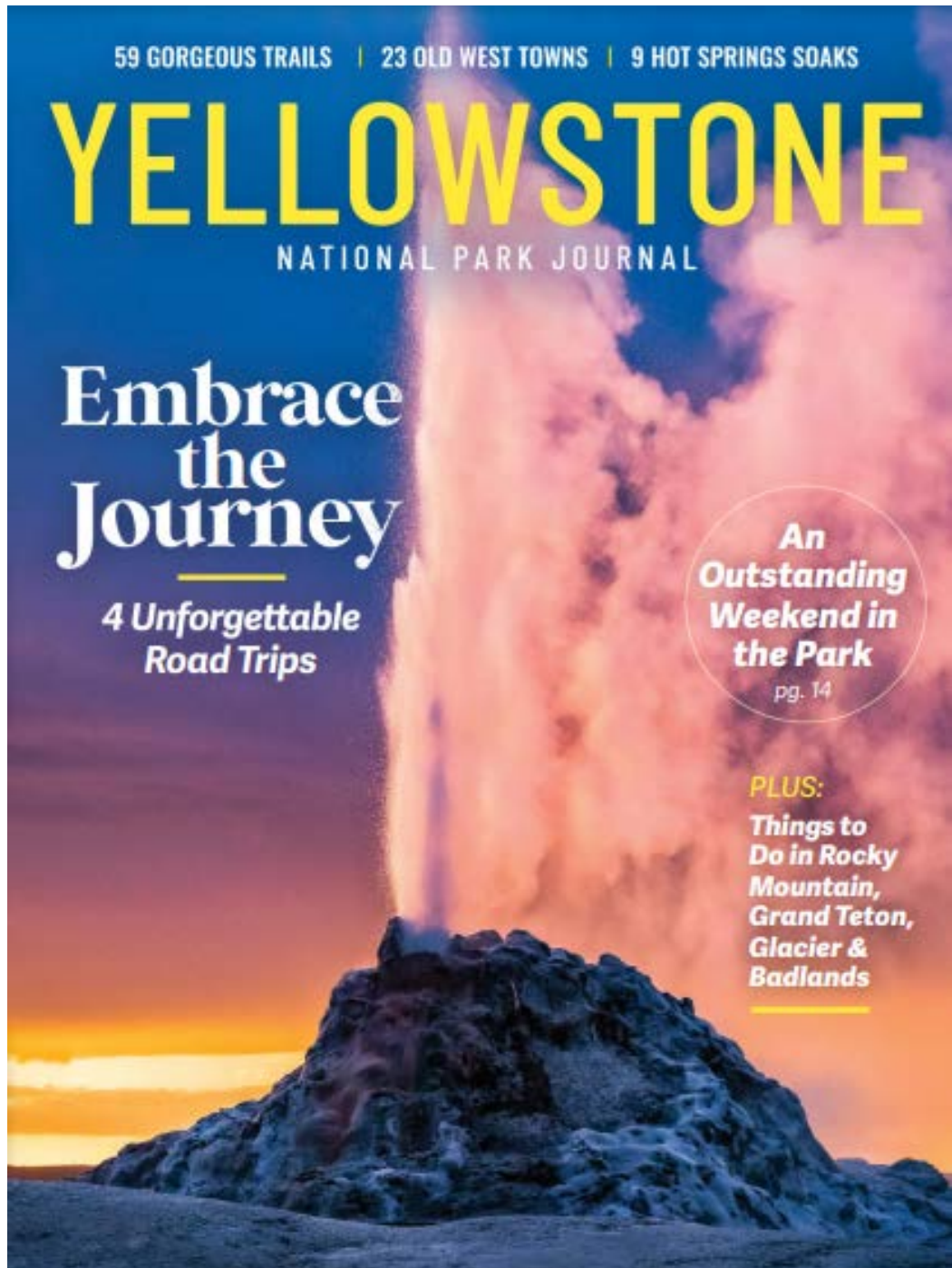


Figure 4. "Yellowstone" magazine cover (2023)

APPENDIX B

An advertisement for National Geographic Expeditions. The background is a composite image: the left side shows a close-up of layered rock formations in warm, orange-red tones, while the right side shows a dark, starry night sky with a bright, glowing nebula or galaxy. A semi-transparent dark rectangular box is centered over the image, containing white and yellow text. At the top of the box, the text reads "TRAVEL WITH NATIONAL GEOGRAPHIC". Below this is a paragraph of text describing the expeditions. Underneath the paragraph is the website address "WWW.TRAVELWITHNATGEO.COM" in yellow. At the bottom of the box is the National Geographic logo (a yellow rectangle) followed by the words "NATIONAL GEOGRAPHIC" and "EXPEDITIONS" in large white letters. At the very bottom of the advertisement, in small white text, is the copyright notice: "© 2023 National Geographic Partners, LLC. National Geographic EXPEDITIONS and the Yellow Border Design are trademarks of the National Geographic Society, used under license."

*Figure 1. An example of an analyzed advertising text from a magazine
"National Geographic" (May 2023)*

CONTINUATION OF APPENDIX B



**ALL CULTURE.
NO SHOCK.**

Vietnam? Japan? Singapore? Wherever you want to go, we make travel a doddle.

TRAVELBAG™
OUT THERE MADE EASY.

Call 0203 993 4241 or visit travelbag.co.uk to find out more








Figure 2. An example of an analyzed advertising text from a magazine "National Geographic Traveller" (June 2023)

CONTINUATION OF APPENDIX B

PIONEERS IN THE KIMBERLEY

WHAT DOES IT MEAN FOR YOU?

When we sent our first ship to the Kimberley 30 years ago, we had to rely on hand-drawn 'mudmaps' made by hardy fishermen and intrepid early explorers. Such was the vastness of this untamed land, there were few reliable references. Successive generations of our ship officers have continued to build our internal library of coastal maps, tidal charts and landing sites. We built specialised ships and tender vessels for the Kimberley. We took notes. We archived logs. We plan, refine and prepare using three decades of knowledge which cannot be replicated. Every Kimberley voyage is different. Our people obsess over the detail so they can proudly share our home turf with you.

Make your own Kimberley memories on our classic expeditions.

Figure 3. An example of an analyzed advertising text from a magazine "Australian Geographic" (May–August 2023)

CONTINUATION OF APPENDIX B



Figure 4. An example of an analyzed advertising text from a magazine "Yellowstone" (2023)