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LEXICAL FEATURES OF PERSUASION IN TOURISM SLOGANS

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Abstract. *The article deals with lexical means of persuasion in British and Belarusian tourism slogans. Nowadays numerous travel companies are trying to entice as many travelers as possible, that entails the use of various tourism slogans.*

Keywords: discourse, tourism discourse, persuasion, slogan, lexical means.

Tourism discourse has become a widespread field of linguistic text analysis. Modern tourism industry is considered one of the most perspective and prolific businesses worldwide, because a great number of travel agencies and tour operators are emerging, tourist offers are being updated, embracing more and more countries and the ends of the earth. Consequently, the level of tourism services is increasing. Dynamic development of the industry is ensured by the improvement of methods and means of promoting that help maintain interest and capture attention to a tourism product. Travel agencies need to draw attention to their goods and services being sold, striving to create the most favorable and memorable impression of the provided products.

Tourism services and goods are characterized by a wide range of persuasion techniques. In the process of persuasive communication various language means are involved in tourism discourse. The function of persuasive means is realized in numerous tourism slogans. Persuasive means can achieve their goal through persuasion relying on rational justification, assuming and taking into account emotional and evaluative means of influence, i.e. subjective factors.

The goal of our research is to identify representative lexical peculiarities found in digital British and Belarusian tourism slogans and make comparative analysis of them. The research material comprises 200 tourism slogans hosted on British and Belarusian web-sites [1], [2], [3] for the period 2019–2020.

A review of theoretical literature on tourism discourse has shown that most modern scholars agree on the following definition of the term slogan: a clear and concise formulation of an advertising idea which is easy to understand and remember. Its objective is to create a positive image of the advertised product and facilitate the task of choice. There are numerous linguistic phenomena that possess powerful persuasive capacities and are able to put certain meanings associated with them in the spotlight. It is obvious that the techniques by which beliefs can be formed and changed are extremely diverse and varied. Such markers can be found at all language levels. Now we will consider the most frequent lexical means which are typical of Belarusian and British tourism slogans.

1. The use of metaphors. Metaphor is a trope with the meaning of resemblance, a word in a figurative meaning based on associations of similarities. The metaphor in a slogan makes it possible to understand some objects through the properties and qualities of others. It is aimed at creating an original advertising image and unobtrusive introduction of a positive assessment of the goods and services in tourism slogans, specifically. Here are some examples of metaphors in British and Belarusian tourism texts:

“Immerse yourself in the animal kingdom on this eight-day Lonely Planet Experience”;

“New Zealand’s North Island thoroughly engages the body and the spirit, often at the same time”;

«Испания даст вам то, что вы не получите нигде! Испания дарит свободу, заразит вас желанием творить и самовыражаться, не оглядываясь на стандарты и условности»;

«Иерусалим – колыбель трёх религий».

We believe that the metaphor clearly and effectively implements the principle of individuation, emphasizing the uniqueness and inimitability of the objects mentioned in slogans. Therefore, this trope is an excellent means of imposing one's point of view, which is necessary for persuasion in modern tourism. The study has identified that in British and Belarusian tourism slogans the use of metaphors is equal: 26 % and 26 % of the selected units, respectively.

2. The use of epithets. Epithet is defined as a means of creating special expressiveness of the description. This trope describes the merits of the advertised product. The choice of a suitable epithet is determined by the key goal – a positive assessment of the product or service offered: sweet adventure, lush landscapes, golden beaches, sun-kissed skin, crystal-clear waters, turquoise water, modest churches etc.

The analysis showed that in the descriptions of Belarusian tours, epithets also occur, for instance: бескрайнее море, игрушечные городки, радужная атмосфера, золотистый песочек, бескрайние виноградники, хрустально чистые озёра, приветливый Брюссель, романтический и величественный Париж etc.

Clearly, the slogans containing epithets are quite common both for British and Belarusian tourism industry: 22 % and 21 %, respectively.

3. The use of proper nouns denoting the names of geographical objects (countries, cities, streets, sights etc.). These nouns are involved in the formation of a product offered by a travel agency and at the same time they demonstrate the degree of worth of this offer to potential clients. The saturation of tourism slogans with geographical names contributes to the implementation of the persuasive function of advertising – to draw the attention and sell the products and services proposed:

“You will enjoy a panoramic tour of the city taking in all the major sites including Champs Elysees, Opera House and the River Seine before arriving at the Eiffel Tower”.

«Рим, Верона, Флоренция, Венеция – ноты одного произведения, жемчужины единой цепочки, ингредиенты вкуснейшего блюда – Италии!»

It's possible to say that the names of islands, rivers, countries, cities and other geographical objects can be considered as a certain kind of advertising which creates a very detailed and understandable image of a country that a potential client can visit. According to the survey, slogans containing names of geographical objects are more common for British tourism slogans (18 %) than for Belarusian ones (14 %).

4. The usage of exoticisms. These are borrowed foreign words included into the system of the recipient language, but denoting phenomena and objects that are characteristic only of the source language. Reflecting the realia of other countries they do not have synonyms in the recipient language. In every culture there are some things, processes, phenomena, events that are unfamiliar to speakers of other languages. Nevertheless, it is necessary to represent them in the speech. To do this, the word is transferred to another language almost unchanged or changed only a little for comfort pronunciation. In the following examples exoticisms are the names of the traditional Polish and Hungarian dishes:

“Savour a traditional Polish breakfast (kielbasa, yum), or sit back with a coffee and a slice of Poland's famous cheesecake (sernik babci) at one of the many cafes in the area”;

«Уехать в Будапешт, чтобы увидеть самое красивое в Европе здание Парламента и полюбить город с первой ложки, заказав в кафе паприкаш, перкельт или венгерский штрудель».

Such words used in tourism slogans incarnate a part of foreign culture that is likely to attract a potential tourist through its strangeness and queerness. The study of the selected units has identified that the revealed exoticisms are found more frequently in Belarusian slogans (9 %) than in British ones (8 %).

5. The use of borrowed words and collocations. The authors of tourism slogans are constantly looking for ways to improve product attractiveness. Due to the use of foreign words, the usual standards of perception of recognized realities are destroyed. Habitual objects and images appear in a new light, as if a person perceives them as the new. Foreign words and phrases are likely to deal with this task. Having read the tourist slogan the potential client is immersed in the atmosphere of different linguoculture:

“Explore and discover the “je ne sais quoi” of the City of Lights” (fr. “je ne sais quoi” – “something inexplicable”);

“Bienvenue à Paris, your launchpad for an epic adventure through the highlights of France and magnificent Barcelona” (fr. “Bienvenue à Paris” – “Welcome to Paris”);

«Скажите stop работе, отложите в сторону дела, позовите друзей и нажмите play!»

Not all the borrowed words and expressions retain their graphic appearance. The use of transliterated English expression “shopping-time” has become a very common occurrence in modern Russian language despite the fact that in Russian there is a rigorous equivalent of this phrase («время для покупок»):

«Кто-нибудь хочет обновочку от Арmani или Versace? Устроим себе шопинг-тайм».

The study has identified that the use of borrowings is more typical for Belarusian tourism slogans: 13 % of the Belarusian slogans elucidated and 11 % of British ones.

6. The use of colour-denoting words. Their use is very popular in various fields of advertising requiring a high level of persuasion, including tourism discourse. Colour-denoting words create an attractive image of the country and locality. The most commonly used words of this group in tourism discourse are the colours of natural phenomena and minerals. Most colour-denoting words are adjectives, but some of them are nouns: white- and black-sand beaches, the forest greenery, Emerald Isle, turquoise water etc.

In Belarusian tourism slogans words denoting colours and hues are more common: лазурный шик, белоснежный бастиона, золотистые лучи солнца, ковер из золота, красные маки, белоснежные венские улицы, лазурные волны Средиземного моря, чашечка ароматного чёрного кофе, страна блондинок и голубоглазых мужчин, etc.

The study has identified that in Belarusian slogans words denoting colours and hues are more likely to be found (17 %) than in British tourism slogans (11 % of the units researched).

Our research has shown that linguistic persuasive markers are to be revealed at every language level. As for the lexical level, the most typical means of persuasion for British slogans are the following: the use of metaphors (26 %), epithets (22 %), proper nouns denoting the names of geographical objects (18 % of the units studied). The most characteristic lexical means of persuasion found in Belarusian tourism slogans are metaphors (26 %) , numerous epithets (21 %) and words denoting colours (17 % of the units investigated).

Thus, it is to be concluded that the choice of the word in tourism discourse is significant because every component of a tourism slogan carries information that is vital for a potential client. Different connotations or shades of meaning combine the emotional, expressive, stylistic components of a word. Thus, the choice of the word doesn't only reflect the difference in emotions, positive and negative assessments, but also imposes a certain attitude on the content of the message, i.e. guide and control perception and understanding. Thereupon, linguistic means in tourism discourse turn out to be an instrument of manipulation. Persuasive lexical tools are aimed at the maximum efficiency of conveying information. Affecting the addressee they interact with one another to achieve the key objective: to inform potential clients of tour operators about the facilities provided and convince them to acquire these services.

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ИСПОЛЬЗОВАНИЕ ИНТЕРНЕТ-РЕСУРСОВ ПРИ ОБУЧЕНИИ ИНОЯЗЫЧНОМУ ПРОИЗНОШЕНИЮ

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Реферат. В статье рассмотрены основные критерии отбора интернет-ресурсов для обучения иноязычному произношению. Отмечаются наиболее важные факторы, определяющие эффективность работы с интернет-источниками при работе над