

**REPUBLIC OF AZERBAIJAN**

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**ABSTRACT**

of the dissertation for the degree of Doctor of Philosophy

**THE LINGUOPRAGMATIC CHARACTERISTICS  
OF TOURISM ADVERTISING IN ENGLISH**

Speciality: 5708.01 – Germanic languages

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## GENERAL CHARACTERISTICS

**Actuality of the topic and the degree of research.** In recent years, special attention is paid to the development of tourism in Azerbaijan. The number of hotels and recreation centers built in the country is increasing from year to year<sup>1</sup>. In order to reduce the dependence of the economy of Azerbaijan on oil sector, special care is given to the non-oil sector, especially to tourism. The establishment of Azerbaijan Tourism Institute within the Ministry of Culture and Tourism of the Republic of Azerbaijan in 2006, the declaration of “Year of Tourism” in 2011 in the republic, the adoption of the Strategic Roadmap for the Development of Specialized Tourism Industry in the Republic of Azerbaijan in 2016, the establishment of the State Tourism Agency on the basis of the Ministry of Culture and Tourism of the Republic of Azerbaijan on April 20, 2018, the holding of National Tourism Summit for the first time on October 18, 2018, organized by the State Tourism Agency and the presentation of new Azerbaijan Tourism Board are the examples of it.

After our country gained its independence for the second time in the last decade of the XX century, the world’s attention to our country is growing. The rapid development of our republic, the expansion of construction work in each region, as well as the interest in the glorious past of our country increases the flow of tourists to our country year after year.

The tourism sector is of key importance as one of the priority directions of the non-state sector in the country. Today, a lot is being done to attract tourists from abroad and to promote Azerbaijan’s tourism opportunities abroad. The application of tax-free shopping system for tourists in 2016, electronic visa system in 2017, holding of Formula 1 and other sporting events in Baku, introduction of a new promotional campaign of Azerbaijan (the slogan of the campaign “Azerbaijan. Take another look”) to the world in World Travel Market in 2018 as a part of the strategy to double increase the existing tourism in the country by 2023, and so on, can be examples

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<sup>1</sup> [www.stat.gov.az/source/tourism/](http://www.stat.gov.az/source/tourism/)

of it<sup>2</sup>. It is no coincidence that according to a study by the World Travel and Tourism Council, Azerbaijan ranked first in the world (46.1%) in terms of the pace of development of the tourism economy between 2010-2016<sup>3</sup>.

The tourism industry is one of the most important and fast growing industries of our time. The development of tourism sector raises the issue of the study of tourism advertising language, because advertising plays a special role in the development of tourism.

It is impossible to imagine the XXI century without advertising. It is one of the most important sectors of the economy in our century, and its contribution to the economy is immense.

Advertising is a powerful tool that affects a wide audience. It is an integral part of modern media.

There are many types of advertising. Each type of advertising should be analyzed separately. This dissertation will analyze tourism advertising, which is one of the most common types of advertising.

Tourism advertising plays a very important role in the development of tourism and its role is undeniable. Owing to advertising, tourism companies provide information about their services to a wide audience, and the audience receiving information from advertising receives tourism services and creates conditions for the development of tourism. Owing to tourism advertising, the number of tourists coming and going to the country is growing year after year<sup>4</sup>.

As people's material well-being rises due to the development of the economy, interest in tourism increases, and naturally, interest in tourism advertising also increases.

Although many studies have been conducted in recent years on the language of tourism and advertising, many problems remain unresolved. This area is still new, the linguopragmatic aspect of

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<sup>2</sup> <https://www.breakingtravelnews.com/news/article/wtm-2018-azerbaijan-urges-travels-to-take-another-look/>

<sup>3</sup> Travel and tourism, global economic impact and issues 2017: [Electronic Resource]/ World Travel and Tourism Council, 2017, p.7. URL: <https://www.stb.gov.sg/content/dam/stb/documents/mediareleases/Global%20Economic%20Impact%20and%20Issues%202017.pdf>

<sup>4</sup> [www.stat.gov.az/source/tourism/](http://www.stat.gov.az/source/tourism/)

tourism advertising has been little studied. All this determines the actuality of the issue.

T. Pateman first applied the pragmatic approach in the analysis of advertising<sup>5</sup>. T. Vestergaard and K. Schroder also used the approach combining semantics and pragmatics in the study of advertising language<sup>6</sup>. And G. Cappelli investigated the semantic and pragmatic features of the tourism discourse<sup>7</sup>.

**The object and subject of the research.** The object of the study is tourism advertising discourse, broadcasted to a wide audience by various means (electronic and non-electronic), and the subject of the research is the generalization and systematization of the knowledge obtained from the study of the linguistic and pragmatic features of English tourism advertising.

**The goal and objectives of the research work.** Research purpose is to reveal the linguistic and pragmatic characteristics of the tourism advertising discourse in English. And the tasks of the research are the followings:

- to clarify the functions and peculiarities of tourism advertising;
- to determine the emotional-expressive adjectives, actional and mental verbs and tourism terms used in tourism advertising;
- to describe the methods of attracting attention in tourism advertising;
- to determine the characteristics of figures of speech in tourism advertising that carry pragmatic functions;
- to define the role of deixis and implicatures in tourism advertising;
- to describe the tourism advertising discourse within the basic theories of pragmatics.

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<sup>5</sup> Pateman, T. Language, truth and politics: Towards a radical theory of Communication. / T.Pateman. – London: John Stroud, – 1980. – 268 p.

<sup>6</sup> Vestergaard, T. The language of advertising. / T.Vestergaard, K.Schroder. – Great Britain: Basil Blackwell, – 1985. – 182 p.

<sup>7</sup> Vestergaard, T. The language of advertising. / T.Vestergaard, K.Schroder. – Great Britain: Basil Blackwell, – 1985. – 182 p.

**The research methods.** The following methods are applied in the research: linguistic, discursive, contextual methods and the method of pragmatic analysis, as well as the methods of synthesis, analysis, generalization, observation, selection and comparison.

**The main provisions for defense are:**

- Each tourism advertising discourse is intended to receive a response action from the addressee;
- Emotive-expressive adjectives in tourism advertising discourse are able to have a strong impact on the audience;
- The ambiguity created in the advertising discourse can be used to keep attention;
- Implications and metaphors perform pragmatic functions in the discourse of tourism advertising.
- The object of attention-keeping advertising may have more chance to be chosen.
- Advertising discourse has a pragmatic nature related to impact methods such as inspiration and manipulation;
- Implicatures and figures of speech perform pragmatic functions in tourism advertising discourse.

**Scientific novelty of the research work.** Tourism advertising has attracted the attention of many researchers for years and has become the object of research of various sciences (marketing, linguistics, sociology, and so on). Despite the fact that many researches are devoted to tourism advertising some issues remain unresolved. The language of tourism advertising has not yet been fully explored by researchers. Most of the research has focused on the images used in advertising, and a small number of studies have focused on the language of advertising. Advertising can not be imagined without text. Therefore, it is important to study the language of advertising. In the field of advertising, linguistics has paid special attention to the semantic meaning of words, and the linguopragmatic features of advertising have been somewhat left out of consideration.

In general, pragmatics of advertising is a new field. In several research, some aspect of tourism advertising (for example, metaphor) has been studied pragmatically. However, the discourse of tourism advertising has not been fully researched linguopragmatically in a

detailed way. In this dissertation, tourism advertising discourse is studied linguopragmatically in a detailed way, pragmatic features (implications, deixis, speech acts, metaphor, pun, etc.) used in the discourse of tourism advertising are studied in a comprehensive way using pragmatic theories.

Tourism advertising discourse has been involved in linguopragmatic research for the first time in our country.

**Theoretical and practical significance of the research.** The research expands the scientific-theoretical view on the linguistic and pragmatic features of the tourism advertising discourse, and gives rise to new ideas about the characteristic features of the tourism advertising discourse and the pragmatic interpretation of advertising communication.

The practical significance of the research is determined by the possibility of using its results in the processes of learning the language of tourism advertising, compiling tourism advertising texts and teaching pragmatics in universities, especially in tourism institutions. Research work is also important from the point of view of pragmatic analysis of discourse. This thesis can also be used as a source in the preparation of teaching materials dealing with the language of advertising and pragmatics, as well as in research works on advertising, tourism and pragmatics. The study can also be useful for tourism and advertising companies in composing promotional and advertising texts.

**Approbation and application.** The content of the research, main provisions and the results obtained were discussed at the meetings of the department. Six scientific articles on the subject have been published in various local and foreign scientific journals, six times presented at local and foreign international scientific conferences on the research.

**Name of the organization where the dissertation is performed.** The work was performed at Department of English at Azerbaijan Tourism and Management University.

**The total volume of the dissertation with a sign including a separate volume of the structural units of the dissertation.** The research work consists of an introduction, three chapters, conclusion

and the list of the used literature. The Introduction consists of 5 pages, Chapter I – 20 pages, Chapter II – 32 pages, Chapter III – 65 pages, Conclusion – 2 pages, and the total volume of the dissertation is 201 034 characters.

## **BASIC CONTENTS OF THE THESIS**

The “Introduction” of the dissertation substantiates the actuality of the topic, defines the goals and objectives of the research, scientific novelty, its object and subject, theoretical and practical significance, indicates the main provisions, defines research methods and provides information on the approbation and structure of the research.

The first chapter, entitled “**Advertising as a genre of media discourse**” consists of five paragraphs. This chapter explores the concept of advertising, advertising discourse and its functions, the characteristics of tourism advertising, the issue of the magical atmosphere in tourism advertising, and theoretical views on the advertising language.

Media discourse refers to oral or written texts that are directed to a reader, listener, or spectator through a broadcast platform.

In general, the term text should refer to the union of different events with strong internal structural connections<sup>8</sup>.

The purpose of most media texts is to encourage the audience to believe or do something. News portals use a variety of means (direct citations or known sources, etc.) to convince viewers that this story is true. One of the most powerful media texts trying to convince people is advertising. Via advertising people are encouraged to buy a product or service.

Media texts are mainly divided into two parts, oral and written media texts.

Advertising is one of the genres of media discourse and is broadcasted through the media.

Posters, stickers, brochures, booklets, billboards, flyers, radio and TV commercials, internet ads, etc. are the ways of broadcasting advertising.

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<sup>8</sup> Abdullayev, K.M. Azərbaycan dili sintaksisinin nəzəri problemləri. / K.M.Abdullayev. – Bakı: Maarif, – 1998, – s. 179.



Advertising space is always very expensive. Therefore, the advertiser always tries to provide as much information as possible about the object of advertising in this limited space, as well as to attract people's attention.

For the purpose of attracting attention both images and specially selected words are used in advertising. And in the writing deviations from the norms of spelling are used, for example, to write first letter of a word in handwriting, or to capitalize all the words in a sentence.

Advertising can be defined as follows: Advertising is a type of propaganda consisting of linguistic and non-linguistic means (image, video, sound, music, font size, font, etc.) aimed at attracting the attention of the audience to a particular product or service, to be memorized and sell the object of advertising to them.

There are different types of advertising. They are classified according to various criteria, for example, by purpose (commercial and non-commercial), by means of broadcasting (print and electronic), by geography of broadcasting (local and international), and so on.

Advertising is as risky as it is complicated. Both the preparation and the broadcasting of advertising requires sufficient funds. If the ad is made without taking into account all the features, the cost can go to waste.

Advertising discourse usually consists of simple sentences, as the purpose of advertising is to be memorized. Simple sentences are easy to remember. The advertising discourse should be as short, clear and understandable as possible. In advertising discourse both simple nominal and simple verbal sentences are used. Most of simple verbal sentences are used in imperative mood. E.g.:

*Stay with us, and feel like home. Hotel Ametyst<sup>9</sup>.*

Advertising discourse consists of the followings parts: trade name; slogan – a short, clear and easy-to-understand form of the advertising idea; title; commentary part – the main part of the discourse, the explanation of advertising. E.g.:

Let's look at these parts:

*"Take yourself there.*

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<sup>9</sup>[www.adglitz.com/2010/08/hotel-slogans-punchlines-taglines-hospitality-advertising-slogan-commercials/](http://www.adglitz.com/2010/08/hotel-slogans-punchlines-taglines-hospitality-advertising-slogan-commercials/)

*Moments you can't describe can lead to the best conversations.  
From one surprise to another, from one smile to the next.  
Discover something new around every corner and under every stone.  
Let yourself go to a place where wandering and wonder chase  
worries away.*

*Nova Scotia*"<sup>10</sup>.

Apparently, *take yourself there* is a slogan, *moments you can't describe, lead to the best conversations* is a title, *from one surprise to another, from one smile to the next. Discover something new around every corner and under every stone. Let yourself go to a place where wandering and wonder chase worries away* is a commentary part, and *Nova Scotia* is a trade name.

Advertising discourse performs various functions. Its main task is to attract the customers' attention to the advertised product or service, provides various information about the product or service, for example, its quality or the difference of the product from other products of its class, to convince them, to motivate them to purchase the product or service, and sometimes to create the image of an advertising object, etc.

One of the main function of the advertising discourse is its informing function. Advertising will be meaningless if people do not have information about the advertising object. If the consumer does not know the difference of the product from other products of its class, its quality and characteristics, the consumer will choose the product he knows, not this one.

Another function of advertising is to draw attention of the audience to the object of advertising. Attractive advertising has a great chance to be remembered and chosen.

Tourism advertising is widely published in newspapers, especially in modern types of printing, including magazines. Booklets, brochures, booklets, emblems, and promotional materials are printed for advertising purposes so that travelers can get acquainted with the services offered, get information about conditions and opportunities, and the places of interest in general. Booklets are available to tourists and travelers in tourism offices,

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<sup>10</sup>[novascotia.ca/news/smr/2013-03-13-Tourism-Campaign/media/Luckett.jpg](http://novascotia.ca/news/smr/2013-03-13-Tourism-Campaign/media/Luckett.jpg)

camps or tourist destinations. They are usually provided free of charge and widely distributed - so they often play a crucial role in attracting tourists to a particular destination.

An impression of a magical atmosphere is created in tourism discourse to attract attention. The impression of a magical atmosphere is realized through specially selected words, such as *escape, another world, breathtaking*, and so on.

Emotional-expressive adjectives play a special role in creating the impression of a magical atmosphere in tourism advertising, for example, *amazing, perfect, fascinating, mesmerizing, and so on*. E.g.:

*Discover the most fascinating waterworld on Earth<sup>11</sup>.*

Different issues can affect the choice process of tourists, for example, tourist's wishes and expectations, interests, the image of the destination, and so on.

Today, tourists have high expectations in tourism destinations, for example, high level service, cleanliness, beauty of the place, positive atmosphere, delicious food and so on. Therefore, it is important to form an image of the destination that will meet these expectations. The image of the advertising object should be created in such a way that the presentation of the image can arouse interest in the reader or viewer. This interest can be created with an attractive picture, a pleasant sound, an interesting slogan along with the advertising text. When the audience is interested in the advertised product, they will learn a lot about the product, and the advertiser will achieve his aim.

A place that does not meet the expectations is unlikely to be chosen by the tourist.

The second chapter entitled “**The linguistic analysis of tourism advertising discourse**” consists of seven paragraphs: the linguistic peculiarities of tourism advertising discourse, word choice in advertising depending on the type of tourism, terms in tourism advertising, emotional-expressive adjectives and their impressive power, actional and mental verbs used in tourism advertising discourse, linguistic strategies of persuasion in tourism advertising discourse and figures of speech.

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<sup>11</sup> [tripdayz.com/kerala-tourism-welcoming-travelers-to-the-great-backwaters-of-kerala/](http://tripdayz.com/kerala-tourism-welcoming-travelers-to-the-great-backwaters-of-kerala/)

Advertising language has long been the in the focus of linguistic researches.

The language of advertising, not only informs potential customers, but also draws their attention to the advertised product or service and tries to motivate them to make positive decisions about the products or services offered, and persuades them to purchase it. So, language usage is the most important thing in advertising to reach your goal.

The language of advertising should be simple and clear, and should not confuse the reader. The short text should contain as much information as possible, and expressions that will attract the customer's attention.

The linguistic features of the advertising discourse are as follows: laconicity (ability to convey the maximum idea to the consumer in a small text); figurativeness; imagery; the predominance of spoken language (in this way an impression of sincerity is created with the audience); extensive use of dialogues (communicating with the consumer); creating the impression of a magical atmosphere; use of various methods of persuasion, attention drawing and memorizing; use of rhetorical devices (metaphor, pun, hyperbole, etc.), etc.

Proverbs, cliches, popular expressions, citations, words of famous philosophers, popular expressions from fiction or movies are used in advertising discourse extensively. Such expressions add stylistic colour to the discourse.

Different scholars have classified the types of tourism according to different classifications, for example, by purpose of travel (business, medical, eco-tourism, etc.), by season (winter and summer tourism), by duration of travel (long-term and short-term), by form (domestic and foreign) types of tourism, etc.

G.Dann divides tourism into the following types: nostalgia, health tourism, food and drink tourism, eco-tourism<sup>12</sup>. All types of tourism advertising has peculiar language. Let's look at them:

The advertising discourse of nostalgia is compiled related to historical monuments, antiques or ancient events. E.g.:

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<sup>12</sup> Dann, G. The Language of tourism: A sociolinguistic perspective. / G.Dann. 2<sup>nd</sup> ed. Wallingford – UK: CAB International cop., – 2001. – p. 218.

*Tasmania. Wilderness, historic mining towns and convict history*<sup>13</sup>.

The advertising discourse of health tourism contains information about different types of treatment within hotels and tourism destinations – spa, sauna, baths, aromatherapy, various types of massage – alpha-massage, Thai massage, etc. E.g.:

*Spa Break for two in Bournemouth*<sup>14</sup>.

The advertising discourse of food and drink tourism:

Different dishes of local cuisine have always been interesting for tourists. Tourists definitely want to taste local food where they go. Therefore, for many tourists, restaurants and cafes are as important as sightseeings. Taking into account the importance of local cuisine for tourists, tourism advertising is also prepared from this point of view. E.g.:

*Some of the best things in Taiwan are never exported.*

*Pineapple is widely grown here in Taiwan, which is known for producing pineapple cake, with the pineapple's sweet and sour taste mingling with the loose, soft outer skin that seems to melt in your mouth*<sup>15</sup>.

The advertising discourse of eco-tourism: This type of advertising, offers to be away from the problems of urban life, daily noise, pollution, and return to nature. E.g.:

*If your problems seem far away, that's because they are. Fiji Travel*<sup>16</sup>.

This types of advertising usually includes such words as *nature, natural, unspoiled, untouched, undisturbed, escape, peace, still, quiet*, and so on.

The language of tourism has its own dictionary. Tourism advertisements use special vocabulary to express the concepts of this field.

The language of tourism has its own dictionary. Tourism advertisements use A special vocabulary – terms are used in tourism

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<sup>13</sup> [www.discovertasmania.com.au](http://www.discovertasmania.com.au)

<sup>14</sup> [www.ineedpampering.com/spa-breaks](http://www.ineedpampering.com/spa-breaks)

<sup>15</sup> [candylin.com/Taiwan-Tourism](http://candylin.com/Taiwan-Tourism)

<sup>16</sup> [www.fiji.travel](http://www.fiji.travel)

advertising to express the concepts of this field.

The use of special vocabulary – terms unknown to tourists in the discourse of tourism advertising bears pragmatic effect. This arouses interest in the addressee and motivates him to go there to get acquainted with new information.

Tourism terms related to types of tourism: *domestic, international tourism, adventure tourism, wildlife tourism,*

Tourism terms related to tourism activities: *hiking, skiing, biking, climbing, camping, parachuting, etc.*

Terms related to tourism participants: *tourist/visitor/traveler, foreign tourist, no show, travel advisor, city guide, etc.*

Tourism terms related to hotel business: *check-in, check-out, single room, double room, delux, pet friendly etc.*

Terms related to prices and payments in tourism: *discounted fare, group rate, voucher, lastdeal tour etc.*

Terms related to restaurants and cafes: *buffet, dine around, all inclusive, etc.*

Terms related to transportation services: *economy class, premium class, business class / first class, charter, etc.*

Terms related to marine tourism: *ship tour, cruise, river tour, diving, surfing, etc.*

It is impossible not to speak about adjectives while speaking about the language of advertising. The adjectives are capable of describing the advertising object in a detailed, even exaggerated way.

Emotive-expressive adjectives are widely used in tourism advertising. Such adjectives can make strong impact on the readers, for example: *amazing, exciting, fantastic, fascinating, magical, magnificent, playful, divine, dreamy, enchanting, soulful, sympathetic, truthful, hopeful, joyful, welcoming, wild, wonderful, etc.*

The semantic-communicative function of the advertising discourse, which calls people to action, makes verbs to be frequently used in this discourse.

If the advertiser wants the advertising discourse to be readable and dynamic, then he should use the verb. The verb gives life, action and strength to the idea.

The most commonly used verbs in tourism advertising are as follows: *to enjoy, to visit, to relax, to experience, to see, to travel, to discover, to explore, to imagine, to call, to play, to view*<sup>17</sup>.

The verbs are often used in the imperative mood in advertising discourse. E.g.:

*Enjoy natural seaside beauty, discover a place to relax and explore. Visit Mountain Gap Inn*<sup>18</sup>.

Advertising discourse uses all the possibilities of language, different methods, special words, expressions and sentences to achieve goal. Such language has the power to influence people, their attitudes, and their behavior.

Advertising uses a variety of methods to attract attention, be memorized, build trust and confidence, create an impression of being different and superior, stimulate a desire for a product or service, and motivate an action (to buy, to choose). These methods are as follows: call to bandwagon, beautiful and attractive people, bribery, celebrities, repetitions, intensifiers, problem and solution, open claim, unfinished claim or incomplete comparison, “we are different and unique” claim, usage of the words “every” and “always”, dialogue, imperative mood, popular phrases, proverbs, quotes, periphrase, etc. E.g.:

*We better, be better, we're Braniff*<sup>19</sup>. (unfinished claim or incomplete comparison)

*All roads lead to Rome*<sup>20</sup>. (famous phrase)

All methods used in the language of advertising are important components in the perception of tourism products.

These methods have a pragmatic effect on the addressee's consciousness, influencing his behavior and encouraging him to act.

Stylistic device is one of the ways influencing the thinking of addressee. Stylistic devices give creativity, expressiveness,

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<sup>17</sup>Ольшевская А.Г. Акциональные Глаголы в Текстах Туристической Рекламы // Кросс-культурная коммуникация и современные технологии в исследовании и преподавании языков. Материалы междунар. науч. практ. конф. – Минск, – 2011, – с. 14.

<sup>18</sup> [smithbydesign.deviantart.com/art/Hotel-Tourism-Rack-Card-213411375](http://smithbydesign.deviantart.com/art/Hotel-Tourism-Rack-Card-213411375)

<sup>19</sup> [www.braniffpages.com/slogans.html](http://www.braniffpages.com/slogans.html)

<sup>20</sup> [www.menstennisforums.com/458-novak-djokovic-message-board/629570-all-roads-lead-rome-champion.html](http://www.menstennisforums.com/458-novak-djokovic-message-board/629570-all-roads-lead-rome-champion.html)

figurativeness, attractiveness to speech. An idea expressed in figurative language is more memorable than an idea expressed in ordinary language. They include alliteration, hyperbole, repetition, rhyme, antithesis, metaphor, pun oximoron, occasionalisms, personification and so on. E.g.:

*Barbados. Goodness. Gracious*<sup>21</sup>. (alliteration of the sound “g”)

*Change is: **clean** planes and **dirty** martinis (Delta Airlines)*<sup>22</sup>. (antithesis);

The third chapter, entitled “**Approach to a tourism advertising from a pragmatic prism**” consists of eight paragraphs. It explores the questions of pragmatics, a pragmatic analysis of the advertising discourse, linguistic and pragmatic peculiarities of the impact on addressee, figures of speech (metaphor and pun) used in tourism advertising, implicature, the principle of Cooperation, deixis, the Speech act theory in tourism advertising discourse.

One of the most widespread philosophical currents of the XX century is pragmatism. The birthplace of this movement is the United States, and its founder is a prominent American logician Charles Pierce. His ideas began to be applied to linguistics by Charles Morris in the late 1930s. Thus, pragmatics emerged as a branch of semiotics and has been accepted as a branch of science since the 1970s.

Pragmatics is one of the fields of linguistics that learn a meaning. It investigates the context-dependent meanings, that are not covered by semantics. Thus, pragmatics refers to the meanings of words during their usage. That is, it learns the meaning expressed by the speaker.

Pragmatics helps to eliminate ambiguity. It determines which of the meanings of ambiguous expression is appropriate to the context and which should be discarded, and finds the intended meaning behind what is being said.

The main areas of linguopragmatic research are context-dependent aspects of meaning. They are deixis, implicature, presupposition, and speech acts.

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<sup>21</sup> [www.barbados.org](http://www.barbados.org)

<sup>22</sup> [www.pinterest.com/kattygrig/airlines-branding-and-more/](http://www.pinterest.com/kattygrig/airlines-branding-and-more/)



T. Pateman was first who applied a pragmatic approach in the analysis of advertising discourse<sup>23</sup>.

G.Cappelli explored the semantic and pragmatic features of tourism discourse<sup>24</sup>.

Advertising pragmatics consists of the interpretation of the meaning of word said directly and the meaning that is conveyed through speech.

An ambiguity is created deliberately in advertising discourse. An ambiguous discourse usually attracts more attention. The context itself clarifies the discourse and allows the recipient of the text to reveal the meaning, but different groups of people may understand the meaning differently. Here it is necessary to take into account the cultural background. Therefore, special attention has recently been paid to the assimilation of information by certain people, certain groups of people.

The first task of an advertising writer is to create a text that will have a strong impact on the reader and will remain in his memory. Because along with pictures and images, the language of advertising has a great impact on the reader. Words should be chosen with special care, since it is necessary to draw the reader's attention in a limited space with a few words.

The pragmatics of advertising consists of the interpretation of the meaning that is said directly and the meaning that is conveyed to a wide audience in the advertising discourse.

The issues studied by pragmatics, especially the impact of speech on the audience, are also actual in advertising.

Figures of speech convey the meaning, not directly, but figuratively, i.e. methafor, pun, personification, oximoron. Figures of speech are widely used in advertising discourse, because they are very suitable tool to achieve the goals of advertising.

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<sup>23</sup> Pateman, T. Language, truth and politics: Towards a radical theory of Communication. / T.Pateman. – London: John Stroud, – 1980. – 268 p.

<sup>24</sup> Cappelli, G. Sun, sea, sex and the unspoilt countryside: How the English language makes tourists out of readers. / G.Cappelli. – Pari, Italy: Pari Publishing, – 2006. – 332 p.

The sender of the text influences the receiver using different rhetorical means, stimulates cognitive, poetic and even figurative activity and, as a result, creates conditions for the performance of various communicative functions<sup>25</sup>.

The Relevance theory of pragmatics is a very useful tool for studying figures of speech. The Relevance theory was founded by D. Sperber and D. Wilson. The Relevance theory explains the process of perception of the intended meaning by the addressee<sup>26</sup>.

The meaning of the figures of speech can be interpreted correctly in context.

The figures of speech in the advertising discourse attracted the attention of some scholars (J.H. Leigh, K.Tanaka, B.J.Phillips, E.F. McQuarrie, E.Djafarova<sup>27</sup>, etc.).

B.J. Philip and E.F.Mcquarrie analysed the development and changes in the use of figures of speech in advertising between 1954 and 1999<sup>28</sup>.

J.H. Leigh studied the use of figures of speech in advertising headlines<sup>29</sup>. E.Djafarova also studied figures of speech in advertising and analyzed their functions<sup>30</sup>.

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<sup>25</sup> Məmmədov, A. Diskurs təhlilinin koqnitiv perstektivləri. / A.Məmmədov, M.Məmmədov. – Bakı: Çəşioğlu, –2010, – s.31.

<sup>26</sup> Sperber, D. Relevance: Communication and cognition. / D.Sperber, D.Wilson. – Oxford: Blackwell, – 1986. – p. 250-279

<sup>27</sup> Leigh, J.H. The use of figures of speech in print ad headlines // Journal of Advertising, – 1994. V. 23, No 2, – p. 18-33; Tanaka, K. Advertising language: A pragmatic approach to advertisements in Britain and Japan. / K.Tanaka. – London and New York: Routledge, – 1994. – 168 p.; Phillips, B.J., McQuarrie, E. F. The Development, change, and transformation of rhetorical style in magazine advertisements 1954-1999 // Journal of Advertising, – 2002. V. 31, No 4, – p. 1-13; Djafarova, E. Language in tourism advertising: The contribution of figures of speech to the representation of tourism: /Th. doctoral of Philosophy on Philology/. – Newcastle, University of Northumbria, – 2008. – 295 p.

<sup>28</sup> Phillips, B.J., McQuarrie, E.F. The Development, change, and transformation of rhetorical style in magazine advertisements 1954-1999 // Journal of Advertising, – 2002. V. 31, No 4, – p. 1-13.

<sup>29</sup> Leigh, J.H. The use of figures of speech in print ad headlines // Journal of Advertising, – 1994. V. 23, No 2, – p. 18-33.

Among the figures of speech, metaphor occupies a more important place in the advertising discourse. It draws the reader's attention to a particular feature of the advertised object. Therefore, if the advertiser uses the metaphor wisely, he can successfully achieve the ideas he wants to emphasize what he wants in the the advertising discourse.

Metaphor means analogy. A sign of one concept is transferred to another on the basis of similarity and this time a new shade of meaning emerges. Of course, only certain features of the two objects are similar, there is no real similarity. E.g.:

*Uttarakhand, Simply Heaven!*<sup>31</sup>

Here the advertiser emphasizes the similarities of the two objects. Although the reader does not know Uttarakhand, he understands from the metaphor of *heaven* that Uttarakhand is a place like paradise with beautiful, amazing and fascinating landscapes.

Metaphor gives figurativeness, expressiveness and creativity to speech.

Metaphors can be genuine or dead metaphors.

Genuine metaphors are often found in advertising discourse. As ambiguous expressions attract the reader's attention the usage of metaphors in advertising is expanding.

Metaphor has attention drawing, attention keeping and memorizing features in advertising discourse.

Advertising that makes the reader think about its meaning are more attractive. This is an attention drawing feature of a metaphor. The process of interpreting meaning requires a certain amount of effort, and this effort takes some time, which keeps the focus more on the advertising and in the result it stays in the reader's memory. Thus, the three important purposes of advertising attention drawing, attention keeping, and memorizing are realized by a metaphor. E.g.:

*In Australia there are many types of **sharks**. But only one of them treats the tourists well. Qantas Airways*<sup>32</sup>.

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<sup>30</sup> Djafarova, E. Language in tourism advertising: The contribution of figures of speech to the representation of tourism: /Th. doctoral of Philosophy on Philology/. – Newcastle, University of Northumbria, – 2008. – 295 p.

<sup>31</sup> [uttarakhandtourism.gov.in/](http://uttarakhandtourism.gov.in/)

This advertising discourse will attract the reader's attention more than a discourse written in simple language and will remain in his memory. A memorized advertising object has more chances to be chosen than others.

Pun is another figure of speech used in tourism advertising. Pun is a word game that usually consists of the humorous use of several meanings of a word. Pun combines similarities of words that are pronounced and written approximately the same, but have different meanings. For example, the advertising discourse *Seas the day*<sup>33</sup> is a modified form of the expression *seize the day* the English version of the Latin aphorism *carpe diem*. Here the word *seas* is made from the words *sea* and *seize* to convey the idea of "enjoying life with the sea".

Pun has many similarities with metaphor in advertising, for example, it is also one of the important linguistic tools used to attract and keep the target's attention and to be memorized as metaphor.

Besides this, pun has humorous feature in the advertising as it has a sense of humor. For example, in one of the tourism advertisement a picture of waltz dancing couples near the Great Wall of China is described, and written *The Great Waltz of China*<sup>34</sup>. Here and the word *walls* is humorously replaced by the pun *waltz*.

One of the objects of research in pragmatics is implicature. The term implicature was introduced to linguistics by H.P.Grice. In an article published in 1961, he spoke for the first time about implicature, one of his most important contributions to linguistics<sup>35</sup>. H.P.Grice clarifies the difference between the meaning of what is said and what is meant by it. Implicature is used to express the implied meaning of a sentence.

Implicature should be distinguished from presupposition. Implicature is not said but, but implied in the sentence. Therefore, the speaker may always deny that he meant it. In the presupposition, the

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<sup>32</sup> [www.pinterest.com/pin/395261304766726472/](http://www.pinterest.com/pin/395261304766726472/)

<sup>33</sup> [beachthursday.com/wp-content/uploads/2013/03/quote-seas-the-day.jpg](http://beachthursday.com/wp-content/uploads/2013/03/quote-seas-the-day.jpg)

<sup>34</sup> [www.jantoo.com/cartoons/keywords/chinese-history](http://www.jantoo.com/cartoons/keywords/chinese-history)

<sup>35</sup> Grice, H.P. The Causal theory of perception. // Proceedings of the Aristotelian society, – 1961. Vol. 35 (suppl.), – p.121-152.

meaning of the sentence itself emerges from the sentence. For example:

*You're going to need a bigger map. United Airlines*<sup>36</sup>. Here implicature is that United Airlines fly almost everywhere on Earth.

A.A.Abdullayev gives the following example of presupposition:

*Even the terrorists took the pity of the victors*<sup>37</sup>.

The use of the particle *even* itself shows that generally terrorists are ruthless.

As mentioned above, ambiguous expressions attract the reader's attention. As implicatures are also ambiguous expressions, their usage in advertising discourse is preferable by advertisers.

Implicature depends on a context. It falls on the readers to interpret the meaning of the implicature in the advertising context. E.g.:

*Stakis. You won't want to say good-bye*<sup>38</sup>. Readers will interpret the implicature as "the hotel is so beautiful that you will not want to leave it".

Advertising discourse using implicature attracts the attention of the addressee, the effort to interpret its meaning keeps his attention, and the advertising is memorized by the addressee.

Another reason why implicature is widely used in advertising discourse is that its meaning is deniable. An advertiser can at any time deny the meaning of the implicature and direct it in a different direction.

H.P.Grice called the cooperation of people with each other during conversation the principle of Cooperation. The participants of the conversation try to cooperate with each other to make the communication successful. H.P.Grice proposes four maxims within this principle: maxim of quantity (be informative), maxim of quality (be truthful), maxim of relevance (be relative), maxim of manner (be clear)<sup>39</sup>. These laws are as follows:

These maxims make the communication with the addressee

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<sup>36</sup> [www.stealingshare.com/pages/airline-market-study/](http://www.stealingshare.com/pages/airline-market-study/)

<sup>37</sup> Abdullayev, Ə.Ə. Aktual üzvlənmə, mətn və diskurs. / Ə.Ə.Abdullayev. – Bakı: Zərdabi MMC, – 2011. – s. 247

<sup>38</sup> Morgan, N. Advertising in tourism and leisure. / N.Morgan, A.Pritchard. – Butterworth Heinemann, – 2000. – p. 220

<sup>39</sup> Griffiths, P. An introduction to English semantics and pragmatics. / P.Griffiths. – Edinburgh, UK: Edinburgh University Press, – 2006. – p.134.

useful in the advertising discourse. E.g.:

*One thing that is definitely not changing is our world-class service*<sup>40</sup> – maxim of quantity. Provides as much information as needed and not more;

*Start exploring Tasmania*<sup>41</sup> – maxim of manner. Clear and understandable.

According to P.Gray, the use of irony and hyperbole contradicts the principle of quality, because they are not true, but an exaggerated description<sup>42</sup>.

These maxims are often omitted in tourism advertising, for example, the maxims quality is often violated by advertisers. They hide the shortcomings of tourism destination, trying to present everything to the tourist in a positive way. And sometimes the shortcomings of tourism destination even exaggerated as positive ones to give an impression of interesting and exciting trip. An example of it can be the advertising discourses included in the advertising campaign of Northern BC Tourism “Bear safety tips”:

*Human food attracts bears. Store all food and baggage in bear resistant containers*<sup>43</sup>.

As we can see in the above example, the danger of a bear is exaggerated, but the idea of an exciting journey is conveyed to the addressee.

The information in many advertisements does not match the truth. In some advertisements, the consumer is deceived without saying a word, for example, through a wrong image. Some advertisements are both confusing and deceptive ... Consumers who use such methods may face negative consequences, such as the consumer’s refusal to buy the product, the loss of the cost spent on advertising, reduced sales, reduced reputation, and so on<sup>44</sup>.

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<sup>40</sup> [www.skytrax.com](http://www.skytrax.com)

<sup>41</sup> [www.discover.tasmania.com.au](http://www.discover.tasmania.com.au)

<sup>42</sup> Shayma Al-Azzawi, A. Pragmatic analysis of the advertising language. An abstract / A.Shayma Al-Azzawi. – Baghdad University, – 2009. – p. 503.

<sup>43</sup> [www.smashlab.com/results/northern-bc-tourism-association/northern-bc-tourism-identity](http://www.smashlab.com/results/northern-bc-tourism-association/northern-bc-tourism-identity)

<sup>44</sup> Safaraliyeva, R. Business ethics. / R.Safaraliyeva, S.Mammadov, V. Gaziev. – Baku, – 2004. – p.35-36

One of the research fields of pragmatics is deixis. Deixis is a verbal pointing. Deixis is derived from the Greek word *deiknumi*, meaning *to point*<sup>45</sup>. Among the means that serve communication, the reference to distant and nearby objects has a special place, which is called deixis<sup>46</sup>. *I* points to the speaker, *now* points to the time of speaking.

There are five types of deixis: person deixis (*I, you, them, etc.*), time deixis (*now, then, last week, etc.*), place deixis (*here, there*), discourse deixis (*in the previous paragraph, furthermore, however*) və social deixis (*Professor, dear*).

Deixis is widely used in tourism advertising.

*You* create the effect sincerity with the addressee. For example:  
*Because you were born to fly (Brazilian Airlines)*<sup>47</sup>;

Deixes *we* and *us* are as well. For example:

*We go a long way to make you happy (Air Tours)*<sup>48</sup>.

One of the main theories of linguistic pragmatics, the theory of Speech Act, is associated with the name of the English philosopher J.L.Austin. He presented a new form of meaning analysis. According to him, meaning is described by the relationship between what the speaker actually says to the listener and the speaker's intentions. The meaning that exists between these connections is described by the name of *the acts*<sup>49</sup>.

The speech act consists of a statement made by a speaker in a certain environment to the addressee for a specific purpose. E.g:

*See you in Greece*<sup>50</sup>.

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<sup>45</sup> Veysəlli, F.Y. Diskurs təhlilinə giriş. / F.Y.Veysəlli. – Bakı: Təhsil NPM, – 2010. – s.50

<sup>46</sup> Veysəlli, F.Y. Dilçiliyin əsasları / F.Y.Veysəlli. – Bakı: Mütərcim, – 2013. – s. 306.

<sup>47</sup> www.travelsky.com

<sup>48</sup> <http://www.ebay.es/itm/Airtours-We-go-a-long-way-to-make-you-happy-199-5-151940215975>

<sup>49</sup> Etsuko, O. Austin's Speech Act Theory and the Speech Situation: [Electronic Resource] / Esercizi Filosofici 1, 2006, p. 1. URL: <http://www.univ.trieste.it/~eserfilo/art106/oishi106.pdf>

<sup>50</sup> www.upgreetourism.gr/

The speech act is the fact of achieving any goal during the conversation. Speakers choose ways to convince the hearer based on persuasion and reception<sup>51</sup>.

J.L.Austin proposed locutionary, illocutionary and perlocutionary acts under his Speech Act theory<sup>52</sup>.

1. A locutionary act is the act of making meaningful linguistic expressions. It controls the correct creation of language structures.

2. An illocutionary act is what the speaker wants to convey to the addressee. J.R.Searle distinguishes 5 categories of the illocutionary act in his “Classification of Illocutionary Acts”

– representatives (confirmation, description, claim, insist);

– directives (order, request, suggestion, demand, permission, invitation, advice);

– commissives (vow, promise, obligation, objection, refusal, threat);

– expressives (gratitude, apologies, congratulations, applause, greetings, regret, condolences);

– declaratives (blessing, ward, baptism, conviction)<sup>53</sup>.

Example: *Be independent. Take charge of your pleasure. Join us!*<sup>54</sup> – directive act;

3. A perlocutionary act is the message received by the addressee, that is, the meaning understood while interpreting the addresser’s speech.

Each advertising discourse is designed for a perlocutive effect. It aims to get a response from the addressee.

The results obtained during the research can be summarized as follows:

1. Advertising is a type of propaganda consisting of linguistic and non-linguistic means (image, video, sound, music, font size, font, etc.) aimed at attracting the attention of the audience to a particular

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<sup>51</sup>Cahangirov, F. Dil və mədəniyyət. / F.Cahangirov. – Bakı: Elm və Təhsil, – 2014. – s.125.

<sup>52</sup> Остин, Дж. Л. Слово как Действие // – М.: Прогресс, Новое в Зарубежной Лингвистике, – 1986. Вып. 17, – с.108-110.

<sup>53</sup> Серль, Дж.Р. Классификация иллокутивных актов //– М., Новое в Зарубежной Лингвистике. Теория речевых актов, – 1986. Вып. 17, – с. 170-194.

<sup>54</sup> [www.incredibleindia.org](http://www.incredibleindia.org)



product or service, to be memorized and sell the object of advertising to them;

2. The main purpose of the advertising discourse is to get a response action (to obtain the service) from the addressee;

3. It is possible to strongly influence the target audience with the emotional-expressive adjectives in tourism advertising and to increase the probability of advertised object to be chosen;

4. Actional and mental verbs in tourism advertising make the advertising discourse readable and dynamic;

5. Linguopragmatic features of tourism advertising are determined by the ability to influence the reader's perception and subconscious through linguistic means;

6. Thanks to the methods used to attract attention, build trust and confidence in advertising (bandwagon, beautiful and attractive people, bribery, celebrities, repetitions, intensifiers, problem and solution, open claim, unfinished claim or incomplete comparison, "we are different and unique" claim, usage of the words "every" and "always", dialogue, imperative mood, popular phrases, proverbs, quotes, periphrase, etc.), it is possible to create the impression of being different and superior, stimulate the desire for the product or service, and as a result, to influence the addressee's behavior and encourage him to act by having a pragmatic effect on his mind.

7. The process of interpretation of ambiguity (metaphor, pun, implicature) created in tourism advertisements keeps the reader's attention and in this way the advertisement remains in the reader's memory;

8. Through implicatures in tourism advertisements, readers are directed to make their own interpretations. This is met with interest by readers and draws attention to the object of advertising;

9. The appropriate application of the principle of Cooperation in tourism advertising makes advertising useful to the extent that it serves the purposes of the advertiser and serves to better understand the advertising discourse by the addressee.

The main content and scientific provisions of the dissertation are reflected in the following articles and theses of the author:

1. İngilisdilli turizm reklamlarında istifadə olunan işlək söz və ifadələr // – Bakı: Elm və təhsil, Filologiya məsələləri, – 2012. № 10, – s. 161-165.
2. Turizm reklamında adresata təsirin linqvistik xüsusiyyətləri // – Bakı: Mütərcim, Humanitar elmlərin öyrənilməsinin aktual problemləri, – 2013. № 1, – s. 18-21.
3. Reklam mətninin praqmatik aspekti // – Bakı: ADU, Elmi xəbərlər, – 2013. № 4, – s. 67-71.
4. İmplikatura nəzəriyyəsi və onun reklam diskursunda tətbiqi // Tətbiqi dilçiliyin müasir problemləri mövzusunda respublika elmi-praktik konfransı, – Bakı, – 2013, – s. 175-177.
5. Turizm reklamı diskursunda feillərin rolu // Doktorantlar və gənc tədqiqatçıların XVIII respublika elmi konfransı, – Bakı, – 2013, II c., – s. 157-160.
6. Reklamda deyksis praqmatik element kimi // XXI əsr mədəni paradigması multimədəni aspektdə, Respublika elmi-mədəni konfransı, – Bakı, – 2014, – s.114.
7. İngilisdilli reklamlarda linqvistik yollarla inandırma strategiyası // – Bakı: ADU, Dil və ədəbiyyat, – 2015. № 4, – s. 252-255.
8. Reklamlar linqvistik planda (ingilis dili əsasında) // – Bakı: ADU, Elmi xəbərlər, – 2015. № 4, – s. 55-58.
9. Reklam və P.Qraysın əməkdaşlıq prinsipi // Xarici dillərin öyrənilməsinin aktual problemləri, respublika elmi-mədəni konfransı, – Bakı, – 2015, – s. 247-249.
10. Metaforun diqqətçəkmə və diqqətsaxlama imkanları (İngilisdilli turizm reklamları əsasında) // Koqnitiv və tətbiqi dilçiliyin aktual problemləri mövzusunda beynəlxalq elmi konfrans, – Bakı, ADU, – 2016, – s.161-163.
11. Творческий язык в рекламе (на основе туристической рекламы в английском языке) // – Кривий Ріг, Літератури світу: поетика, ментальність і духовність, – 2017. Вып.9, – с.5-12.
12. Tourism advertising and its analysis in the context of speech act theory // II international Ankara conference of scientific research, – Ankara, – 2020, – p.377-371.

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