



Received: July 20, 2022
Accepted: August 22, 2022
Available online: September 25, 2022

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TEXTS IN THE SPHERE OF TOURISM AND THEIR PRAGMALINGUISTIC FEATURES

ANNOTATION

The content of the article presents the development and analysis of a communicative-pragmatic model of texts dealing with travel sphere. The creation of universal language models within the context of the theory and style of the text is of relevance since tourist texts are in the core of social communication. The UNWTO, an international tourism organization, considers that one of the most promising and fastest-growing global areas of business will be tourism. Depicting a tourist destination as an area that is alluring for travel with the objective of preventing, maintaining, and enhancing health is therefore becoming extremely important. Thanks to the unique characteristics of the investigated material, which combines the characteristics of advertising, tourism discourse, the study is complicated in nature. From the standpoint of linguistics, it is interesting to investigate how speech tactics affect the target audience in the communicative context, which is composed of several sub contexts (verbal, nonverbal, sociocultural, and personal).

The work's value is a consequence of the increasing interest in the research accomplished under the constraints of the communicative-pragmatic paradigm of cognition. Addressing the communicative-pragmatic characteristics of the language is fundamental to the task. Furthermore, the systematization of social insights and its modernization into strictly delineated concepts and structures are both associated with linguistic modeling on a worldwide scale. The given article analyzes the tourism texts from pragmalinguistic points of view, linguists' views in the sphere of content study and analysis in the researches as well. The notion of a discourse and a discourse

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TURIZM SOHASIDAGI MATNLAR VA ULARNING PRAGMALINGVISTIK XUSUSIYATLARI

ANNOTATSIYA

Hozirgi zamon tilshunosligida ilmiy izlanishlar asosan kommunikativ-pragmatik yondashuv orqali amalga oshirilmoqda. Bu, o'z navbatida, muloqot jarayoni va inson omili o'rnatidagi chambarchas bog'liqlikni ilmiy-nazariy va amaliy jihatdan tadqiq etishni taqozo etmoqda. Ma'lumki, turizm sohasida hududlar va ularning nomlanishi muhim ahamiyat kasb etadi. Turizmning asosiy elementlaridan biri sayyohlarni o'ziga jalb qiladigan hudud, vaqt o'tkazadigan va diqqatga sazovor joylar, y'ani destinatsiyalardir. "Destinatsiya" so'zi keng qo'llanilishiga qaramay, turizm adabiyotlarida nazariy jihatdan alohida tahlil ob'yektiga aylangani yo'q. Biroq, bu tushunchaning mohiyati, tuzilishi va mazmunini tahlil qilish zamonaviy tilshunoslikda dolzarbdir. Maqolada turizm destinatsiyasiga oid matnlarning kommunikativ-pragmatik modelini yaratish va tahlil qilish haqida so'z boradi. Bu turdagi matnlar ijtimoiy muloqot markazida bo'lganligi sababli matn nazariyasi va uslubi doirasida universal lingvistik modellarni yaratish o'z-o'zidan qiziq jarayonni vujudga keltiradi. Jahon sayyohlik tashkiloti (JST) ma'lumotlariga ko'ra, turizm dunyo bozorining eng istiqbolli va faol rivojlanayotgan tarmoqlaridan biri hisoblanadi. Turizm destinatsiyasi bir qator jumladan, tibbiyot turizmi, ziyorat turizmi, ekoturizm ob'ektlarini jozibador nomlash uchun ahamiyatlidir. Ushbu tadqiqot reklama, turizm va tibbiy-valeologik nutq xususiyatlarini tadqiq etadi. Shuni ta'kidlash joizki, maqsadli auditoriyaga nutqning lisoniy ta'sirini kommunikativ vaziyatning muayyan muhim tarkibiy qismlarini o'z ichiga olgan ijtimoiy kontekstning bir turi sifatida tavsiflanadigan kommunikativ kontekstda o'rganish muhim o'rin tutadi.

analysis of the tourism texts are widely expressed.

Key words: social communication, linguistic models, communicative-pragmatic model, pragmalinguistic features, materials on tourism, pragmatically directed linguistics.

Tadqiqotning dolzarbligi tahlillarning kommunikativ-pragmatik paradigmasi doirasida olib borilayotgan izlanishlarga e'tiborning tobora kuchayib borayotganligi bilan uzviy bog'liq. Maqolada turizm sohasiga oid matnlarning pragmatik xususiyatlari tahlil etilgan. Tilshunoslikda nazariyotchi olimlarning matn va uning mazmuniga oid tadqiqot ishlaridagi fikr-mulohazalari va amaliy natijalari hamda diskurs tushunchasi, turizm matnlarining diskursiv tahlili tadqiq etilgan va misollar bilan dalillangan.

Kalit so'zlar: Ijtimoiy kommunikatsiya, lingvistik modellar, kommunikativ-pragmatik model, pragmatik xususiyatlar, turizm materiallari, pragmatikaga yo'naltirilgan lingvistik, diskursiv tahlil.

INTRODUCTION

Since any language is the primary mechanism of speech act transmission, it is seen as an indispensable system. Language has always had a huge impact on people's lives and continues to be the most significant means of information transmission. It may be argued that a person can transform social reality and impact the entire world through words by passing a judgment on individuals, negotiating, organizing, and repealing laws. As a result, the language is carefully considered in its useful aspects, which served as the foundation for one of the more recent branches of linguistics, pragmalinguistics. It is also discovered to be a branch of study that deals with the selection of the most useful ways available in the language for the most successful impact on a reader or a listener in order to successfully accomplish the targeted purpose in a certain speech communication condition.

The researches of Wittgenstein, who defined this phrase as "usage in language", had a significant impact on the development of pragmatically guided linguistics. For example, the phrases below show different pragmatic intentions.

It's raining:

- 1) "I will stay at the hotel" (refusal).
- 2) "Go to the dentist" (advice).
- 3) Good weather (statement of a fact).
- 4) The same sentence with interrogative intonation (request for information).

Pragmalinguistics, or the study of "language in action," or how it actually functions in real life, thus plays a crucial part in influencing a reader.

All tourism services and goods need a high information content level. In this regard, a variety of discursive genres, including brochures, prospectus, booklets, reference books, and others, are actively employed in the tourism industry. The texts written in modern English and presented as prospectuses and brochures—the most prevalent printed materials used in the tourism industry—form the subject of this research. A statement, a unit of speech communication, a segment of speech with

relative semantic coherence, was identified as the analytical unit for the touristic texts [Berezhnaya T.M., 1989; 77].

The concept of tourism has a socio-institutional character. The institutions of tourist discourse may include a variety of businesses involved in this sector, including tour operators, travel agencies, ticketing desks for trains and planes, and public relations and advertising corporations. The Ministry of Tourism, state tourism agencies, travel firms and industries, tour operators, guides, hotel employees, restaurants, museums, animators, and many more might be the destinations of the tourist discursive space. They turn to the audience with a variety of offerings, services, and ideas. The addressee can be represented by both the prospect and the intended audience. Tourist discourse is a unique sort of institutional discourse that focuses on status and mass information. Tourist discourse is more similar to advertising discourse in terms of pragmatic orientation (sell tourist items) and increased data diversity. By argumentation in touristic texts, we mean a special type of speech activity of an addresser, who is implementing an attempt to influence the addressees by speech in order to get them to make an independent decision about the need, desirability, or possibility of acquiring a tour or a servant's tour.

RESEARCH METHODS

This research comprises such methods as the comparative method, the pragmatic methods: empirical pragmatics, corpus pragmatics, theoretical pragmatics, contrastive pragmatics; and a discourse analysis. Tourism is more than just a leisure or professional activity; it can be considered the representation and discovery of the cultural identity of a country. The concepts and the words which are selected to promote a tourist destination, as well as the accompanying images and the way these modes of communication are organized in a website, inevitably reflect more than just a promotional aim. They mainly represent those social and cultural choices which are peculiar to each country and to each culture, and which are, for this reason, particularly worth investigating. The scholars J.R. Searle, O.Ducrot, N.D. Arutyunova, P.Charodo, D.Mengeno, P.Serio, Yu.S. Stepanov, M.Jt. Makarov, S.N. Plotnikova conducted research and made significant contributions to discourse linguistics, whereas Aristotle, J.C. Anscombe, K.Plantin, S.Toulmin, X.Perelman, Yu.V. Rozhdestvensky, E.F. Tarasov, Yu.A. Sorokin, N.A. Bezmenova devoted their work to the theory of argumentation and rhetoric.

The communication of individuals who do not belong to a certain social group or linguistic community is implied by tourism discourse. Despite this, the communicants are well aware of the structure and mechanisms of information transmission, as well as the genre characteristics of the tourist discourse. During fieldwork communications since tourism is a widespread phenomenon, there is a type of overlap and interweaving of information and language representations of the globe. Globalization and the rise of the production and consumption of tourist industry products and services made this possible.

Studies on issues related to tourism have previously been conducted in different fields of tourism and economics (I.V. Zorin, V.A. Kvartalnov. K.Peyrut, R.Lankar,

M.Boyer); in Journalism (Travel Essay Genre –K.A. Pantsyrev); in Conceptology (The Evolution of The Concept "Journey" – E.A. Bobrova); in Onomastics (Geographical Names – A.V. Superanskaya, T.V. Lishtovanny). Texts on tourism-related communication also aroused interest and were taken into consideration for linguo-didactic, linguo-cultural, and linguo-culturological objectives (L.G. Vikulova, E.V. Vysokih, A.V. Pavlovskaya), however, a thorough specialist study on this sphere's discourse as a linguistic phenomenon has not yet been conducted.

In recent years, linguistics has actively researched institutional discourse, which is predominantly advertising discourse and has a clearly focused pragmatic framework: Adam, M.Bonhomme, V.V. Uchenova, S.A. Shomova, G.Feshchenko, E.V. Medvedeva, Yu.K. Pirogova, J.A. Kochetova, T.V. Poletaeva and others. The hospitality and tourism sector are one of the greatest advertisements, as exemplified by the fact on average, international travel agencies spend 5-6% of the operating income on promoting travel-related services. There are discursive genres of tourist brochures. They are defined as the advertising publications. The types of institutional discourse are distinguished according to a certain degree of conventionality. The term "tourist discourse" refers to institutional contexts. The most crucial dialogistic concept and complete multidisciplinary method are both used in this work along with a discourse analysis (M.M. Bakhtin, O.Ducro). The analysis of tourist texts is based on the traditions of functional-stylistic and communicative studies, which have been comprehended and supported in numerous works by foreign and domestic scientists (M.M. Bakhtin, G.Guillaume, E.Benveniste), modern theoretical ideas about discursive activity, about the principles of speech communication and behavior, about the discursive strategies and tactics used by speakers / writers, and more (T.G. Vinokur, E.S. Yakovleva, O.S. Issers, B.Ya. Misonzhnikov, J.R. Duskaeva, J.G. Vikulova, E.F. Serebrennikova, G.V. Dimova).

Potential visitors are exposed to pictures of travel places through tourism promotional materials. Typically, these resources include written descriptions, images, maps, animations, and videos. Print ads are those that appear in publications like magazines, newspapers, travel brochures, and flyers. They are crammed with listings of attractions, lodging options, and eateries, as well as written descriptions, images, and maps. Together, these components – along with design components like text types, page layouts, and background colors – help tourists form an overall mental picture of the place. In a sense, we might discuss the swaying of public opinion in order to achieve a specific goal. One of the most significant elements of a travel company's marketing strategy is the use of functional and linguistic innovation in its advertising. Advertising must correctly and fairly tell the customer of the promoted product's or service's, qualities, selection, consumption guidelines, and other information. Advertising communicates the advertising message utilizing the selected technique of impact by leveraging all media as bearers of linguistic texts.

The work has a theoretical significance since the results contribute to the development of theoretical ideas about the nature of a dialogue in general. The advancement of discourse linguistics, the theory of speech effect, and communications–

all receive some benefits from this. The presumption of any discourse effectiveness, and tourist texts in particular, is concretized. There is now a theoretical framework for the contradictory possibilities of tourist writing. This research also provides suggestions for further, in-depth research on tourist texts.

Foreign linguistics of the 1980s was characterized by a shift in the focus of consideration from the formal-syntactic and generative-semantic features to the pragmatic aspect of utterance and discourse [Arutyunova N.D., 1990; 62]. We should note that theories with an extreme pragmatic orientation, such as the theory of speech acts in its classical version, are rather indifferent to the internal associations of discourses. The inevitable pragmatic reductionism, when looking at language only as a means of influence, admits equating, for example, a poetic work with a trivial replica of everyday communication if they "influence behavior" similarly. We should not change the essence of the matter and attempts to pick-up the classical theory of speech acts by adding additional axioms to the moments of interlocutionary influence that appear in it. So, I.A. Avdeenko added to the acts of locutionary (pronunciation), propositional (assignment of meaning), illocutionary (communicative intention) and perlocutionary (pragmatic effect) acts collocutionary, consisting in fixing the moment of establishing contact, and connexive, reflecting the moments of interaction of speakers [Avdeenko I.A., 2001].

Even the explicitly stated communication objective, much alone the "attribution of meaning," etc., could not accurately reflect a speaker's genuine intention. The research conducted under the guise of so-called pragmalinguistics is restricted to the discovery of "pragmatic power" aspects in a language, such as motivations, emotional assessments, interactions, etc., that do not explain their true systemic roles.

Each frame has several kinds of information attached to it, such as instructions on how to utilize it, what to anticipate happening next, and what to do if these predictions come true. A frame is a special sort of collective set that divides a certain region of human activity into subareas and the items that make up those subareas, and objects into elements with the necessary level of detail. We may set frames for commonplace circumstances, mathematical problems, physical problems, mental problems, linguistic problems, frames, scenarios, etc. A frame description's value is simply practical; it is one way to describe a flexible thesaurus made for use with computers.

According to linguist T. Balmer there is a description of contextual structures by classifying them into linguistic frames such as, morpho-syntactic, semantic-pragmatic, and meta-theoretical. Conceptual apparatus enables introducing a certain order into the process of determining the moments of reality displayed in the texts of tourism.

The text functions as a single communicatively focused block that is divided into chunks that are comparatively complete in meaning and are comparable to paragraphs in stylistic works. The style of the text "considers complex (combining numerous paragraphs) vocal and stylistic constructions utilized in the communication action to represent a given content" [Beloglazova E.V., 1989; 35] as a key component of the style of speech.

N.A. Tyuleneva emphasized that, the objective is to describe not the units of the super phrasal level in the text but the textual activity itself in social practice in psycholinguistic works, which are distinguished by the most obvious communicative approach. Textual activity is increasingly crystallizing into an independent type of activity with internal goals of a communicative-cognitive and emotional nature that are conceived under the communication, helping to achieve goals that are, as it were, higher in relation to it (acting in this sense as the basis for communication of consciousnesses). This method makes it impossible to organize the text in the same row using categories like a sentence and/or super-phrasal unity in a well-thought-out manner. Hierarchically associated with the categories of utterance and semantic (communicative) block, or forecast, the text (message) is considered here as a communication unit [Tyuleneva N.A., 2008].

If we consistently view a text as a message, dialogical communication will typically be beyond the purview of the research because the entire message always belongs to one communicant (sender). A similar installation was used in the work of N.D. Burvikova-Zarubina [Pogodaeva S.A., 2008; 35], who views a text as only "a speech work written in form, belonging to one attendant in communication, comprehensive and properly achieved," in direct opposition to the status of a text as a speech work belonging to two or more participants in communication–dialogue.

At the same time, it is quite possible to illustrate dialogical speech communication as a discourse produced by a mutual speaking topic, which would resolve the issue of the dialogue discursive status, which raises serious concerns about the text linguistics. Although it can be assumed that such a sequence can also have a textual structure similar to that of a discourse, as scholar T.A. Van Dijk does not suppose the status of a discourse to a dialogue, doubting the chance of defining a typical deep construct for any dialogue and he mentioned that it is impossible to consider a discourse–dialogue, i.e. an arrangement of expressions generated by different speakers" [Van Dijk T.A., 2001]. Van Dijk proposes the use of a concept known as the discourse macrostructure in an effort to develop a strong theoretical foundation for overcoming the one-sidedness of both the communicative-pragmatic and denotative-referential approaches. The macrostructure may be pragmatic or semantic, setting the pragmatic orientation of speech (macro-assertion, macro-request, macro-condemnation, etc.) and connecting the discourse as a series of speech acts into a single complete. Semantic macrostructure can be used to access the text's main theme and is given in the form of a hierarchy of semantic hypotheses.

K.Pike is the owner of the knowledge of merging all speech forms in a certain abstract apparatus. K.Pike unified verbal and nonverbal behavior of an individual in the category of behavior – a unit of behavior, of which a special example is the utterance. He contrasted the actions of utterance with the acts of social interaction between individuals. In the context of a subset of a higher level, each unit occupies a specific cell in his distributive-taxonomic model of speech behavior. The components in this paradigm are organized in a hierarchy ranging from phonemes through sophisticated speech constructs (such as question-and-answer structures, monologues,

and "conversations") that are longer than sentences [Pike K., 1967; 517]. The advantage of this metalinguistic model is its comprehensiveness, despite the fact that it has a weak content definition of the elements at the level of speech interaction and the most extensive taxonomy of morpho-syntactic level units. The K. Pike theory, an American descriptivism, inspired an effort at a precise systematic celebration of a speech behavior, exposed our lack of depth in understanding both the fundamentals of a speech activity and the role of a language in a discourse construction.

The denotative-referential description and the pragmatic model of a speech act are insufficient to represent a discourse, which stresses the realities outside of a language, such as a social interaction and an objective reality. The suitable form of the speech appears to be irrelevant in both cases due to the absolutization of the initial argument on the arbitrary nature of the linguistic sign. The form that contains these functions is lost, and denotative-semantic or regulatory-pragmatic functions of the unit are instead given more focus.

"The recognition that a language can be understood in terms of a behavior and an action, i.e., not as a ghostly sphere of information transmission hovering outside reality, but as a real element of the impact of reality itself, makes it possible to truly overcome traditional ideas about a language and the implicit semiotics hidden in them. In addition to being a tool for acquiring and conveying consciousness, a language also serves as a particular living form and serves as an objectification of knowledge thanks to its specific architecture. Whoever is literate employing a particular strategy for navigating the world, a particular justification for why do people exist where they do, and have a particular pattern of action? It may be presumed that someone who is literate in a language also has a distinct, discursive manner of conceptualizing the world. Although they are concealed from direct sight, the concepts that enable this talent should be the focus of linguists' critical attention. They are likely to present themselves most clearly in the syntax of conversation, which connects linguistic pragmatics (the mirror of reality) with linguistic semantics (regulation of human relations with the environment).

RESULTS AND DISCUSSION

Tourist texts are persuasive: in the communication process that we analyze, an effort is made to influence the addressees in order to persuade to come to a decision on the necessity, desire, or opportunity to travel to or visit a certain tourism object. The author of the tourism texts uses a variety of persuasion strategies, with the voice predominating, to persuade the audience. The achievement of non-speaking goals is the emphasis of a speech in tourism writing. Thus, the addressee's behavior is modified through words.

The linguistic methods of persuasion used to persuade the recipient of the tourism text include effects on awareness through mental appeals and impacts on consciousness through the emotional domain. The communicative approach views rational, logical and persuasive verbal techniques as argumentation that has a dual purpose: demonstrating the truth (plausibility) of the thesis and evoking an emotional

response that helps others see the thesis as a motivator for action.

The tourism text addresser uses a wide range of arguments and has that to support a thesis or an enthymeme. The addressee is significantly under impact of reasoning in tourism texts, including logical argumentation (which has a strong and long-lasting influence on the addressee's thoughts and conduct) and rhetorical argumentation (which increases verbal persuasiveness).

The texts in the mass media are diverse and require for scientific comprehension [Anisimova T.V., 2002; 56]. Informational and promotional materials are commonly implemented in contemporary professional communication. One of them is the tourist destination introduction paragraph. The variety of terminology, which is mostly influenced by the source material (presentation materials of the health tourism location) and the work's topic, accounts for the study's distinctiveness (communicative-pragmatic model).

Tourist destination is considered as a specific area, territory, towards which movement is completed. For instance, the definition of destination in the Concise Oxford English Dictionary (2014; 345) is "the place to which a person or object is going", i.e., a location where people are now heading.

The term of tourism practice "destination" is presented in the dictionary "dictionary of travel tourism and hospitality", which says that these are countries, regions, cities visited by tourists. Some domestic scientists adhere to a similar point of view [Goncharova N.A., 2010; 152].

"Tourist destination" is defined as a location that visitors can visit and depart with a variety of feelings, perceptions, and experiences, or as the main reason for the trip [Christaller W.S., 1963].

Scholars like M.B. Birzhakov, N.A. Goncharova, I.V. Zorin, M.A. Morozov, and S.S. Nikolaev, E.N. Pavlova, and A.A. Ryabtsev in the writings classified a tourist destination a geographic area with a particular allure for tourists as a tourist destination. Nevertheless, it is said that attraction may differ for various tourist subgroups [Baranov A.N., 1990; 11].

A tourist destination is described as "a socio-geographical region that a tourist or a group of customers has chosen as the goal of the excursion" in the works of certain researchers.

A tourist destination is defined as "a physical planetary in which a visitor spends time, together with tourist amenities, attractions, and tourist resources within one day of travel, having physical and administrative boundaries" [Butler R., 1980]. This definition has since been expanded and supplemented with new characteristics.

The explanation that a tourist end point is considered as a multicomponent module of a tourist trip that exhibits its geographic, sociocultural, regional, ethnographic, and service worth is crucial for defining the substance of the concept of a "tourist destination" [Anisimova T.V., 2000].

Tourism discourse is a special mass informational and status-oriented institutional discourse. Tourism discourse is understood as a set of texts that are a product of speech activity in the field of tourism. Each type of a discourse has both an

ideal sender of a speech message and an ideal addressee. The discourse under study is presented mainly by media texts, due to the intangibility and intangible nature of many phenomena that are described in the tourism discourse. These media texts are used as tools for describing and creating a certain social reality. Thanks to the media nature of tourism discourse, it interacts with other types of discourse (advertising, scientific), which determines the use of strategies and values in the tourism discourse. Tourism discourse has features of a colloquial style, with the help of which a more trusting atmosphere and a close communication tone are achieved. As already noted, a tourism discourse includes intercultural communication, therefore, tourism texts form a special, peculiar environment, where established ideas and images concerning the national character of different peoples are formed and reflected [Kaiyrbekova A.B., 2022].

The term discourse is used here in a general sense for a verbal language (and images), but also as an element of social life dialectically related to other non-discourse elements. Discourses are different ways of representing aspects of the world from different perspectives, since “differently positioned social actors ‘see’ and represent social life in different ways, different discourses” [Fairclough N., 2003]. A closer look at the texts through a corpus-based study will help us understand the way the discourse of tourism operates in translation. In order to facilitate a comparison between source and target texts, we will use the COPA-TRAD parallel corpus computer tool. Some of the multimodal aspects of the selected texts, such as web layout and images, will be studied under the light of Kress’ work. We will present a brief notion of tourism today, the network of practices, people and institutions behind the Lonely Planet texts, company-consumer interaction in English and Portuguese, a textual analysis (linguistic peculiarities of this discourse) and a description of the visual composition of the texts in their respective websites [Débora de. C.F, Camila A.P., 2016]. For example, the website given below indicates a description of the visual composition of the text.

In <https://www.lonelyplanet.com/best-in-travel/cities>, there are such link phrases as "Life-changing experience", "Classic restaurant experience", "Best shopping" and "Classic place to stay". These link phrases express where a tourist can find the place, he/she looks for. It means that some adjectives have a certain peculiarity to show whole visual composition of the text.

Tourist discourse has a socio-institutional character. Various organizations associated with this industry may be assigned to the institutes of a tourism discourse: tour operators; travel firms and agencies; air and railway ticket offices; PR and advertising agencies. The destination of the tourist discursive space may be state tourism organizations, the Ministry of Tourism, travel agencies and companies, tour operators, guides, hotel workers, restaurants, museums, animators and many others [Vakhidova F.S., 2021].

One aspect that plays a big role as a consideration of scientific publication is abstract. The purpose of abstracts is to persuade readers that the article is worth reading and worth publishing [Nurul A.A., Eri K., 2020].

The World Tourism Organization's definition, which reads as follows: "The main destination of a tourism trip is defined as the place visited that is central to the decision to take the trip", or "The main destination is defined as the place visited on the basis of the decision to make the trip", should be acknowledged as the most authoritative definition of a tourist destination.

Accordingly, a tourist destination is defined in the article as a geographic area that, depending on the purpose of the visitor's trip, appeals to tourists and has the structural resources – such as tourist attractions, transportation accessibility, lodging options, catering services, sociocultural, regional-ethnographic, and service values – necessary to meet their needs.

A tourism text is a unique mass-information and status-oriented established discourse when analyzed in the context of travel catalogs and brochures. Using verbal, iconic, and visual codes, touristic literature is a complexly arranged, or rather, combination, that combines elements of advertising, widely accepted science, pedagogic discourses, and poly-code discourse. The topic of this discourse's request – the tourist industry – is what makes it unique. The argumentative resources of the tourism text simplify the addressee's contribution to a different kind of activity that supports the rest (cognitive, entertaining, and health-improving).

The insufficient gradation of the study of speech employed in circumstances connected to communication in the sector of tourism is the cause of the explanation of the definition of a "tourist discourse".

A tourism text was compared to the commercial material in order to conduct a more thorough assessment. A tourist discourse resembles an advertising discourse in terms of its pragmatic orientation (to market a tourist product) and excessive data saturation. However, the characteristics that set the touristic text apart from the advertising discourse are revealed: the dominant informative role in a tourism text.

The functional and semantic speech patterns (description, narration, reasoning), and information presentation styles (monologue, dialogic, poly-logical) found in tourism texts were examined. The most comprehensive and well-reasoned information transmission is made possible by the shared usage of several presentation methods and styles in the tourism text. For instance:

1. *London is the capital of England. It's a big city well-known that offer a lot of activities for to do. It's the most tourist city. It's a perfect destination for families and people who love the art and the history, has a great artistic and cultural patrimony: in fact, there are lots of museums and monuments to visit as the British Museum, the National Gallery, the Tate Modern... (narration, monologue).*

2. *If you chose Spain just for your family holiday this year, you must spend some of your time in Valencia. This beautiful city is just what you were looking for to make both your children and you happy (reasoning).*

3. *Pisa is a city of about 90000 inhabitants placed in the west part of Tuscany. Near Pisa we could find landscapes to suit every taste: from the Pisan Mounts to the beach resorts of Marina di Pisa and Tirrenia. You cannot say you've been in Pisa if you have not seen Miracles Square, which hosts the Leaning Tower, the Baptistry,*

the Cathedral and the Monumental Cemetery, all of them reason of pride for the city (description).

The discursive genres of travel brochures are the most common and, as a result, most extensively used printed non-periodic information and reference publications used in the tourist industry. Tourism brochures in general are classified as supplementary genres. Their common format (title, phrase, introduction, main body, and conclusion), exceptionally effective information presentation, and quest for neutrality set them apart from other essays. In addition to the essential representation of the present world, these genres also have elements of prospection and/or retrospection. In this perspective, such versions might be viewed as both earlier and later texts.

In tourism brochure, discourse is generally displayed on the cover page like headlines, subheadings and brief descriptions. Differing from other forms of ads, tourism brochure distinguishes in its acquisition channel. Tourists get the brochure from public areas within the tourist destination, which means tourists have formed a brief organic image towards the destination. Content in this move must be highly informative to provide convenience to make further search. Here, two major strategies have been summarized as follows:

1) By giving the name of tourist destination:

- a) Bay City Guide – Explore San Francisco;
- b) City Sightseeing San Francisco.

All tourism brochures present the name of a tourist destination in the headline to actualize the informative purpose. Two titles are both picked from San Francisco brochures, it can be indicated that example 1 is a general tourist guide while the latter is fixed at a city sightseeing.

2) By highlighting specialties:

- a) Tours in San Francisco
 - Yosemite Train Tours
 - Premium Wine Tours
 - Muir Woods Tours

3) By indicating the value of the tourist destination:

- a) Carmel

The most significant mention received was that of Monterey County being designed as one of the top 10 wine destinations in the world, and Carmel is the only destination in California to make the list!

Firstly, these distinctive qualities are revealed by the varying volumes of these publications. Tourist brochures are characterized by a clear informational presentation as a result of their small size (simplified syntax, abbreviated words, selection of the most significant information). Travel brochures are known for their repetition of information in their structures.

1) The use of the pronouns and nouns, as well as the possessive words, which indicate the addresser's non-singularity, has been shown to indicate the tourist text's impersonal and communal nature. The sender is defined by competence, didacticism, popularization, polyphony, and helpfulness. The dialogical nature of the addresser

reveals his/her aim to establish relationships, stay in contact with the recipient of the tourism text, and exert control over his/her future actions.

1) The key functional components of a tourism text – informational, evaluative, motivating, and persuasive – were employed to assess the text's specificity.

Tourism textbooks are particularly instructive because of the material's correctness, sufficiency, perceptibility, and utility. Its encyclopedic nature ensures the comprehensiveness and didactic emphasis of the information. Its growing popularity contributes to its good name and gives it a wacky personality. The two major goals of poly-code tourist literature are a very effective information presentation and strong persuasion.

The evaluation of tourism content has a good emotional effect on the addressees and encourages them to continue working. In the tourism content there are plenty of indicators used effectively: for instance, qualitative adjectives, superlatives, evaluative adverbs, adverbs that intensify a feature, positive connotation nouns and verbs, excretory and restrictive phrases, neologisms, Anglicization's, phraseological units, puns), modal words and expressions, anthropomorphic vocabulary, and verbs of opinion and so on.

The purpose of the addresser to persuade the addressee to book a trip or visit a certain tourist attraction determines the text's motivation: emphasis is placed on categorical motivation (imperativeness), softening motivation, implicit motivation, and the verbal mechanisms by which they are carried out: headers, modal words, passive verbs, present-tense infinitives of the active voice, speech clichés, evaluative and descriptive information, exclamatory and interrogative sentences, and verbs in the imperative mood, future simple, perfect, imperfect, past simple, and present tense (present) of the indicative mood.

A tourism text is persuasive because it tries to persuade the reader to go on a vacation or visit a certain tourist attraction throughout the communication process in the tourism industry. Speech is the most common kind of persuasion when trying to persuade the recipient. It has been proven that the speech can influence the addressee by informing, inciting, and evaluating the audience as well as by organizing the text in an argumentative manner using a specific order of arguments (such as the "edge principle") and different connectors (adversarial but; conclusive at last, thus, then; temporary later, after; connective and; comparative otherwise; illustrative indeed, etc.).

Argumentation is the use of rational, logical, and persuasive verbal persuasion techniques in tourism writing. The purpose of argumentation in tourism writing is to convince the reader that a particular thesis is true or plausible while also evoking an emotional response that will make the thesis more compelling.

A tourism text is a tactical procedure based on the selection of the best linguistic tools. The differentiation techniques, value, assessment methods, strategies for coordinating the language and worldviews of touristic text participants, and strategies for improving the message's "readability" are among the most often employed tactics and strategies in touristic text. When compared to other types of travel brochures and brochures that allow the reader to move nearly quickly in time and space, the

employment of retrospection and reframing techniques (conceptual transfer in space and time) stands out substantially.

CONCLUSION

We believe that the work that is being presented opens up some possibilities for subsequent research on tourism texts written in both English and other languages. The research suggests approaches for a more in-depth investigation of touristic writing, with a focus on the use of iconic or paralinguistic techniques to analyze touristic literature as poly-code text.

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