



Received: February 28, 2021
Accepted: March 5, 2021
Available online: March 25, 2021

Aziza Kholboboeva

PhD student, Uzbekistan State World Languages
University
Tashkent, Uzbekistan
E-mail: azizakholboboeva1611@gmail.ru

LINGUACULTURAL ASPECTS OF RHETORIC DISCOURSE IN TOURISM ADVERTISING

ANNOTATION

This article examines the nature of the discourse of advertising. The focus is on the tourism advertising, which is directed towards the promotion of some product or service to the general public or travelers. The article, however, is not meant to exhaust all the aspects of this particular discourse, or present an answer to all the problems it poses. Rather, it aims at uncovering the basic, essential elements of the most pervasive, influential and inescapable discourse of the XXI century – the advertising text. It focuses on the interaction of language, image and layout, and tries to examine advertising persuasive strategies. Furthermore, it draws on various linguistic (particularly lingua-cultural and sociolinguistic) theories. It also tries to analyze the essential tools using in advertisement discourse. The emergence of lingua-culturology as a new holistic direction of linguistic research is a very significant phenomenon, which is quite consistent with the trends in the development of modern scientific knowledge. On the one hand, it became a kind of result of the development of philological research of the outgoing millennium. The nationally-marked vocabulary is used to indicate that it carries certain background country geographic knowledge, and causes the recipient to have certain associations. To solve the tasks and testing the hypothesis we carried out the following research methods: analysis of philosophical, linguistic, psycholinguistic, methodological literature; study and analysis of literature on the theory and practice of professional activity in the

Азиза Холбобоева

Ўзбекистон давлат жаҳон тиллари университети
таянч докторанти
Тошкент, Ўзбекистон

ТУРИЗМ РЕКЛАМА ДИСКУРСИ РИТОРИКАСИНING ЛИНГВОМАДАНИЙ АСПЕКТИ

АННОТАЦИЯ

Мақолада реклама дискурси оид масалалар устида фикр юритилган. Унда бирор-бир маҳсулотни, шунингдек, кенг оммага, шу жумладан, сайёҳларга кўрсатиладиган хизматларни тарғиб қилувчи туризм рекламаси ўрганиб чиқилган. Муаллиф дискурси оид барча лингвистик муаммолар, унинг тамойилларини тадқиқ этмайди, балки XXI асрда жуда кенг тарқалган, таъсирчан ҳамда барқарорлашган матн тури – реклама дискурсининг муҳим элементларига эътиборини қаратади.

Реклама самарадорлигига эришиш учун лингвистик воситалар таъсирчанлигига эътибор қаратиш зарурлигини таъкидлар экан, муаллиф тил стратегияларини ўрганишда лингвомаданий ва ижтимоий лингвистик назарияларга таяниб иш кўради, реклама дискурсида муҳим бўлган тил воситаларини таҳлил қилади. Лингвокультурологиянинг янги яхлит тилшунослик йўналиши сифатида шаклланиши лингвистик тадқиқотларда замонавий илмий қарашларнинг ривожланиш тенденцияларига тўлиқ мос келадиган муҳим ҳодиса бўлди. Бир жиҳатдан олиб қараганда, бу – ўтган минг йилликда филологик тадқиқотлар тараккиётидаги ўзига хос натижадир.

Миллатнинг ўзига хос луғати, муайян бир мамлакатга оид географик билимларнинг рекламада акс этиши истеъмолчиларнинг ҳудудга оид билимлари шаклланишида хизмат қилади. Мақолада қўйилган вазифаларни ечиш ва ўртага ташланган гипотезани текшириш учун фалсафий, лингвистик, психолинг-

field of tourism; modeling; method of meaningful generalization. This article will support to expand the horizons and cultural level of advertisement discourse. It discusses the advertising texts, modeling the world of the addressee, positions the product as an integral part of this world.

Key words: advertising discourse, cultural level, lingua-culturology, advertising style, concepts.

вистик ва методик адабиётларни ўрганиш ва таҳлил қилиш; туризм соҳасидаги касбий фаолият назарияси ва амалиётига оид адабиётларни ўрганиш; моделлаштириш; мазмунни умумлаштириш усулларида фойдаланилди.

Ушбу мақола реклама дискурсининг маданий савия юксалиши ҳамда фикрлаш доирасининг кенгайишига хизмат қилишини ҳам назарда тутди. Унда адресат оламини моделлаштирувчи ва ушбу оламнинг ажралмас қисми ҳисобланган маҳсулот – реклама матни кўриб чиқилади.

Калит сўзлар: реклама дискурси, маданий савия, лингвокультурология, реклама услуги, концептлар.

INTRODUCTION

Tourism is one of the means of satisfying the human need for diversity. Thanks to the acquisition of new knowledge and expanding horizons, the cultural level of a person increases. Advertising in tourism is defined as a paid form of non-personal representation and formation of demand for a tourist product, as well as creating the image of tourism enterprises. Tourism is firmly established as one of the world's largest international trades and it is described as the "one of the greatest population movements of all time".

Touristic culture is more than the physical travel, it is the preparation of people to see other places as objects of tourism...the touristic gaze and imaginary shape and mediate our knowledge of and desires about the rest of the planet [Franklin and Crang., 2000; 10].

Symbolic capital, a transformed and thereby disguised form of physical "economic" capital, produces its proper effect inasmuch, and only inasmuch, as it conceals the fact that it originates in "material" forms of capital which are also, in the last analysis, the source of its effects [Bourdieu, 1977; 83].

Positive attitudes towards advertising can generate profit for companies, if they manage for their brands to obtain a salient and prominent position in the consumer's mind [Haan & Moraga-González, 2011].

Consumers are the target of advertisers every day through TVs, newspapers, radios, social media, etc. Consumers are always annoyed of the advertisement but if it was personalized and related to their current actual needs and wants. It would become a source of information for the consumer rather than an annoying source ["The influence of advertising on compulsive buying — NCBI — NIH" 6 Dec. 2013].

The topicality of the chosen topic is determined by the fact that, despite a large number of works devoted to the analysis of the advertising language, the tourist discourse has not yet been subjected to a comprehensive study from the point of view of lingua-culturology, which can say a lot not only about the advertised goods, but also

in general about the linguistic and cultural situation, about the prevailing stereotypes and values in society. The role of advertising is not only to promote products on the market and stimulate purchases, it is extremely important for the formation of lifestyle and worldview.

LITERATURE REVIEW

Today, many aspects of advertising communication have been studied in detail. For example, the structure of printed advertising discourse is studied [Chueva E.S., 2009; 7], and the difference in the concepts of advertising discourse and advertising texts in works is also given [Tyurina E.S., 2009; 3]. The language game in American advertising is shown in the works [Amiri L.P., 2007; 26], comparison strategies in advertising are analyzed [Anikin E.E., 2008; 23]. Some advertisements appear to degrade our images of ourselves, our language, and appear to move the emphasis of interaction in our society to even more consumerism. In this regard, Sells and Gonzalez [2002; 166] point out that there is no doubt that advertising promotes a consumer culture, and helps create and perpetuate the ideology that creates the apparent need for the products it markets [Iten, 2005; 68]. We can find lingua-cultural aspects of interpretation of the advertising texts in the works [Goran E.P., 2009; 19] in detail precedent phenomena in the British print advertising services for tourists [Ilyushina M.Y., 2008; 23]; linguistic and cognitive strategies of positioning the promotion of tourist services in the Anglo-American media [Tyuleneva N., 2008; 20], and many others. Among the vast array of publications devoted to advertising, however, in quantitative terms, literature of a popular or applied nature significantly prevails. Scientific understanding of many problems of advertising discourse still lags far behind the rapidly developing advertising practice.

MAIN PART

Case names belong to the core of language tools for storing and transmitting cultural information that determine the understanding/misunderstanding of the corresponding text fragments. Modern advertising uses all the variety of precedent proper names – the names of authors of works of art, literary characters, deities, political figures and modern famous personalities.

Linguistics of the XXI century is actively characterized by the study of language as a cultural code of the nation. Based on this idea, a new science emerged – lingua-culturology, which can be considered an independent branch of linguistics that took shape in the 90s of the 20th century. The fundamental foundations of this approach were laid by the works of V. Humboldt, A.A. Potebni and other scholars.

One of the tasks of lingua-culturology is the study linguistic national-cultural means. In this regard, we consider the description of a person's appearance and character in complex words as a linguistic and cultural phenomenon. They not only present linguistic-cultural linguistic markers, but also lingua-cultural.

Before proceeding to the analysis of complex words in this regard, it is necessary to consider the main provisions of lingua-culturology.

Already at the beginning of the next century, linguo-culturological schools were

formed (for example, under the leadership of N.D. Arutyunova, V.V. Vorobyov, V.I. Karasik, V.V. Krasnykh), a certain conceptual and terminological apparatus of this linguistic direction is being formed, taking into account various scientific concepts and methods of lingua-culturological analysis.

As a rule, the emergence of new concepts and corresponding terms entails some fundamental disagreements and discrepancies in the scientific community. According to the witty remark of A.V. Lemov, "... scientists quite often cannot agree on the meanings of scientific words". However, cultural linguistics as a humanitarian discipline is one of the rare exceptions from the point of view of defining its conceptual essence by the scientific community. Comparative analysis of numerous definitions of cultural linguistics, functioning in scientific discourse, showed that almost all researchers are unanimous in the definition of this concept, which is based, first of all, on the dyad "language – culture". Let's compare just a few of them.

V.V. Vorobyov in his definition: "Cultural linguistics is a complex scientific discipline of a synthesizing type that studies the relationship and interaction of culture and language in its functioning and reflects this process as an integral structure of units in the unity of linguistic and extra-linguistic content using system methods and with a focus on modern priorities and cultural settings in addition to the mutual influence of culture and language, distinguishes other, rather significant indicators of cultural linguistics, namely: "a complex scientific discipline of the synthesizing type" (emphasized by us). Thus, the place of cultural linguistics in the systemic complex of humanitarian knowledge is clearly defined – a scientific discipline, which, accordingly, entails the presence of its own subject and object of study. No less important is the indication of the synthesis of scientific knowledge, which, on the one hand, is noteworthy for the modern scientific paradigm, and on the other hand, requires the establishment of both general and differentiating features of the concept under study. The definition of cultural linguistics proposed by V.V. Vorobyov, in our opinion, is capacious and meaningful also because it immediately orients researchers to a certain method of linguistic analysis – "system methods". According to Fairclough [Norman Fairclough, 1992; 117] as quoted by Stamatelou "language use reflects culture and it is impossible to disassociate the two in any real sense – the way a culture sees the world is reflected in its language". In Halliday's view, language is controlled by the social structure, and the social structure is maintained and transmitted through language. Halliday goes a little further to argue that language plays a central role both as a determiner, insinuating that the language system is inseparable from the social context.

The definition of cultural linguistics given by V.V. Krasnykh is also based on the general integrative seme "culture – language"; but, in addition, the definition indicates other relevant features of the discipline being studied: national picture of the world, linguistic consciousness, national-mental characteristics as fundamentally new objects of research: "cultural linguistics is a discipline that studies the manifestation, reflection and fixation of culture in language and discourse. It is directly related to the study of the national picture of the world, linguistic consciousness, features of the

mental-lingual complex”.

Note that the linguistic heritage of W. Humboldt finds new perspectives in the field of humanitarian research. The emergence of cultural linguistics as a scientific discipline was naturally preceded and promoted by many different factors, both linguistic and extra-linguistic. Of course, the fundamental is the rethinking of various guidelines in the study of language, aimed at an expanded understanding of its functions, in particular, those related to the problem of anthropocentrism and ethnocentrism.

Cultural linguistics has a pronounced interdisciplinary nature, integrates various knowledge of the humanitarian nature. For modern linguistics, interdisciplinary research turns out to be the most characteristic and in demand. Cultural linguistics as a complex and multifaceted scientific discipline of a humanitarian and culturological nature is in interaction with many related sciences: culturology, ethno-linguistics, sociolinguistics, intercultural communication, cognitive linguistics, ethno-psycholinguistics, lingua-philosophy, and other disciplines that are revealed with each of the listed sciences and at the same time establishing its distinctive, specific features.

Based on the nomination itself – "cultural linguistics", we believe that the primary task is to establish relationships with cultural studies, since the subjects of study practically coincide. Let us compare: "Culturology is a scientific and educational discipline, the subject of which is ... a set of information about the culture of the target language, necessary ... for solving educational and non-educational problems". "The subject of researches in cultural linguistics is the material and spiritual culture created by humanity".

Despite the obvious close connection of these disciplines, V.A. Maslova rightly notes that “if cultural studies investigate a person's self-awareness in relation to nature, society, history, art and other spheres of his social and cultural life, and linguistics considers the worldview that is displayed and is fixed in the language in the form of mental models of the linguistic picture of the world, then cultural linguistics has as its subject both language and culture, which are in dialogue, interaction”.

Most often, cultural linguistics is positioned as an integral part of ethno-culture. For example, according to N.F. Alefirenko, “linguo-culture is an integral part of any ethno-culture, which is a synergistically emerging combination of interrelated phenomena of culture and language, recorded and mastered by a certain ethno-linguistic consciousness”. According to V.N. Telia, cultural linguistics is “a part of ethno-linguistics devoted to the study and description of the correspondence between language and culture in their synchronous interaction.

It seems to us that the well-known metaphorical author's reflection by S.G. Vorkachev is very interesting and very clear: “...linguo-culturology is today, perhaps, the youngest branch of ethno-linguistics, or, to use the “chemical” metaphor, this is the latest molecular compound within the boundaries of the latter, which differs from all others in its "atomic composition" and "valence bonds"; the ratio of the shares of linguistics and cultural studies and their hierarchy”.

On the surface, there are other “valence connections” that closely connect

cultural linguistics with intercultural communication. In the process of intercultural dialogue, nationally-specific fragments of the value pictures of the world are revealed. Studying the culture of another country destroys communication barriers, enables you to tolerate dissent, beliefs and behavior of its representatives, as well as better and easier to learn the features of the native language.

The main task of intercultural communication is "adequate mutual understanding of two participants in a communicative act belonging to different national cultures" – turns out to be the leading one for cultural linguistics, since the value differences of cultures find direct expression in the systems of value orientations of their representatives. The efforts of modern researchers are aimed at studying the mechanisms of linguistic conceptualization and categorization of the world. Various fragments of national linguistic pictures of the world are specific and are reflected in the concepts of culture. Without knowledge of the concepts of national culture, it is impossible to carry out full communication. Taking into account the interaction of language and culture enabled researchers to identify the so-called "key concepts" of national cultures, behind which are the most important concepts of national consciousness.

There are many definitions of both the term "concept" and concepts of culture. The ambiguity of interpretations is determined by the linguistic nature of the concept as an interdisciplinary education and the complexity and multidimensionality of this amazing phenomenon, which is relevant for modern scientific discourse. We believe that such important components of cultural linguistics require special consideration.

Thus, learning the culture of other people implies not only knowing some "cultural facts", but also their specific national mentality, which will help to anticipate possible misunderstanding between representatives of different cultures, prevent complications in relationships and, while maintaining national identity, take steps towards each other. Swedish researcher C. Jonsson notes that when parties cooperate their interests, usually coincide and national differences are not noticed, but when a conflict arises, they begin to play an important role [Journal of Research in Applied Linguistics, 11, Special Issue; 203].

In establishing interdisciplinary ties of cultural linguistics, attention should be paid to its interaction with ethno-psycho-linguistics. Ethno-psycho-linguistics – is a new "direction, which considers speech activity in the refraction of national-cultural specifics and taking into account the national-cultural component of the discourse". Both sciences are inextricably linked, complement and enrich each other. And if for ethno-psycho-linguistics speech activity, linguistic consciousness and communication are the main ones, then for cultural linguistics – the fixation of culture in the language and its reflection in discourse.

The conceptual content of the term "cultural linguistics" in the analyzed definitions is based mainly on "the problems of describing culture and language in the process of its functioning". However, one cannot but agree with the opinion of V.V. Vorobiev that this term refers to a broader concept that "presupposes the inclusion of empirical studies of these phenomena".

DISCUSSIONS

When studying the problem of reflection of the world picture in human language, we usually proceed from a simple triad: the surrounding reality, the reflection in this reality in the human brain, and the expression of the results of this reflection in language. It is assumed that a person reflects reality through his language.

The role of culture in tourism advertising is great. Tourism seldom merely represents cultural difference or reflects existing socioeconomic relations within and between countries; instead, it is instrumental in producing the very culture that tourists set out to know, and in (re)organizing relations between groups, communities and entire nations. As Mike Crang and Adrian Franklin noted, tourism serves as a very influential, privileged lens through which a lot of people make sense of not only a particular destination or “culture” but of the world at large.

Linguistics of the XXI century is actively developing a direction in which language is viewed as the cultural code of the nation, and not just an instrument of communication and cognition. Language not only reflects reality, but also interprets it, creating a special reality in which a person lives. All the subtleties of the culture of the people are reflected in its language, which is specific and unique, as it captures the world and the person in it in different ways. Thus, it becomes obvious that language is closely related to culture: it grows into it, develops in it and expresses it; therefore cultural linguistics is focused on the cultural factor in the language and on the language factor in a person. This direction is also interpreted as a certain vision of the world through the prism of the national language, when the language acts as an exponent of a special national mentality. V.V. Vorobyov, in turn, describes cultural linguistics as a complex scientific discipline that studies the relationship and interaction of culture and language in the process of its functioning and reflects this process as an integral structure of units in the unity of their linguistic and extra-linguistic (cultural) content using systemic methods and with a focus on modern priorities and cultural institutions (a system of norms and universal values). An important aspect in the life of modern society is advertising, which is a special communicative and social linguo-cultural phenomenon.

It is advertising that reflects the state of the soul of the people, its psychology, mentality, as well as culture. The linguo-culturological specificity of the language is revealed both in conceptological and discursive approaches to its study, and in modern conditions it is the study of advertising discourse that is of particular importance. Mowforth and Munt (1998) showed that advertisements and commercials more often focus on place promotion.

By the end of the twentieth century, advertising has become a single global industry with the help of mass communication, which employs thousands of people. The influence of advertising on the image and lifestyle, on culture as a whole, is not disputed by anyone today: advertising reflects the modern way of life and at the same time shapes it. The society's need to understand advertising is manifested in the variety of discourses within which this phenomenon is addressed. Advertising becomes the subject of many discussions among scientists, legislators, politicians, cultural figures,

PR specialists and linguists [Tyurina, 2009; 5].

Starting from the essential description of advertising discourse, it is important to expand on the notion of context mentioned above with specific reference to advertising discourse. Cook [1992; 1-2] observes that "context" in advertising must be understood to include the following specific features:

FEATURES OF CONTEXT IN ADVERTISING DISCOURSE

1. *Substance (=physical material of ad);*
2. *Music and pictures;*
3. *Paralanguage (voice, gestures, type and size of letters, etc.);*
4. *Situation ("the properties and relations of objects and people in the vicinity of the text, as perceived by the participants");*
5. *Co-text ("text which precedes or follows that under analysis");*
6. *Intertext ("text which the participants perceive as belonging to other discourse, but which they associate with the text under consideration, and which affects their interpretation");*
7. *Participants: senders, addressers, addressees and receivers;*
8. *Function: ("what the text is intended to do by the senders and addressers, or perceived to do by the receivers and addressees") [Cook, 1992; 1-2].*

Advertising discourse as an area of pragmatically-intensive use of language provides important information about the system of value orientations of a modern person, since advertising, on the one hand, adapts to the corresponding linguistic cultural environment, and on the other hand, this environment itself forms.

Discourse (especially advertising) focuses on identifying cultural and national connotations, characterological traits and features of the mental-lingual complex. The strong influence of language on people forces coders to be choosy about using the language, especially in advertising, because they have to convince readers. Hence, they make the advertising language positive and emphasize the superiority of their products. They use unusual and memorable techniques. Crystal argues that these advertisements stand out stylistically for several reasons. He explains that they are lexically vivid, specific, positive, and unqualified, while grammatically they are usually colloquial and elliptical, and they also have very imaginative expressions, deviant graphology, and strong effects. Linghong (2006) agrees with this view, confirming that in order to attract the attention of readers and compete with many other similar advertisements, postings, advertisers try to make their advertising as effective as possible. They use various linguistic means to attract attention, arouse desire, encourage action, and promote satisfaction. Advertising texts are therefore distinctive, with unusual and indirect language.

Given that in advertising, participants only passively participate in the discourse, coders use concepts that create relationships and vocabulary that will make readers want to buy the product. Based on the interpersonal relationship between the advertiser and the consumer, they try to establish truth and goodwill in their advertising. Advertisers make an effort to engage the reader by offering models for consumer needs, values,

taste, and behavior. According to Fairclough, the positions for consumers are as follows: built on the assumption that consumers should have or strive to have certain: *beliefs, aspirations, and financial standards, adopting a cultural view* of the language of advertising.

The fact that advertising is deeply embedded in the minds of consumers should carry the culture aspect of the target audience. Myers [Myers, G., 2009; 44] comments that "most of the ads we see and hear during the day are trying to do something more complex; they need to put this brand in the systems of linguistics and visual symbols, place the ads where the right people see them, and involve these people in the process of interpreting the ads".

ANALYSIS

To conduct a linguistic and cultural analysis of advertising discourse, a classification was developed, which includes both linguistic parameters for the study of the verbal component of advertising, and extra-linguistic ones for the study of the non-verbal component of advertising (videos, posters and banners):

1) *linguistic parameters*: -explicitness/implicitness; -phonetic level ; - lexical level; - grammatical level; - stylistic level;

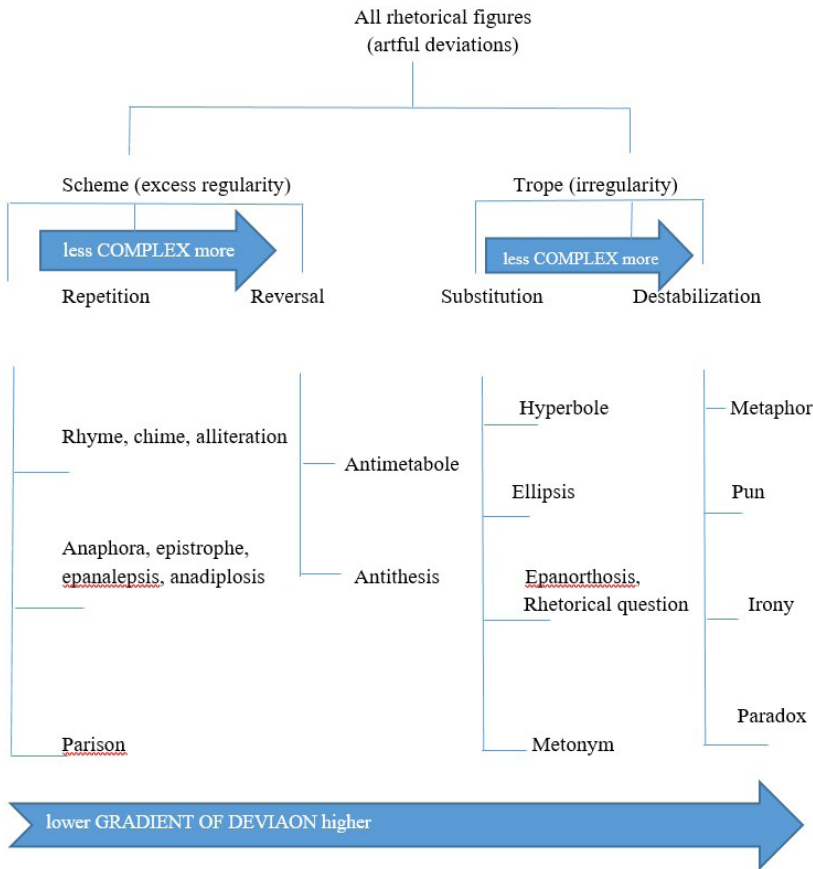
2) *extra-linguistic parameters*: - visual level; - audial level; -intertextuality; -precedence.

It should be clarified that this classification is not final and may be supplemented. In accordance with the developed classification, one of the key parameters in the study of the advertising text of a certain linguistic culture is the parameter of explicitness/implicitness. This parameter enables you to trace how the central concept is expressed in the advertising text: directly (the text objectifies the concept with the help of lexemes that directly verbalize one or another concept) or hidden (the meaning of the concept is reflected by the multimodal text as a whole).

The techniques on the phonetic level include such techniques as sound repetitions, accents, sound writing, sound imitations, sound symbolizations, anaphora, alliteration, assonance, rhyme, onomatopoeia. At the lexical level, the use of polysemants, homonyms, synonyms, antonyms, paronyms, colonyms should be distinguished, emotional and evaluative vocabulary, lexical repetition, dialectisms, colloquial vocabulary, jargon, archaisms, neologisms, occasional word formation, numerical equivalents, as well as terminological vocabulary. Among the techniques at the grammatical level, morphological and syntactic techniques can be distinguished. Morphological means include the use of compounding, diminutive-affectionate suffixes, forms of comparative and superlative degrees, various tense forms of the verb, as well as deliberate violation of grammatical forms.

Table 1. Rhetorical figures.

<https://doi.org/10.1086/209459>



Under the main *syntactic techniques* are understood the use of imperative, denial constructions, anaphora, epiphora, gradation, inversion, compositional joint, ascendeton, parcelling, rhetorical question, exclamation, address, paired connections of homogeneous members, syntactic parallelism, default, ellipsis, chiasm.

The means of the *stylistic level* include the techniques of allegory, allusion, antonomasia, antithesis, periphrasis, hyperbole, spoonerism, pun, irony, sarcasm, euphemism, dysphemism, litotes, metaphor, epithet, metonymy, synecdoche, comparison, impersonation and periphery. According to Fairclough (1992) as quoted by Stamatelou [2015; 15] “language use reflects culture and it is impossible to disassociate the two in any real sense – the way a culture sees the world is reflected in its language”. In Halliday’s view, language is controlled by the social structure, and the social structure is maintained and transmitted through language [1998; 42]. He argues that “the creativity and innovation in language use should not be seen as exclusive preserve of literary writing”. He further explains that many forms of discourse – advertising, journalism, popular music and even casual conversation – often display a high degree of stylistic dexterity, such that it would be wrong to view

dexterity in language use as exclusive to canonical literature.

In modern linguistics, the question of distinguishing between the concepts of intertextuality and precedence is controversial. Some researchers identify these terms (A.M. Meleorovich, M.A. Fokina, E.N. Kvashnina), others believe that they describe different phenomena (V.V. Krasnykh, D.B. Gudkov, I.V. Zakharenko), still others believe that the category of intertextuality includes the category of precedence (GD Miller, N.V. Inozemtseva, M.S. Aleksseva). It is obvious that these categories are closely related, since we are talking about units referring to phenomena that belong to a context outside a specific text [Dymarsky, 2006]. The study of precedence is also a fundamental parameter in the study of the linguo-cultural characteristics of the advertising text, since the precedent phenomena forming the system “determine the national marking of communication”, which enables a better and deeper understanding of a specific linguistic culture [Krasnykh, 1999; 38].

In the field of interdisciplinary interests, linguistic knowledge has ceased to be highly specialized; it is increasingly connected with the general scientific quest for time. In modern interdisciplinary science, an understanding has been established that advertising not only stimulates the sale of goods, but also performs a number of other important functions as a special form of mass communication. It influences the motivational and behavioral sphere of the recipients, forms and broadcasts the value systems of society, and affects the perception of the world by people. A wide range of communicative and cognitive functions performed by advertising makes it an important object of linguistic and cultural studies, within which the subject field of advertising research is constantly growing.

Advertising communication as a social phenomenon performs, in addition to purely economic, marketing, and several other functions. The most important of them is socialization, that is, the introduction into a person's consciousness of knowledge and ideas about the norms, stereotypes, values, and behavior patterns that exist both in society as a whole and in individual communities and a kind of adaptation of a person to the existing social world [Garan, 2009].

Advertising is a separate functional style with its inherent branched system of genres (advertisement, advertising slogan, advertising slogan, advertising article, etc.). Advertising style is characterized by a special sphere of existence, a special intention and a combination of linguistic and pragmatic properties. Although in advertising one can find signs of various stylistic influences, it represents an undoubted functional-stylistic unity.

From the point of view of linguistics, advertising is interpreted as one of the areas of language use, where it primarily serves as an instrument of persuasive communication [Pirogova, Baranov, Parshin, 2000], the main purpose of which is to influence the pragmatic sphere of advertising consumers by all means and to encourage the listener to modify his/her behavior in a certain way.

Table 2.

The Nature and Types of Advertising

Type	Purpose
Institutional	Promotes organizational images, ideas, and political issues
Advocacy	Promotes a company's position on a public issue
Product	Promotes products' uses, features, and benefits
Pioneer	Tries to stimulate demand for a product category rather than a specific brand by informing potential buyers about the product
Competitive	Points out a brand's special features, uses and advantages relative to competing brands
Comparative	Compares two or more brands on the basis of one or more product characteristics
Reminder	Reminds consumers about an established brands uses, characteristics, and benefits
Reinforcement	Assures users they chose the right brand and tells them how to get most satisfaction from it

The study of how advertising texts are able to convince a person is carried out by many disciplines, such as anthropology, psychology, and sociology. As long as the main goal of the advertising sphere is communication, none of the existing methods will come to a full-fledged conclusion without linguistic analysis.

In this work, we substantiated the terminology designation “advertising style” and “advertising discourse”. The advertising style is characterized by its own goal (inducing the mass addressee to take a specific action – to purchase a product or service, vote for a particular candidate, etc.) and his own functions (informing, evaluating, influencing and persuading), advertising has its own social significance (in such areas like economics, politics, marketing, advertising tourism services, etc.). Discourse is both a process of language activity and its result.

American advertising pioneer, E. St Elmo Lewis laid-out his three chief principles which he felt were crucial for effective advertising. He says, “The mission of an advertisement is to attract a reader, so that he will look at the advertisement and start to read it; then to interest him, so that he will continue to read it; then to convince him, so that when he has read it he will believe it. If an advertisement contains these three qualities of success, it is a successful advertisement”. The choice of linguistic means in advertising is never arbitrary. The means chosen represent an attempt to use the language in order to achieve the speaker's intentions. The words used in certain advertisements are the product of careful and deliberate choice. The consumer will experience certain feelings from watching these advertisements, such as “the advertisement seems authentic, credible and real” [Sallam &Wahid, 2012]. For this, along with other means, various stylistic techniques are used, the purpose of which is to activate the addressee's interest and create favorable conditions for fixing the advertising discourse in the mind of the recipient.

In tourism advertising, we see a huge number of words-realies. *Realies* – are the names of objects of material culture peculiar only to certain nations and peoples, historical facts, state institutions, names of national and folklore heroes, mythological

creatures, etc. The advertising of a tourist product uses a lot of real words such as toponyms – geographical names (Ak-Saray, Registan, Shakhrisabz, Bukhara, Khorezm), anthroponyms – proper names (Amir Temur, Abu Ali Ibn Sino, Al-Bukhariy, Termiziy, Naqshbandiy, Motrudiy), words denoting types of accommodation (all inclusive, bed&breakfast), food (pilaf, samsa, narin, surpa, khalim, chuchvara), types of tours (eco-tourism, shop-tour, ziyorat-tour, sumalak tour), etc.

We have considered examples of *argumentation*. Argumentation can be carried out both explicitly and implicitly. The use of implicit meanings is the implementation of an indirect speech impact, which is an effective means of expressing a tourist offer.

Advertising reflects the values of the society in which it is relayed, affirming the values shared by all members of society, advertising helps to maintain the stability of society, and, participating in the formation of new values, advertising sets new guidelines in the movement of society. Advertising can change the emotional-value attitude to reality, both from the side of an individual person and from the side of a large part of society. The advertising text, modeling the world of the addressee, positions the product as an integral part of this world.



Picture 1. National Uzbek souvenirs

The effectiveness of the impact of advertising depends on many factors: social conditions in which communication takes place, the consumer (the addressee as a target group), society's ideas about the source of advertising (trust in it, its prestige), the addressee's belonging to a particular social stratum or ethnic group, educational and the

cultural level of the consumer, religious and political beliefs, gender characteristics, sexual preferences, profession and personal needs.

The language experiment with the word in advertising has a pragmatic orientation: the desire to make a strong impression on the recipient and induce him to the actions necessary for the advertiser gives rise to extraordinary means and methods of verbal embodiment of intentions.

Advertising is rightly called an important element of national culture. Being a phenomenon, first of all of mass culture, in a number of cases it is able to acquire not only a mass consumer character, but also become a genuine cultural value. The linguistic and cultural aspect is of great importance in tourism advertising and you will hardly see a single tourist announcement that does not contain a link to the destination culture.

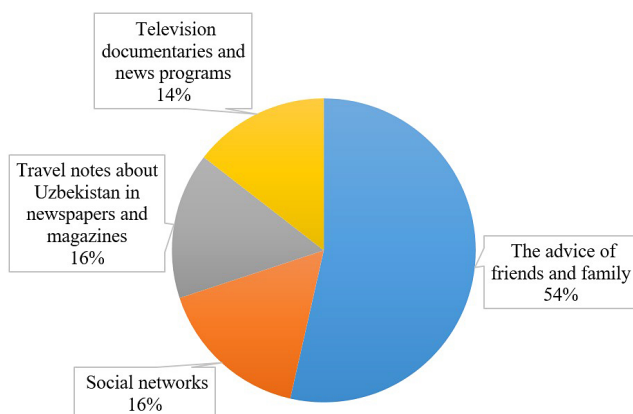


Pictuire 2. Famous National Uzbek symbols

Here we see a lot of reality words expressed by precedent names, ranging from historical figures (Mirzo Ulugbek, Amir Olimkhon, Nodira), literary characters (Alpomish, Muqanna, Jaloliddin Manguberdi, Gorugli) and ending with the religious and mythological sphere (Kirggiz Kala, Amir Temur's cave), etc. There are also a lot of reality words expressed by toponyms, architectural monuments (Ichan Kala,

Tillakori Mosque, Bibikhonim Mosque, Mirzo Ulugbek's Observatory), words that call local dishes (wedding pilaf, Kokand khalva) and more.

The modern development of the methodology of teaching foreign languages involves a combination of studying a foreign language with a simultaneous study of the culture of the country of the language being studied. Recently, such a field of linguistics and linguo-didactics as linguistic and regional studies has become widespread. A teacher's task is to introduce students to a different culture, a different civilization, to draw their attention to the nationally-marked vocabulary, to indicate that it carries certain background country geographic knowledge, and causes the recipient to have certain associations.



Graph 2. The most influential sources for tourists

As part of the argumentative strategy, English tourism advertising uses *rational and emotional argumentation* techniques. Rational methods of argumentation appeal to consciousness and actualize logical arguments. First of all, they are aimed at indicating the *benefits*. Frequent use of words (save, more) in this case. Rational strategies also include an advantage strategy and a unique selling proposition strategy. The advantage strategy is aimed at intensifying the positive properties of the advertised product over competitive products (substantially more).

The strategy of a unique selling proposition focuses on the specific benefits of the advertised product (something special). *Emotional argumentation* has a psychological basis and is expressed in techniques that appeal to stereotypes. For example, the author of the judgment is often hidden due to the use of the so-called "indefinite reference index", which is marked with the phrases "to be rumored" (gossip), "to be renowned" (known, known), "they say" (say), "seem" (It seems) and others in the English-language tourism advertising. Statements adjacent to stereotypes are behind which is the concept of the norm. The norm is represented as the opinion of the majority (everybody opinions). Such techniques as "testimonies and recommendations" are also based on stereotypes, which are expressed in a reference to famous people who have used this service.

During the work, some concepts were investigated and a difference was found in the concepts of these words in English-speaking and Uzbek-speaking society. For example, it was revealed that the concept of the word “experience” between the British and Americans and the concept of the word “experience” differ among Uzbeks. Tourism announcements that use the word “experience” in our country want to emphasize reliability and safety, and the word “experience” in foreign tourist advertising more reflects the concept of gaining experience and is often translated as “to try”, etc. Also, the word “paradise” in English advertising appeals specifically to the biblical concept of this word and indicates a corner of untouched nature, but we often use the word “paradise” in a broader sense.

CONCLUSION

We see a great use of anthroponyms or precedent names in advertising tourism services. As a result of the analysis of selected sources, we can single out the ranking of the use of precedent names in the field of cultural knowledge that are in demand in British tourism advertising. The most popular areas of cultural knowledge are history, politics, fiction, fiction and cinema. Links to music, religious and mythological theme, fashion and science lag behind them a little. We meet not a very large number of precedent names from such fields of knowledge as economics, television and journalism, theater and circus art, crime and others.

Advertising in the field of tourism is still very little studied area of knowledge and one of the most interesting. The impact of advertising on culture and culture on advertising, as well as the influence of tourism advertising on the development of the language, on the formation of new words and concepts and on communication in general, is great.

REFERENCES

1. Amiri, L.P. (2007). *Language Game in English and American Advertising*: Abstract of the PhD Thesis. Rostov-on-Don, 26 p.
2. Anikin, E.E. (2008). *The Strategy of Comparison in Russian and American Advertising*: Abstract of the PhD Thesis. Tyumen, 23 p.
3. Bagdasaryan, N.G. (2001). *Culturology: Textbook for Students of Technical Sciences*. Moscow: Higher School of Economics, 511 p.
4. Beerli, A., & Martin, J.D. Tourist's Characteristics and the Perceived Image of Tourist Destinations: A Quantitative Analysis a Case study of Lanzarote, Spain. *Tourism Management*, 25(5), 623-636.
5. Boes, K., Buhalis D., & Inversini, A. (2016). Smart Tourism Destinations: Ecosystems for Tourism Destination Competitiveness. *International Journal of Tourism Cities*. 2(2), 108–124.
6. Bove, K.L., & Arena, U.F. (1995). *Modern Advertising*. Tolyatti: Ed. House *Dovgan*, 1211 p.
7. Butterfield, D.W., Kubursi, A.A., & Deal, K.R. (1998). Measuring the Returns of Tourism Advertising. *Journal of Travel Research*, 37(1), 12–20.
8. Caples, J. (1994). *Tested Advertising Methods*. Englewood: Prentice-Hall.
9. Carter, G. (1999). *Effective Advertising*. M., Publishing Center Academy, 140 p.
10. Chueva, E.S. (2009). The Structure of Printed Advertising Discourse. *Bulletin of IGEU*, 1, 7-10.

11. Cook, G. (1992). *The Discourse of Advertising*. London: Routledge and Kegan Pau.
12. Garan, E.P. (2009). *Linguistic and Cultural Aspects of the Interpretation of Advertising Discourse (on the material of the Russian and English Languages)*; Dissertation Candidate of Philological Sciences. Rostov-on-don, 19 p.
13. Golman, N.A., & Dobrobabenko, N.S. (1991). *Practice of advertising*. Novosibirsk, 228 p.
14. Gretzel, U., Sigala, M., & Xiang, Z. (2015). *Smart Tourism: Foundations and Developments*. *Electronic Markets*, 3(25), 179–188.
15. Gurovich, A.P. (2008). *Is in tourism: textbook*. New knowledge, Minsk, 254 p.
16. Haan, M.A., & Moraga-González, J.L. (2011). Advertising for attention in a consumer search model. *The Economic Journal*, 121(552), 552–579.
17. Halliday, M.A.K., & Kress, G.R. (1976). *System and Function in Language*, London: Oxford University Press.
18. Hays, S., Page, S., & Buhalis, D. (2012). Social Media as a Destination Marketing Tool: An Exploratory Study of the Use of Social Media among National Tourism Organizations, *Current Issues in Tourism*, 16(3), 211–239.
19. Ilyushkina, M.Yu. (2008). *Precedent Phenomena in the Russian and British Print Advertising of Services for Tourists*. Abstract of the PhD Thesis. Yekaterinburg, 23 p.
20. Iten, C. (2005). *Linguistic meaning, truth conditions and relevance: The case of concessive*. Basingstoke: Palgrave-McMillan.
21. *Journal of Research in Applied Linguistics*, 11, 203.
22. Kholboboeva, A. Sh. (2020). The Strategies of Organizing Advertisement of Tourism. *Proceeding of the ICECRS*, 6, 443–445. <https://doi.org/10.21070/icecrs2020663>
23. Kibrik, A.E. (1992). *Essays on General and Applied Aspects of Linguistics*. M. Publishing Center "Academy", 342 p.
24. Kotler, F. (2001). *Fundamentals of Marketing*. 203 p.
25. Kovalkova, N.A., Scotia, N.A., & Kovalkova. (2001). *Appendix to the journal "Foreign language at school" Methodical mosaic*, 7, 10–14.
26. Litvinova, A.V. (1996). *Slogan in Advertising: Genesis, Essence, Development Trends*: Abstract of the PhD thesis. Moscow, 25 p.
27. Maslova, V.A. (2001). *Lingvokulturologiya: A Textbook for Students of Higher Educational Institutions*. M. Publishing Center "Academy", 208 p.
28. Mc Williams., Crompton, J.L. (1997). *An Expanded Framework for Measuring the Effectiveness of Destination Advertising*, *Tourism Management*, 18(3), 127–137.
29. Myers, G. (2009). Stylistics and "Reading in Talk", *Language and literature*, 18(3), 338–444.
30. Norman Fairclough, *Discourse and Social Change*. Cambridge: Polity. (1992). 259 p.
31. Ogilvy, D. (1992). *Advertising Secrets of the Yard (note the old advertiser)*. Moscow, 118 p.
32. *Oxford Economics & Trip Advisor Insights*. (2018). Sizing Worldwide Tourism Spending (or "GTP") & Trip Advisor's Economic Impact. <https://www.tripadvisor.com/TripAdvisorInsights/wpcontent/uploads/2018/05/Worldwide-Tourism-Economics-2017>
33. Park, S., & Nicolau, J.L. (2015). Differentiated effect of Advertising: Joint vs. Separate Consumption. *Tourism Management*, 47, 107–114.
34. Qi, R., & Cárdenas, D.A. (2018). The Strategic Value of Advertising Expenditures in the Tourism and Hospitality Industry. *Tourism Economics*, 24(7), 872–888.
35. Raizberg, B.A. (1991). *The Language of the Market: A Textbook*. Moscow: Prosveshchenie, 206 p.
36. Sells, P., & Gonzalez, S. (2002). *Presupposition in The Language of advertising*.
37. Simpson, P. (1998). *Odd Talk: Studying Discourses of Incongruity. Exploring the Language of Drama: From Text to Context*, London: Roudedge, 34–53.
38. Spirkin, A.G., Anchurin, I.A., & Karpinskaya, R.S. (1987). *Dictionary of Foreign Words*. Moscow, 426 p.
39. *The East Coast's Ia Surfing region*. (2002/2003). *TOBFVG*, 12, 33.

40. Tomakhin, G.D. (1999). *USA-Russian Dictionary (283)* edited by G.D. Tomakhin, M. Russkiy Yazyk. Explanatory Dictionary of the Russian Language. (2000) (287). In 4 volumes / Edited by D. N. 22. Ushakov. T. 3. Reprinted in 1947-1948. Reprint Edition: M.
41. Traveller. (2006). March, 42.
42. Tyuleneva, N.A. (2008). *Linguocognitive Strategies for Positioning and Promoting Tourist Services in Russian and Anglo-American Advertising*: Abstract of the PhD Thesis. Tyuleneva, N. A. Yekaterinburg, 20 p.
43. Tyurina, S.Yu. (2009). On the Concepts of Advertising Discourse and Advertising text. *Bulletin of IGEU*, 1, 3-6.
44. Wang, D., Park, S., & Fesenmaier, D. (2012). The Role of Smart-Phones in Mediating the Touristic Experience. *Journal of Travel Research*, 51(4), 371–387.
45. Williams, N., Inversini, A., & Buhalis, D. (2017). Destination e-WOM Drivers and Characteristics, *Annals of Tourism Research*, 64, 87–101.
46. *World of Cruising*. Club la Costa, Mijas Costa Malaga Spain, 201, 34.
47. *World of Hotels*. Club la Costa, Mijas Costa Malaga Spain, 201, 18.