



**JOURNAL OF ADVANCED  
SCIENTIFIC RESEARCH**

**ISSN: 0976-9595**

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## **THE HISTORY OF STUDYING TOURISM ADVERTISING TEXTS IN WORLD LINGUISTICS**

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**Abstract:** This article explores the historical development of studying tourism advertising texts within world linguistics. It examines the evolution of theoretical approaches, from early descriptive analyses to contemporary critical discourse analysis, and considers the impact of globalization, multilingualism, and digital media on the field. Drawing on key works by scholars such as Cook, Dyer, Fairclough, Forceville, and Piller, the study highlights how linguistic, cultural, and technological factors shape tourism advertising. Perspectives on sustainability, ethics, and emerging technologies are discussed to underline the potential for future research in this multidisciplinary area.

**Keywords:** tourism advertising, discourse analysis, critical linguistics, multilingualism, globalization, digital media, sustainability, cultural representation, linguistic strategies, semiotics.

### **Introduction**

Tourism is a global phenomenon that transcends geographical, cultural, and linguistic boundaries. The advertising texts used to promote tourism play a pivotal role in shaping perceptions, enticing potential travelers, and fostering cross-cultural communication. As a significant aspect of applied linguistics, the study of tourism advertising texts has garnered increasing attention. This article aims to explore the historical development of studying these texts within the field of world linguistics, offering a comprehensive analysis of theoretical foundations, key research contributions, and emerging perspectives.

Tourism advertising texts are a blend of persuasive language and cultural narrative. Early studies in the field were grounded in the broader scope of discourse analysis and sociolinguistics. Key theoretical frameworks include Halliday's systemic functional linguistics (Halliday, 1978), which examines the interplay between language and its social functions. Additionally, Jakobson's communication model (Jakobson, 1960) highlights the emotive and conative functions of language crucial to advertising.

Linguists have identified distinct features of tourism advertising texts, including:

1. Persuasion and Appeal: The use of positive adjectives, superlatives, and imperative forms to evoke emotional responses and urge action (Leech, 1966; Dyer, 1982; Cook, 2001).

2. Cultural Semantics: The embedding of cultural references and imagery that resonate with target audiences (Dann, 1996; Hofstede, 2001).

3. Multimodality: Integration of textual, visual, and audio elements to create a cohesive message (Kress & Van Leeuwen, 1996; Forceville, 1996).

The evolution of these theoretical approaches underscores the multidisciplinary nature of the field, drawing insights from semiotics, pragmatics (Levinson, 1983; Searle, 1969), and cognitive linguistics (Lakoff & Johnson, 1980).

The analysis of works on tourism advertising texts reveals a progressive shift from descriptive studies to critical and applied approaches.

In the 1970s and 1980s, descriptive studies focused on cataloging linguistic features common in travel brochures and advertisements. For instance, Manca's (1989) research on English-language travel texts identified the prevalence of figurative language, such as metaphors and hyperboles, in crafting idealized images of destinations.

The 1990s saw a turn toward critical discourse analysis (CDA), exemplified by Dann's (1996) seminal work, *The Language of Tourism*. Dann explored how language in tourism advertising constructs ideological representations, often reinforcing stereotypes about exoticism and otherness. This aligns with Fairclough's

(1995) critical discourse analysis, which emphasizes the interplay between language, power, and ideology in advertising texts.

As tourism expanded globally, linguists began examining multilingual advertising texts. Piller (2001) analyzed how English, as a global lingua franca, dominates tourism advertising, while local languages are often used strategically to convey authenticity and cultural uniqueness. Martin (2008) examined the use of English in French advertisements, revealing how it conveys modernity and cosmopolitanism.

The rise of digital media has introduced novel dimensions to the study of tourism advertising texts, particularly in terms of interactivity and user-generated content. Research by Xiang and Gretzel (2010) highlighted the role of user-generated content, such as reviews and blogs, in shaping tourism narratives. Additionally, Herring's (2013) analysis of Web 2.0 discourse underscores the changing dynamics of advertising language in the digital era. Emerging research by Lipşa (2015) and others focuses on semantic and pragmatic elements in online tourism advertisements.

The study of tourism advertising texts is poised for further evolution, with several promising perspectives:

1. **Sustainability and Ethics:** Future research can explore how advertising texts address issues of sustainability and responsible tourism (Peattie & Crane, 2005).

2. **Cultural Sensitivity:** As tourism becomes more inclusive, studies could focus on the representation of diverse cultures and communities (Hofstede, 2001; House, 2016).

3. **Technological Innovations:** With the advent of virtual reality and augmented reality, researchers can analyze how immersive technologies reshape the linguistic strategies of tourism promotion (Forceville, 1996).

4. **Interdisciplinary Integration:** Collaboration with marketing, psychology, and anthropology can deepen the understanding of how language influences tourist behavior (O'Keefe, 2002; Williamson, 1978).

## **Conclusion**

The history of studying tourism advertising texts in world linguistics reflects a dynamic interplay between linguistic theory, cultural analysis, and technological advancements. From early descriptive studies to critical discourse analysis and digital-era explorations, this field continues to uncover the intricate ways language shapes the tourism industry. By embracing emerging perspectives, linguists can foster the development of more inclusive, ethical, and effective tourism advertising practices.

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