

THE CONCEPT OF TOURISM DISCOURSE AND ITS SPECIFICS

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ABSTRACT. This thesis evaluates the concept of tourism discourse and its specific characteristics. It examines varying explanations of the term "discourse" found in linguistic literature and aims to disambiguate the difference between discourse and text. The study investigates discourse as a dynamic process of communication in contrast to text as a static object.

Tourism discourse is considered within the framework of promotional discourse, combining various forms of tourism marketing to advance the industry. A key aspect argued to be the use of linguocognitive persuasive strategies that impact cognitive processing. The research provides insight into defining and analyzing tourism discourse through examination of linguistic phenomena and communication contexts.

Keywords: discourse, text, linguistic phenomena, term, communication, dialogue, strategy, communicative act.

There are many interpretations of the term "discourse" in linguistic literature. According to one definition, the term "discourse" refers to spoken communication that does not have a clearly expressed textual organization [3; 17p.].

Nowadays, the boundaries between linguistic phenomena such as "text" and "discourse" are blurring. Therefore, it is necessary to clarify the difference between them initially.

Discourse typically refers to the dynamic, developing nature of communication over time. Whereas a "text" is viewed as a static object - the end result of linguistic activity. Discourse is also understood as the combination of two components: the dynamic process of communication in its social context and the result of this communication - the text.

I.R. Galperin asserted that a text is "a product of speech creativity process, possessing completeness, objectified in the form of a 20 written document consisting of a title and a number of supra-phrasal units united by different types of lexical, grammatical, logical, stylistic connections, having a certain purposefulness and pragmatic setting" [2; 25p.].

N.D. Arutyunova considers the term "discourse" as a communicative phenomenon closely related to the vital context. According to Arutyunova's definition, discourse represents a continuous text considered in interaction with extralinguistic factors, taking into account pragmatic aspects. Discourse is understood as a purposeful social activity - an exchange of meanings between communication subjects.

Unlike a text as a formal linguistic object, discourse is directly embedded in the context of living speech. The term "discourse" is not applicable to ancient texts, since it is impossible to reconstruct the original communicative act in this case [1; 126 p.].

It should be noted that the concept of "dialogue" can also be correlated with the term "discourse". Any communicative act, including discourse, implies the presence of two main roles: the speaker expressing the message and the addressee receiving the information.

If the roles of the speaker and addressee alternately pass from one participant to another in discourse, such discourse is called a dialogue.

N.A. Tyuleneva, in the framework of studying tourism discourse, considers it as a variety of advertising discourse and indicates that tourism discourse is a combination of various forms of advertising tourist services and the orientation of this discourse to positioning and promoting tourism.

According to Tyuleneva, a key feature of tourism discourse is the use of certain argumentation strategies in it. These strategies have a linguocognitive nature, that is, they include linguistic means of influencing the cognitive processes of the information recipient [4; 23p.].

Tourism discourse is viewed as a set of texts that are the result of speech activity in the field of tourism. Mostly this is realized through media texts, since tourist objects have a more intangible nature requiring verbal interpretation. Due to its media nature, tourism discourse interacts with advertising, scientific and other discourses.

An distinctive feature is the expressiveness and emotionality of the text, achieved through the use of stylistic means such as epithets and interrogative sentences. At the syntactic level, the predominance of simple sentences is characteristic, due to the need for quick and effective perception of information by the addressee given the dynamic and expressive nature of advertising text.

CONCLUSION. This research provided valuable insights into the concept of tourism discourse and its defining aspects. It examined different interpretations of the term "discourse" and clarified the distinction between discourse as a dynamic communicative process compared to text as a static product.

Tourism discourse was analyzed within the framework of promotional discourse, relying on various forms of tourism marketing. A key finding was the use of linguistically cognitive persuasive techniques to influence information processing.

By investigating tourism discourse as a collection of texts arising from tourism-related communication activities, mostly conveyed through media, this study enhanced understanding of its development and interaction with other types of discourse.

Stylistic devices that imparted texts with expression and emotion were recognized, alongside common simple sentence constructions. This thesis thereby improved defining and analyzing tourism discourse through assessment of linguistic phenomena and communicative contexts.

References addressed definitions of related terms, strategies in tourism advertising, and the cognitively focused nature of promotional language. In conclusion, this research elucidated comprehension of tourism discourse and delineated its distinguishing aspects through a linguistic perspective. Additional investigation could continue developing knowledge in this domain.

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