

# PRAGMALINGVISTIC FEATURES OF MATERIALS ON TOURISM

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## Abstract

This study is devoted to the creation and analysis of a communicative-pragmatic model of the presentation text of a tourism destination. The presentation text is at the center of social communication, therefore, it is of interest to create universal linguistic models within the framework of the theory and style of the text.

According to the forecasts of the world tourism organization (UNWTO), tourism is one of the most promising and actively growing sectors of the world market. In accordance with this, the importance of representing the destination of tourism is growing - a territory that is attractive for making a tourist trip for the purpose of preventing, maintaining and improving health.

The work is complex in nature, due to the specifics of the studied material, which combines the features of advertising, tourism and medical-valeological discourse. From the point of view of linguistics, it is of interest to study the linguistic embodiment of strategies for speech impact on the target audience, the communicative context, which is formed from several sub contexts (verbal, non-verbal, sociocultural context, personal).

The relevance of the work is due to the increasing attention to research carried out within the framework of the communicative-pragmatic paradigm of knowledge. It is extremely important in the work to address the communicative-pragmatic aspects of the language. This approach to the study of presentation text allows us to comprehensively describe the model of the text and characterize its elements. In addition, linguistic modeling is globally associated with the systematization of humanitarian knowledge, its modernization into precisely defined concepts and structures.

**Keywords:** Social communication, linguistic models, communicative-pragmatic model, pragmalingvistic features, materials on tourism, pragmatically directed linguistics.

## INTRODUCTION

Currently, language plays an essential role, being the main means of communication. Language has always been of great importance in human life, remaining the most important way of transmitting information. It can be said that, using language, a person also influences the world as a whole, changes social reality: he passes sentence on someone, negotiates, establishes and repeals laws. Thus, the language is considered in the active aspect, which formed the basis of one of the modern areas of linguistics - pragmalinguistics.

It is also defined as a science that deals with the choice of the most optimal means available in the language for the most successful impact on the listener or reader, to effectively achieve the intended goal in specific circumstances of speech communication. The works of I. Wittgenstein had a huge influence on the formation of pragmatically directed linguistics, who explained this term as "use in language".

It's raining:

1. "I will stay at home" (refusal).
2. "take an umbrella" (advice).
3. Bad weather (statement of fact).
4. The same sentence with interrogative intonation (request for information).

Thus, pragmalinguistics plays a big role in influencing the reader, studying "language in action", that is, in its live functioning.

The scientific novelty lies in the fact that in this work, for the first time, an attempt is made to comprehensively analyze the "tourist discourse" (touristic text) as a sociolinguistic phenomenon, the use of the term "tourist discourse" is justified, the parameters of the touristic text are identified, the linguistic means of persuasiveness used in the touristic text are analyzed for the first time, and individual values that affect the thematic organization of the touristic text are singled out. English reality and the tourism industry (hospitality, respect, etc.). The novelty factors of this work are the study of previously unexplored material, the development of elements of linguistic analysis of the texts of tourist brochures and brochures as components of the phenomenology of a complex commercial field of tourism.

Services and goods in tourism need a high degree of information content. In this regard, various discursive genres are actively used in the field of tourism: brochure, prospectus, booklet, reference book and others. The object of this study is the texts of modern English, designed in the form of prospectuses and brochures as the most common printed publications used in tourism. As a unit of analysis of touristic text, a statement was chosen, which is a unit of speech communication (Neroznak 2005: 522), a segment of speech with relative semantic completeness.

The sources of the research material were travel brochures and brochures published in England over the past 15 years. In total, 59 publications with a total volume of 1605 pages were analyzed. Thus, the discourse we analyze is reflected in the printed text, which is a fixed result of the discourse.

Touristic text performs, first of all, an informative function, and, along with this, a persuasive function associated with it. The selection and transmission of information, its evaluation is carried out in such a way as to most fully inform the addressee of the message and, as a result, convince him of the expediency of purchasing the proposed tourist product or service. The effectiveness of such an impact is determined by the argumentative orientation of the message itself, its pragmatic qualities. By argumentation in touristic text we mean a special type of speech activity of the addresser, who is implementing an attempt to influence the addressee by speech in order to get him to make an independent decision about the need / desirability / possibility of acquiring a tour or a servant's tour.

## MATERIALS AND METHODS

The relevance of this study is due to the increased interest in domestic and foreign linguistics in the problems of speech influence and the interaction of communicants, in the study of language in close connection with practical human activities. Appeal to these problems in the dissertation research is carried out from the standpoint of pragmalinguistics (J. R. Searle, O. Ducrot, N. D. Arutyunova), Discourse Linguistics (P. Charodo, D.

Mengeno, P. Serio, Yu. S. Stepanov, M. Jt. Makarov, S. N. Plotnikova), the theory of argumentation and rhetoric (Aristotle, J.-C. Anscombe, K. Plantin, S. Toulmin, X. Perelman, Yu. V. Rozhdestvensky, E. F. Tarasov, Yu. A. Sorokin, N. A. Bezmenova).

Studies related to the problems of tourism have already been carried out earlier in 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 related to communication in the field of tourism also attracted attention and were considered for linguo-didactic, linguo-cultural, linguo-culturological purposes (L. G. Vikulova, E. V. Vysokih, A. V. Pavlovskaya), however, the discourse of this sphere as a linguistic phenomenon has not yet been the subject of comprehensive specialized research.

In recent years, institutional discourse has been actively studied in linguistics, which has a clearly oriented pragmatic setting, primarily advertising discourse (j. - m. Adam, m. Bonhomme, v. V. Uchenova, s. A. Shomova, I. G. Feshchenko, e. V. Medvedeva,

Yu. K. Pirogova, Ji. A. Kochetova, T. V. Poletaeva). As world practice shows, one of the largest advertisers is the tourism sector: foreign travel agencies spend 5-6% of the average income from their activities on advertising tourist trips. Agreeing with the opinion that the types of institutional discourse are distinguished with a certain degree of conventionality (V. I. Karasik), we believe that the discursive genres of tourist brochures and brochures considered in the work, traditionally defined as reference and advertising publications, do not represent an advertising discourse in pure form, although they have many features inherent in such.

As a working definition of institutional discourse in the field of tourism, the term "tourist discourse" (hereinafter - touristic text) is adopted, which refers to speech implemented in institutional situations; - communication in the subject area of tourism.

The methodological principle of the study is anthropocentrism. It is the anthropocentric

approach, in which the discourse is studied in terms of its generation (the position of the addresser), understanding (the position of the addressee) and the impact on the addressee (anthropological linguistics: concepts. Categories 2003), which makes it possible to more fully reveal the specifics of touristic text. The study uses a comprehensive interdisciplinary approach as the most important principle of discourse analysis, as well as the principle of dialogism (M. M. Bakhtin, O. Ducro).

The analysis of touristic text is based on the traditions of functional-stylistic and communicative studies, which have been comprehended and substantiated in many works of foreign and domestic scientists (M. M. Bakhtin, G. \* Guillaume, E. Benveniste, T. Van Dyck), modern theoretical ideas about discursive activity, about the principles of speech communication and behavior, about the discursive strategies and tactics used by speakers / writers (T. G. Vinokur, E. S. Yakovleva, O. S. Issers, B. Ya. Misonzhnikov, Ji. R. Duskaeva, Ji. G. Vikulova, E. F. Serebrennikova, G. V. Dimova). To Identify The Specifics Of Communication In The Field Of Tourism, Works On Axiology (M. S. Kagan, V. V. Vorobyov, Les Valeurs Des Frangais 2003), Sociology (A. Mol, J. Merme), Philosophy (I. T. Kasavin) and etc.

The tasks of the work and the specifics of the studied material determined the choice of the main research methods: the method of direct observation of the material with subsequent analysis and generalization of the results, the hypothetical-deductive method, the contextual-interpretive method, the method of comparative analysis (when comparing touristic text with other types and types of discourse, for example, with advertising discourse), typological method (when classifying discursive genres used in tourism), symptomatic method (when identifying dominants according to the "more-less" principle), analysis of dictionary definitions, comparative method (when comparing the linguistic realities of the English and Russian languages), functional-semantic and stylistic-comparative (to describe the methods and techniques for implementing discursive strategies), the method of intent analysis (in identifying the communicative intentions of the addresser).

The theoretical significance of the work lies in the fact that its results contribute to the deepening of theoretical ideas about the nature of communication in general. A certain contribution is made to the development of the linguistics of discourse, to the development of the theory of speech influence and the interaction of communicants. The postulate about the persuasive nature of any discourse and touristic text in particular is concretized. A theoretical model of the argumentative potential of touristic text has been created. This paper also outlines ways for further, more in-depth study of touristic text.

The practical value of the work lies in the fact that the main theoretical provisions and conclusions obtained as a result of the study can be used in the training courses "introduction to intercultural communication", "fundamentals of the theory of communication", "speech communication", "foreign language in the professional field", in the practice of teaching English, in the special course "English in the field of tourism", in term papers and theses. This study is also of applied importance: the results of the study can be directly used in professional communication, in the technology of creating new travel prospectuses and brochures in order to promote tourism products and services.

## RESULTS AND DISCUSSION

Foreign linguistics of the 1980s was characterized by a shift in the focus of attention from the formal-syntactic and generative-semantic aspects to the pragmatic aspect of utterance and discourse (Arutyunova, Paducheva, 1985). Note that theories with an extreme pragmatic orientation, such as the theory of speech acts in its classical version (Austin, 1962; Searl, 1979), are rather indifferent to the internal organization of discourse. The inevitable pragmatic reductionism, when looking at language only as a means of influence, allows equating, for example, a poetic work with a trivial replica of everyday communication if they "influence behavior" in a similar way. Do not change the essence of the matter and attempts to improve the classical theory of speech acts by adding additional axioms to the moments of interlocutionary influence that appear in it. So,

s. Zeger 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 (Säger, 1980:301).

The importance of establishing the pragmatic parameters of a situationally related discourse is undoubted, although the meanings determined in this case can be completely situationally determined and their direct expression in the linguistic form of the discourse itself will not be strictly necessary; on the other hand, discourse may be devoid of explicit pragmatic forms (such as imperative, question, exclamation). But after all, even the declared communicative intention may not correspond to the actual intention of the speaker, not to mention the "attribution of meaning", etc. Research carried out under the motto of the so-called pragmalinguistics (Kiselyova, 1979) is reduced in practice only to the ascertainment in the text of elements that have "pragmatic power", i.e. Motives, emotional assessments, contacts, etc., but do not explain their actual systemic functions, as well as cases of the complete absence of such elements in discourse.

When referring to the proper meanings of complex structures, another extreme of a cognitivist nature is observed, which comes from the assumption of a literal reflection of the objective (denotative) situation in the semantics of the utterance (Novikov, 1983). Probably, the most profound developments of the cognitive-semantic approach are associated with the theory of frames, whose founder Marvin Minsky defines a frame as a data structure designed to represent a certain typical situation. Several types of information are associated with each frame, for example, how to use this frame, what to expect next, what to do if these expectations are not confirmed (Minsky, 1978:250). A frame is a kind of collective set, which is a division of a particular area of human activity into subareas and their constituent objects, and objects into elements with the required degree of detail. Frames of everyday situations, mathematical, physical, mental, grammatical, frames of frames, frames of scenarios, etc. Can be set. The value of a

frame description is purely applied; it is one of the ways to define a flexible thesaurus designed to work with a computer.

The work of T. Balmer (1980) proposes a description of contextual structures by splitting them into linguistic frames (morpho-syntactic, semantic-pragmatic, metatheoretical); such a conceptual apparatus allows introducing a certain order into the process of finding out which moments of reality are displayed in the text under study, but does not give anything fundamentally new in understanding the mechanism of this display.

A characteristic feature of cognitivists is a clear neglect of the features of the reflection of the world in the linguistic consciousness of a person. V.Z. Panfilov quite rightly wrote in this regard that the direction, “whose representatives are trying to straightforwardly reduce the structure of a sentence to the structure of the situation about which it is expressed, is ultimately based on an understanding of the cognitive process as a mirror, dead reflection, and in its extreme forms - essentially on a behaviorist understanding of language and speech activity according to the stimulus-response scheme, which leaves no room for thought and linguistic meaning as something relatively independent in relation to reality and material linguistic forms” (Panfilov, 1982: 131).

In domestic works of the “linguistics of the text” period, attention is paid not only to the situational-denotative aspect of the content, but also to many aspects related to speech activity, including intellectual-logical, emotional-evaluative, individual-personal, socio-psychological aspects, etc. This, as a rule, emphasizes the communicative nature of the text.

The text as a product of speech activity forms a single communicatively oriented block, within which parts that are relatively complete in meaning can be identified, which in stylistic works are equated to paragraphs. “as an integral part of the style of speech, the style of the text considers complex (combining several paragraphs) verbal and stylistic structures used in the communication process to express a certain content” (Odintsov, 1980: 34).

In psycholinguistic works, which are distinguished by the most pronounced

communicative approach, the task is to describe not the units of the superphrasal level in the text, but the textual activity itself in social practice. “serving other types of human activity, i.e. Contributing to the realization of goals, as it were, higher in relation to it (acting in this sense as the basis for communication of consciousnesses), textual activity is increasingly crystallizing into an independent type of activity with internal goals of a communicative-cognitive and emotional nature that are realized within the framework of communication. With this approach, the text can no longer be considered as a unit in the same row with such categories as a sentence and / or superphrasal unity. The text (message) is considered here as a unit of communication, hierarchically correlated with the categories of utterance and semantic-semantic (communicative) block, or predication” (Dridze, 1980:20).

If we consistently adhere to the understanding of the text as a message, then, due to the fact that the whole message always belongs to one communicant (sender), dialogical communication automatically falls outside the scope of the study; those. The dialogue consists of texts (units of communication, remarks), but is not a text itself. Such an installation was implemented in the work of N.D. Burvikova-Zarubina (1981: 7), who considers a text only “a speech work written in form, belonging to one participant in communication, complete and correctly executed”, thus denying the status of a text to a speech work belonging to two or more participants in communication - dialogue.

At the same time, it is quite possible to represent dialogical speech communication as a discourse generated by a collective speaking subject, and then the problem of the discursive status of the dialogue, which raises great doubts in the linguistics of the text, turns out to be solvable.

However, T.A. Van Dijk, for example, does not dare to attribute the status of discourse to dialogue, doubting the possibility of defining a typical deep construct for any dialogue: “it is impossible to consider a discourse-dialogue, i.e. A sequence of utterances generated by different speakers, although it can be assumed that such a sequence can also have a textual structure similar to that of a discourse (-monologue)” (Dijk, 1977:3).

Van Dijk seeks to create a rigorous theoretical basis for overcoming the one-sidedness of both the denotative-referential and communicative-pragmatic approaches, proposing to use a construct called the discourse macrostructure. The macrostructure can be semantic, generalizing the main theme of the text, presented in the form of a hierarchy of semantic propositions, and pragmatic, setting the pragmatic orientation of speech (macro-assertion, macro-request, macro-condemnation, etc.), and thereby uniting the discourse as a sequence of speech acts into a single whole (Dijk, 1981:246).

The experience of combining speech forms of all levels in a single conceptual apparatus belongs to K. Pike (1967). Comparing the acts of utterance with the acts of social interaction between individuals, K. Pike generalized the verbal and nonverbal behavior of a person in the category of behavior - a unit of behavior, a special case of which is the utterance. He constructed a distributive-taxonomic model of speech behavior, in which each unit fills a certain cell in the context of a unit of a higher level. This model hierarchically includes units from phonemes to complex speech structures that exceed sentences, including question-answer units, monologue, and "conversation" (Pike, 1967:517). The advantage of this metalinguistic model is its inclusiveness, although it has the most detailed taxonomy of units of the morpho-syntactic level with a weak content specification of the components of the level of speech interaction. The theory of K. Pike, which is an attempt at a strict systematic formalization of speech behavior from the standpoint of American descriptivism, revealed the insufficient depth of our knowledge about the principles of speech activity and about language as a tool for creating discourse.

Both the denotative-referential description and the pragmatic model of the speech act do not give an adequate idea of the own structure of speech action, discourse, highlighting the facts external to the language - objective reality and social interaction. In both cases, the proper form of the utterance turns out to be insignificant due to the absolutization of the original thesis about the arbitrariness of the linguistic sign. Hence the increased attention to the function of the unit - denotative-semantic or

regulatory-pragmatic - while forgetting the form that is the bearer of this function.

"True overcoming of traditional ideas about language and the implicit semiotics hidden in them becomes possible in the light of the recognition of the fact that language can be understood in terms of behavior and 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. Language is not only a means of acquiring and transmitting knowledge, but also the objectification of knowledge that occurs in its peculiar structure, and, moreover, a certain life form. Who knows how to use language, he uses a certain strategy of orientation in the world, a certain interpretation of the human environment, a certain pattern of behavior. (Kelemen, 1977:106)

It can be assumed that, knowing the language, a person simultaneously knows a special - discursive - way of forming his relationship with reality. Those principles that provide this ability should be the object of the closest attention of linguists, although they are hidden from direct observation. Most likely, the area of their most distinct manifestation is the syntax of discourse, linking linguistic semantics (reflection of reality) with linguistic pragmatics (regulation of human relations with the environment).

## DATA ANALYSIS

Touristic text is persuasive: in the process of communication we are considering, an attempt is made to influence the addressee in order to get him to make a decision about the need, desirability, opportunity to go on a trip / visit a particular tourism object. To convince the addressee, the addresser of the touristic text turns to different methods of influence, the dominant of which is speech. In touristic text, it is the focus of speech on the achievement of non-speech goals. Thus, through speech, the behavior of the addressee is regulated.

The persuasion of the touristic text addressee by means of verbal means includes the impact on the consciousness by appealing to the mind and the impact on the consciousness through the emotional sphere. According to the communicative approach, the rational-logical

and persuasive ways of verbal persuasion are considered as argumentation that has a two-sided character: showing the truth (plausibility) of the thesis and creating an emotional attitude to the thesis, contributing to the perception of this thesis as a guide to action.

In order to prove a thesis or an enthymeme, the touristic text addresser uses various kinds of arguments and topoi. Argumentation in touristic text, which includes logical argumentation (which has a strong and lasting effect on the mind and behavior of the addressee) and rhetorical argumentation (which enhances the persuasiveness of speech), has a significant impact on the addressee.

Mass media texts are diverse and require scientific understanding [Vorob'eva, 2006]. In modern professional communication, information and advertising materials are widely used. One of them is the presentation text of the tourist destination. The specificity of this study is due to the diversity of terminology, which is largely determined by the material (presentation texts of the health tourism destination) and the subject of the work (communicative-pragmatic model). In this regard, there is a need to clarify the terminological apparatus, which is actively used in this study, and to identify the general principles of work aimed at effectively combining the linguistic, sociocultural and medical-valeological aspects of the study of communicative messages.

The word "destination" is consonant with the English destination, which translates as 1) destination and 2) destination, originally the word destination comes from the Latin "location" [English Russian dictionary, 1983, p. 656].

Analyzing the scope of the term "destination" in English, it should be noted that it has a spatial and territorial meaning. Destination is understood as a certain place, territory, towards which movement is carried out, i.e. The term "destination" is not narrowly specialized, it is used not only in the field of tourism. For example, in the oxford English dictionary, destination is defined as "the place to which a person or thing is going", i.e. A place where people currently go [Concise Oxford English dictionary, 2014, p.345]. With regard to the temporal characteristic of the definition, the

movement action is considered as occurring at a given point in time (present continues).

The term "tourist destination" was introduced by n. Leiper, a professor at Meissen university (New Zealand) in 1973, who substantiated the first visual model of a tourism system and determined the place of a tourist destination in it [leiper, 1973]. Subsequently, this concept was repeatedly refined by foreign and domestic scientific schools.

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, 2010].

The term "tourist destination" is interpreted as a place, visiting which leaves tourists with different impressions, experiences and emotions [Pearce, 1989], or as a motive for the trip [Cooper, 1993].

In the works of domestic scientists (M. B. Birzhakov, N. A. Goncharova, I. V. Zorin, M. A. Morozov, S. S. Nikolaev, E. N. Pavlova, A. A. Ryabtsev) under the tourist destination a geographic area that has a certain attractiveness for tourists. At the same time, it is specified that attractiveness may be different for different groups of tourists [Morozov, 1998].

In the works of some researchers, a tourist destination is presented in the sense of "a socio-geographical area that a tourist or a whole segment of consumers has chosen as the purpose of the trip and which has

Necessary institutions, organizations, accommodation facilities, services and infrastructure" [Nikolaev, 2000, p. 65].

In later sources, the semantics of the term is expanded and supplemented with new characteristics: "a tourist destination is a physical space in which a visitor spends time, including tourist services, attractions and tourist resources within one day of travel, having physical and administrative boundaries" [Zorin, 2005 ].

Significant for determining the content of the concept of "tourist destination" is the interpretation, where a tourist destination is understood as a multicomponent component of a tourist trip that characterizes its geographical,

socio-cultural, regional, ethnographic and service values [Pavlova, 2010].

A tourist destination is considered as a center (territory of the state) with all kinds of amenities, facilities and services to meet the needs of tourists [Birzhakov, 2011].

Reflecting on the content of the term "tourist destination", the polish scientist J. Kaczmarek includes in the content of this concept a territory with structural tourist resources that form the tourist attractiveness of the destination [Kaczmarek, 2010]. J. Kaczmarek refers to the structural tourist resources of any territory as sights, tourist infrastructure, and transport accessibility.

Thus, in addition to definitional synonyms with the semantics of "territory", definitions of the term "destination" include the following professionalisms: travel motives, sights, tourist infrastructure, transport accessibility. Let's define some professional concepts necessary for the analysis of presentation texts of a tourist destination.

A tourist attraction is everything that may be of direct interest to a tourist and is an influential factor in choosing a tourist destination.

The following points of interest stand out in the scientific literature:

- natural - elements resulting from natural processes: mountains, caves, seas, lakes, forests, climatic conditions, health factors - mineral waters, thermal springs, therapeutic mud, salt caves;

- anthropogenic - sights created by people: religious shrines, castles, palaces, museums, galleries, landscape parks.

Tourism infrastructure covers those elements that ensure the normal functioning of the place of stay, subject to the maximum satisfaction of the needs of tourists. Tourist attractions are supported or supplemented by elements of tourist infrastructure (tourist trails, swimming pools, sports facilities, hotels of original architecture, etc.). The most important components of this infrastructure are:

- accommodation base - hotels and other accommodation facilities, sanatoriums, camp sites, guest rooms and other collective accommodation facilities;

- gastronomic base - all food outlets, both independent and located in accommodation facilities (snack bars, bars, pubs, restaurants, cafes, tea houses, pizzerias, canteens);

- accompanying base - devices and structures, the main purpose of which is to serve tourists: swimming pools, baths, sports equipment rental points, observation platforms, pump rooms;

- para-tourist base - facilities designed to meet other socio-economic needs, which J. Kaczmarek includes shops, cinemas, concert halls, theaters,

Post offices, banks, libraries.

Transport accessibility implies the ability not only to reach the area that is the purpose of the trip, but also to move around it. Transport accessibility according to the classification of J. Kaczmarek is divided into:

- external accessibility, which is determined by the existing transport communication network between the place of residence of the tourist and the purpose of his trip (tourist destination);

- on internal accessibility, which is determined by the system of transport communications, tourist routes, the presence of which in the selected tourist destination allows the tourist to take walks to specific objects.

The structural resources indicated by J. Kaczmarek are extremely important for understanding the essence of a tourist destination.

In professional literature, several types of tourist destinations are distinguished: modern significant urban agglomerations, as well as state capitals and other major centers of business and cultural activity; ethnocultural centers where local customs and national culture are developed; specially created recreation and leisure centers. These are cities or settlements with natural or artificially created attractions. This type includes recreational, balneological, health resorts and entertainment centers [Gergishan, 2011].

The definition proposed by the world tourism organization should be recognized as the most authoritative definition of a tourist destination: "the main destination of a tourism trip is defined as the place visited that is central to the decision to take the trip", i.e. The main



destination is defined as the place visited at the basis of the decision to make the trip [official website of the world tourism organization].

Thus, a tourist destination in the dissertation is understood as a geographical area that has a certain attractiveness for a tourist in accordance with the motive of his trip, has structural resources, including places of interest, transport accessibility, accommodation facilities, catering, socio-cultural, regional-ethnographic and service values to meet customer needs.

## CONCLUSIONS

1. Considered on the basis of tourist prospectuses and brochures, the touristic text is a special mass-information and status-oriented institutional discourse. Touristic text is complexly organized, or rather, hybrid, combining the features of advertising, popular science, didactic discourses, and polycode discourse using verbal, iconic, graphic codes. The specificity of this discourse lies in the area of its application - in the field of tourism. The involvement of the addressee in an alternative type of activity accompanying the rest (cognitive, entertaining, health-improving) is facilitated by the argumentative resources of the touristic text.

The clarification of the definition of "tourist discourse" is due to the insufficient degree of study of speech used in situations related to communication in the field of tourism.

For the purpose of a more detailed study, the touristic text was considered in comparison with the advertising one. In terms of its pragmatic orientation (to sell a tourist product) and high information saturation, touristic text approaches advertising discourse. Nevertheless, the features that distinguish the touristic text from the advertising discourse are revealed: the predominance of the informative function in the touristic text, the presentation of detailed information about the real-potential reality, the dominance of the cultural-historical and popular science aspects, as well as universal, national values in the presentation of information.

The functional and semantic types of speech used in touristic text (description, narration, reasoning), forms of presentation of

information (monologue, dialogic, polylogical) were analyzed. The combined use of different ways and forms of presentation in the touristic text contributes to the most complete and reasoned transmission of information.

2. The discursive genres of tourist brochures and brochures are the most common, and, consequently, the most popular printed non-periodical information and reference publications used in the field of tourism. It is noted that travel brochures and brochures are secondary genres. They are characterized by a standard composition (headline - phrase-introduction - main part - conclusion), highly economical presentation of information and the desire for objectivity. Along with the obligatory presentation of the present reality, these genres contain elements of prospecting and / or retrospection. In this regard, such editions are both preliminary and subsequent texts.

In addition to general genre characteristics, the features that distinguish tourist brochures from tourist brochures are highlighted. First of all, these distinctive features are explained by the different volume of these publications. Thus, due to their small volume, tourist brochures are characterized by a concise presentation of information (simplified syntax, abbreviated words, selection of the most significant information). Tourist brochures are characterized by redundancy in the presentation of information (numerous repetitions, clarifications, a large number of historical, cultural, geographical and other references, detailed syntactic constructions).

3. It has been established that when presenting the addresser of the touristic text, linguistic means are used that reflect it, anonymous and collective nature: the pronouns on and nous, the possessive adjective our, marking the non-singularity of the addresser. The sender is characterized by competence, didacticism, popularization, polyphony, helpfulness. Through the dialogical nature characteristic of the addresser, his desire to establish friendly contact, continue communication with the addressee of the touristic text, and influence his further actions is manifested.

4. The specificity of the touristic text was determined, namely, the presence of such basic functional characteristics of the touristic text as informative, evaluative, motivating, persuasive.

A high degree of informativeness of touristic text is achieved due to the reliability, sufficiency, perceptibility and usefulness of information. Encyclopedic nature ensures the completeness and didactic orientation of information. Popularization gives it an entertaining character and contributes to its better perception. Polycode touristic text has as its goal a highly economical presentation of information and serves to effectively influence the addressee.

Evaluation of touristic text accompanies a positive emotional impact on the addressee, stimulates his further activity. The transfer of evaluativeness is facilitated by affective and qualitative adjectives; superlative adjectives; adverbs that are evaluative in nature or act as an intensifier of a feature; nouns and verbs with positive connotations; accenting means (excretory and restrictive phrases, neologisms, anglicisms, phraseological units, puns); approximators that serve to reduce the categorical nature of the estimate; modal words and expressions; anthropomorphic vocabulary; verbs of opinion; precedent names; tropes (epithets, comparisons, metaphors, personification); semantic-emotive vocabulary, *laisse + infinitive* verb constructions, inversions of sentence members, emotional-expressive syntax.

Models of the texts of tourist prospectuses and brochures receive the appropriate content depending on the value dominant of the touristic text. Taking into account the values of hospitality, stability (security), family, free time, information, freedom, personality, tolerance, respect, mobility, conservatism, traditionalism, education, natural and cultural heritage, the cult of beauty and health, pleasure (pleasure), the addressee of the touristic text creates his appeal to the addressee, and under the influence of the allocated values, the addressee of the touristic text prefers one or another type of recreation.

The motivation of touristic text is determined by the addresser's intention to encourage the addressee to purchase a tour or visit a certain tourism object: categorical motivation (imperativeness), softened motivation, implicit motivation and linguistic means of their implementation are highlighted: verbs in the imperative mood, in the future tense (future simple), in the past the unfinished tense

(perfect) and the present tense (present) of the indicative mood; modal words; verbs in the passive form; infinitives in the present tense of the active voice; speech clichés; evaluative and descriptive information; exclamatory and interrogative sentences; headers.

Touristic text is persuasive, because in the process of communication in the field of tourism, an attempt is made to influence the addressee in order to make him decide to go on a trip or visit a particular tourism object. To convince the addressee, different methods of influence are used, where speech is dominant. It has been established that the speech impact on the addressee can be carried out by informing, inciting and evaluating, as well as by an argumentative way of organizing the text, which uses a certain sequence of arguments (for example, the "edge principle") and various connectors (adversarial but; conclusive at last, thus, then; temporary later, after; connective and; comparative otherwise; illustrative indeed, etc.). Rational-logical and persuasive methods of verbal persuasion used in touristic text are considered as argumentation. Argumentation in touristic text has a two-sided character: showing the truth or plausibility of a certain thesis and creating an emotional attitude towards it, which enhances the persuasiveness of this thesis.

5. Touristic text is a strategic process based on the choice of optimal language means. Among the most commonly used tactics and strategies in touristic text, differentiation strategies, value, evaluation strategies, strategies for coordinating the language and worldviews of touristic text participants, strategies for increasing the "readability" of the message are highlighted. The use of the tactics of retrospection and reframing (mental transfer in time and space) significantly distinguishes from other genres of travel brochures and brochures that provide the opportunity for the addressee of the touristic text to move almost instantly in space and time.

The presented study opens, in our opinion, certain prospects for further study of touristic text both in English and other languages. The study outlines ways for a more detailed study of touristic text, in particular, the consideration of iconic, or paralinguistic, means of touristic text as a polycode text.

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