

The Promotion of Selected European Travel Destinations in British and American Press: A Linguistic Analysis

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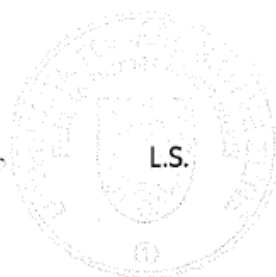
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ABSTRAKT

Cílem této práce je najít a provést analýzu konkrétních persvazivních technik v novinových článcích, které se zaměřují na propagaci vybraných evropských destinací v britském a americkém seriózním tisku. Práce je rozdělena na část teoretickou a praktickou, přičemž teoretická část definuje propagaci, reklamu, její funkce a image destinace. Dále je specifikována žurnalistika, noviny a britský a americký seriózní tisk. Poslední část teorie se věnuje persvazivním technikám na lexikální, syntaktické, figurativní a multimodální úrovni. Praktická část se mimo jiné zabývá funkcemi zjištěných persvazivních technik a komparací těchto technik v britském a americkém tisku.

Klíčová slova: reklama, propagace, destinace, žurnalistika, americké a britské noviny, seriózní tisk, persvazivní techniky, lingvistická analýza

ABSTRACT

The aim of the thesis is to find and analyze particular persuasive techniques in the newspaper articles focused on the promotion of selected European travel destinations in the British and American serious press. The thesis is divided into the theoretical and practical part, whereas the theoretical part defines promotion, advertising, the functions of advertising and the destination image. Further, journalism, newspapers and the British and American serious press are specified. The last part of the theory is devoted to the persuasive techniques on the lexical, syntactic, figurative and multimodal level. The practical part deals with the functions of the analyzed techniques and compare them in the British and American press.

Keywords: advertising, promotion, destination, journalism, American and British newspapers, serious press, persuasive techniques, linguistic analysis

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INTRODUCTION

Traveling and discovering the Earth have become an inevitable part of modern life. Not only with the oncoming holidays are people being dazzled by astonishing pictures of still undiscovered destinations all around the world. And as tourism is interconnected with society, economy, culture and entertainment, the interplay of language is an essential part of advertising which aims to convince the potential tourists and change their beliefs, attitudes and desires. As a consequence, language becomes an influential element in the process of advertising.

This thesis is focused on the analysis of the language and interpretation of persuasive techniques targeted at the potential tourists in articles from the British and American press.

Consequently, the theoretical part introduces the process of advertising and its functions necessary for achieving the goals and objectives. Destination image is introduced in order to interpret the successful techniques which help with the promotion of the destination. As the analysis is based on newspapers articles, journalism is introduced together with the journalistic, newspaper and also the developing tourism journalism. The theoretical part also defines newspaper and its division, and then briefly focuses on the British and American press. The chosen British press as *The Guardian* and *The Telegraph*, together with the American *USA Today* and *The New York Times* are briefly described. As an essential visual side of newspapers, the structure of a newspaper article is described. The last part of the theory is devoted to the most frequent persuasive techniques which appear in promotional materials with the aim to convince the readers to visit the destination. The persuasive techniques are subdivided into the basis of the lexical, syntactic, figurative and multimodal level.

The analytical part deals with twelve articles concerning three destinations which were chosen from the British and American press. The analysis focuses on persuasive techniques in the chosen articles. The persuasive techniques are then analyzed and compared to each other.

The analysis aims to show the similarities and differences of the interpretation of persuasive techniques and their functions among the chosen British and American newspapers.

I. THEORY

1 ADVERTISING

Media relations in general, that can be considered to be a subcategory of public relations, aim to maintain the relationship with the target audience and to spread and communicate a message to a wide number of audience, in this case, represented by press readers. Its goal is to have a trusting relationship with the press members and to advertise and promote brands (Zeiser 2015, 67).

1.1 Definition of Promotion

Promotion, as a tool of a promotional mix, is the intention of sellers to use appropriate channels for spreading information about products in order to persuade customers to buy their goods and services (Belch and Belch 2012, 17). Promotion, considered to be the fourth component of the marketing mix, consists of advertising, sales promotion, public relations and personal selling (Mueller 2004, 58). The function of promotion is to inform, persuade and remind the product or service (Vaníček and Křest'an 2007, 36).

1.2 Definition of Advertising

As was mentioned, promotion is divided into four main components, where advertising is the most significant component of this thesis. For this reason, the focus will be on advertising.

Advertising is a part of the promotional mix and is described as a process of catching the attention and creating interest of the potential customers (Hackley and Hackley 2015, 9). Advertising is used for differentiating, reinforcing, informing, persuading and developing a good brand image to the publics (Bax and Woodhouse 2013, 40). Advertising is also a non-personal paid form of communication about an organization or an identified sponsor and their products or services (Belch and Belch 2012, 18). So advertising promotes tangible goods (suits, soap), intangible services (bankers, beauticians) or a wide range of ideas (political, economic, religious and social). Advertisements do not necessarily offer only products or service, but advertisements sometimes try to draw an attention of the potential customers to the existence of the concrete organization, product or service (Cook 2001, 10). Advertising usually appears in a print or digital form in several media, for instance, television, radio, cinema, magazines, newspapers, online games, billboards or bus stops (Arens and Arens 2011, 8).

1.2.1 Functions of Advertising

Advertisements should be persuasive, colorful, and should also entertain or surprise the readers that they can easily remember the content (Bovée and Arens 1992, 8-34). Advertisements should be also amusing, informative, worrying or warning (Cook 2001, 10).

The goals of advertising can be reached by the following key functions:

- *To gain attention* – by interesting, catchy, or provocative features such as the product's name, headlines, pictures, big or interesting font or unusual layout.
- *To create interest* – by devices such as elliptic subheadings and interesting content with important information, i.e. subheads, charts or tables.
- *To establish credibility* – by providing as much information about the product as possible, i.e. reliable research data or statistics, quotes of influential famous people and their experience.
- *To heighten desire* – by presenting benefits of the product, word-play or phrases which evoke activity such as *Picture yourself, Imagine*.
- *To motivate to action* – by convincing the potential purchasers to make a purchase, i.e. imperative clauses, for instance, *Book now!* (Bovée and Arens 1992, 288-291).

1.2.2 AIDA

The method AIDA can help with grabbing people's attention as well. Its main purpose is to write such interesting content which then grips the customers in order to convince them to take action and buy the promoted product or service (Belch and Belch 2012). AIDA signifies the following four steps:

- *A – attention* – capturing the reader's attention,
- *I – interest* – create interest by giving as much information as possible,
- *D – desire* – creating desire, wish,
- *A – action* – calling to action, purchase (Forsyth 2009, 41).

These are the four main steps in the AIDA method for catching the attention of the target audience. The target audience is described as the group of people who are intended to be addressed (Bovée and Arens 1992, 259).

1.2.3 Destination Advertising

Destination can be specified as a country or a collection of countries, a state, and its provinces, but destination can also include towns or resorts, national parks or coastlines (Fletcher 2013, 118). Destination is then described as one product (a specific place) which consists of sub-products (hotels, attractions, facilities). Potential customers want to satisfy their needs and wants. Thus, they look for the ideal destination where they can satisfy the needs and wants (Jakubíková 2001, 45).

The process of decision making of the potential customers also depends on the image and the representation of the specific destination in the advertisement. Destination advertising aims to persuade people to visit the promoted destinations and also to create a good image of the advertised locality. As a consequence, the advertisers use the influential power of mass media for constructing the beliefs and ideas about the concrete destination and its atmosphere (Morgan and Pritchard 2000, 45).

According to Mackay (Mackay 2005, 7), individual psychological factors are employed to help with the achievement of the goals of selling products:

- *Level of knowledge and awareness* – deals with the knowledge of people about specific destination, and increases their knowledge by the introduction of the destination that they were before unaware of.
- *Motivations* – motivating the potential customers by emotional appeals, demonstration of the benefits of the product/destination.
- *Attitudes* – aim to change people's attitudes by persuasive means, for example, pictures.

1.2.4 Destination Image

As was already stated, potential customers make their choice due to the represented image of a destination. They can be easily influenced by the persuasive content of an advertisement where the destination image is presented (McQuarrie and Phillips 2008, 4). The image consists of ideas, thoughts and impressions created about the destination (Kotler 2007, 139). The image is also influenced by a wide-range of factors, for instance, advertising in media, leaflets, billboards or movies. Thus, it is important to create a positive image of the destination. In that case, the image should be also veracious (CzechTourism 2014, 13).

Because advertising can influence the whole image of the destination, it is important to create the image of the destination in a positive way. Any negative information about the destination could lead to a bad image of the country and the advertisement would not be effective (Ogilvy 2003, 151). The customer buying behavior depends on the persuasive words, pictures and sounds which are promoted, thus the tourism advertising is considered to be an advertisement of dreams and illusions which create an atmosphere of the destination advertised in the media (Morgan and Pritchard 2000, 37).

For destination advertising, it is outstanding to conduct a research on people's preferences. The advertisers are later able to reveal the preferences, expectations or desires of the potential tourists, for instance, what they want to see in each country. With regard to this fact, it is possible to focus on creating advertisements of such crowd-puller. The advertisements are then adapted to the target audience and their requirements that were revealed in the research (Bové and Arens 1992, 91).

Francesconi (Francesconi 2014, 25) claims that many promotional types of texts exist. The most significant ones are:

- *Narrative texts* that deal with a narration of a story (travel books, diaries, word-of-mouth, anecdotes);
- *Descriptive texts* that are more aimed at the language of promotion (travel guides, reports, brochures);
- *Instructive texts* which provide instructions (guidebooks);
- *Expositive texts* aimed at an explanation (conditions of weather in guidebooks);
- *Argumentative texts* which deal with an evaluation of holidays (travel reports).

2 JOURNALISM

2.1 Definition of Journalism

Journalism is a process, which collects, prepares information and distributes it to readers through several media such as newsletters, newspapers, magazines, television, radio (Burns 2004, 31). Originally, journalism was connected only with printed media, but nowadays, journalism is connected with all the printed and electronic media dealing with current affairs. Journalism is originated from the French *jour* and Latin *dies* which mean *day* in English and Latin *dies* (Hudec 1989, 59). Because of this hint, it is easily understood that all journalistic issues deal with the daily news that happens all around the world (Osvaldová and Halada 2007, 244). According to Miššíková (Miššíková 2003, 116), journalism can be divided into two official styles – publicistic style and newspaper style.

2.1.1 Publicistic Style

Osvaldová and Halada (Osvaldová and Halada 2007, 241) claim that publicistic style gathers and interprets facts and information about current affairs, for instance, politics or economics, through spoken or written varieties of media. The conveyed facts and information must be fundamental, current, and unbiased. According to Miššíková (Miššíková 2003, 116), publicistic style consists of three varieties. The first is a radio commentary which is spoken. The second variety is an essay that can be moral, philosophical or literary, and the third variety consists of the articles which are political, social or economic. The aim of publicistic style is to convince the readers and influence their opinion through the media. Publicistic style uses an emotional appeal and also a logic argumentation to influence the readers and make them believe that the opinion presented by the media is the only correct (so called brain-washing). The information presented is often dramatic, original, or confrontational. Publicistic style answers the questions of *who*, *what*, *where*, *when* and *why*.

2.1.2 Newspaper Style

On the other hand, the newspaper style consists of journalistic essays, columns, comments, newspaper articles, and reviews. The main purpose of such essays or columns is to provide subjective opinions, reviews, and approaches with the aim to convince the recipient about the presented beliefs. Newspaper style is typical for rational and emotive elements or figures of speech (Osvaldová and Halada 2007, 170). Miššíková (Miššíková 2003, 117)

claims that newspaper style is divided into three genre categories. The first category is called news genres with the focus on objective information in news stories or interviews. On the contrary, the second category named analytical genres provides subjective opinions such as leading articles or columns, commentaries. The third and the most subjective category of belletristic style can be found in reports or essays. However, Čechová (Čechová 2008, 244) states that both styles are connected with an interpersonal communication media that provide information about current social or political affairs.

2.1.3 Tourism Journalism

However, the travel journalism can be considered to be an unofficial type of journalism which is still developing. When the McNair's (McNair 2004, 9) definition of journalism is concerned, the definition claims that journalism deals with the current affairs, a real world, accuracy, credibility and truthfulness of the information. On the contrary, according to Hartley (Hartley 1996, 35), the aim of journalism is to connect the readers with other systems of the world, for instance, politics or economy. Thus, the travel journalism is even more connected with business and making profit, and the boundary between truthfulness in travel journalism can be indistinguishable. Hanusch and Fürsich (Hanusch and Fürsich 2014, 5-11) claim that the travel journalism often includes slightly fictional information to attract the readers and to persuade them to visit the promoted destination. Nowadays, there are many freelance journalists (*Society of American Travel Writers* or *British Guild of Travel Writers*) who create the written or visual contents about traveling for any media (newspapers, magazines) with the aim to change the readers' attitude and imagination about certain destination. So the travel content of a destination can be paid by a provider of the travel services. Thus, the tourism journalism is closely associated with advertising more than any other type of journalism.

2.2 Functions of Journalism

According to Bartošek (Bartošek 2004, 6), the main purpose of journalism in the past was the development of a literacy and the concept of human rights. Journalism proposed to bring general information and to interpret the public opinion. The information was more often adapted to social groups and elites. Afterward, journalism aimed to give information concerning *the global village*, or current situation in countries, when people had the right to know what was happening around them. Then the main function of journalism was to acquaint the audience with current affairs (Bartošek 2004, 6).

Journalism still has the initial functions of informing about current affairs and is considered to be in the role of public's eyes and ears (so-called watchdog). But nowadays, journalism has become a part of a business scope with the aim to make profit. Mass media are used with the intention for the publicity of commercially newsworthy communication. Besides the social and cultural activity, journalism has taken up the economic activity (White 2000, 14). Furthermore, Čechová (Čechová 2008, 24) claims that the functions of bias, persuasion, and influence are connected with journalism as well. Journalism works with the purpose to inform the audience of all social groups, age or education as fast, concisely and most effectively as possible, and to convey opinion with unambiguity, immediacy and convincingness to catch the attention of the readers.

3 NEWSPAPERS

3.1 Definition of Newspapers

According to Reah (Reah 2002, 2), newspapers are publications which are published weekly or daily with the content of folded sheets with articles that are based on news of public interest, features, reviews and also advertisements. Barrès-Baker (Barrès-Baker 2006, 3) states that printed newspapers are nowadays getting less attention than in the past. The reason is the increasing amount of people using the Internet due to its easy access and also the modest spending. However, Semenik (Semenik 2012, 56) considers newspapers to be the third largest medium after television and magazines.

3.1.1 Types of Newspapers

Newspapers can be divided into three categories according to the place where newspapers are published, how often and also according to the formats and quality content which are typical for newspapers.

3.1.1.1 Geographic Division

Newspapers are geographically divided into national, regional and local newspapers:

- *National* – national newspapers contain national and international news, i.e. *USA Today*, *The Guardian*.
- *Regional* – regional newspaper are focused on specific area of the country, i.e. *The Sussex Times*, *Chicago Sun-Times*.
- *Local* – local newspapers are based on local news in detail such as local sports, local weather, local education or politics in certain towns, cities or groups of villages, i.e. *Bath Chronicle*, *Newsday Long Island* (Bovée and Arens 1992, 462).

3.1.1.2 Frequency of Publication

The types divided according to the frequency of publication are daily, weekly and monthly newspapers.

- *Daily* – dailies are published every day during the week – from Monday to Friday. Furthermore, dailies are in the form of either morning or evening or all-day edition. The author claims that the morning editions have more male readers and a geographic circulation which is broader, i.e. *The New York Times*, *The Guardian* (Bovée and Arens 1992, 462).

- *Weekly* – weeklies are published once a week and they are more focused on local news and advertising in small urban areas, with the aim to inform about the current affairs – entertainment, local sports, social coverage, i.e. *Barron's*, *Village Voice* (Bovéé and Arens 1992, 462).
- *Monthly* – monthlies are published once a month, i.e. *The Gazette*, *The National Student* (Bovéé and Arens 1992, 463).

3.1.1.3 Newspaper Formats and Quality Content

The tabloid, middle-market and broadsheet formats are described in this chapter.

- *Tabloid* – or *Populars*, focus on national and international news, and contain a lot of scandalous, sensational news or gossips mainly about the lives of celebrities. Tabloids, have short paragraphs with as much information as possible in the smallest place. Large headlines and a sizable amount of pictures are typical. The aim of these features is to attract the readers. Typical British and American tabloids are e.g. *The Sun*, *The Daily Mail*, *The Daily Mirror* (Peprník 2003, 170).
- *Middle-Market* – this type of newspapers is half broadsheet and half tabloid. The news are based on the serious current affairs but also on the scandalous news concerning celebrities. The famous newspapers are, i.e. *Daily Express*, *New York Daily News*.
- *Broadsheet* – broadsheet is a large printed format typical for serious press; the content involves news about current affairs, politics, economics, sports etc. Nowadays, serious press is considered to be in the process of tabloidization. Broadsheets are losing the high value and credibility because of the increasing competition of tabloids. Consequently, the effort to beat the competition lies in creating more entertaining content which starts to slightly resemble tabloids. For this reason, broadsheets want to stay favorite so they create more of the lifestyle or consumer content, and they contain more advertisements, i.e. *The Guardian*, *The New York Times* (Conboy 2004, 184).

3.1.2 Structure of Newspaper Article

The structure of a newspaper article consists of headlines, sub-headlines, lead-in paragraph and a body of the article.

- *Headlines* – headlines are the first and the most important element that readers get the view of. Five times more people read only the headlines than the whole article. Thus the main function of headlines is catching the attention of the readers. Headlines should be appealing in order to convince the readers to read the article. Headlines are described as a type of text which is unique. That is why headlines should be big enough and should contain persuasive choice of words or phrases, i.e. rhetorical questions, imperative (Ogilvy 1996, 139). Saleh (Saleh 2013) adds that headlines should be also surprising and Montagnes (Montagnes 1991) claims that headlines should use active verbs and should refer to the key notions. Headlines should also answer the question *what, who, where, how* (Reah 2002, 13) because they are often taken into account as more serious than the whole text and should not be misleading (Ruß-Mohl 2005, 135).
- *Sub-headlines* – sub-headlines have the function of the elaboration of the main headline. Sub-headlines are usually playful (Jacobi 1997, 93).
- *Lead-in* – Peha and Lester (2006, 126) claim that lead-in is the basic component which develops the story. Lead-in usually follows a headline with an elaboration of the headline. Lead-in also tells the main idea of the story and might be emphasized by bold font. Further, it answers 5W's of the story – *who, what, where, when and why*. The aim of lead-in paragraph is to catch the readers' attention and persuade them to read the entire article (Peha and Lester 2006, 126).
- *Body* – the story body reminds of the lead-in paragraph, however, the body develops the idea of the story in detail. Body provides the important and relevant information which is partially mentioned in the headline or the lead-in paragraph (Jacobi 1997, 93).

3.2 British Press

Britain is one of the countries with the highest circulation of newspapers in Europe. There are three main divisions of the British newspapers. The newspaper types are described in 3.1.1.3.

- Quality ('broadsheet') papers – *The Times, The Observer, The Guardian, The Daily Telegraph, Financial Times, The Independent*.
- The mid-market papers – *Daily Express*.

- The tabloids (“populars”) – *Daily Mirror*, *The Sun*, *Daily Star* (Fleming 2006, 9-11).

According to the research from September 2014 conducted by *ABCs Research* that researched the estimated circulation of broadsheet and tabloid copies of during 6 months, the 5 most popular papers in the UK are *The Sun* (2,019,032 copies), *Daily Mirror* (951,179), *Daily Star* (462,491), *Daily Record* (210,858), and *Daily Mail* (1,692,610) – mostly tabloids, compared to for example *The Times* (399,915), *Financial Times* (217,121), *The Guardian* (180,731) or *The Independent* (63,135) (The Guardian 2014). To conclude the numbers, it is obvious that the British audience prefers the tabloids rather than the quality papers (The Guardian 2014).

The Guardian and *The Telegraph* were chosen for the analysis. Thus, they are briefly introduced.

3.2.1 The Guardian

The Guardian, with its two international sister papers in the United States and Australia, is a national daily mid-size format and as the first newspaper in the UK was in full-color. *The Guardian* supports social democrats and liberals, and values such as honesty, integrity or fairness (Ayerst 120, 1971). John Edward Taylor was the founder of *The Guardian* in 1821. The first publication was published on 5 May 1821. The intention of founding such newspaper was the promotion of liberal interests in 1819 (shutdown of *The Manchester Observer*) and the first online publications began in 1994.

3.2.2 The Telegraph

Another high-quality and full-color broadsheet newspaper in the United Kingdom, which is called *The Telegraph*, was firstly issued by Colonel Arthur B. Sleight in 1855 with the name *The Daily Telegraph and Courier*. *The Telegraph* is a center-right conservative newspaper published in London. This newspaper has a sister paper which is called *The Sunday Telegraph*. *The Telegraph* itself is published as a print with the name *The Daily Telegraph*, but the online publication is available under the name *The Telegraph* (BBC News 2004).

3.3 American Press

The difference between broadsheet (quality press) and tabloids is not as obvious as in British press. However, the most popular newspapers according to the research conducted by *Alliance for Audited Media* (Pew Research Center 2014) within six months from March

until September in 2014, are *USA Today* (with an average circulation 4,139,380), *The Wall Street Journal* (2,276,207), *The New York Times* (2,134,150), *Los Angeles Times* (690,870), compared to the tabloids such as *New York Post* (497,878), *Daily News* (145,545), or *Newsday* (217,801) (Pew Research Center 2014).

Here are some examples of the American broadsheets and tabloids listed:

- Broadsheets – *USA Today*, *The New York Times*, *Los Angeles Times*, *The Wall Street Journal*
- Tabloids – *New York Daily News*, *New York Post*, *Chicago Sun Times* (Fleming 2006, 8-10).

USA Today and *The New York Times* are briefly introduced because they are chosen for the analytical part.

3.3.1 USA Today

USA Today is a middle-market American national newspaper that was founded in 1982. *USA Today*, together with *The Wall Street Journal* and *The New York Times*, is a newspaper with the widest circulation in the United States (Black and Bryant 1995, 176). This newspaper provides a content which is typical for high-quality and catchiness. Its value and aim is to make the United States as one nation with understanding (USA Today 2016).

3.3.2 The New York Times

The New York Times was published in 1851 for the first time by its founder Henry Jarvis Raymond. *The New York Times* is the biggest daily broadsheet published in New York. It has the nickname of “*The Gray Lady*” (Sterling 2009, 1020).

4 PERSUASIVE LANGUAGE

Persuasion is a process of convincing people to change their beliefs and attitudes (Epure, Eisenstat and Dinu 2014, 596). Every persuasive text and its language must be understandable and readable. The language should be more informal and conversational, which is preferred more by people. For this reason, more descriptive, colorful, warm, human and personal contents should be provided (Bové and Arens 1992, 46-298). Cook (Cook 2001, 3) adds that advertisements contain photography or story-telling which are memorable, enjoyable and amusing.

Persuasive value of the promotional material (brochures, newspaper articles, travel guides) can slightly lose the value because of the connotation of destinations. Words have strict meanings, but the information of image of a destination can be unreliable. All these meanings of words and images depend on the people's imagination and attitude.

4.1 Persuasive Techniques

This chapter focuses on the persuasive techniques used in promotional texts.

4.1.1 Lexical Level

Lexical level deals with the emotive and referential meanings of words. Some of the words fall into the group of literary or non-standard English, for instance archaic or poetic words (Miššíková 2003, 30). Connected with the meaning of words, there are denotation and connotation (Vestergaard and Schroeder 1985, 43). Denotation is the literal and primary meaning that can be found in dictionaries (Beasley and Danesi 2002, 168). On the contrary, connotation is connected with the secondary, emotional and imaginative meaning that people have association with (dog as an animal vs. dog as a pet) (Baldick 2008, 68). For instance, when people have negative memories or experience with any destination, they can later associate an advertisement of such destination with their attitude and opinion according to the previous experience. As a consequence, the advertisement then fades the persuasive value due to the connotative relationship of the customer.

4.1.1.1 *Keywords*

In tourism discourse, keywords are closely connected with emotions. Use of keywords can increase the effectiveness of word meanings. These words are short and their meaning should be clear, which can be then more persuasive. The meanings resemble the

expectations of the potential tourists (*discovery, escape, free, romantic*). For instance, *free* can evoke money saving (Dann 1996, 174).

4.1.1.2 Foreign Words

Some products or services are promoted with a foreign accent or foreign words. These words make the text more noble and elegant, or even reliable (Hermerén 1999, 88). This feature can be also described as a referee design with a persuasive value because people often connect foreign words with quality, for instance French words can evoke quality of the typical French cuisine (Bell 1991, 126-146). Another name for this persuasive technique is languaging. Languaging makes the text impressive too and reflects the foreign and local words (*café con leche*) in all tourism materials (Cappelli 2013, 353-374). However, the audience is sometimes not expected to understand the literal meaning, which can lead to loss of the persuasive value (Dyer 1990, 140).

4.1.2 Syntactic Level

Sometimes, the emotional emphasis is laid on the sentence to emphasize the meaning (Miššíková 2003, 30). The following section outlines and discusses *imperative, modality, pronouns* and *questions* often used in the persuasive language of tourism journalism.

4.1.2.1 Imperative

The imperative mood gives instructions, makes an invitation or gives a friendly advice. In travel journalism, imperative mainly gives commands, orders and urges the addressee to do some action. The power of the commands depends on the beneficial aspect. The readers are more likely to be persuaded if they get to know the benefits of bidding the command which is mostly connected with *you* construction (*Visit this destination!*) (Cruse 2011, 371).

4.1.2.2 Modality

Modality allows to express beliefs, attitudes, obligations, ability and level of certainty expressed in the texts or speeches (Simpson 2014, 123). Modality can create a hypothesis and thus conveys an ideological influence on the reader (Jeffries 2010, 117). Modal verbs such as *can, could, will, would, must, should, may* appear in a remarkable amount of sentences where express. Besides verbs, modality can be expressed by modal adverbs as *definitely, of course, certainly, perhaps, maybe* etc. There are three main types of modality:

- *Epistemic modality*, expressing level of certainty and likelihood that conveys doubts, including both weak and strong certainty, for instance *She might have visited England* or *She must have visited England* (Carter 2001, 145).
- *Deontic modality* expresses obligation or permission and desire, for example *You must visit England* or *I wish you would phone your father* (Fowler 1991, 64).
- *Dynamic modality* represents ability and inability, for instance *I can do it* (Cruse 2011, 308).

4.1.2.3 Pronouns

Pronouns substitute nouns or noun-phrases (Crystal 2003, 210). Pronouns help with addressing and identifying the speaker or the audience (Carter 2001, 134). Dann (1996, 130) claims that so-called ego-targeting is used together with pronouns as well. Ego-targeting closely targets the potential tourism audience and uses also persuasive techniques to create an image of destination that is corresponding to the audience's expectations. For this reason, the use of pronoun *you* is inevitable (*Have you ever..., why don't you visit...*) (Dann 1996, 130). There are three basic uses of pronouns:

- *Uses of I* – the use of the first person in texts can be viewed as a manipulative device that expresses the writer's opinion (Goddard 2002, 105). However, first person is more widely used in reviews in the travel sections or brochures connected with the object/accusative form *me* or the possessive *my*, i.e. *My experience is bad*.
- *Uses of We* – the *inclusive we* usually stands for plural authors and similarly, it connects the writer and reader/or speaker and listener as one unity, i.e. *We can go together*. On the other hand, the *exclusive we* is usually used for reference to a group of people that the writers are not part of (Fahnestock 2011, 279).
- *Uses of You* – the pronoun *you* is used with the intention to create a direct interaction between the writer and the reader. Then, the use of *you* looks like a conversation with the reader – it creates more personal and friendly atmosphere (Fahnestock 2011, 279).

4.1.2.4 Questions

Questions have cooperative function and evoke curiousness and are related to adjacency pair. It means that after reading the question, it is expected to get the answer which is the second part of the question. In advertising, questions are used to personalize the advertisement and can serve as the introduction to the message (Hermerén 1999, 47).

4.1.3 Figurative Level

In the case of destination advertising, creating a positive image is essential. Consequently, the figurative language (or rhetoric figures, figures of speech) is employed for creating a positive image and drawing the attention. Rhetorical devices carry positive (joy, humor, happiness) or negative (fear, guilt, shame, regret, shock) emotional appeals (McQuarrie and Phillips 2008, 97). Hermerén (1999, 10) claims that the poetic devices and figurative language both often appear in advertisements because these features make the language more persuasive.

4.1.3.1 Alliteration

Alliteration is repetition of initial consonants of the nearby words, for example *Pinky and Porky* or *soft, silky skin* (Dyer 1990, 155). It is significant to stress the first features in texts and alliteration is a good tactics to engage eye-catching as well (Mulholland 1994, 115). Alliteration is powerful in terms of an emphasis of the stressed syllables within a word (Abrams and Harpham 2015, 12).

4.1.3.2 Metaphor

Metaphor (a word or phrase) is based on similarity and then expresses the non-literal meaning in another way – the meaning which could be expressed literally, for instance, *Life is a walking shadow* (Goddard 2002, 62). Moreover, the metaphor is considered to be a very powerful tool in language (Carter 2001, 88).

4.1.3.3 Metonymy

Metonymy deals with the relationship between a part and a whole and can have an ideological function. Metonymy can be expressed in the relationship where the agent is substituted by a place (*White House invited the Czech president* or *The Times hasn't arrived yet* – the president or a journalist) or it can express the relationship where the products are expressed by one specific person (*Have you read the new Jo Nesbø?* – one particular book written by the author) (Simpson 2014, 43).

4.1.3.4 Simile

Practically, a simile can be considered to be in a way similar to metaphor. However, the simile is easily recognizable because of the word 'like'. Thus, simile makes an obvious comparison of two concepts by the use of 'like' or 'as', for instance, *The sea is blue like the sky*. In tourism discourse, simile and also metaphor are used for playing down the

unfamiliar places, it means that unknown places are compared to more familiar places (*Cataras las Tres Hermanas in Perú is like the Niagara Falls in the United States*) (Simpson 2014, 44).

4.1.3.5 Personification

Personification has the function of describing a physical object or an animal in terms of human actions and characteristics, for example, *Our traveling habits have tired us* (Dyer 1990, 153). Further, personification usually raises the seriousness of the situation (Hermerén 1999, 149).

4.1.3.6 Hyperbole and Comparative Reference

Hyperbole is described as an exaggeration of adjectives (Dyer 1990, 171). Comparative reference is crucial for comparison to competitors of a company or the advertised product etc. Comparison draws more attention by using positive or negative (in the case of competition) adjectives. Advertisers try to express the benefits and positive qualities of the product, service or destination (Cruse 2011, 312). The comparison sometimes leads to a higher degree of gradable adjectives and their base form – comparative form (*bigger, happier*) and superlative form of adjectives (*the biggest, the happiest*) (Downing and Locke 2006, 485). Adjectives tend to exaggeration in order to emphasize the benefit of a product and catch the attention of a customer (Crystal 2003, 199). In general, the language in tourism is usually made up of a sizable amount of adjectives which make the atmosphere. It is said that these adjectives carry positive emotions and vivid descriptions in order to highlight the features of attractions and that the language of tourism is an extreme form of language where nothing is average. In tourism discourse, this feature of the exaggerative use of superlative adjectives is called euphoria technique (Dann 1996, 65).

4.1.3.7 Three-part List

The three-part list (or tricolon) is a unit of three words, phrases or sentences used for an emphasis, i.e. *Veni, vidi, vici*. The unit of three is considered to be magical and one of the most powerful figures of speech. People subconsciously perceive it and thus the unit is then more powerful. Tricolon is more persuasive because people can easily remember such unit of three. This rule of three is often used in slogans, catchphrases, movies, literature, comedy, religion or politics (*Three Little Pigs; Father, Son, and Holy Spirit; Three*

Musketeers; Beanz Meanz Heinz or *Liberté, égalité, fraternité*). Three-part list frequently consists of adjectives to emphasize the features of a product or service (Clark 2006, 46).

4.1.3.8 *Humor*

Humor is essential for making amusement in the text and it can be also persuasive in a way. Pun and a word-play are employed as means of verbal or visual humor. (*Do you serve prawns? Yes, we serve everyone* or *I used to be a banker but I lost interest*) (Hermerén 1999, 132). Puns are ambiguous, it means that puns are based on words with two or more meanings (for instance polysemous words – *The shop is open* vs. *She tried to open the door*; homonyms – *son* vs. *sun*; homophones – *bank of the river* vs. *commercial bank*; homographs – *accent as a stress or emphasis and pronunciation*) (Goddard 2002, 63).

4.1.4 **Multimodal Level**

Multimodal language is described as a multimodal communication connected with the use of different communicating modes, such as pictures, typography, layout, videos (Kress 2009, 13). Multimodal tools help the readers with understanding the idea which is in the text and *pictures* are the most significant tools in tourism journalism. However, multimodality is connected with cultural artifacts which are presented in the text by i.e. *pictures* and are connected with associations or connotations. As a consequence, these artifacts such as a material object or semiotic products can change the meaning and persuasive value of the text (Hart 2014, 73).

Pictures have the ability to deliver mood and atmosphere. Pictures show the reality and evoke emotions such as sensitivity, so they can draw more attention. Pictures can be the elements which persuade people to read the article. Furthermore, images can also deliver sensitivity or shock the audience. Pictures also provide the scene for the promoted destination or product (Bové and Arens 1992, 331). Pictures, together with the layout, graphics, color and design are important features in advertisements and texts in general. Because of them, the content can be more readable and interesting, so people can connect their connotations with the place or product (Hermerén 1999, 83).

II. ANALYSIS

5 INTRODUCTION TO THE ANALYTICAL PART

The analytical part deals with the linguistics aspects that aim to help with promotion of the selected European destinations in the British and American broadsheet newspapers. I chose three destinations which frequently occur in the British and American online publications of the broadsheets. These destinations are Italy, France and Greece with a focus on their capitals or the biggest cities. *The Guardian* and *The Telegraph* were chosen as the British press, and *USA Today* and *The New York Times* for the American press. I gathered twelve articles in total from the online publications and created two groups according to the British and American press, each consisting of six articles, where three are from one newspaper and the three other are from the other newspapers (six from the British vs. six from the American press in total).

The linguistic analysis is done with the purpose to show similarities and differences among the selected British and American articles which were chosen for this purpose. The aim of the analysis is to find the linguistics aspects, which are described in the theoretical part (*Chapter 4*). However, the analysis is not focused on all linguistic features, but only on those which stand out in the articles and are significant for persuasion. Thus, some of the features are described in *Chapter 4* to illustrate that another persuasive techniques exist.

Another significant aspect is the credibility of the provided information. Because of this, I also focus on how much information each article provides about the destination, with the aim to persuade the people to visit the place (prices, websites). All these features make the texts multimodal (other modes of communication are used, for example, numbers). These features are taken into account as well.

As was already mentioned in the theoretical part, headlines are the first element which the readers can see when browsing through the newspapers. So the analysis deals with headlines too and tries to discover the reason why headlines are written the way they are. Adjectives as part of speech are unavoidable in such type of texts, so the analysis deals with the usage of adjectives as well. Besides these aspects, modality in the articles is analyzed together with how modality emphasizes some information in the text or how the unclear level of certainty is expressed. The lexical part deals also with the use of foreign words which aim to attract the readers. The texts are usually informal, so several figures of speech are analyzed. The texts sometimes become poetic so the texts are appealing and catch the attention of the reader. Individual aspects are analyzed in the British and American press separately and then are compared. To create engaging texts about traveling,

it is essential to use visual aspects, mainly photos, which aim to create a positive image about the destination. For this reason, I briefly focus on the visual structure of the articles too. The results of the analysis should show the British or American attitude towards each country.

The articles chosen for the analysis are available on the enclosed CD.

For better orientation, each article is marked with the first letter of the newspaper name, namely:

G for *The Guardian*;

T for *The Telegraph*;

U for *USA Today*;

N for *The New York Times*.

In addition, the articles are marked according to the initial letter of the country, i.e.

Destination I for Italy;

Destination F for France;

Destination G for Greece.

6 BRITISH PRESS

This chapter deals with the British newspapers *The Guardian* and *The Telegraph* which are analyzed and then evaluated at the end of this chapter.

6.1 The Guardian

Each article chosen from *The Guardian* has an obvious headline when the topic is already revealed. Thus, the readers can easily recognize what the article is about.

[1 GI] “10 ways of the best ways to enjoy Rome ... on a budget”

[2 GF] “10 of the best ways to enjoy Paris ... on a budget”

[3 GG] “Greek island holiday guide: the north-east Aegean”

The articles GI and GF deal with the capitals of Italy and France – Rome and Paris. Because of the general image that the capital cities are expensive due to the sizable amount of tourists every year, the headlines of the articles destroy the stereotypical presumption and clearly state that Rome and Paris can be visited even in an affordable price. The headlines of *GI* and *GF* lay emphasis on the phrases which are split up by the punctuation to make the reader take note of the phrases ... *on a budget* and to think about them. This fact clarifies the target audience who are any money savers or families taking into consideration holidays with children but they possibly are not willing to spend a lot of money. As the headlines of *GI* and *GF* further state, these potential tourists can immediately recognize that this article is devoted to 10 cheap attractions in Rome and Paris, and this statement can easily engage the readers’ desire for travel abroad. The superlative adjectives *the best* implicate that people can find 10 ways how to spend time in the capitals and that there are no other places which can be afforded for such reasonable amount of money. Thus, the headlines are the first elements which attract the readers’ attention and slightly start to increase their knowledge that even the capital cities can be affordable. This can motivate the readers to read the article and seek for more information. On the other hand, the headline of the article *GG* is not so obvious, the readers can only guess that the article *GG* deals with a holiday guide about the north-east Aegean in Greece. Many examples of alliterations appear in every article of *The Guardian*. Some of the alliterations are repeated in the paragraphs of the articles. Thus, the functions are to emphasize and to make the reading more playful in every article of *The Guardian*:

[4 GI] “Keep the kids happy: public parks and picnics”

[5 GI] “...pines provide shade, fresh fountains abound...”

[6 GI] “...*public pastures*...”

[7 GI] “...*gourmet gelato*...”

[8 GF] “...*free festivals...feeling financially...French food*”

[9 GF] “...*Left Bank between the bridges*...”

[10 GF] “...*public pools*...”

[11 GF] “...*frequent festivals and free movie*...”

[12 GF] “...*giant green spaces*...”

[13 GF] “...*salsa, swing, tango, traditional French folk dances*...”

[14 GG] “...*permanent population...fishing fleet...different dishes*...”

When the potential tourists read the articles, the alliterations can be subconsciously perceived as emotional appeals which are employed on the readers. For instance, *Example 4GI* proves the statement that the target audience of the article *GI* is considered to be any family with children. Thus, the word *happy* is appealing on their social needs which certainly include happiness. Other examples of emotional appeals which are employed on the readers are:

[15 GI] “*When the unrelenting sunshine at archeological sites and the absence of air-conditioning in museums is too much for kids and parents alike, go to one of the city’s public parks where umbrella pines provide shade, fresh fountains abound and vast lawns are ripe for lounging.*”

[16 GI] “...*on a budget...for free...few euros...most accessible...free of charge...painting is free...free to view*...”

[17 GF] “...*many free events...free festivals...Paris doesn’t have to leave you feeling financially drained...inexpensive bars and restaurants...reasonably priced...museum for free...entry is free*...”

[18 GG] “...*this is a bonus as they tend to be uncrowded and unspoilt...to still reward visitors...Limnos has become trendy...a bit more certainty in your life...there is no better place to do that...be careful...don’t worry...Kitchen will provide all your needs*...”

The *Example 15* aims to persuade and motivate the tourists to visit the parks by stating the negative characteristics of another tour (*unrelenting sunshine* and *the absence of air-conditioning*) and highlights the positive values of the public places (*shade, fresh fountains, vast lawns*) with the appeal on their emotional and material needs. *The Guardian* keeps emphasizing the information that the places are cheap, as can be seen in *Example 16* and *17*. The emphasis of the phrases such as *for free* or *just a few euros* slightly stimulates

the readers' motivation and attitudes towards the capitals again. For this reason, Rome and Paris tend to have the image of not only an expensive capital city but also an affordable holiday. The information about prices keeps the potential tourists interested. Further, many benefits are mentioned in the article *GG* as *Example 18* shows. For example, the interest of people can be created by the statement *a bonus* or *reward* as the writers point out the advantages which can be acquired. Also, the phrases *be careful* and *more certainty* evoke the feeling of safety, which is important for every tourist abroad.

When the writers describe the advantages, they tend to use the pronouns *you* or *your* that help with carrying the conversation with the readers. For instance:

[19 GI] “...and you'll discover...and permits you to walk along...”

[20 GF] “...to leave you feeling...some of which you have to pay for...inspires you...you simply wander...will get you to Sceaux, where you'll discover...”

[21 GG] “...if you want to see how Greeks party, Thassos is your place...you can usually expect...what you hope for...if you can't imagine...you can climb...”

Thus, each article contains the personal pronouns *you* which directly target the readers, and consequently, the readers can easily put themselves in the place of the real tourists. In addition to the targeting, the use of imperative sentences is obvious. The imperative mood aims to give commands to the readers, or to give them advice when the authors suggest visiting any tour, such as:

[22 GI] “Keep the kids happy...go to one of the city's public parks...let street art dazzle you...taste some gourmet gelato...go to Via Vodice...hop on the tram...”

[23 GF] “Eat and drink in Butte aux Cailles...enjoy a museum...sleep in a warehouse...join the people...try the Marché des Enfants Rouges...explore the countryside...”

[24 GG] “Do as the Greeks do...Don't miss...just don't ask...”

As a consequence, the readers themselves can feel sort of obligated to do the bidding, which has a more persuasive effect and motivate the readers to action. Another aspect which very often occurs in the articles is the abundant use of the three-part list. The aim of the three-part list is to emphasize any features of any place or just to create the text more playful. The unit of three words can be seen in every article chosen from *The Guardian*:

[25 GI] “ruins, regional food and music...provide shade, fresh fountains abound and vast lawns are ripe...the Ostiense, Garbatella and Testaccio districts...Tor Pignattara, Pigneto and Centocelle...pop, rock and electronic artists such as Robbie Williams, Lenny Kravitz

and *The Chemical Brothers*... such as *panelle* (chickpea fritter) sandwiches, *arancini* (fried rice balls) and *cannoli*.”

[26 GF] “*Nightlife, music and more...fresh salads, soups and sandwiches...art, furniture and vintage trinkets...*”

[27 GG] “*...beloved by artists, historians, and modern Sapphos...fruit, olives and vegetables...surfing, kite-surfing and windsurfing...*”

From *Examples 25-27*, it is obvious that the words belong to the same word groups, for instance, food, place or sport. When considering *Example 25*, the use of foreign words is very common in such type of texts. However, it can be ambiguous in the case when the words are not explained as in *Example 25* (*chickpea fritter*). Then the readers can only assume the meanings of the words. On the other hand, the languaging makes the articles fancy and catchy for the readers’ eyes. Further, the expressions are usually in italics. Thus, this feature can attract the readers more simply with the naked eye. Since the foreign words appear in every article, they cannot be overlooked:

[28 GI] “*...Case Romane del Celio...gourmet gelato...panelle...in situ...*”

[29 GF] “*Paris Plages...Les Berges de Seine...l’Auberge de la Butte...*”

[30 GG] “*...meze place...tagines...kokoretsi...lakerda...bouzouki...*”

As the texts concerning traveling tend to be more poetic, the attraction by the use of metaphors is an essential part of writing. For this reason, many metaphors appear in the articles as well:

[31 GI] “*The frozen treat remains the city’s most accessible gourmet snack...*”

[32 GF]: “*It can be a hassle to find a quality, affordable restaurant among the tourist traps but there are beacons of hope.*”

[33 GG] “*...the island’s seafood tavernas are first class.*”

[34 GG] “*This is the real deal with freshly caught fish washed down...*”

For example, *the frozen treat* stands for the *gourmet gelato*, as an ice-cream which is depicted as something special and enjoyable. The word *treat* can evoke positive emotions. Together with metaphor, metonymy often occurs in the articles as well. It makes the places to be described as one unity. For instance, *Example 36* shows *Paris* as an assimilation of several bars or restaurants, and *Gay Village* is not the agent who offers something, but the people who are in charge of the festival offer the service. The names of the people would not make the text as interesting because the readers would not probably know them and the expression would lose its persuasive value:

[35 GI] *“Gay Village offers...”*

[36 GF] *“Paris is not usually known for its sangria...”*

Modality is another aspect which can be bountifully found. The epistemic modality sort of appears in every sentence, however, some examples of modality are directly expressed:

[37 GI] *“Rome may not have a reputation as a modern city...”*

[38 GI] *“It’s still in the process of being given the full Generator treatment but should be fully operational in early 2016.”*

[39 GF] *“It can be a hassle to find a quality...”*

[40 GG] *“Perhaps because of this, and the difficulty of labelling...”*

[41 GG] *“It is probably the most instantly attractive...”*

[42 GG] *“...and Nikos is perhaps the best choice.”*

[43 GG] *“...as the currents can be deceptively strong.”*

As can be seen in *Examples 37, 38, 39*, the modality expresses kind of doubts about the information which was said. On the other hand, *Examples 40, 41, 42* show doubts as well, but in the form of adverbs. *Example 43* is connected with the ability of the currents which can be strong. Thus, the writers do not seem to be sure about their statements.

The writers provide a lot of numbers and information about the accommodation or the prices of tours which can assure the readers about the accessibility of each holiday, or the readers can at least be interested in further reading:

[44 GI] *“...Church of San Nicola in Carcere costs €2-€3...at the Trevi fountain, €3 buys access to...for the price of a €1.50 bus ticket...hostel beds from €25...double room start at €105...”*

[45 GF] *“...Paris Plages, from 20 July-16 August...Basque dishes from €7-€10...glasses of wine are €4, pints are €5-€6 and cocktails are €6.50...Paris has 173 other museums...EU citizens aged 18-25 get free entry...+33 1 46 33 35 36...”*

[46 GG] *“...eat well for €15-€20 per head...£560...The 10 rooms are often...+30 25510 98313.”*

As can be seen from *Examples 44-46*, every article provides a significant amount of numbers. The numbers often include the prices of any tour which is offered in the text. The writers even include the prices of bus tickets or the days when the French beaches are available. The phone numbers or amount of the rooms in the hotel often appear as well. Thus, the potential tourist can be easily convinced to visit the place also by the facts or

statistics given. For the readers, it is essential to provide as much information as possible, because they do not have to look for information on the Internet but they can see everything important in the article. Further, all hotels or the monuments in the text are accompanied by clickable links, so if the tourists want to know more information or want to see more pictures, they can immediately get the access to the website. What is interesting, the *GG* provides the prices in the British currency as well, which can be even more attracting the readers and they do not have to look for the exchange rate.

References to famous people were found frequently as well. The writers of the texts often derive benefits from the well-known people or places. The readers can associate the place with the famous person, even though the connotations might be negative. The associations depend on the readers' preferences. For instance:

[47 GI] “...just steps from the crowds at the Trevi fountain...just 200 yards away, Zaha Hadid's MAXXI house...such as Robbie Williams, Lenny Kravitz, and The Chemical Brothers...”

[48 GF] “...two horse-racing tracks that Hemingway used to frequent...Pete Doherty, Franz Ferdinand, Bloc Party and Metronomy all played here...”

[49 GG] “...a long visit and exploration will reveal why it is still beloved by artists, historians and modern Sapphos...”

For example, if people are cognizant of the British architect in *Example 47*, the reference can help with the association of the MAXXI house. If not, the reference of *Zaha Hadid* can arouse the interest and curiosity of the people. In this case, there is a clickable link included again.

Since the adjectives inevitably create an influential part in every persuasive text, which aims to convince the readers to buy a product, service or visit any place, the adjectives plentifully appear in the articles of *The Guardian*. The adjectives appear in the form of compounds, superlatives, and the keywords as well. The exaggeration of formerly unimpressive words creates the atmosphere and even these unimpressive words can then look like that the place or product is something special, basically a ‘must’:

[50 GI] “...the best ways...steep price...ancient quarter...medieval complex...terrific signage...stellar ingredients...creatively flavoured scoops...freshly churned gelato...is rife with stunning architecture...trendy hostel...pleasant budget...a lovely garden...fantastic destinations...Rome's most famous...gorgeous examples”

[51 GF] “...scene buzzing with free festivals...huge plots of sand...colourful houses...the legendary Chez Gladines...a magnificent building...the elite galleries...a worthwhile experience...a beautiful view of Paris...some of the best tagine in the city...”

[52 GG] “...excellent seafood tavernas...the most instantly attractive of the group...Limnos has become trendy, beautiful and authentic...place has a great terrace and serves a great mixture...a pleasant break...the best choice...there is no better place to do that...superb sunset...superb views...the gorgeous rooms...the relaxed atmosphere...hearty portions...crystal clear sea... stunning island...”

These expressions are often exaggerated to make the text catchy and playful. For instance, the sentence *there is no better place* in *Example 52* tries to persuade the readers that there is not a better place and they definitely should visit this one. As was already mentioned, the language in tourism contains a lot of compound adjectives. Many compound adjectives, which create the text more continuous and attractive, were found in the chosen articles from *The Guardian*:

[53 GI] “...archeology-focused outing...state-operated museums...two first-century buildings...city-block facades...20th-and 21st-century architecture...the long-established festival...the well-loved and long-established Beehive...out-of-context museum setting...third-century defensive walls...a first-century-BC mausoleum...”

[54 GF] “*The tight-knit community...family-friendly haven...dorm-room berths...eco- and family-friendly...an innocuous-looking bar...imitation-Greek temple...*”

[55 GG] “...well-known destination...off-the-beaten track...word-class ancient site...a five-minute stroll...port-side hotel...traditionally-decorated cottages...well-mapped hiking trail...superbly-restored old mansion...a chill-out area...”

Many other aspects which stand out from the articles in *The Guardian* were found. However, there were not found in every article. These features are, for instance:

[56 GI] “*Roam in Rome...*”

[57 GI] “...pockets of contemporary architecture...plenty of places to see...”

[58 GG] “...a hodgepodge of islands...a different kettle of fish...plenty of locals...a couple of prominent ones...plenty of other dishes...plenty of boutique...”

[59 GG] “*Chios and Lesbos also hug the Turkish coast.*”

Example 56 shows a homophone which is in the first sentence after the headline in the article *GI*. The function of this homophone is to catch the attention of the readers and show them from the very beginning, that the article offers even more playful phrases and

interesting information. The article *GI* and *GG* tend to use the mass nouns for expression of the amount of certain product or curiosities. The accurate amount of the curiosities is not stated, however, the mass nouns can convey a persuasive value when the writers state that there is a wide-range of the curiosities, so everyone can choose without any limitation. *Example 59* conveys positive emotional appeals by the personification and the verb *hug*.

6.2 The Telegraph

The articles *TI*, *TF* deal with Rome and Paris again, but the article *TG* deals with cruise holidays in Greece. However, the headlines demonstrate similar features and structures, unlike the headlines in *The Guardian*:

[60 TI] “*Romantic Rome: what to do and where to stay*”

[61 TF] “*33 reasons why you must keep visiting Paris*”

[62 TG] “*The top 10 cruise holidays in Greece*”

The headline *TI* presents Rome as a romantic city, which is already obvious. Thus, the readers know from the very beginning that the article deals with romantic places and entertainment which can be found in Rome, i.e. monuments, sightseeing, hotels. Further, the headline benefits from the roots of the two words *Romantic Rome* when the polyptoton is created (words with the same root) and slightly starts to specify the audience. The headline of *TF* declares that there are *33 reasons* which aim to convince the readers to not stop visiting Paris. The context of the article *TF* is indistinguishable from the headline so the intention of persuading the audience to keep visiting Paris is unknown. But what is different in *TF*, the personal pronoun *you* is used for the first time and targets the audience as well because it directly converses with the tourist. Even the deontic modality appears and expresses sort of obligation to the reader which has a powerful and persuasive value in the phrase *you must*. The headline in *TG* highlights the information that 10 of the best cruises are offered in the article and nothing else is stated.

Despite the fact that every article has a different topic, all articles share similar or even the same features. For instance, alliteration appears in every article again:

[63 TI] “*...a quaint quartiere of quirky shops...dusty and dowdy...full of fresh flowers...pines and picturesque promenades...*”

[64 TF] “*...big, big names...Chocolat chaud...The café culture...*”

[65 TG] “...Athens airport, and are mainly...the six-star Silver Spirit...Hippocrates and Hercules have in common...Artemis and Apollo...a hippy hangout...picture-perfect whitewashed...all ages both ashore, and at sea.”

The aims of the alliterations are to create uncommon and catchy contents which attract the readers. In *TG*, the alliterations mainly consist of proper names of the Ancient Gods and Goddesses. The use of proper nouns, allusions, and quotes of famous people creates the content engaging and, in some cases, even more reliable and credible:

[66 TI] “...zipping around the city on a Vespa, like Audrey Hepburn and Cary Grant in *Roman Holiday*...the Keats-Shelley House is Romantic with a capital R...the memorabilia and manuscripts of John Keats...depictions of the legend of Cupid and Psyche...Tosca threw herself to her death here in Puccini’s eponymous opera...”

[67 TF] “Almost half of *Telegraph Travel* readers claim they are less likely to visit Paris following last week’s terror attack...Stanley Stewart explains...the hilltop district where Edith Piaf was born...Anthony Peregrine explains...says Natasha Edwards, our Paris expert...Nick Trend adds...the hat which Napoleon left and the table at which Voltaire drank...take in the tombs of Jim Morrison, Edith Piaf, Chopin and a host of other big, big names, and you end up at Oscar Wilde’s tomb...”

[68 TG] “...that led Calliope to the underworld kingdom of Hades...named after the sister of Alexander the Great...birthplace of the Olympic Games...used as a holiday home by Mussolini...said to be where John received a vision from Jesus and Amorgos...seducing Zeus, the king of the gods...”

As the examples show, every article contains many proper nouns. Nevertheless, all names have their own place and purpose in the text. As example 66TI shows, the article deals with the Romantic Rome. Thus, the content is full of romantic characters that belong to literature, movie or just to people connected with art. The purpose of the use is to evoke romantic feelings and positive appeals of the readers. They can imagine and associate with the romantic setting of the works of art.

The topic of article 68 *TG* is a holiday guide about cruises from island to island. For this reason, the content is often made special and intriguing by information about the history and the classic ancient mythology with the aim to introduce every interesting and typical thing for each island.

In the case of 67 *TF*, the first sentence of the article states the reason for the whole article. As was already mentioned, due to the statements about the terrorist attacks in Paris

claimed by many readers of the *Telegraph Travel*, the aim of the article is to convince the readers to keep visiting Paris. Therefore, the article consists of many expert opinions. All people quoted are experts from the *Telegraph Travel* who are mostly experts at France or Paris. For instance:

[69 TF] “*Stanley Stewart explains: ...its reputation as the city of love...it is an ignoble lie that Parisian waiters are rude...consider your average London waiter of the barman who, unless he actually is French, certainly doesn't speak French and will give short shift to anyone who cannot speak English.*”

[70 TF] “*Alongside the world-famous museums and monuments, there are also some gloriously eccentric ones...says Natasha Edwards, our Paris expert...my favourite is the Musée Gustave Moreau...*”

[71 TF] “*Nick Trend adds: ...seven acres of lawns, topiary and avenues of pollarded trees. It has always been one of the great sights of Paris: perhaps the most perfect of the city's museums, and the most appealing to visit.*”

[72 TF] “*Anthony Pelegrine says...and there is Pompon's magnificently powerful and curvilinear Polar Bear sculpture, the finest animal statue in France. My favourite anywhere.*”

As can be seen, the promotion of the monuments in Paris is highly influenced by the experts' opinions, when none of them is negative. For instance, *Stanley Stewart* claims in 69 TF that Paris is the metaphor of love and then destroys a presumption about the French stereotype that French people are rude and are not willing to speak English with the foreigners. The epistemic modality is employed with the adverb *certainly*, as well as in the 71 TF with the adverb *perhaps*. The example 70 TF demonstrates the opinion of another expert when the expert exaggerates the features as *gloriously eccentric ones*. The last example 72 TF again demonstrates persuasive values by the choice of words as *magnificently powerful and curvilinear* and then expresses the opinion of the expert again.

There is a three part list in the example 71 TF, and other units of three words often occur in *The Telegraph* articles again:

[73 TI] “*...elements of Venice and Paris, as well as the Eternal City...elegant, highly polished and full of fresh flowers...*”

[74 TF] “*...Jim Morrison, Edith Piaf, and Chopin...of the river, the bridges, the spires of Notre Dame...No Walkie Talkies, Gherkins or Cheese Graters.*”

[75 TG] “...there are swimming pools, a rock-climbing wall and free children’s clubs...ruined temples, gymnasium and running track...”

The *Eternal City* in 73 *TI* stands for Rome and the units of three adjectives, nouns or names are then more powerful and visible. Metaphors appear in the articles too:

[76 TI] “*The perfect love nest*”

[77 TF] “*Getting there is a doddle...It’s heaven for shoppers...It’s a far cry from your archetypal muddy field.*”

[78 GG] “*Known as the Gibraltar of the East.*”

Another features which frequently appear are the modality and the use of pronouns. Pronouns appear in every article, for instance:

[79 TI] “...you have had sealed...bus will take you there in no time...when you’ve shopped...you think twice...”

[80 TF] “*And you’ll learn about...Consider your average...you’ve never heard of...you’ll find...if you don’t know where to start...and you end up at Oscar Wilde’s...part of town you’re staying in...*”

[81 TG] “...if you prefer...Do you know...you have a choice...”

The function of pronouns is to establish contact with the audience, and every article aims to converse with the target audience. The article *TF* has a lot of first person pronouns due to the experts’ opinions. The persuasive value can be then based on the recommendations of the experts when the recommendations can convey more credibility. However, since the articles differ in the emotional appeals, modality then expresses level of certainty, doubts or ability in a different way and conveys the emotional appeals together with addressing the readers to keep the conversation going:

[82 TI] “*Daunting traffic may make you think twice...where else can you hold hands across...you can get your fill of it...where you can paddle...they can arrange for the pizzas...*”

[83 TF] “*May we suggest a stroll...The fellow may take an order...glass you’ve probably ever see...That’s why we must continue to go...or oil paintings that might have been done by some old French Master.*”

[84 TG] “...the Corinth Canal might not be as impressive as the Suez...while parents can enjoy quiet time...”

For instance, the 82 *TI* is closely associated with pronouns *you* and with questions as well. The readers are asked several questions with the purpose to make them realize and

convince them that there are not any better places to visit with their beloved people. On the other hand, the example 83 *TF* is connected with pronouns too, however, the reader is considered to be a part of the unity of people (*we*) and that is why the readers have to follow the others and adopt their beliefs and ideas. The example 84 *TG* includes comparison by means of a simile. As was already mentioned, emotional appeals are employed to attract the readers' attention and arouse interest. There are many examples:

[85 *TI*] “...*a romantic boating...a walk in the footsteps of Romantic poets...hold hands across a candlelit dinner table...dance the night away...full of serenading violins...tragically young...a day of romance...heartstrings...your beloved...a delightful place for a light al fresco lunch...secret roof terrace...a romantic refuge...charm...elegant, highly polished...lovelorn...Romantic with a capital R...plushly theatrical*”

[86 *TF*] “...*romantic city...fantasy dates in Paris...an exquisite décor...world's greatest museum...bathed in grace and serenity...most appealing to visit...a wonderfully bucolic feel...the most inspired Christmas window displays in Europe...incredible acoustics, brilliant design...the most absorbing city on Earth...old embroidered tablecloths...the most Romantic with a capital R...*”

[87 *TG*] “...*Sea Dream...a sunshine cruise...nice beaches...an interesting day...enjoy quiet time...dazzling white monastery...lazy days on the beach...lively nightlife...*”

The article *TG*, compared to the two other articles, has the lowest number of exaggerated adjectives and expressions which attract the readers. The article is more dependent on the facts and historical facts about the mythology which are in charge of arousing interest. The article *TF* still draws from the experience of the experts who give the persuasive value by recommendations and their own opinions, however, the experts use a lot of exaggerated adjectives, such as *incredible acoustic* or *embroidered tablecloths*. What is interesting, the articles *TI* and *TF* both contain the phrase *Romantic with a capital R*, even though the phrase once refers to Rome and then to Paris where is even more emphasized by *the most*. The article *TI* has the noblest language and choice of words. Due to the fact that the article deals with romantic Rome and contains many allusions to famous poets or works of art, the article looks like a work of art too. The classy vocabulary makes the article noble and even sophisticated, for instance, the expressions *lovelorn*, *heartstring*, *tragically young*, *plushly theatrical* etc. look like excerpts from a literary work. Sometimes, the code-switching appears in the articles. This type of text which deals with tourism language is considered to be informal. Nevertheless, some expressions such as *pre-*

emptively, beneath or so forth in *TF* make the text more serious, but afterward, the contractions such as *you'll* appear, and the seriousness and formality of the text disappear. Other features which appear are compound adjectives and foreign words, in *89TI*, *91TF*, *93TG*:

[88 TI] “...*a multi-hued sunset...a hand-in-hand stroll...the top-floor terrace...a heart-melting view...antique-filled five-star Roman hotel...*”

[89 TI] “...*terracotta tiles...façade...belle époque...*”

[90 TF] “...*Michelin-starred restaurants...world-famous museums...the most awe-inspiring 13th-century stained glass...a block-like item...leg-buckling kind...a time-honoured link...tree-lined pathways...hand-blown glasses...city-scape changes...*”

[91 TF] “...*soufflé...choucroute...baguettes...apéritif...*”

[92 TG] “...*centuries-old stalactites...man-made channel...a rock-climbing wall...second-biggest city...*”

[93 TG] “...*kalimera...*”

Similarly, the articles *TI* and *TG* provide a lot of information about the possibilities in the cities or the prices, clickable links, facts or telephone numbers, partially because the potential tourist can find more photos or information on the particular website. The article *TI* provides the prices in the British currency and Euro as well. On the contrary, *TF* is briefer with the information, thus, the readers have to look for more information on their own.

[94 TI] “...*admission €5 [£3.70] ...doubles from £211...*”

[95 TF] “*Just 2 hours 15mins on the Eurostar, with return fares from £64...10 Michelin-starred restaurant with three stars...has been open 24/7...*”

[96 TG] “*At just 6.4km long and 21.4 metres wide...0800 783 1373...departs July 4 2015...£3,391 per person...*”

As in the case of *The Guardian*, even the article *TF* from *The Telegraph* contains unique features which appear only in the *TF* article. For illustration:

[97 TF] “...*was established in 1686 but is still good, still reasonably-priced, and still retains the hat...*”

[98 TF] “...*where the revolutionaries used the guillotine to shorten so many of their fellow citizens... 'to ensure tranquility, 270,000 more heads should fall' ...*”

[99 TF] “*And, if your neighbours won't show up when you need them, who the hell will?*”

Example 97 shows a repetition of the word *still* to create continuous and catchy reading. The second *Example 98* shows a euphemism, which can be considered to be offensive or paradoxical since the article aims to assure of safety the potential tourists who are worried to visit Paris after the terrorist attacks. *Example 99* shows a swear word which can also be offensive and can discourage people from reading the article, or can lose the persuasive value.

6.3 Comparison of the British Press

When considering the overall layout of the articles chosen from *The Guardian* and *The Telegraph*, the big headlines and the representative photos of each destination are the first elements which the readers can see. The articles in *The Guardian* are dominant because of the headlines which are written in big fonts and are accompanied by the introductory sentences and photos that are all over the display. The photos are always catchy and captured in bright colors, thus they easily gain the readers' attention. *The Telegraph* is dominant with the headlines and the bright photos as well, however, there is no introductory sentence. Even though, the tactics of attracting the potential tourists' attention are equal for both British newspapers.

The structures of the articles in *The Guardian* are divided into paragraphs. Each paragraph is digestedly named according to the topic of the paragraph and is accompanied by a photo. Each paragraph also contains a lot of promotional information, i.e. clickable links of the mentioned places, prices or another interesting facts. The structure of the articles in *The Telegraph* is almost the same again, with several paragraphs, each named according to the topic of the paragraph. Therefore, the chosen British newspapers create interest by giving as much information as possible and attach the clickable links which call to further action.

The persuasive techniques used in both British newspapers are similar or mostly the same, however, the desire is sometimes created by different means of persuasion or the emphasis is stressed on another means. Even though the topics of the articles differ, the persuasive techniques are often repeated in both media. For instance, *The Guardian* in the article *GI* stresses expressions such as adjectives focused on money (*free, on a budget, accessible*). *The Guardian* also keeps using the foreign words more often. The imperative aspects appear in almost every sub-headline in the articles. On the contrary, the imperative mood is insignificant in *The Telegraph*. Instead of this, *The Telegraph* sometimes relies on

code-switching, which adds more seriousness into the text, or the use of noble or almost literary vocabulary sometimes creates the content gentle. On the other side, the emotions are appealed in *TI* more by the use of words connected with *love*, which can be more persuasive and more evoking the positive emotions. Further, compared to *The Telegraph*, the use of pronouns is more obvious in *The Guardian*, i.e. *GG*, thus, *The Guardian* seems to be more personal and more into the creating the relationship with the readers than *The Telegraph*.

7 AMERICAN PRESS

This chapter deals with the American newspapers *USA Today* and *The New York Times* which are analyzed and then evaluated at the end of this chapter.

7.1 USA Today

The following articles from the *USA Today* deal with Florence, Paris and Athens. The headlines of each article usually indicate the topics of the article:

[1 UI] “*Fall in Love in the Beautiful City of Florence*”

[2 UF] “*Romantic Activities For When Love Becomes You In The City of Light*”

[3 UG] “*Best Romantic Things to Do When Visiting Athens*”

All headlines give a hint that the topics are related to romantic activities in each city. Thus, the headlines evoke positive emotions and can attract more people. Further, the headline 2 UF employs a metaphor by stating *The City of Light*, which is devoted to Paris. The headline also contains the pronoun *you*, which directly calls the potential tourists. All headlines are based on the social needs (*love*). However, the headline in 3 UG is misleading, because as the readers will find out, the article does not deal with any romantic activities as the other two articles do.

[4 UI] “*If you are planning on making the ultimate romantic gesture...*”

[5 UF] “*...by couples pledging their eternal love...*”

[6 UG] “*...and is point of interest for visitors of all ages...ideal for families ...*”

The article UF even does not contain as many features as the two other articles from *USA Today*s. The article UF aims to describe ten the most interesting places in Athens more than to persuade the readers to visit. Even the target audience is not further specified, compared to the UI, which metaphorically describes the target audience as people who are likely to get engaged in Rome, and even directly addresses by the use of *you*. Also, the target audience in UF is concisely described as couples who are in love, whereas the target audience in UG is demonstrated as *visitors of all ages* or even families with children, then the misleading headline with the adjective *Romantic* loses the emotive and persuasive value.

However, several language and persuasive language can be found, for instance, the keywords, exaggerated and superlative adjectives which are essential for attracting the readers’ attention and arousing interest. The keywords usually convey the magic atmosphere:

[7 UI] “...an incredibly special place...great view...one of the best places...enjoy your company...the magnificent Boboli Gardens...the best quality...incredible pieces...the perfect location...amazing views...enjoy the delicious wine...enjoy the feel of the city... a gorgeous sunset...”

[8 UF] “...kind of beauty best enjoyed...beautiful museum...enjoy an outdoor snack...the city’s most recognized landmark...a delightful way...the city’s most stunning views...”

[9 UG] “...discovery of small treasures...enjoying nature...feeling the remarkable energy...enjoying a wonderful spa experience...the timeless beauty...a wonderfully peaceful atmosphere...a veritable paradise...”

The significant features of the articles *UI* and *UF* are the abundant use of pronouns and the expressions of *love* which target the audience:

[10 UI] “...when you are with someone you care about...when you are with your significant one...enjoy your company with someone you love...you and your loved one...taking your date out...to impress your loved one...the person that you love...”

[11 UF] “...eternal love...love locks...walking hand-in-hand under one umbrella in the rain...simply wanting to gaze into each other’s eyes...a sublime romantic escapade...the kind of beauty best enjoyed with your love...”

[12 UG] “...a romantic weddings...you enjoy...”

In the article *UG*, looking for any pronouns or expressions connected with love is an issue, because the article lacks any aim to persuade the readers since it is a more informative article. However, the articles *UI* and *UF* are overwhelmed with the emotional appeals which play a significant role in the process of persuasion. Foreign words create the texts more attractive and some of them can be found in every article in *USA Today*, for instance:

[13 UI] “...prosecco or chianti...”

[14 UF] “...Magnifique!...Rendezvous with you love...route de scenteurs...”

[15 UG] “...mastiha, ouzo and tsipouro...athanatoi...”

In *15 UG*, the three-part list appears and creates the words more powerful and also more visible in the text. However, the writer does not explain their meanings. Thus, the words can be misunderstood by the readers. Other units of three similar words occur in the article:

[16 UF] “...offered Wednesday, Thursday and Friday...comfortably accommodated, pampered and renewed...access by train, shuttle and RER...”

[17 UG] “...ponies and donkeys, retro bicycles, and a small train...corporate events, wedding receptions and beach parties...”

Modality in the articles appears in the form of expressing the ability and doubts or presupposition of the writer:

[18 UI] “Florence can be an incredibly special place...you might not receive the same quality of care...you can also purchase...”

[19 UF] “...it might be a bit of a touristy indulgence...it might altogether be too easy to assume...”

[20 UG] “Imposing plants can perhaps explain...”

The example 18 UI expresses the dynamic ability of Florence that can be special under certain circumstances. Then the *might be* and *might not* demonstrate the epistemic modality of doubts or presuppositions of the writer. The doubts can also decrease the persuasive value because the potential tourists can see that the stuff is not guaranteed.

There are also several alliterations and personification (UF 21) to create the text lively:

[UF 21] “Paris lets you celebrate your love...”

[UI 22] “...before buying a bottle...sit on the steps and sip on some...spend spring or summer...”

[UG 23] “...old olive presses, placed...friends and family...”

Famous people that have been to the city are mentioned too. The references to the celebrities or history make the associations with the place easier. Further, the positive feelings and friendly atmosphere are evoked by the demonstration of friendly personnel:

[UI 24] “...this spot has been recently famous for being the location of the Kim Kardashian wedding...to see where Galileo made some of his first astronomical observations...a knowledgeable staff who are more than happy to explain...”

[UF 25] “...1889 Exposition Universelle to celebrate anniversary of the French Revolution...Edith Piaf, even Elton John, Bing Crosby and Frank Sinatra performed onstage here...”

[UF 26] “...the impressive temple of Poseidon...the rock was used as a fortress by the Turks in the 19th century...”

An essential feature in the writing of *USA Today* is the word-order of the sentences. The writers in the chosen articles tend to structure the sentences in the way of problem

solution method. Instead of imperative mood and giving commands, they firstly write the desired goal of the tourists or the purpose of their visit and then the writers provide the solution for achieving the goal. Thus, the writers do not command the potential tourists, but they just support the desired tours of the tourists and offer them the solution. For instance:

[UI 27] *“If you are planning on making the ultimate romantic gesture, then you will want to make sure to stop by the popular jewelry store in order to find the perfect ring for your loved one...If you are an active couple and want to get outdoors, a bike tour is one the best ways to make sure that you get the exercise you need...If you like to be able to stop and smell the roses, you’ll want to check out the Boboli Gardens...”*

[UF 28] *“If you want to bump that up a notch further, why not partake in a wine tasting class with your love partner?...Looking to get him or her in the mood? Take your love to Place du Tertres...”*

Or the writers just make the potential tourists think about the visits and make them proposals:

[UI 29] *“Also think about wine-tasting expedition or consider going on...Think about coming here...”*

The free and easy choice of words aims to inspire the tourists and suggests them other types of tours. However, any further information such as informatory prices or dates was not found in the articles. In article *UF*, there is even stated that if the tourists want to attend any recent event in Paris, they should *check the website*, which is unfortunately not provided in the article. Thus, the readers must look for more information on their own.

7.2 The New York Times

As far as the articles from *The New York Times* are concerned, all headlines state the same information:

[1 NI] *“36 Hours in Rome”*

[2 NF] *“36 Hours on the Left Bank, Paris”*

[3 NG] *“36 Hours in Athens”*

The headlines clearly reveal the topics of the articles. The articles are based on 36 hours spent in the capital cities and are written in the form of itineraries. The activities are planned in advance with the timing of each activity. Unlike *USA Today*, the articles in *The New York Times* tend to be more serious. Thus, the emotional appeals are omitted in the chosen texts. Instead of the emotional appeals, the texts are more focused on the

impersonal writing which is aimed at any type of target audience. However, there is a slight hint at the target audience in the article *NG*:

[4 *NG*] “...often power-shopped for Gucci and Fendi...if you have more to spend go to Zeus&Dione...750 euros...”

Thus, the potential tourists or even readers of *The New York Times Travel* can be considered to be more posh people who can afford such expensive products or trip to Europe. As can be seen in the example 4 *NG*, the use of pronouns sometimes appears, even though the article *NI* does not contain any pronouns and is more impersonal.

[5 *NI*] “...where visitors can sample...”

[6 *NF*] “...you’ll think you’re inside black-and-white...if you’re feeling dauntless...”

[7 *NG*] “...you will discover...you can sample delights...”

The articles *NF* and *NG* contain several pronouns which address the readers, however, there are not many of them. Despite the fact that there are not many pronouns, the imperative mood sometimes appears as well. The imperative mood is used for giving commands or just for giving directions to the readers:

[8 *NI*] “...head to MercatoMonti...”

[9 *NF*] “Start at the Pont de l’Alma...”

[10 *NG*] “Get a modern taste...”

The imperative mood expresses commands. Even though the attitude towards the readers is more impersonal because there are not any emotional appeals employed, the sentences look like bare suggestions. Several personifications can be found in the texts with the aim to create the text more engaging. The personifications appear in the first paragraph of the article:

[11 *NI*] “...Rome remains poised to prove that its beauty runs deep.”

[12 *NF*] “...the soul of the French capital.”

In the first paragraphs, there are references to famous people who can help with creating more persuasive and credible value of the text.

[13 *NI*] “Paolo Sorrentino’s mesmerizing film “La Grande Bellezza”(“The Great Beauty”) which won an Oscar...designed by the architect Zaha Hadid...for a glimpse of the popular Pope Francis...”

[14 *NF*] “...King Louis XIV’s court with candles...Simone de Beauvoir and Picasso once sipped...”

[15 *NG*] “...orators like Pericles, Themistocles and Demosthenes spoke.”

As can be seen in *15NG*, three-part lists heavily appear in every chosen text in *The New York Times*. The aim is to make the texts more powerful, the readers can then easily perceive the units of three because the units of three are more visible than, for instance, only one adjective in a long sentence.

[16 NI] “...carbonara, amatricana, gricia...a mother, two daughters and a friend...engines, boiler and steam turbines...colorful palettes, stately four-poster beds and common spaces...”

[17 NF] “...cultural, fashion and artistic riches...café terraces, limestone buildings, and nattily dressed locals...is quiet, chic and sophisticated...”

[18 NG] “...new restaurants, shops and a blossoming of local pride...milk of cows, goats and sheep...with salads, spinach pies and eggplant dip...”

The *16 NI* shows that many foreign words are used in the texts too. Some of the words are normally used in The English language, however, some of the words are still the typical names of the products and sometimes, the words can be misunderstood. For instance:

[19 NI] “...rösti...gelato...al taglio...pizzaiolo...”

[20 NF] “...l’heure bleue...prix fixe...vinaigrette...bourgeois...”

[21 NG] “...katiki...athanatoi...kallimarmaro...sarikopita...anthotiro...”

One significant feature in the texts is the use of alliterations which often occurs. Alliterations also occur in the names of the paragraphs which attract the readers’ attention:

[22 NI] “*Bathing Beauty...Centocelle Chow...Prime Panini...Sweet Stroll...provocative portraiture photography...*”

[23 NF] “*Appetite Awakener...To the Top...Lunch Worth Waiting for...Sunday Stroll...white wine with a splash...*”

But, the most significant parts of the most visible features are the compound adjectives. Compound adjectives have the ability to express a lot of features of the modified element in one word. *The New York Times* overuses the compound adjectives in every paragraph of the texts, for instance:

[24 NI] “...often-overlooked site...a terra-cotta-hued skeleton...a two-year-old space...guanciale-laced pasta dishes...bright-green Sicilian nuts....a much-needed expansion...eye-catching design”

[25 NF] “...the grand plane-tree-lined boulevards...three-hour small-group tours...the top-of-the-hour light show...78-euro prix fixe...first-come-first served...diesel-fume-choked highway...”

[25 NG] “...a broken-down capital...the five-year-old Acropolis...the 15th-century church...a restored neo-Classical house...Swiss-born architect...the five-year-old Acropolis Museum...cigarette-rolling hipsters...souvenir-shopping...”

The adjectives have the advantage of being compressed into one word. Thus, the compounds save place and carry the same meanings. Unlike *USA Today*, the articles in *The New York Times* contain information about the possibilities of accommodation, the prices in dollars and euros, and websites:

[26 NI] “Admission 6 euros or \$6.70 at €1.11 to the euro...a luxurious hotel with 24 rooms...a new hot spot for aperitivi in warmer months...”

[27 NF] “...a seasonal salad (13 euros)...the historic five-star hotel has 20 glamorous rooms...rates change from 295 to 1,050 euros...”

[28 NG] “There’s a 25 euro fee...but it drops to 18 euros in the fall...79 beautifully designed rooms...the hotel also has an excellent restaurant...”

As can be seen, the articles provide all important initial information which calls to action and the readers can only easily click on the links included in every article.

7.3 Comparison of the American Press

The overall layouts slightly differ in the chosen newspapers. *USA Today* reveals the topics of the articles in the headlines when the adjectives as *romantic* or the noun *love* are used. The choice of emotional words creates the interest of the readers, mainly the love couples and can attract the attention more easily than *The New York Times* that uses the technique of numbers in the headlines. Thus, the readers are not able to recognize the concrete topics of the articles. For instance, when the Americans want to visit any European city, they would probably want to stay there longer than 36 hours after the long way from the United States. The pictures in the articles of *USA Today* are too small, so it can be assumed that the *USA Today* relies on the text and the emotional appeals more. *The New York Times* lacks any emotional appeals and use of the pronouns, but on the contrary, every article has a big video of the city. A big map with captions of each activity is included in the article as well.

The structures of the articles in both newspapers consist of several paragraphs. For instance, the article *UG* has really long paragraphs without any pictures, thus, the reading gets boring after the first paragraph of the continuous text without any catchy features. The

paragraphs in *The New York Times* are long without any pictures too, but the playful sub-headlines with alliterations are included instead.

The persuasive techniques of *USA Today* are mostly the emotional appeals and adjectives which can be considered to belong to some group of *love* adjectives. Also, the use of pronouns *you* is enormous. The writers aim to create kind of virtual conversations with the readers. The writers also evoke the magic atmosphere and manipulate with the readers, so the readers feel comfortable because of the pleasant and warm words. Even any information about prices or websites is not included. Thus, the text aims to be more enjoyable rather than informative, and the readers can just enjoy the reading. Based on the 'love' manipulation, the imperative mood is not employed, so the writers just make suggestions with the phrases such as *think about* or *consider*. The reference to *Kim Kardashian's wedding* makes the text more like a gossip from tabloids, rather than the serious press. On the contrary, *The New York Times* targets the audience as *visitors* and seldom uses personal pronouns. Many compound adjectives appear in the text to describe the features of the service or product. The articles are in the form of itineraries, so the steps of the visits are fixed and described as for granted. Information about the prices and accommodation is included too. There are also many references to well-known people such as *King Louis XIV* or *Pope Francis* that establish more credibility and seriousness. The attitude of *The New York Times* seems to be targeted at the material needs of people (exquisite cuisine, shopping), whereas the *USA Today* tries to heighten desire by targeting at the social needs and the emotions of the readers (love, trips for two).

CONCLUSION

The thesis was dealing with the promotion of the European travel destinations in the British and American press. Six articles from the British press and six articles from the American press were analyzed. The analysis was done to find and analyze the similarities and differences of the interpretation of persuasive techniques and destination advertising used for attracting the potential tourists among the chosen British and American newspapers. The analysis generally proved that the language of the destination advertising tends to be exaggerating and enchanting in order to create a positive image of the destination and afterward to convince and change the attitude of the potential tourists. The analysis also supported the statement that language in tourism advertising is always adjusted to the needs, wants and desires of the target audience. The analysis also proved that the positive aspects of the attractions are usually highlighted, whereas the negative features are hidden or even concealed.

The analysis showed slightly different approaches towards the use of the persuasive techniques in the British and American media. More precisely, the particular techniques found in the chosen articles are equal, however, the emphasis upon the amount of the techniques differ. The most frequent persuasive techniques in the British and American newspapers are alliterations, three-part lists, compound adjectives, imperative mood, clickable links, foreign words and personal pronouns. According to the analysis, the aim of the British press to catch the attention of the readers is more creative than the American press. This is reached by the use of catchy and engaging headlines and pictures where the British press implicates the topics in the big headlines and high-quality photos which can be seen at the first sight. On the contrary, the American press lacks any further specification of the topic and also the pictures. Further, the tendency of the British press in providing information is straightforward. The British press adds prices, websites and sometimes even the phone numbers of each place and is basically superior in administration of the information. On the other hand, the American press does not demonstrate any willingness to provide further information, or if there is information, it is usually very concise and at the end of the article. Besides these aspects, the promotional content in the British press tends to be more detailed. The British press usually depicts the places more in detail and uses the imperative mood to give direct commands, compared to the American press that is focused on the effortless approach instead. The American press suggests the tours on the basis of the needs and wants of the potential tourists in the form

of a problem-solution technique. However, the American press is dominant in terms of personal pronouns which are used for addressing the potential tourists. While *USA Today* directly and confidently communicates to the potential tourists, *The New York Times* is more distant and does not target any specific group of people. On the other hand, the use of pronouns in the British articles is equal. The results of the analysis demonstrate that both media, British and American, adapt and emphasize the persuasive techniques on the basis of the desired goal and objective. Thus, if the topic is connected with cheap tours, the process of creating the people's interest is connected with the emphasis on the material needs and adjectives concerning money. On the other hand, if the topic deals with romantic tours, superlative adjectives are used in order to heighten desire and evoke the positive feelings based on social needs and concerning romance.

The analysis showed that the *The Guardian* and *The Telegraph* are the leaders in providing information about the accommodation or prices, and also in terms of visual aspects, such as photos. As far as the syntactic level is concerned, the British newspapers also dominate the use of imperative mood. On the contrary, *The New York Times* dominates the use of compound adjectives and the persuasive value of *USA Today* is based on the superlative adjectives and emotional appeals.

In conclusion, the British and American press often use the persuasive in order to persuade the potential tourists. However, as far as the function of advertising with the aim to motivate the potential tourists to action is concerned, the British media are more dominant concerning the amount of information provided to the readers.

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LIST OF ABBREVIATIONS

- GI *The Guardian*: 10 of the best ways to enjoy Rome ... on a budget
- GF *The Guardian*: 10 of the best ways to enjoy Paris ... on a budget
- GG *The Guardian*: Greek island holiday guide: the north-east Aegean
- NI *The New York Times*: 36 Hours in Rome
- NF *The New York Times*: 36 Hours on the Left Bank, Paris
- NG *The New York Times*: 36 Hours in Athens
- TI *The Telegraph*: Romantic Rome: what to do and where to stay
- TF *The Telegraph*: 33 reasons why you must keep visiting Paris
- TG *The Telegraph*: The top 10 cruise holidays in Greece
- UI *USA Today*: Fall in Love in the Beautiful City of Florence
- UF *USA Today*: Romantic Activities For When Love Becomes You In The City of Light
- UG *USA Today*: Best Romantic Things to Do When Visiting Athens

APPENDICES

P I Corpus of articles used in the analysis (enclosed CD).