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LINGUISTIC, STYLISTIC, AND PRAGMATIC FEATURES OF TOURISM TEXTS IN MODERN DISCOURSE

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Abstract

This article provides an in-depth analysis of tourism texts as a specific type of modern discourse. Tourism communication is examined from linguistic, stylistic, pragmatic, and intercultural perspectives. The study explores how language is strategically used to inform, persuade, and emotionally influence potential tourists. Special attention is paid to lexical choices, grammatical structures, discourse strategies, cultural references, and translation issues. The research highlights the role of tourism texts in shaping destination image and promoting intercultural communication. The findings are relevant for linguistics, tourism studies, marketing communication, and translation practice.

Keywords: tourism discourse, promotional texts, linguistic features, pragmatics, stylistics, intercultural communication.

ZAMONAVIY DISKURSDA TURIZM MATNLARINING LINGVISTIK, STILISTIK VA PRAGMATIK XUSUSIYATLARI

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Annotatsiya

Ushbu maqola turizm matnlarini zamonaviy diskursning maxsus turi sifatida chuqur tahlil qiladi. Turizm kommunikatsiyasi lingvistik, stilistik, pragmatik va madaniyatlararo nuqtai nazardan o'rganiladi. Tadqiqotda tilning potentsial sayohatchilarni xabardor qilish, ishontirish va hissiy ta'sir o'tkazish uchun strategik jihatdan qanday ishlatilishi o'rganiladi. Maxsus e'tibor leksik tanlovlar, grammatik tuzilmalar, diskurs strategiyalari, madaniy murojaatlar va tarjima masalalariga qaratiladi. Tadqiqot turizm matnlarining manzil imijini shakllantirish va madaniyatlararo kommunikatsiyani rivojlantirishdagi rolini yoritadi. Natijalar lingvistika, turizm tadqiqotlari, marketing kommunikatsiyasi va tarjima amaliyoti uchun muhimdir.

Kalit so'zlar: turizm diskursi, reklama matnlari, lingvistik xususiyatlar, pragmatika, stilistika, madaniyatlararo kommunikatsiya.

ЛИНГВИСТИЧЕСКИЕ, СТИЛИСТИЧЕСКИЕ И ПРАГМАТИЧЕСКИЕ ОСОБЕННОСТИ ТУРИСТИЧЕСКИХ ТЕКСТОВ В СОВРЕМЕННОМ ДИСКУРСЕ

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Аннотация

В данной статье представлен углубленный анализ туристических текстов как специфического вида современного дискурса. Туристическая коммуникация рассматривается с лингвистической, стилистической, прагматической и межкультурной точек зрения. Исследование показывает, как язык стратегически используется для информирования, убеждения и эмоционального воздействия на потенциальных туристов. Особое внимание уделяется лексическим выборкам, грамматическим структурам, дискурсивным стратегиям, культурным ссылкам и вопросам перевода. Исследование подчеркивает роль туристических текстов в формировании имиджа туристических направлений и продвижении межкультурной коммуникации. Результаты имеют значение

для лингвистики, туризмоведения, маркетинговых коммуникаций и практики перевода.

Ключевые слова: туристический дискурс, рекламные тексты, лингвистические особенности, прагматика, стилистика, межкультурная коммуникация.

In recent decades, tourism has emerged as one of the most influential global industries, significantly contributing to economic development, cultural exchange, and international cooperation. As tourism activities expand, the role of language in promoting destinations and services becomes increasingly important. Tourism texts function as the primary medium through which information about places, cultures, and experiences is transmitted to potential travelers. Unlike purely informational texts, tourism texts aim to create desire, anticipation, and emotional involvement. They do not simply describe reality but construct an attractive and often idealized image of destinations. Therefore, tourism texts should be viewed as a hybrid form of discourse that combines informational, persuasive, and aesthetic functions. The purpose of this article is to examine tourism texts in detail and identify their defining linguistic and pragmatic characteristics. Tourism texts include brochures, guidebooks, websites, advertisements, and travel blogs. These texts are designed not only to inform but also to persuade, attract, and emotionally engage the reader. Therefore, tourism discourse differs significantly from neutral informational discourse. The aim of this article is to analyze the main linguistic and pragmatic features of tourism texts and to identify their distinctive characteristics.

Tourism discourse has been studied within several theoretical frameworks, including discourse analysis, pragmatics, sociolinguistics, and marketing communication. Scholars such as G. Dann emphasize that tourism language is a form of “controlled and strategic discourse” designed to influence consumer behavior. From a pragmatic perspective, tourism texts are goal-oriented and audience-focused. Previous studies have mainly concentrated on advertising language, destination branding, and translation challenges. However, many works analyze only isolated linguistic elements, such as vocabulary or slogans, without considering tourism texts as a coherent discourse system. This study adopts an integrative approach, viewing tourism texts as complex communicative acts shaped by social, cultural, and economic factors.

The research is based on qualitative discourse analysis of authentic tourism materials collected from international tourism websites, travel brochures, guidebooks, hotel descriptions, and promotional videos. The following methods were employed:

- descriptive linguistic analysis to identify language patterns;
- stylistic analysis to examine expressive means;
- pragmatic analysis to uncover communicative intentions;
- intercultural analysis to evaluate cultural adaptation.

This multi-method approach allows for a comprehensive understanding of tourism texts. These approaches allowed for the identification of recurring linguistic patterns and communicative strategies typical of tourism discourse.

Tourism texts can be defined as purpose-driven communicative units designed to promote travel-related products, services, and destinations. They address a broad and heterogeneous audience, often crossing linguistic and cultural boundaries. As a result, tourism discourse must be accessible, appealing, and culturally sensitive.

One of the distinctive features of tourism texts is their positive orientation. Negative aspects of destinations are typically omitted or minimized, while attractive features are emphasized. This selective representation reflects the persuasive nature of tourism communication.

The lexical composition of tourism texts is characterized by a high frequency of:

Words such as magnificent, spectacular, charming, authentic, and exclusive are frequently used to enhance attractiveness; evaluative adjectives (beautiful, unique, Evaluative

adjectives are one of the most characteristic features of tourism texts.

English examples:

breathtaking landscapes

magnificent architecture

luxurious hotels

Uzbek equivalents:

hayratlanarli manzaralar

ulug‘vor me‘moriy obidalar

hashamatli mehmonxonalar

Tourism texts often appeal to the senses, using expressions related to sight, taste, sound, and touch (e.g., crystal-clear waters, aromatic cuisine, soothing atmosphere); emotionally charged vocabulary (unforgettable experience, ultimate relaxation)

Tourism texts often appeal to human senses.

English example:

Enjoy the aroma of freshly baked bread and the vibrant colors of local markets.

Uzbek example:

Mahalliy bozorlarning rang-barangligi va yangi yopilgan nonning hididan bahramand bo‘ling.

References to local traditions, cuisine, festivals, and historical landmarks strengthen authenticity and cultural appeal. culture-specific terms (local cuisine, traditions, heritage sites). These lexical choices contribute to the creation of an idealized image of the destination and stimulate the reader’s imagination.

From a grammatical perspective, tourism texts tend to employ:

Grammatically, tourism texts favor simplicity and clarity. The following features are particularly prominent:

frequent use of the present simple tense to create timelessness;

imperative sentences to encourage action (Visit, Experience, Discover);

Imperative forms encourage action and are widely used.

English examples:

Discover ancient cities.

Explore unforgettable destinations.

Uzbek equivalents:

Qadimiy shaharlarni kashf eting.

Unutilmas maskanlarni o‘rganing.

short and medium-length sentences to improve readability.

Passive constructions are less common, as active voice enhances dynamism and engagement. Such grammatical features enhance readability and strengthen the persuasive impact of the text.

Tourism texts frequently incorporate elements of literary style. Metaphors, epithets, and comparisons are widely used to create vivid and memorable descriptions. For instance, a city may be portrayed as “a living museum” or “a jewel of the East.” These stylistic devices increase the aesthetic value of the text and deepen emotional engagement.



Pragmatic Analysis of the Image (Registan Square, Samarkand)

1. Communicative Purpose:

This image serves as a visual tourism text with the pragmatic function of attracting and inviting potential tourists. By showing a famous historical landmark, it implicitly communicates cultural richness, heritage, and a unique travel experience. The intention is to persuade viewers that visiting this place will be rewarding, educational, and memorable.

2. Context and Target Audience: The picture addresses global tourists interested in history, culture, and architecture. The setting is open and welcoming, suggesting accessibility and safety, which are important pragmatic cues for encouraging travel decisions.

3. Implicature (Suggested Meanings): The majestic architecture implies the city's historical importance and grandeur. The presence of visitors in the image suggests that this is a popular, well-visited site, creating a social proof that it is worth visiting. Clear blue sky and sunlight contribute to positive emotions and the appeal of a pleasant travel destination.

4. Politeness and Positive Framing: Pragmatically, the image avoids any negative or controversial elements. It frames the location positively, enhancing the tourist's anticipation and trust. This politeness strategy is typical in tourism promotion, as it prioritizes positive impressions.

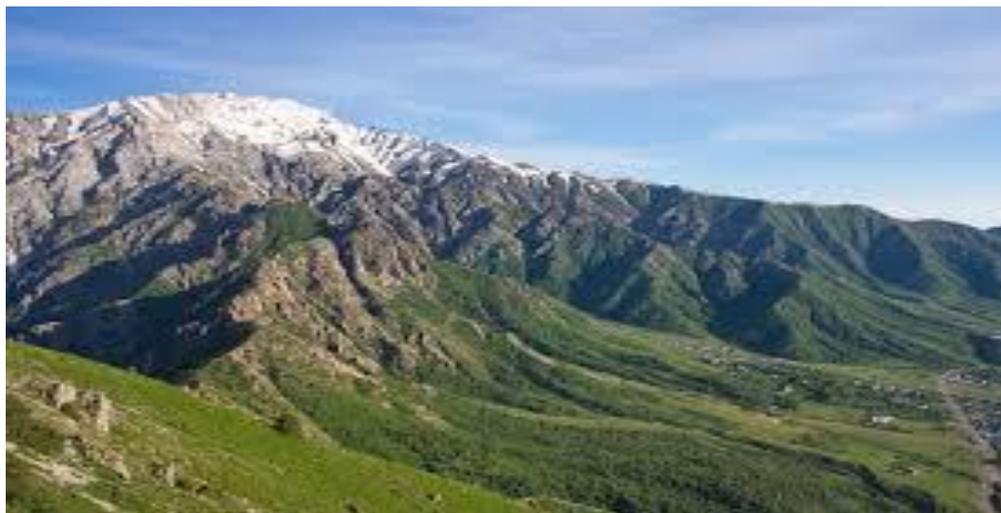
5. Cultural Reference and Identity: The architecture symbolizes Uzbekistan's unique cultural heritage. Displaying this site pragmatically invites viewers to explore and appreciate the local culture, traditions, and history.

6. Multimodality and Interaction: The image acts as a non-verbal speech act, complementing verbal tourism texts (brochures, websites). It pragmatically reinforces promotional messages by showing rather than telling, which enhances persuasive impact.

The pragmatic dimension of tourism texts lies in their ability to influence the reader's attitudes and behavior. Authors carefully consider the target audience's expectations, cultural background, and travel motivations. Politeness strategies, positive framing, and indirect persuasion are commonly employed to achieve communicative goals.

Tourism Texts as a Type of Discourse

Tourism texts represent a hybrid discourse, combining:
informational discourse,
advertising discourse,
cultural discourse.



Discourse Analysis of the Image (Mountain Landscape)

1. Discursive Context: The image belongs to the discourse of nature tourism and eco-tourism. It visually constructs a narrative of pristine natural beauty, tranquility, and outdoor adventure. This discourse promotes a connection between humans and nature, encouraging environmental awareness and sustainable tourism.

2. Representation and Meaning: The mountain with snow-capped peaks symbolizes purity, grandeur, and a challenge for adventurous travelers. The lush green valleys and forested slopes suggest vitality and calmness. The small village in the valley adds a human element, implying harmony between nature and local communities.

3. Ideological Messages: The image promotes the idea that nature is valuable and worth preserving. It reflects a growing global discourse about eco-conscious travel and sustainable development. The absence of urban structures emphasizes escape from city life, appealing to those seeking relaxation and rejuvenation.

4. Social and Cultural Implications: The landscape can be interpreted as part of national heritage, encouraging local pride and identity. For international audiences, it constructs an image of an untouched paradise, fostering cross-cultural appreciation and respect.

5. Intertextuality: This image, when used alongside tourism brochures, websites, or advertisements, interacts with verbal texts to build a persuasive discourse that motivates travel planning and nature exploration.

6. Power and Agency: By choosing to depict an unspoiled landscape, the discourse implicitly critiques urbanization and environmental degradation. It empowers the audience to make travel choices that support conservation and responsible tourism.

English example: Uzbekistan offers a unique blend of ancient history and modern hospitality.

Uzbek equivalent:

O‘zbekiston qadimiy tarix va zamonaviy mehmondo‘stlikning noyob uyg‘unligini taqdim etadi.

Bu misolda axborot (tarix, mehmondo‘stlik) va baholash (unique / noyob) uyg‘unlashgan. In this example, information (history, hospitality) and evaluation (unique) are combined.

Tourism texts are often translated into multiple languages, which makes intercultural adaptation a crucial aspect of tourism communication. Effective translation requires not only linguistic accuracy but also cultural sensitivity. Literal translation may fail to convey the intended emotional or persuasive effect, making localization and adaptation essential. Tourism texts frequently employ stylistic devices traditionally associated with literary language. Metaphors, personification, and hyperbole are used to intensify emotional impact. For example, destinations

may be described as “a paradise on earth” or “where history comes alive.” Such stylistic richness helps differentiate destinations in a competitive global tourism market. Since tourism operates across cultures, tourism texts must be adapted for different cultural audiences. Cultural references, humor, symbols, and values may not be universally understood. Therefore, intercultural competence is essential in tourism text production and translation. Translation of tourism texts goes beyond literal equivalence. Translators often act as cultural mediators, adapting content to meet the expectations of the target audience. Localization strategies include modifying cultural references, measurement units, and stylistic tone. Effective translation preserves not only meaning but also emotional and pragmatic effect. Tourism texts play a crucial role in shaping the image of destinations. Repeated linguistic patterns and themes contribute to brand identity. For example, destinations may consistently be associated with relaxation, adventure, history, or luxury.

This image-building function highlights the strategic importance of language in tourism marketing.

Failure to adapt texts culturally can result in misunderstanding or reduced persuasive impact.

In conclusion, tourism texts represent a distinctive type of discourse with specific linguistic, stylistic, and pragmatic characteristics. Their primary function is to inform and persuade simultaneously, shaping the reader’s perception of a destination or service. Understanding the features of tourism texts is essential for linguists, translators, and tourism professionals. The results of this study highlight the importance of strategic language use in tourism communication and provide a foundation for further research in this field.

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