

*them!* (TV, 11.11.2022); *this thing steals the youth of our hands — never use it!* (TV, 05.11.2022); *Nature! Is it possible to argue with her?* (TV, 07.11.2022).

The use of interrogative constructions in journalistic texts is the result of the influence of live colloquial speech on all discourses of the modern language. In colloquial speech, the question is necessary for direct communication. In the texts we analyze, he focuses the addressee's attention on a certain statement, activates the reader's thinking: *girls show how the same things look on thin and full — who is cooler?* (TV, 08.10.2022); *8 myths about manicure that everyone still believes in: do you know about them?* (TV, 11.11.2022); *ugg boots — in fashion or not? The main mistakes that prevent you from looking like a fashion blogger* (TV, 08.11.2022); *are you against feminism? See what your life will turn into without him* (TV, 07.11.2022).

The rhetorical question is widely used in the articles under study. Its goal is to draw attention to this or that phenomenon: *needless to say, the woman was considered too stupid to dispose of the money she earned, right? They were managed by their husband or father. Equal pay? Don't be ridiculous.* (TV, 07.11.2022); *Nature! Is it possible to argue with her?* (TV, 07.11.2022); *well, do you still want to play in a world without feminism?* (TV, 07.10.2022). In the examples given above, the author's text is a hidden form of dialogue: using such a question, the author enters into a conversation with a reader and attracts their attention to the topic.

The results of the analysis show that syntactic means of speech involvement in the online magazine "The Voice" are used quite often. The main part of the identified syntactic units consisted of interrogative, exclamation sentences and rhetorical questions. The pragmatic functions of these means include increasing the dialogicity of the text and creating the effect of live communication with a reader. Thus, in our opinion, the authors of the articles of the online magazine "The Voice" successfully use the means of speech involvement when writing publications, as evidenced by its large readership and popularity among Russian-speaking audience.

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## **LINGUISTIC AND CULTURAL FEATURES OF TOURISM ADVERTISING**

### **Лингвокультурные особенности туристической рекламы**

In the 20th century, having shown interest in the interaction of culture and language, scientists contributed to the formation of a new integrated scientific direction — linguoculturology.

Linguoculturology studies language as an exponent of the national mentality, it looks at the world through the prism of the national language.

The purpose of the thesis is to analyze linguocultural features of tourism advertising.

Advertising texts play an important role in the tourism industry. They inform about the existence of a particular product or service on the tourism market.

When creating an advertising text, marketers must know and understand the needs of consumers. Since advertising specialists rely on a certain segment of consumers, existing ethno-cultural stereotypes should be taken into consideration.

After analyzing a number of travel advertising texts, we can identify several features that Belarusian and American marketing specialists of travel companies use.

So, first of all, Belarusian tourists seek to minimize costs, so the advertiser can attract the attention of these consumers with the idea of so-called “hot tours”. The ad itself may use repetition: “*very cheap*”, which sounds like a promise to get a real bargain.

Also, sometimes Belarusian tourists strive for special offers, something prestige. In advertising, words such as ‘*luxurious, elegant, exquisite*’ are used. This allows to create an image, for example, of a hotel as a place of rest for the upper strata of the society, thereby catering to desire of tourists to classify themselves as representatives of the elite.

The motive to relax also plays an important role for Belarusian tourists. That’s why advertising specialists use certain descriptions, for example: “... *comfortable rest with the sea*”; “*Spicy Aroma of the East*”; “*The Magical World of Coral Atolls*”.

If we compare Belarusian and American tourism advertising texts, then here we can find some differences.

For example, Americans are stereotyped as people who like to “show off”. They prefer to visit places, which their acquaintances, friends or relatives have not travelled to. It helps to surprise those who hear about such a place, that is, to prove the uniqueness of those who tell about it. So, in American advertising texts we can observe such sentences as: “*The whole world is in my hands*”; “*Walk through mystical places*”, “*Sneak into unique places*”.

American tourists tend to explore the culture and customs of other countries. That’s why the following advert is likely to catch the attention of an American tourist: “*A tour not only of the famous objects of Minsk, but also of its secret corners: you will find out where in the city there are places for you and your friends, look into the quiet atmospheric courtyards and see the life of Minsk from the inside*”. This advertisement focuses on the mystery of the city highlighting it with the words “*secret corners, the life from the inside*”, which will certainly attract American tourists. It indicates a place where a tourist can come into contact with the culture of an unknown country and find something of his/her own (“*places for you and your friends*”).

In conclusion, it should be pointed out that ideas of cultural linguistics have a significant impact in the field of tourism. It’s absolutely necessary to consider cultural background and national mentality of the focus group of potential customers to improve effectiveness of promoting tourism products and services with the help of advertising texts.