

LANGUAGE OF ADVERTISING IN THE TOURISM INDUSTRY

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Purpose: The purpose of this interdisciplinary study, combining management and linguistics, is to investigate how linguistic features in advertising influence consumer behavior in the tourism industry. This research aims to verify which linguistics features are used in advertisements and which linguistic strategies are most effective in persuading customers to choose specific travel services.

Design/methodology/approach: The study adopts a qualitative content analysis methodology, examining promotional materials from leading travel agencies. The analysis focuses on linguistic elements at the lexical, syntactical, and rhetorical levels to determine how they contribute to the effectiveness of the advertisements.

Findings: The findings underline the importance of employing a rich array of linguistic strategies in tourism advertising to enhance attractiveness and persuasiveness, directly influencing consumer engagement and decision-making.

Research limitations/implications: The main limitation of this research is its focus on a select number of travel agencies, which may not represent the broader industry.

Practical implications: This research offers practical information for marketers in the tourism industry, highlighting the importance of strategic language use in advertising materials.

Social implications: The study contributes to our understanding of how language influences consumer decisions in the tourism sector.

Originality/value: This paper fills a gap in the literature by linking linguistic features with advertising effectiveness in the tourism industry.

Keywords: Tourism Advertising, Decision-making, Consumer Behavior, Advertising Language, Language of Advertising.

Category of the paper: Research Paper.

1. Introduction

Understanding and knowing other people's intentions are classified as a role of advertising (Ngulube, Kelechi, 2023, pp. 97-128). The function of advertising is not only to inform customers about products, but also to influence the way in which the advantages of the product

are remembered in the subconscious of customers (Mounir, 2023, pp. 29-40). Advertisements are abundant in a large amount of linguistic means. It is worth visualising them on the examples of tourist offers.

The language of advertising in the tourism industry is a specialised language. Specialized language is described as a set of linguistic tools tailored for use within specific fields of communication, adjusted to the needs of individuals operating within those areas (Hoffmann in Skubis, 2024). The advertising language is designed to attract and engage potential travelers. It incorporates descriptive and evocative vocabulary to highlight unique features, attractions, and experiences of destinations, aiming to create a vivid and appealing image in the minds of readers (Skubis, 2020). For this purpose, linguistic means are used at three linguistic levels: lexical, syntactical and rhetorical. Each of these levels serves different functions in advertising.

In the first of the aforementioned linguistic levels, adjectives that make the advertisement desirable and prestigious are distinguished, examples of such adjectives include good, better, the best, fresh, free, delicious. Adverbs, thanks to which extra information about the verb is added, influence the emotions of potential buyers, while colloquial words are intended to arouse interest in readers and also make products remain in the minds of clients for longer. Furthermore, the presence of lexical characteristics affects individuals' sense of hearing, smell and sight.

By using means at the syntactical level, advertisements create a sense of immediacy. Moreover, exclamatory sentences create the impression of a conversation between one person and another, and therefore encourage people to take a certain action. Another linguistic means that belong to the syntactical level are presuppositions. These means might be encountered in many types of communication and in many cases they assume something (Mahmood, 2021, pp. 9626-34).

Rhetorical choices are very important in creating advertising because they create an artistic language and thus make it easier to manipulate customers. The rhetorical level in advertising is a key element. Rhetorical means should be well selected to make the advertising effective (Lizhu, 2017, pp. 1234-1238). Thanks to the use of rhetorical means such as hyperbole, metaphors, repetitions and personifications, readers' thoughts are provoked so that, before purchasing the trip, people imagine themselves relaxing in foreign resorts, enjoying the beautiful views of the cleanest seas and basking in the sunshine.

Combining different linguistic means into a single advertisement highlights the features of each travel destination and influences the idealized experiences of tourists. Thanks to this approach, advertisements create narratives in such a way as to interest readers, convince them to make a reservation for a tour as soon as possible, and manipulate consumers' choices.

2. Literature review

Advertising consists of the freedom to buy and sell services, and thus the entrepreneur acts in a similar way (Wright, 2000, p. 3). Advertising covers a message to a potential client in a very persuasive way and as cheap as possible (The Institute of Practitioners..., 2000, p. 5).

Advertising as a communication process involves strategically conveying messages to a target audience with the goal of influencing their perceptions, attitudes, and behaviors. This process entails the use of various linguistic and visual elements to capture attention, evoke emotions, and create a compelling narrative around a product or service (Skubis, 2022).

The digital platforms offer new ways to influence consumer decisions and behaviours. Companies now focus on understanding consumer preferences and behaviours through digital analytics to tailor their marketing and advertising strategies effectively. This not only enhances customer satisfaction but also drives better decision-making within the company, aligning operational practices with consumer expectations to optimize the overall customer experience (Skubis, Akahome, 2022; Wołk et al., 2021). The metalanguage can also be used in advertisements. By using the metalanguage, advertisers can highlight key points, clarify their intentions, and build a stronger connection with their audience, making advertisements not only informative but also more engaging and effective (Skubis, 2016, 2020).

This chapter presents the linguistic measures on three levels: lexical, syntactic and rhetorical one.

2.1. Lexical level

According to Mahmood (2021) advertising language is abundant with many adjectives, verbs and compounds. Brahim (2022), Akinrinlola (2022), Christianto (2020) as well as Mahmood (2021) highlight figures of speech used in the language of advertising at the lexical level. According to them, at this level, we can distinguish:

- **Adjectives**

In advertising language, we can encounter a lot of adjectives. Most often they are: *good/better/best, fresh, free, delicious, sure, full, clean, wonderful, special, crisp, real, fine, great, safe, vital, terrific, rich*. Adjectives are a crucial element of advertisement because thanks to them the consumer becomes willing to buy a specific product. They make the advertisement more prestigious and desirable. The purpose of using adjectives in advertisements is to depict head nouns (Berger as cited in Christianto, 2020, pp. 20-21). Comparatives and superlatives are also present in the advertising language, they are used to show the benefits of the product (Mahmood, 2021, p. 9629). According to Brahim (2022, p. 550) they may evoke a hyperbolic character in the readers. Moreover, we distinguish descriptive and evaluative adjectives (Mahmood 2021, 9629). Epithet *is a descriptive word or phrase which emphasizes particular characteristic of described object or event and concretizes its idea, eventually expresses*

author's evaluative and emotional attitude¹. They can be *fresh, new, gentle, creamy, silky, delicious, beautiful, ideal, excellent, unforgettable, eternal* and also their forms that are gradable (Brahim, 2022, p. 550).

- **Adverbs**

Adverbs are *one of the four major word classes, along with nouns, verbs and adjectives. We use adverbs to add more information about a verb, an adjective, another adverb, a clause or a whole sentence and, less commonly, about a noun phrase*². Thanks to them, we can feel the aesthetic impression of advertising texts. Adverbs used in texts affect the emotions of prospective buyers. They are also applied to express the communicative power of advertising (Akinrinlola, 2022, p. 40).

- **Nouns**

Nouns are *one of the four major word classes, along with verbs, adjectives and adverbs. Nouns are the largest word class*³. Thanks to them, the messages in the advertisements can be conveyed. Nouns, in a similar way to adverbs, make us feel aesthetic impression in advertising texts. In the example: *Experience the magic starting today ...* the noun *magic* indicates the exceptional characteristics of the product. Thanks to the use of this word we have the impression that it is something amazing, something that is not repeated (Akinrinlola, 2022, pp. 40-41).

- **Verbs**

The most frequently used verbs in advertisements are: *make, get, give, have, see, buy, come, go, know, keep, look, need, love, use, feel, like, choose, take, taste* (Mahmood, 2021, p. 9629). The advertising becomes memorable in an easy way by using verbs (Leech as cited in Christianto, 2020, p. 20). In advertisements, the word *buy* is not often found because it does not have pleasant reception. This word is often replaced with other verbs (Christianto, 2020, p. 20).

- **Colloquial words**

Colloquial words are present in informal language. These are usually words that are not difficult, they are easy to memorize (Christianto, 2020, p. 18). The purpose of using colloquial words in advertising is to arouse interest in readers and make them remember about an advertisement for a long time. Consequently, in the advertising language the popular language and single-syllable words must be present. In this case, fewer letters should be used to be easier understood by the audience (Myers as cited in Christianto, 2020, p. 18). The examples of this can be: *You've gotta try it!* or *I love it!* The use of the word *gotta* is to make the recipients believe as if the given advertisement came from life they live in (Christianto, 2020, p. 18).

¹ A definition as cited in Brahim, 2022, p. 550.

² A definition from: https://dictionary.cambridge.org/pl/grammar/british-grammar/adverbs_2, 1.04.2023.

³ A definition from: https://dictionary.cambridge.org/pl/grammar/british-grammar/nouns_1, 1.04.2023.

- **Pun**

Pun is playing with words in a humorous way. Thanks to pun, the advertisement will be remembered by consumers and will impress them with humour and wit. For pun to be successful, it is a difficult task because it has to be connected with the features of the product or with the brand name. Good example of it can be the sentence: *Ask for more. More* in this example is a brand of cigarette (Mahmood, 2021, p. 9629).

- **Alliteration**

It is used for communicative effect. Alliteration in advertising is pleasant to hear thanks to the choice of words in a clever way. It is applied to draw attention to the meaning to be communicated in the advertisement. The examples of alliteration can be the sentence: *Vitamin E to leave skin soft and smooth* (Mahmood, 2021, p. 9629).

- **Compound words**

A compound word can be either a noun or an adjective, it is essential that it consists of at least two words. It is created by adding a description or function. Compound words can be *high-volume, full-color, multi-functional, non-stop, water-cooled*. As for numbers, they should be given first and be followed by hyphen, for instance *64-bit, 24-valve, 4-wheel* (Mahmood, 2021, p. 9629). When it comes to the spelling of compound words, some of them are visible as single words, others have a hyphen, we can also see some compounds as two words (Christianto, 2020, p. 21).

- **Pronouns**

Pronouns that are used in advertising are: I, you, we. The purpose of using pronouns in the advertising language is to convince the recipients and to create a favourable atmosphere for them to move, to take action to buy. An example of this might be the sentences: *what can we do for you? We're stronger than ever. We help our neighbours find the best ways to give to their favourite charities*. The product is situated as an information center, sellers want to create a convenient atmosphere by using pronouns so that recipients will trust them (Mahmood, 2021, p. 9630).

- **Affixation**

An affixation is the process by which new words are created, this happens as a result of adding a prefix or suffix to the word base. The application of affixation influences the creativity of advertising. The examples can be *cookability, anti-aging, jewel-like* (Cook as cited in Mahmood, 2021, p. 9630).

- **Shortening**

Shortening – a procedure of removing a piece of the original word. It includes clipping, acronyms as well as initialisms (Mahmood, 2021, p. 9630).

- Clipping – removal of at least one syllable from a word, resulting in a shortening of the word, for example *fan – fantastic, exam – examination, phone – telephone*.

- Acronym – *an abbreviation consisting of the first letters of each word in the name of something, pronounced as a word*⁴, for example *NATO, UNESCO*.
- Initialisms – *abbreviations with alphabetical reading*⁵, for instance *VIP, TV, PC*.

- **Verb phrase**

As far as verb phrases are concerned, we can highlight finite and non-finite verb phrase. The infinitive, the present participle and past participle are included in non-finite verbs (Brahim, 2022, p. 549). According to Leech (as cited in Brahim, 2022, p. 549) passive voice as well as auxiliary verbs are not common. There are two auxiliary verbs present in the advertising language, such as future *will*, its use is associated with a promise. The other one is *can*. There are two cases in which the auxiliary verb *can* is used. The first of them concerns an animate object, then it is preceded by a person. In this situation, the clients feel that they have been given the opportunity to do something. The second one is related to an inanimate object. In this point, it is most often the brand name. If an inanimate object is placed before the auxiliary verb *can*, then the prospect is informed about the possibilities of this product (Brahim, 2022, p. 549).

- **Numerals**

They are present in many advertisements. Numerals are used to determine the characteristics of the goods in an accurate way. Thanks to them, we can specify percentages or other aspects of products (Brahim, 2022, p. 550). The example can be the phrase: *97% of the ingredients are of natural origin*⁶.

- **Foreign words**

Foreign words are used to indicate which country a given product comes from, or to show the exclusiveness of a particular product that we can associate with a specified country. The example of it can be: *La crème de la crème of lipcolour*. The word *crème* is derived from the French language and it shows us the high class of French cosmetics. Moreover, the phrase *crème de la crème* coming from French according to Oxford Advanced Learner's Dictionary 2001 means *the best people or things of their kind* (Brahim, 2022, p. 550).

- **Blending**

Blending is similar process to shortening combined with fusing the elements of two different words⁷. The examples are *smog* (*smoke + fog*), *vegeburger* (*vegetarian + hamburger*), *motel* (*motorway + hotel*) (Brahim, 2022, p. 551).

⁴ A definition from <https://dictionary.cambridge.org/dictionary/english/acronym?q=acronyms>, 28.03.2023.

⁵ Kvetko as cited in Mahmood, 2021, p. 9630.

⁶ <https://bielenda.pl/en/catalog/bakuchiol-bioretinol/1197-bakuchiol-40>.

⁷ A definition as cited in Brahim, 2022, p. 551.

2.2. Syntactical level

The language of advertising is characterized by the simplicity of sentences that are not too long, which results in clarity and expressiveness. Advertisements use simple sentences instead of compound ones and coordinate structures rather than subordinate ones. The advertising text is created in the active voice and the present tense. In advertising, we are unlikely to find negative sentences. Imperative, interrogative and elliptical sentences are more preferred. The cause why the advertisement is written on the basis of these characteristics is that it should be attractive and it ought to convince the recipients to buy a product (Mahmood, 2021, p. 9630). According to Quirk et al. (as cited in Mahmood, 2021, p. 9630) there are four sentence types at the syntactic level, and they are: declaratives, interrogatives, imperatives and exclamatives.

- **Declaratives**

Declaratives are sentences in which the subject is situated before the verb (Quirk et al. as cited in Mahmood, 2021, p. 9630). They are among the most used sentences, followed by imperative clauses (Leech as cited in Brahim, 2022, p. 552). The example can be the sentence: *The entertainment for the whole family is guaranteed by animations for adults and children*⁸.

- **Interrogatives**

There are two types of such sentences. The first one is yes-no interrogatives, in this case, the operator precedes the subject. The next one is wh-interrogatives. In this situation wh-element is placed at the very beginning of the sentence and is included in the subject-operation inversion (Quirk et al. as cited in Mahmood, 2021, p. 9630). Interrogatives sentences are characterized by effectiveness because thanks to them, we can get a quick answer from the readers. For example: *Do you want the good news or the good news?* (Brahim, 2022, p. 552).

- **Imperatives**

These sentences are marked by the absence of a grammatical subject and the verb base form (Quirk et al. as cited in Mahmood, 2021, p. 9630). Example of imperatives can be the sentence: *Give me a glass of water.* Imperatives are used in advertisements because they give the impression of a conversions between two people and thus persuade us to buy (Brahim, 2022, p. 551)

- **Exclamatives**

There are sentences that start with *what* or *how*, then subject-verb order is placed. Statements, questions, directives and exclamations are connected with these sentences. Imperatives are used by copywriters of advertisements because it creates a belief that *one person is talking to another, because all ads are urging us to some action* (Mahmood, 2021, p. 9631). Leech as cited in (Mahmood, 2021, p. 9631) specifies groups that are in the imperative clauses. The first of them indicates items that are related to the possession a particular product, such as: *get, buy, ask, for, choose*, etc. The second group focuses on the

⁸ https://www.itaka.pl/en/bulgaria/golden-sands/hotel-astoria-mare,VARMARE.html?ofr_id=8cb27b88f658ca86ad0f2709bb49cbe2a767cddd7d0188b9d81277f8fdd62939&adults=2&childs=0¤cy=GBP

use of the product, like: *have, try, use, enjoy*, etc. The last one acts as a willingness to notify, there are: *look, see, watch, remember, make sure*, etc. Leech (as cited in Mahmood, 2021, p. 9631). The next type that we can differentiate is presupposition, which is common as far as communication is concerned (Leech as cited in Mahmood, 2021, p. 9631). *Presupposition is all about reading between lines; since this is, as it suggests, a hidden process, it is very interesting to advertisers, as we can be taking in all sorts of assumptions without consciously paying attention to them*⁹ (Goddard as cited in Mahmood, 2021, p. 9631).

2.3. Rhetorical level

Advertisers strive to make the advertisement attract attention. To achieve this goal, they try to make their language artistic and loaded. For this purpose they use various means at the rhetorical level (Mahmood, 2021, p. 9631). Various linguistic means on the rhetorical level can be enumerated:

- **Metaphor**

Metaphor is an expression, often found in literature, that describes a person or object by referring to something that is considered to have similar characteristics to that person or object¹⁰. The purpose of the metaphor is to make the recipient interested in the product. Metaphor contrasts the product with the quality that the advertiser wants it to be connected with. The example of metaphor can be seen in the sentence from the advertisement of Revlon face powder: *One touch. One light, effortless touch and she realized freedom was something you feel*. We can highlight verbal and visual metaphor. The second one concerns the relationship that is present between a given product and a visual element. It should be mentioned that this element has specific features that the advertiser wants to be associated with this service. The comparison that a metaphor makes is called an implied comparison, it contrasts two dissimilar parts.

- **Simile**

Simile is a comparison of two elements that do not have much in common. It deals with the comparison of two elements that differ from each other. It should be mentioned that they have at least one feature that is common for both elements. Words that are used to compare two elements in this case are: *like, than, as, as if, as...as, so...as*. The example of it can be: *Breakfast without orange juice is like a day without a sunshine*.

- **Personification**

Personification attributes human characteristics such as sensations, desires, physical gestures and expressions to animals as well as to inanimate objects. This figure of speech achieves its goal in advertising texts because inanimate products that are provided with human characteristics inspire trust in customers, and, consequently they are more likely to purchase the product. The sentence: *Unlike me, my Rolex never needs a rest* can be an example of it.

⁹ Goddard as cited in Mahmood, 2021, p. 9631.

¹⁰ A definition from <https://dictionary.cambridge.org/dictionary/english/metaphor>, 30.03.2023.

- **Repetition**

Repetition is the repeating of any element in an utterance, including sounds, a word or phrase, a pattern of accents, or an arrangement of lines (Grolier Academic Encyclopedia as cited in Mahmood, 2021, p. 9632). More often something is repeated, the easier it will be remembered. In advertising texts, the product's brand name and the phrases associated with them often tend to be repeated. Repetition in advertising is used to indicate the characteristics that distinguish a given product or service. Thanks to the use of repetition, the advertisement becomes convincing for us. For example: *Everything is extraordinary. Everything tempts.* We can distinguish the following types: parallelism, anaphora, epiphora as well as antimetabole.

- **Parallelism**

It makes the message more emotional and meaningful. Parallelism is sometimes associated with anaphora, which is present when the same words or groups of words are repeated in the first place of sentences. The example of parallelism can be the sentence from William Shakespeare's *Richard II: I'll give my jewels for a set of beads, My gorgeous palace for a hermitage, My gay apparel for an almsman's gown, My figured goblets for a dish of wood...*¹¹.

- **Epiphora**

It is the repetition of a word or words at the end of each sentence. The example of epiphora can be: *See new. Hear new. Feel new.*

- **Antimetabole**

In this form, words are repeated but in reverse grammatical order, e.g. *I know what I like, and I like what I know.*

- **Pun**

To make advertising language more attractive, advertisers often use it. The use of pun forces recipients to think about the meaning of the advertising slogan. If the use of wordplay is connected with two meanings of the word, then it is called polysemy, e.g. *To write with a broken pencil is pointless.* The last word can be interpreted as dull or meaningless. The second group indicates different meanings with the same sound, in this case, it is called homonymy. For example: *no* and *know* as well as *bow* (=bend at the waist) and *bow* (=weapon)¹² are homonyms.

- **Hyperbole**

Hyperbole is a way of describing something to give the impression that it is bigger, better etc than it really is; exaggeration¹³. To achieve a humorous effect in advertisements, exaggeration is used. It is also intended to indicate such product characteristics that distinguish

¹¹ Richard II: Act 3, Scene 3 by William Shakespeare.

¹² The examples from: <https://dictionary.cambridge.org/pl/dictionary/english/homonym>, 19.04.2023.

¹³ A definition from: <https://dictionary.cambridge.org/pl/dictionary/english-polish/hyperbole>, 31.03.2023.

it from others. The example of hyperbole can be seen in the Ad. Of cosmetic: *It's time to write history.* and the Samsung advertisement: *Samsung presents „World best”.*

- **Alliteration**

It is *defined* as the matching of words that have the same sound and is used to achieve communicative effect. Alliteration creates an aesthetic impression. Its task is to show us the meaning in the advertisement that the advertiser wanted to achieve. The example of alliteration can be the sentence: *The fair breeze blew, the white foam flew, the furrow followed free.*

- **Ellipsis**

Ellipsis is a process by which part of a sentence is omitted. It is applied to ensure informality, proximity and intimacy in advertising texts (Cook as cited in Mahmood, 2021, p. 9633). The example of it can be the sentence: *What percentage was left? 20 (= 20 percent)*¹⁴.

- **Rhetorical questions**

The use of rhetorical questions has a persuasive purpose. They are to stimulate thoughts and emotions in potential buyers. The example of it can be: *What's your desire?* This rhetorical question is used to get the recipients to think. It is used to provoke the thoughts of purchasers. It indicates that the advertised product will meet all the needs of clients (Akinrinlola, 2022, p. 46).

- **Rhyme**

*Rhyme is a word that has the same last sound as another word*¹⁵ It is not focused on spelling, but on the sounds. It is present in slogans, headlines as well as in jingles, e.g. *“Eukanuba gives their teeth the strength they need”.* Vasiloaia¹⁶ distinguishes mnemonic devices and assigns rhyme, rhythm, alliteration as well as assonance to this group. Thanks to using these devices, it helps the recipients of the advertising text to remember it and to recall it after some time.

- **Rhythm**

Copywriters want advertising to be easy for the audience to remember. To achieve this, they use prosodic features, which include: intonation, rhythm and lexical stress. They are applied for their emotional and mnemonic effect. Listeners can often encounter a rhythmical arrangement in advertising texts, thanks to which it is easily remembered by them and they receive it automatically without thinking about it. Metre is present as far as the regularity of the rhythm is concerned (Vasiloaia¹⁷). *Metre is the regular arrangement of syllables in poetry according to the number and type of beats in a line*¹⁸.

¹⁴ An example from: <https://dictionary.cambridge.org/pl/dictionary/english/ellipsis>, 19.04.2023.

¹⁵ A definition from: <https://dictionary.cambridge.org/dictionary/english/rhyme>, 22.03.2023.

¹⁶ Online article from: [https://www.ugb.ro/etc/etc2009no1/s0804%20\(2\).pdf](https://www.ugb.ro/etc/etc2009no1/s0804%20(2).pdf), 22.03.2023.

¹⁷ Online article from: [https://www.ugb.ro/etc/etc2009no1/s0804%20\(2\).pdf](https://www.ugb.ro/etc/etc2009no1/s0804%20(2).pdf), 22.03.2023.

¹⁸ A definition from: <https://dictionary.cambridge.org/dictionary/english/metre>, 30.03.2023.

- **Assonance**

Assonance is the similarity in sound between two syllables that are close together, created by the same vowels but different consonants (e.g. "back" and "hat"), or by the same consonants and different vowels (e.g. "hit" and "hat")¹⁹.

3. Analysis of tourism advertisements

3.1. Methodology

This chapter will be focused on selected tourism brochures, it will be devoted to examine which linguistic means are used in them. It will be seen in Itaka, TUI as well as easyJet holidays travel agencies. It will be identified in the examples of the offers that advertise holidays in such places like the Greek island of Corfu, Caribbean, Maldives, Cyprus, Italy, and Tenerife in Spain.

The article's aim is to investigate the linguistic features employed in travel advertisements by Itaka, TUI, and easyJet holidays. The methodology involves a detailed examination of the lexical, syntactical, and rhetorical levels of language used in selected advertisements from these travel agencies. The article aims to draw conclusions on which travel agency uses the most varied and effective linguistic means to attract and persuade potential customers.

At the end of this chapter a comparison between studied brochures will be presented.

3.2. Linguistic features in selected advertisements in Itaka travel agency

In this section, selected examples from Itaka travel agency will be analysed. It will be examined which linguistic means and at which lexical, syntactical or rhetorical level this travel agency uses most often. It will be presented on the examples of a hotel on the Greek island of Corfu as well as in the Caribbean.

Example 1 – Corfu

The analysed offer concerns a hotel located on the Greek island of Corfu called Hotel Pantokrator:

*Boutique-hotel, very sophisticated in style. Minimalistic interiors and individually designed rooms are a real treat for the eyes. Beautiful view of the Ionian Sea and the beauty of the surrounding area additionally highlight the qualities of the hotel. Guests will also appreciate the high standard, professional service and good cooking. Excellent spot, definitely above its official category!*²⁰

¹⁹ A definition from: <https://dictionary.cambridge.org/dictionary/english/assonance>, 29.03.2023.

²⁰ https://www.itaka.pl/en/greece/corfu/hotel-pantokrator,CFUPANT.html?ofr_id=4d2c84a5a05c83c606d703bc73e6e887d2ecbef06b1f5b2f61fb7322840e4f70

At the very beginning of this brochure, we can see a compound *boutique-hotel* which consists of two words connected by a hyphen. It is used to indicate a type of hotel. Immediately after the compound, there is the adverb *very* that describes the adjective *sophisticated*. The adverb is used to introduce additional information about the following adjective. Adding this adverb gives the recipients an aesthetic impression of the text, evokes emotions, and strengthens the meaning of the adjective. The adjective *sophisticated* means the same as *beautiful* but has a stronger connotation. Consequently, the use of this adjective prompts buyers to purchase a trip and enjoy its benefits. Thanks to it, the brochure becomes more desirable.

The author points to *minimalistic interiors*, which contains an adjective that potential buyers will associate with the absence of exaggerated decorations that are not fashionable nowadays. People prefer more soft and simple things, so this offer can attract them the most. By using the phrase *individually designed rooms*, potential buyers can feel special that these rooms are made specifically for them. At this point, we encounter an adverb and an adjective again. *A real treat for the eyes* is an idiom; it can be classified as colloquialism, which is pleasant to hear, attracts the attention of purchasers, makes the advertisement easier to remember, and fuels our curiosity. This idiom indicates a relaxed relationship between the reader and the writer.

Subsequently, the author depicts the *beautiful view of the Ionian Sea*, a catchy phrase because who would not want to wake up with a wonderful view of the clean sea? Everyone wants this when going on vacation. In this way, the adjective *beautiful* describing a noun is used. Not only the desired sea will be an attraction, but also the wonderful surroundings around the hotel, which attract tourists to stay and buy the trip immediately. *The beauty of the surrounding area* is a personification; human characteristics are attributed to an inanimate area. It makes us identify with this place, we imagine that we are there, and it stimulates our imagination. This offer is abundant with many adjectives to beautify it and make it more prestigious. The adverb *additionally* indicates extra benefits that tourists will receive after the purchase. By using the verb *highlight* associated with the quality of the hotel and the phrase consisting of the adjective *high* and the noun *standard*, the recipients will feel that this hotel has the best of everything.

Later, there is the auxiliary verb *will*, which is associated with a promise, ensuring guests that the high standard, professional service, and good cooking await them in this hotel. A good way in an advertising brochure is to mention good cooking because tourists going on holiday want to eat delicious food and take a break from cooking. It is worth mentioning that the adjective *good* is very often used in advertisements, so we can guess that using it affects the purchase of the product. At this point, we encounter three strong adjectives.

The travel agency emphasizes the great location of the hotel once again. By repeating it a second time, it is easier to remember, and the prospective buyers will start to believe that the location is really prominent. The adverb *definitely* indicates that the hotel is above its category without any doubt. At the end, an imperative is used, which gives the impression of a conversation between two people; thanks to it, prospects will be persuaded to buy a trip.

The exclamation emphasizes the importance of this spot, indicating that it is particularly important.

To sum up, this offer contains 1 compound word, 4 adverbs, 9 adjectives, 1 idiom, 1 personification, 1 auxiliary verb as well as 1 imperative sentence.

Example 2 – Caribbean

The next travel brochure covers an exotic island Curaçao in the Caribbean:

Diving for breakfast? No, more than that! It's the most popular sport on Curaçao, there are over 100 great diving sites, more than half of them in the coastal zone, so you can dive straight from the shore. The experience is unusual: beautiful coral gardens, which are home to more than 50 species of coral, several hundred species of colorful tropical fish, crustaceans, turtles and a delightful blue crystal sea²¹.

This offer starts with a rhetorical question which has a persuasive purpose. Its task is to stimulate thoughts and emotions. From the very beginning, the author of the brochure wants to interest the reader. Thanks to this phrase, the buyers will want to read the entire offer and, consequently, consider buying the trip. In the next part, the author answers in the negative in order to surprise the tourists and indicate that there are more attractions waiting for them. Then, the adjective *more* in comparative form is used to depict many benefits of the trip. At the end of this sentence, there is an exclamation mark which points out exclamation, urging us to take action. Moreover, the word *that* affects the readability of the advertisement.

Then the superlative form *the most* preceding the adjective *popular* is used together with the noun *sport*. The superlative shows that diving is the most successful on Curaçao. In the next step, the numerals are indicated, and the author points to *over 100* driving sites, preceded by the adjective *great*. The last-mentioned adjective makes the advertisement more impressive. Later, the adverb in the comparative *more* is used to indicate that as many as half of the driving sites are situated in the coastal zone. Buyers may be attracted by the fact that so many of these sites are there. In order to create a favourable atmosphere for tourists to convince them to buy a trip, the pronoun *you* is used. By using the pronoun, recipients feel a direct connection and will trust the sellers. Then, the auxiliary verb *can* is used; it is preceded by the pronoun *you*. In this situation, the buyers feel that they have the opportunity to do something; they are driven to action. For lovers of driving, it will be a great chance to dive straight from the shore because who would not want to dive and admire the coastal zone at the same time?

The author of this brochure uses the favourable adjective *unusual* to describe the noun *experience*, and then enumerates what makes the experience unique. The adjective *beautiful* encourages us to take advantage of the offer. The beautiful coral gardens are home and shelter for many species of fish, as well as turtles. The addition of the noun *crustaceans* is not accidental. Those animals are not seen as often as fish and not in all regions of the world,

²¹ <https://www.itaka.pl/en/destinations/curacao.html>

therefore it can encourage recipients to purchase a trip just to see those animals for themselves. It can be an encouragement for a holiday with children because kids dream about seeing fish, especially if there are many kinds of different fishes combined with a clear sea at one time.

Using *50 species* indicates numerals again. It is applied to determine the number of animals accurately. Before the numeral, there is the adjective *more* in comparative form again. *Several hundred species* indicates that tourists will definitely not be bored and the memories of the trip will stay with them for a long time. *Several hundred* indicates numerals. Using the adjectives *colourful* and *tropical* makes the offer more interesting. The author uses hyperbole *a delightful blue crystal sea* to describe the sea; there are as many as three adjectives that describe the sea. By using these adjectives such as *delightful*, *blue*, and *crystal*, the purchasers will want to go on holiday as soon as possible and take a bath in the sea full of advantages.

The analysed offer involves 1 rhetorical question, 3 comparative forms, 1 exclamation mark, 9 adjectives, 1 superlative form, 3 numerals, 1 pronoun, 1 auxiliary verb, and 1 hyperbole.

3.2 Linguistic features in selected advertisements in TUI travel agency

In this subchapter, it will be identified which linguistic means are applied by TUI travel agency, it will be examined on the example of the hotel in Maldives and in the case of a swimming pool in the hotel in Cyprus.

Example 1 – Maldives

It is the offer from TUI travel agency presents the description of Riu Atoll hotel in Maldives:

The Riu Atoll pulls out all the stops to offer hassle-free, tropical island getaways. A spa, a big pool and direct access onto feather-soft sand are some of the features you can look forward to. So are the three restaurants and three bars – one of which will be a swim-up number in the pool. Added to this is a packed entertainment programme and lots to take care of younger guests, including a hotel-run kids' club²².

The offer begins with mentioning the name of the hotel. Starting the offer in this way makes it easier for customers to remember the name of this place. *Pull out all the stops* is an idiom; it is classified as colloquial words. Thanks to them, it is easy to remember this advertising by readers and arouse interest in them. Customers are supposed to believe that the hotel will do everything to meet their expectations. There is a compound word consisting of two words connected by a hyphen: *hassle-free*. It is an adjective that indicates that tourists will not have any obstacles regarding island getaways because the hotel can do everything for them. Using the adjective *tropical* will make readers think about an exotic vacation, and this trip will become desirable for them.

²² tui.co.uk

Then, the facilities loved by everyone who wants to go on holiday are mentioned: a spa and a pool described with the adjective *big*, which indicates their size. Further, the author of the tourism leaflet uses the noun *access* preceded by the adjective *direct*, which indicates that tourists will be very close to the beach and will have no problem getting there. In the phrase *feather-soft sand*, a metaphor is used; sand is compared to a feather, which is very tender. The described sand is so soft that tourists will walk on it with pleasure. In this case, a compound word consisting of two words is applied. The offer also mentions other features; soft sand is not the only attraction. The author does not reveal further facilities in order to interest readers and let them discover what awaits them in this hotel. By using the pronoun *you*, the sellers want to create a friendly and trustworthy atmosphere.

Then, the auxiliary verb *can*, which is preceded by a pronoun, is applied. It is used to make customers feel able to do something. The next sentence begins with the inversion *so*. It is a deliberate operation to attract potential buyers and make them interested in a new journey. The numerals *three*, used twice, are used to enumerate the number of restaurants and bars. Later, the numeral *one* is also used. The tourists will have a lot of choices when it comes to eating and drinking; it means that everyone will find something for themselves. The encouraging fact may be that one of the bars will be in the swimming pool. It will be an ideal opportunity for people who want to eat something delicious or drink something refreshing without leaving the pool. The compound word *swim-up* is applied. The auxiliary verb *will* presents a promise.

The usage of the word *pool* instead of *swimming pool* is a clipping, which is included in the shortening. It makes the advertisement more readable. The adjective *packed*, which describes the noun *entertainment*, indicates the additional convenience of the offer, especially for the families planning their holidays with children. The phrasal verb *take care of* points out the colloquialism in the language of advertising. Then, the seller uses the adjective in the comparative: *younger*, which precedes the noun *guests*. Calling children *younger guests* shows respect for the little ones, which may be positively judged by their parents when deciding to buy a trip.

There is a compound *hotel-run* at the end of the offer. Thanks to the *hotel for kids*, which is mentioned in the last sentence of the brochure, parents will be able to relax while their children will have an opportunity to spend time with their peers.

To summarize, the advertisement concerning Maldives contains 2 colloquialisms, 4 compound words, 4 adjectives, 1 metaphor, 1 pronoun, 2 auxiliary verbs, 3 numerals, 1 shortening, and 1 comparative form.

Example 2 – Cyprus

The offer presents the description of the pool in the TUI BLUE Pioneer Beach Hotel in Paphos, Paphos Are, Cyprus:

*You approach the curvy outdoor swimming pool through palm-lined paths. When you get there, you'll find a whirlpool and plenty of sunloungers. In addition to the outdoor pool, there's an indoor one, which comes with a whirlpool bath. This one's heated November to April, so it offers a warm welcome in winter*²³.

The advertisement begins with the pronoun *you*. It affects a direct reference to the customers. It is used to convince customers to buy a trip and also to create a pleasant atmosphere, making the travel brochure credible. The paths that lead to the destination, in this case, to the swimming pool are presented as compound words: *palm-lined*, consisting of two words, connected by a hyphen. It results in the enrichment of the advertisement. It is a good idea to locate the swimming pool near the palm trees because palms are associated with the beach as well as the sea. The noun *swimming pool* is preceded by the adjective *curvy*. The choice of this adjective accurately describes the shape of the pool and captures the imagination of the readers.

In the next sentence, the author of the brochure uses the first conditional, which tells us that if the condition is met, which means that when customers get there, the result will be that they will find a lot of amenities. In this situation, the pronoun *you* is applied again to create a favourable atmosphere. Before the noun *sunloungers* is the adverb *plenty*, which is used to indicate the quantity and signal that there are so many sunloungers that there will be enough for every guest. The next sentence begins with an adverb *in addition*. Using it expresses the communicative power of advertising because we are given additional information that the outdoor swimming pool is not the only attraction.

The sellers give us variety; they mention an indoor as well as an outdoor swimming pool, which means that everyone will find something for themselves. Moreover, the next advantage described in this offer is a *whirlpool bath*. The use of the adjective *heated* indicates that the pool is warm from November to April, which means that tourists can visit this place not only in summer but also in winter. *A warm welcome in winter* is an example of alliteration; the repeated letters at the beginning of the given words are used for the communicative effect. Thanks to the choice of words in a clever way, advertising becomes pleasant to hear. Moreover, it is used to draw readers' attention to the meaning and make the advertisement memorable.

Finally, this offer does not include a lot of linguistic means, thus it involves 2 pronouns, 2 adjectives, 1 compound word, 2 adverbs as well as 1 alliteration.

3.4. Linguistic features in selected advertisements in easyJet holidays travel agency

At this point, selected tourist offers from easyJet holidays will be analysed. The linguistic means used in the description of the hotel in Italy as well as types of restaurants in Tenerife in Spain will be examined.

²³ <https://www.tui.co.uk/destinations/europe/cyprus/paphos-region/paphos/hotels/tui-blue-pioneer-beach.html>

Example 1 – Italy

The offer presented below contains a description of Rome Garden Hotel in Italy:

Culture at your fingertips in Rome. Rome Garden Hotel is all about a relaxed atmosphere blended with the highest of high art in Rome. The building is an aristocratic 19th-century villa, whose rooms stun and charm. From the hotel, stroll to sights such as the Spanish Steps, Trevi Fountain and Piazza Navona. The glorious Villa Borghese is also close enough to walk to. Back at the hotel, you can wander in the private garden on the hotel grounds. Best of all, your room is a little slice of heaven in Rome – perfect for families, couples and art lovers²⁴.

The offer begins with an idiom *at your fingertips* meaning that the culture of Rome will be widely available for tourists and they will be able to easily reach it. The use of an idiom in advertising indicates features of spoken language that are more readable for clients. The repetition of the hotel's name is used to make it easier for readers to remember. In the next sentence, there is the adjective *relaxed* describing the noun *atmosphere*. The use of this adjective indicates that the offer becomes more preferable. A *relaxed atmosphere* is combined with the adjective in superlative form: *the highest*. Thanks to the use of the highest degree, the offer shows the advantages of the advertised trip. By using the adjective *high* to describe art, the author points to the most important artworks in Rome. This adjective is associated with something best, prestigious, thanks to which tourists will want to see these famous arts very soon.

Moreover, a *relaxed atmosphere* will be an ideal encouragement for people who want to go on holiday and just rest. This hotel is not an ordinary building like all hotels; the adjective *aristocratic* that describes the noun *villa* indicates that it is a monument. People who are interested in history will dream of spending at least one day in this building. It is also interesting to use the noun *villa* instead of the noun *hotel*. The noun *villa* is preceded by the adjective *19th-century*, which indicates the use of numerals to determine the age of the building in an accurate way. Personification is used in the next part. The rooms of this villa *stun* and *charm* the tourists. The rooms of this villa, which delight people, have been brought to life. The verb *stroll* is used in the infinitive to make the advertisement easier to read.

After using the phrase *such as*, there are listed the attractions that can be visited on foot from this hotel. It is also an incentive for potential buyers because the building is located in a convenient location. The adverb *also* indicates that it is not the end of the attractions located close to the hotel. The adjective *glorious* precedes the noun *Villa Borghese*. The use of this adjective is an important element because it will make customers more likely to buy the journey.

In the advertisement there is an adverb *enough* preceded by the adjective *close*. This is used to emphasize that Villa Borghese is located near the hotel. In the next sentence, there is the auxiliary verb *can* which is preceded by the pronoun *you*. The use of the auxiliary verb *can* in this order indicates that customers can feel that they have the occasion to do something.

²⁴ <https://www.easyjet.com/en>

In addition, the use of the pronoun *you* persuades the recipients to buy the trip by creating a friendly atmosphere, thus making the advertisement more credible.

The noun *garden* is preceded by the adjective *private*. The mentioning of it in this offer indicates that customers can feel safe because, in order to go outside and take a walk, they do not have to leave the hotel premises. The next sentence begins with the phrase *best of all*, which is used to introduce a key element of the tour. This important element is the hotel room. The noun *room* is preceded by the possessive determiner *your*. It introduces a relaxed, favourable atmosphere for the recipients. *A little slice of heaven* is an idiom that can be classified as a colloquialism; it means that some places are considered something perfect.

Later, the adjective *perfect* is used, it is applied to show that this hotel will be perfect for everyone, both for families with children, couples as well as art lovers. This advertisement includes 2 colloquialisms, 8 adjectives, 1 superlative form, 1 personification, 2 adverbs, 1 pronouns, and 1 auxiliary verb.

Example 2 – Spain

The following tourist offer comes from the website of easyJet holidays travel agency and presents the restaurants in the Landmar Costa Los Gigantes in Tenerife, Spain:

(...) Feeling peckish? The main restaurant serves a buffet of international food for breakfast and dinner, and often hosts theme nights so you can try dishes from around the world. Then there's an à la carte restaurant that offers a different menu every night – expect everything from Italian to barbecued food. During the day, you can pick up light bites from the Nautilus Snack Bar, or the food truck. And for drinks, you've got a poolside bar and a trendy lobby bar²⁵.

The offer begins with the rhetorical question: *feeling peckish?* It has a persuasive aim; it stimulates emotions in potential purchasers. The noun *restaurant* is preceded by the adjective *main*. Then, the adjective *international* determines the noun *food*. Thanks to this, the tourists will be more willing to buy a trip because they will have the opportunity to try dishes from around the world. This sentence also consists of the adverb *often*, which adds additional information and makes us feel an aesthetic impression. The theme nights mentioned in the offer result in a variety of the brochure and thus encourage customers to buy this trip. The pronoun *you* is used to create a friendly atmosphere. It is followed by the auxiliary verb *can*, which gives clients a chance to take action. In the next sentence, foreign words are applied; the use of the French name *à la carte* indicates exclusivity desired by potential buyers.

The adjective *different* that comes before the noun *menu* indicates that varied dishes will await tourists every night. The noun *night* is preceded by the adjective *every*. After using the dash, there is a verb *expect* in the infinitive, which indicates a direct address to the readers. There are two adjectives before the noun *food*: *Italian* and *barbecued*. It means that the offer will be abundant with a very large selection of food, and thus everyone will find something they like.

²⁵ <https://www.easyjet.com/en>

Then, the auxiliary verb *can* is preceded by the pronoun *you* again. The phrase *pick up light bites* is a metaphor. It affects easier memorization of this offer by the readers. Moreover, the offer includes *food trucks*, which are loved by tourists. In this sentence, the author also gives the proper name of the snack bar.

The last sentence starts with the word *and*. This is used deliberately to draw the readers' attention. It can be classified as a grammatical blooper because it is uncommon to start a sentence with the word *and*. Once again, the author uses the pronoun *you*.

In this offer we can encounter 1 rhetorical question, 7 adjectives, 2 adverbs, 3 pronouns, 2 auxiliary verbs, 1 foreign word as well as 1 metaphor.

4. Conclusions

Taking into consideration the selected advertisements, travel agencies in their offers use many linguistic means in order to diversify the descriptions of the offers and draw customers' attention. A summary can be found in the following table. The mark „+” means that features at a given level are present and the symbol „-” indicate that they are not applied.

Table 1.

Linguistic features in advertisements on the lexical, syntactical, and rhetorical level

	Examples	Lexical level	Syntactical level	Rhetorical level
Itaka	Corfu	+	+	+
Itaka	Caribbean	+	+	+
TUI	Maldives	+	-	+
TUI	Cyprus	+	-	-
easyJet holidays	Italy	+	-	+
easyJet holidays	Spain	+	-	+

The aim of the work was to examine selected offers from travel agencies in terms of the language means used in them. The analysis was made based on offers from Itaka, TUI, and easyJet holidays travel agencies. The analysed advertisements from individual agencies differed from each other, they were written in different styles, and they used various linguistic features. Thanks to the offers, each of the agencies listed earlier tries to attract the attention of the readers and encourage them to buy a trip.

The analysis of tourism advertisements from Itaka, TUI, and easyJet holidays reveals significant insights into the linguistic strategies employed by these travel agencies to attract potential customers. The study focused on the lexical, syntactical, and rhetorical levels of language used in selected advertisements.

The most frequently used linguistic features across all advertisements were adjectives, adverbs, and pronouns. These elements are essential in creating vivid, appealing,

and personalized descriptions that engage readers and persuade them to consider the travel offers.

Itaka's advertisements are the most diverse and convincing in terms of language usage. The agency employs a wide range of linguistic means at all three levels: lexical, syntactical, and rhetorical. This comprehensive use of language makes their offers more attractive and memorable, effectively encouraging potential customers to book trips. The richness and variety in their language use set them apart from the other agencies analyzed.

In contrast, TUI's advertisements primarily utilize linguistic means at the lexical level, with limited use of syntactical and rhetorical features. While the advertisements are effective in their straightforward approach, they lack the depth and variety seen in Itaka's offers. This limited diversity may reduce the overall impact and appeal of the advertisements, potentially affecting customer engagement and interest.

EasyJet holidays use the least variety of linguistic means among the three agencies. Their advertisements include features at the lexical and rhetorical levels but lack syntactical elements. This narrower range of language use makes their advertisements less compelling compared to those of Itaka. The absence of syntactical diversity in their language strategies could diminish the persuasive power of their advertisements.

The comparison of linguistic features across the travel agencies highlights the strengths and weaknesses of each approach. Itaka's advertisements, with their rich and varied language use, stand out as the most effective in attracting and persuading potential customers. TUI and easyJet holidays, while effective to an extent, could benefit from incorporating a wider range of linguistic techniques to strengthen their advertisements and attract more customers.

In conclusion, the study underscores the importance of diverse and strategic language use in creating compelling travel advertisements. Itaka travel agency provides the most linguistically rich and effective advertisements among the three travel agencies analyzed. Their use of varied linguistic features across all levels enhances the appeal and persuasiveness of their travel offers. TUI and easyJet holidays should consider expanding their linguistic strategies to include more syntactical and rhetorical elements to improve the overall effectiveness and attractiveness of their advertisements.

5. Discussion of findings

This study has examined the linguistic means applied in the tourist offers of three travel agencies such as Itaka, TUI, and easyJet holidays. The language of advertising in the tourism industry is characterized by an abundance of linguistic means at three levels. Thanks to the use of these means, advertisements effectively attract customers and influence their emotions. The most frequently used linguistic means turned out to be those at the lexical level.

At this level there are many attractive adjectives that emphasize the uniqueness of the travel destinations, the function of advertising is not only to describe the physical characteristics of the trips but also to influence the subconscious of the readers. Mahmood (2021) indicates the most frequently used verbs such as *make, get, give, have, see, buy, come, go, know, keep, look, need, love, use, feel, like, choose, take, taste* that offer satisfying and eventful holidays.

Brahim (2022) indicates that interrogative sentences effectively influence customers to make a purchase because they elicit a quick response from readers, an example of such a sentence is the statement: *Do you want the good news or the good news?*

The use of imperative sentences is also one of the most effective linguistic techniques in advertising because their function is to create the impression of a conversation between two people, thus they create a sense of directness and establish personal contact with customers.

As for rhetorical level, travel agencies use various tactics to sell their offers. An effective example used at this level is a rhetorical question. It is used to provoke customers' thoughts. Moreover, a rhetorical question encourages customers to think. An example of this linguistic device is a sentence: *What's your desire?* (Akinrinlola, 2022, p. 46).

Although advertising language has been examined, this type of study highlights the need for the future, more detailed research focusing on a larger number of travel agencies. Such an analysis would allow to fully understand how advertisements are designed in order to be effective. By taking into account technological advancements and examining consumers' behaviour, researchers could be more precisely analyze how tourism advertising is evolving. This type of research enable individuals to understand the factors influencing customers' purchasing decisions and their extent. It would also help in adapting advertisements to meet customers' expectations, thereby increasing demand for purchases. Consequently, more interesting advertising practices could be discovered, ensuring the tourism industry remains on a competitive and constantly developing market.

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