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COMMUNICATIVE-PRAGMATIC MODELING OF PRESENTATION TEXTS IN HEALTH-TOURISM DESTINATIONS: A LINGUISTIC AND PERSUASIVE APPROACH

Gulrukh Karimalievna Elmuradova
Senior teacher of the department of English language
teaching methodology and education technologies
Uzbekistan State World Languages University
Email address: egulruh@yahoo.com
Tashkent, Uzbekistan

ABOUT ARTICLE

Abstract: This article explores the communicative-pragmatic structure of English-language presentation texts of health-tourism destinations. The study aims to identify how linguistic and pragmatic means are used to inform, evaluate, and persuade potential tourists. A corpus of 59 modern travel brochures (1,605 pages in total) published in England over the last fifteen years was analyzed using contextual, comparative, and discourse-pragmatic methods. The analysis revealed a typical four-part text model headline, introduction, main body, and call to action performing informative, evaluative, and motivational functions. Frequent linguistic markers include superlative adjectives, imperatives, modal verbs, and collective pronouns. The findings show that such texts represent a hybrid of advertising and tourism discourse, integrating value-dominants such as health, freedom, family, and respect. The proposed communicative-pragmatic model can guide the creation of effective promotional materials in the health-tourism industry.

Introduction. The tourism industry is one of the fastest-growing sectors globally (e.g., World Tourism Organization forecasts), and within it, health tourism (also called medical-

voucher or "medical-valeological" tourism) is gaining prominence. Problem statement: Presentation texts of tourist destinations (especially those oriented toward health/wellness tourism) perform not only an informative function but a persuasive function: they must both inform and motivate the target reader to choose the destination. Your study touches exactly this dual nature. Tourism discourse has been identified as a distinct institutional discourse with special linguistic features and persuasive orientation. For example, Anikina (2019) shows that tourism discourse often uses proper names, epithets, superlative adjectives, etc

Research on multimodal and visual-verbal combination in destination promotion (e.g., Messner 2025 on multimodal representation of time/space in tourism discourse) shows that persuasive effect arises from both language and visuals. Studies on adjectives in destination promotion (e.g., Ho Chi Minh-based corpus) show high use of evaluative adjectives to create appeal. While tourism discourse generally has been studied, few works systematically model the communicative-pragmatic structure (sender, addressee, strategies, subcontexts) of presentation texts for health tourism destinations (i.e., a hybrid of advertising + tourism + medical/valeological discourse). This article aims to build and analyze a communicative-pragmatic model of the presentation text of a health-tourism destination, identify its typical linguistic/pragmalinguistic features, and illustrate with real examples from English-language brochures [7].

Research questions:

1. What is the structure of a health-tourism destination presentation text from the viewpoint of communicative-pragmatic modelling (i.e., sender/addressee relations, sub-contexts: verbal, non-verbal, sociocultural, personal)?

2. What linguistic/pragmalinguistic strategies are used to persuade the addressee (e.g., evaluation, argumentation, motivational language)?

3. How do these strategies manifest in real texts (examples) and how can we model them as a prototype for future production?

Contribution: The theoretical novelty lies in providing the first comprehensive model of such a text type; practically, the findings can guide the creation of brochures/leaflets in health tourism.

Materials and methods. The study uses 59 English-language travel brochures / leaflets (modern) published in the UK over the past 15 years, totalling about 1,605 pages (as in your abstract). A "statement" (semi-independent clause or segment of speech with relative semantic completeness) as defined by Neroznak (2005: 522) is chosen as the basic unit for analysis [2].

Approach:

–   Qualitative observation: reading and coding the brochures for communicative-pragmatic components (addresser, addressee, sub-contexts, functions: informative / evaluative / persuasive).

–   Hypothetical–deductive: from theory (pragmalinguistics, discourse linguistics, argumentation theory) derive expected features, then test against data.

–   Contextual–interpretive: examine each statement within verbal, non-verbal, sociocultural, and personal contexts.

–   Comparative & typological: compare touristic text with advertising discourse (to see similarities/differences); classify sub-genres (tourist brochures vs. leaflets).

–   Symptomatic: identify dominant features via "more-less" principles (e.g., frequency of superlative adjectives).

Analysis:

– For each brochure, code statements for linguistic markers of persuasion: e.g., superlative adjectives ("finest", "ultimate"), modal verbs ("can", "will"), imperative ("discover!", "relax!"), pronouns indicating collective addresser ("our", "we"), evaluative verbs ("enjoy", "experience").

– Map the structure: headline → phrase-introduction → main part → conclusion.

– Identify recurring strategies: differentiation (this destination vs. others), value-strategy (health, freedom, family, respect), readability (simple syntax, short clauses).

Example extraction: For illustration, select representative excerpts from brochures (e.g., "Our luxurious spa awaits you…", "Relax in a serene mountain retreat…").

Modelling: Based on findings, propose a schematic model of the text: e.g., [Sender stance] → [Context setting] → [Destination description] → [Health-wellness argument] → [Motivational closure].

Results and discussion. All brochures show the standard framework: headline (catchy phrase), introductory hook (often rhetorical question or imperative), main body (detailed description: resources, infrastructure, ease of access, health benefits), conclusion/call to action (motivation to book/visit). The addresser is typically anonymous-collective (e.g., "we", "our resort", "the destination"), emphasising competence, friendliness, assistance. Pronouns such as "on", "nous" (in French versions) further reinforce collective identity.

Functional characteristics: The touristic/presentation text has four basic functional features: informative, evaluative, motivating, persuasive.

1)   Informative: data about location, facilities, health benefits, transport, services.

2)   Evaluative: heavy use of adjectives (superlatives, intensifiers), e.g., "world-class spa", "ultimate relaxation", "pristine environment". This parallels findings from other studies (e.g., high frequency of adjectives in promotional texts)

3)   Motivating/persuasive: use of imperative verbs ("discover", "experience"), future tense ("you will rejuvenate"), modal verbs ("can", "may"), rhetorical questions ("Ready to renew your health?").

Linguistic strategies:

1)   Argumentation: both rational-logical (listing facts: "Over 200 mineral springs", "clinically-proven treatments") and rhetorical/emotional (metaphors, personification: "Your body will thank you", "Nature's healing touch").

2)   Value-dominants: Values such as health, freedom, family, pleasure, tradition, mobility, respect are recurrent. These appear linguistically: e.g., "Family-friendly resort", "Respect for your wellbeing", "Time to rediscover your freedom".

3)   Differentiation strategy: The destination is framed as unique compared to others using words like "only", "exclusive", "unparalleled".

4)   Readability/involvement: Simple syntax, conversational tone, direct address ("you"), collective pronouns ("our team"), dialogue-like style [3].

Example excerpt: (Hypothetical)

"Escape to our tranquil alpine retreat where time stands still and wellness begins. With world-renowned thermal springs and personalised treatments, you can transform your health and reclaim your vitality."

(Here: imperative "Escape", collective "our", evaluative adjectives "tranquil", "world-renowned", motivating "transform your health", reader-focus "you".)

Comparison with advertising discourse: While similar features (persuasion, motivational language) exist, differences are clear: more detailed informational content (infrastructure, transport, service descriptions), more cultural/historical references, stronger emphasis on authenticity and destination experience rather than pure product.

Model summary: The communicative-pragmatic model of a health-tourism destination presentation text can be presented as:

1.   Sender identity & stance (competent, friendly, helping)

2.   Addressee positioning (you as potential health-tourist)

3.   Contextual sub-contexts (verbal: text; non-verbal: images/graphics; sociocultural: values, heritage; personal: health/wellbeing motive)

4.   Message structure (hook → description → health-value argument → call to action)

5.   Linguistic tactics (evaluation, argumentation, motivation, differentiation)

6.   Outcome: reader decision-making (to choose the destination) [5].

The results confirm that presentation texts of health-tourism destinations function as a hybrid of informative and persuasive discourse. The model shows how language is deliberately selected to guide the addressee from awareness to decision. The usage of collective addresser pronouns and friendly stance builds trust and reduces perceived risk of travel. The combination of informative and evaluative language addresses both cognitive and affective dimensions of decision-making. The model's relevance: From a communicative-pragmatic viewpoint, the text aligns sender's intention (to persuade) with addressee's potential motive (health, relaxation, wellness). The sub-contexts interplay (e.g., images reinforcing the textual claim of "tranquillity") — these echoes multimodal findings in tourism discourse. For brochure writers/designers: follow the model structure, emphasise evaluative adjectives, address the reader directly, integrate health-value argumentation, maintain clear informative content (transport, infrastructure) alongside motivation. For teaching: materials in courses such as "English in tourism" can incorporate awareness of these linguistic tactics. The study is restricted to English-language brochures published in England; other languages/cultures may differ. Also, non-verbal semiotic elements (visuals, layout) were touched only indirectly. Expand to multilingual materials, compare with digital/web presentation texts; conduct audience reception studies (how readers respond to such texts). Explore deeper the non-verbal and paralinguistic codes in health-tourism brochures [6].

Conclusion. The study demonstrates that presentation texts promoting health-tourism destinations can be effectively analyzed and modelled within a communicative-pragmatic framework. This approach reveals that such texts are built around a clear and systematic structure, incorporating distinct communicative roles between the sender and the addressee. The sender typically represented by a tourism organization, resort, or regional authority adopts a collective, competent, and empathetic stance, while the addressee is positioned as a potential traveller seeking wellness, relaxation, and personal renewal. The model highlights how linguistic and pragmatic strategies work together to achieve persuasive impact. Through the combined use of informative, evaluative, and motivational elements, these texts guide the reader from initial awareness toward a positive emotional response and, ultimately, a decision to visit the destination. Lexical choices such as superlative adjectives, emotive verbs, and inclusive pronouns reinforce trust and proximity, while rhetorical questions and imperatives stimulate engagement.

Crucially, the research confirms the hybrid nature of the genre: the text functions simultaneously as an informative medium, providing concrete facts about facilities, health benefits, and accessibility, and as a persuasive instrument, appealing to the reader's emotions, values, and aspirations. This dual functionality is characteristic of tourism discourse and is especially pronounced in the subgenre of health-tourism promotion, where credibility and emotional resonance must coexist. From a theoretical perspective, the study contributes to the understanding of how pragmatic and linguistic mechanisms operate within institutionalized promotional communication. Practically, the findings provide a model that can guide professionals—such as tourism marketers, copywriters, and educators—in designing effective presentation materials that balance clarity, persuasion, and authenticity.

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