

SOCIOLINGUISTIC AND PSYCHOLINGUISTIC ASPECTS OF TOURISM DISCOURSE

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Annotation. This article provides a comprehensive analysis of the sociolinguistic and psycholinguistic features of tourism discourse. It highlights the influence of factors such as social stratification of language, age, social group, and cultural experience on the speech process, as well as the mechanisms of forming sociolinguistic representation in modern tourism communication. The article explains the emergence of lexical borrowings resulting from the interaction between language and culture, the communicative-pragmatic features of advertising and informational texts in the field of tourism, the structure of speech, and its institutional forms. In addition, the linguistic design of advertising texts, psycholinguistic influence mechanisms, and the degree of persuasiveness of speech means are described based on scientific sources. The role of stylistic devices—such as metaphor, comparison, and idiomatic units—in enhancing communicative effectiveness within tourism discourse is also analyzed. According to the research findings, modern tourism communication is closely connected with the socio-cultural context, and psycholinguistic factors play a significant role in influencing the tourist's consciousness through advertising texts.

Keywords. tourism discourse, sociolinguistics, psycholinguistics, advertising text, linguistic means.

One of the central issues of sociolinguistics - namely, the problem of social stratification reflected across all levels of linguistic structure is also examined within the framework of contemporary tourism discourse. The social structure of language is multifaceted and is shaped by the diversity of social situations. Analysis of promotional texts in tourism activities allows us to conclude that one of the typological features of tourism-related discourse is the manifestation of discursive actions across all levels of linguistic structure. Speech is considered one of the linguistic dimensions aimed at reflecting changes occurring in the development of language and society.

It should be emphasized that the social differentiation of language also encompasses issues related to the influence of speakers' age, their belonging to different social groups, their level of education, and several other factors on the process of oral communication.

The concept of socialization is of particular interest in identifying linguistic features within communicative activity, as it determines the choice of linguistic means, their coherence, and the phonetic design of speech. "The creation of sociolinguistic portraits can be regarded as a highly promising direction of sociolinguistic research, since a speaker's linguistic behavior may accumulate features characteristic of the language habits of a specific social environment." [14] It is evident that contemporary tourism discourse actively employs methods of constructing sociolinguistic portraits of individuals and groups united by professional or social affiliation, using linguistic means as explicit markers.

In modern sociolinguistics, particular attention is given to the interaction and interdependence between language and culture. These connections are bilateral in nature, and intercultural communication processes are also reflected in lexical borrowings. For this reason, the adoption of tourism-related vocabulary is, naturally, an expected phenomenon. Undoubtedly, in contemporary conditions, processes of linguistic assimilation and the development of stylistic and genre varieties of speech are considered to possess a broader cultural, ideological, and social context.

One of the distinctive features of tourism discourse is that it represents a socio-cultural phenomenon shaped by the interaction of two languages. Since language serves as a system for transmitting thought, as a means of communication, and as an important factor in cultural, ideological, political, and ethnic processes, the existence and activity of communities create specific conditions that lead to the formation and adaptation of various semiotic systems. The analysis of advertising materials in tourism discourse confirms this idea. Referring to cultural and historical events is a characteristic feature of contemporary media texts, and it is manifested through the use of repeated statements, quotations, allusions, parallel texts, and names. Tourism advertisements function as a symbolic form of communication, in which linguistic signs words, various linguistic expressions-convey a people's worldview and their system of concepts.

The well-known Russian scholar Ye. Pakulyova writes: "Advertising discourse reflects its connection with linguistic, national, and cultural knowledge, as well as its active involvement in contemporary communication processes. Moreover, symbols that convey informational meanings contribute to the realization of the pragmatic potential of an advertising message." [13] In the study of discourse, a sociolinguistic approach encompasses the analysis of participants' interaction, their relations, and the conditions of communication within a broader socio-cultural context.

In examining the communicative properties of discourse, scholars such as Karasik, Susov, and Bell outline the structure of communication based on various concepts of pragmalinguistics and sociolinguistics as follows:

1. communication participants (communicative characteristics of the situation);
2. conditions of interaction (presuppositions, scope of communication, and communicative environment);
3. organization of communication (motives, goals and strategies, distribution and allocation of roles, variability of communicative means);
4. modes of communication (tone, style, and genre of interaction). [11]

Classification based on sociolinguistic parameters distinguishes between person-oriented (personal) and status-oriented (institutional) types of discourse. The first category includes informal interpersonal communication, whereas the second consists of "verbal interaction between representatives of social groups or institutions, as well as individuals who exercise their institutional status within the framework of established state structures." [11]

Such characteristics can also be applied to tourism discourse. The communication carried out between tourists and producers of tourism products belongs to this type of interaction.

The essential integrity of tourism discourse pertains to the domain of institutional communication. "This type of discourse is produced by tour operators; travel agencies offering services in the field of tourism; airlines; transportation companies carrying tourists; advertising agencies promoting tourism products; organizations that prepare and publish advertising and informational materials for tourists; publishing houses; as well as the manifestation of the specialized communicative competencies of communicators involved." [15]

Thus, the fact that language encompasses all communicative characteristics of human interaction becomes evident through various discursive phenomena. Every discursive action—from ordinary conversational texts to highly valuable works—forms part of the dynamic nature of discourse, reflecting the constantly changing nature of human experience.

In the course of discursive activity, an integral creative process occurs in which meanings are constructed, shaped, and modified through the interaction of perceptive-cognitive subjects. “Discursive action is situational conditioned and accompanied by the following factors:

1. the relationships between communicators;
2. the communicative goals of the participants;
3. the communicative situation and its parameters (modernity, shared worldview, collective ideology);
4. the discursive action itself and the genre and stylistic features conveyed in the message;
5. the consciously realized expression of national-cultural behavior in speech and its manifestation in the meaning and internal form of linguistic units.” [9]

In this respect, tourism discourse—by its nature—is inherently social and cannot develop outside the processes of linguistic and societal evolution.

It is not difficult to recognize that the development of the tourism industry today is directly interconnected with information and telecommunication technologies. The delivery of tourism discourse to its audience through mass media has become increasingly advanced. Psycholinguistic features play a crucial role in positively influencing the consciousness of the tourist engaged in this communicative activity. This, in turn, motivates the examination of advertisements and announcements within tourism discourse.

Tourism constitutes an integral part of modern life. Tourism advertising stands out for its ability to attract the attention of potential customers and inspire the idea of the necessity of purchasing promoted tourism products. Various types of discourse are used in the promotion of tourism products, including television, radio, print, and Internet formats. Despite this diversity, people most frequently encounter printed texts: posters, magazine inserts, banners, placards, brochures, catalogues, and others.

Accordingly, this section is prompted by the need to examine the distinctive features of tourism texts in English from the perspective of linguistic and psychological mechanisms underlying their impact on the recipient.

“At present, advertising texts in tourism discourse have become a popular object of research in various areas of linguistics, including psycholinguistics.” [17] For example, Russian linguists A. A. Leontyev, in *Psycholinguistics in Advertising*, and A. V. Kinsel, in *Psycholinguistic Mechanisms of Speech Impact*, examine the language of modern advertising, mechanisms of verbal influence, and the effectiveness of such influence. Undoubtedly, the scope of persuasive impact within tourism discourse plays a crucial role in travel activity. The purpose of such research is to study the influence of tourism discourse on the individual through linguistic and stylistic means.

According to Russian linguists L. P. Amiriya and S. V. Ilyosova, who investigate the psychological impact of tourism product advertising, an advertising text—whether oral or written—is prepared in advance and possesses autonomy aimed at conveying specific information to the addressee. [10]

The well-known scholar in text linguistics A. D. Krivonosov proposes defining an advertising text as “a means of providing advertising information.” [12] The distinguishing feature of advertising within tourism discourse, compared to other types of texts, lies in the presence of information about products intended for individuals or legal entities.

The headline constitutes the essence and key argument of an advertising message for tourists. A participant in tourism activity pays attention to the headline and determines from the text whether the advertised product corresponds to what interests them. For example:

from **centralasia-travel**: “Feel the Orient!”, “Create your own world” – “Sharqni his qiling!”, “O‘z dunyongizni yarating”; [5]

from **meridian-travel**: “We are a window into the world of travel — THE WHOLE WORLD IN THE PALM OF YOUR HAND” – “Biz sayohat olamiga bir oynamiz — BUTUN DUNYO QO‘LINGIZDA”. [3]

The main body of an advertising text in tourism discourse provides the consumer with essential and detailed information about the product and its cost. Any information unrelated to the core idea of the advertised tourism product is excluded from the main section. The primary focus is placed on maximum conciseness: the central idea is presented at the beginning of the text, while secondary information appears at the end. For instance, the advertisement on the website uzbekistan.travel.uz states:

“Uzbekistan is a mysterious country of the East. There, histories are gathered in legends, the sun shines all year round, the uniqueness of nature and the purity of people's hearts are the sign of this. Every visitor to this blessed land is greeted with joy, and once visited, one wants to come back again.” [4]

To establish effective communication between advertisers and consumers, certain details are necessary—that is, after reading the information provided, the customer must be guided toward making the most optimal purchasing decision. [8] For this reason, similar notices are also placed at the end of tourism texts. For example, in advertisements promoting a tourism package: “You may visit your local tourism agency and leave your personal contact details. You can also call our toll-free number or get in touch via our website.”

However, the structural features of an advertisement alone are not sufficient to create a lasting impact on the audience. The use of idioms, comparisons, metaphors, metonymy, and other linguostylistic devices serves as an essential mechanism for influencing the reader.

According to O. M. Aliyev and R. Shaykhamatova, who study the psychological influence of advertising on individuals, such influence may take the form of information, persuasion, or motivation (desire). [1]

Informing potential customers about a brand and its products constitutes the first step toward fulfilling the primary function of advertising in travel activity. [6] Advertising is used to increase brand awareness within the target market. Through information, the consumer learns about the product itself, its features, its scope, and where it can be purchased—with the final outcome being a decision on whether to buy the product:

“This travel company is one of the oldest travel agencies that have been serving travelers for a long period of time, which makes it highly trustworthy. The company has its headquarters in more than ten locations around the world. Through this company, you can take a world tour, as it offers holidays in almost every part of the world. The company always strives to provide hospitality to everyone who travels through its services. You can purchase online or call 7 days a week from 7:00 a.m. to 21:00 p.m. Central Time.” [7]

“In recent years, the demand for well-organized leisure activities among the population of Uzbekistan has increased significantly. Consequently, the number of various tourism offers has risen. To avoid confusion among numerous tour options, it is essential to have up-to-date information on the specific characteristics of organizing holidays in different countries. Our tourism agency engages experienced specialists capable of arranging trips of any level of complexity for both individual and group travelers. We offer a full range of high-quality tourism services under convenient conditions. We guarantee not only a well-organized journey, but also an unforgettable and enjoyable holiday experience. You can rely on us completely!” [2]

Thus, providing information grants consumers the freedom to choose, stimulates their interest, and prompts them to consider purchasing the product. All of these elements demonstrate how advertising in tourism activities aims to show tourists how the offered services can meet their personal desires and needs.

The step that follows informing the consumer about a product is **persuasion**. As O. A. Filippova emphasizes in her research: “Through persuasion, the buyer must be convinced to purchase the advertised product and be shown its advantages and conveniences.” [16] Moreover, the place of manufacture is highlighted here, especially when the country of origin is associated with quality in the eyes of consumers. Such features are often encountered in tourism texts describing goods

produced in the countries visited. For instance, labels on carpets, traditional headwear, atlas, adras, and other items produced in Uzbekistan bear the mark “Made in Uzbekistan.”

Additionally, as part of persuasion, confirmatory tourism slogans are employed to encourage the customer to appreciate the advertised product, such as: “Everywhere You Want to Be” – “Siz bo‘lishni xohlagan joy.”

Thus, advertising texts in tourism influence the activity of potential customers and motivate them in various ways to purchase a particular product. To achieve this, creators of tourism advertisements adhere to special text-construction principles that combine linguistic and psychological tools: the structural components of an advertising text (headline, framing, advertising details) and its main functions (informing, persuading, and motivating). Linguistics and psychology jointly contribute to achieving the main goal of advertising, fostering influence on the consumer, and shaping the communicative interaction between an advertisement and its recipient.

Based on the information above, we conclude that the viewpoints presented exhibit both linguistic and psycholinguistic characteristics. This is because a tourist purchasing a particular travel product directly perceives the quality of the service, the scope of the activity, and the provided conditions.

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