

SPECIALIZED DISCOURSE FEATURES IN THE ENGLISH TOURIST TEXTS

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INTRODUCTION

Active development of transport, trade, economic and other types of international contacts caused tourism growth. Tourism, or the travel industry as such, has its specific language and specific features. Many linguistic studies today analyze various types of institutional discourse, which have a clearly oriented pragmatic attitude. The modern English-language travel texts provide enough material to study travel discourse as a specialized discourse and talk about its lexical, syntactic features along with the functions of this discourse.

The study is based on the material of modern English-language travel texts that function in specific extralinguistic conditions (in travel brochures, guidebooks, magazines, newspapers, and online publications) and that have their target audience. The choice of printed travel guides and brochures as research material is explained by their importance in the travel industry and popularity of use.

To achieve the research purpose, it is necessary to meet the following objectives:

- 1) to analyze discourse and its types;
- 2) to define the concept of a specialized discourse and study its features;
- 3) to determine travel discourse as a specialized discourse according to its sociolinguistic features
- 4) determine the main communicative registers of travel discourse.

The theoretical and methodological basis of the research consists of fundamental works of national and international researchers in discursive linguistics, functional linguistics, sociolinguistics, text linguistics, and pragmalinguistics.

The methods and techniques used in the course of the research are determined by both the purpose and the objectives of the research. The selection of the material, its further research, and systematization of the results were carried out using the method of linguistic observation and

scientific description, including observation, interpretation, generalization, and classification of the analyzed material. In addition, the following research methods were used in the course of the study: contextual pragmasemantic analysis and the method of interpretation of the text were used in the study of verbal means that contribute to the achievement of the pragmatic goals of the tourist text; the typological method was used in the classification of discursive genres used in the language of tourism. The research also uses an interdisciplinary approach to the study of travel discourse, involving data from sociology, psychology, and linguistics.

The theoretical value of the research involves applying a new, modern approach to the study of the language of tourism, taking into account different points of view on the typology of discourses, determining the specifics of the language of tourism as one of the types of discourse. The research materials contribute to the development of theoretical foundations for learning functional languages used for professional purposes.

The practical value of the research is determined by the possibility of practical use of its results in teaching English as a foreign language, tourism, English lexicology, English stylistics, and linguistic pragmatics. In addition, the research materials can be useful in creating special courses on the language and style of modern travel advertising, cross-cultural communication, and English for tourism.

Studying the language of tourism in terms of English linguistics is interesting for both linguists and professionals of the travel industry. The increasing differentiation of professional activities causes high demands on the level and quality of training of specialists in this industry.

1. English-language travel discourse as an object of the linguistic research

Various aspects of discourse research keep dominant positions in modern linguistics. However, even though linguists have been studying the theory of discourse and its typology for a while, they have not come up with a universal definition of this concept that would include all its aspects. Also, there have not been developed any unified criteria for classifying its varieties. Meanwhile, the variety of definitions and classifications of discourse is a positive factor because classification discrepancies in most cases are not mutually exclusive. They are complementary due to the uncertainty principle. The discourse typology

is chosen by a researcher according to the needs of a specific analysis. “The study of discourse is entirely context-dependent because conversation involves situational knowledge beyond just the words spoken. Often times, meaning cannot be extrapolated from an exchange merely from its verbal utterances because there are many semantic factors involved in authentic communication”¹.

The modern travel industry is mainly studied from its economic, marketing, and social aspects.

Texts related to communication in the travel industry were previously the subject of research in didactics, country studies, and cultural studies. When studying the works devoted to the linguistic analysis of the travel industry, we have found a limited number of studies of travel discourse in Ukrainian and Russian linguistic schools, which focus primarily on the study of pragmatic functions of this type of discourse and consider it as a sub-type of institutional and advertising discourses. These studies show that travel discourse is understood as a language implemented in institutional situations of communication in the domain of tourism.

Many linguists study the language of tourism, features of discourse and specialized discourse, and more specifically – the communicative and cognitive aspects of English-language advertising travel discourse, translation of tourist texts and travel terms, etc. We should distinguish Russian and Ukrainian researchers – O. Alikina, G. Atakian, I. Borodicheva, L. Vinogradova², O. Karebina, O. Likhovidova, S. Pogodaeva, D. Suvorov, I. Shukalo, A. Siomina, A. Skibitska, L. Pivniova³, L. Seme-niuk⁴, N. Tiuleneva, and others. Nevertheless, the travel discourse and its social and linguistic phenomenon have not yet been the sole subject of comprehensive specialized research.

Today, in linguistics, there is an increasing interest in describing sublanguages for certain professional areas. This happens because the development of language tools, which provide communication in special areas of communication, is linked with the progress of science and

¹ Nordquist, R. (2020, August 27). Definition and Examples of Discourse. Retrieved from <https://www.thoughtco.com/discourse-language-term-1690464>

² Виноградова Л.В. Русская терминология туризма: структурная характеристика. *Вестник Новгородского гос. ун-та*, 2009. № 52. С. 27–30.

³ Півнюва Л. Автокотонна та запозичена лексика на позначення номенів туристичної сфери. *Вісник Нац. ун-ту «Львівська політехніка». Серія «Проблеми української термінології»*. 2012. № 733. С. 212–215.

⁴ Семенюк Л. Англійські терміни сфери туризму та їх переклад. *Наук. вісник Волинського нац. ун-ту ім. Л. Українки*, 2011. № 6 (ч. 2). С. 193–196.

technology, and other areas of social activity. A manifestation of this trend is the interest in so-called languages for specific purposes (LSP), which provide communication in special areas of knowledge and are largely aimed at the exchange of experience between different industries and, most importantly, at the development and improvement of information, its transfer from one community to another.

The term “*Language for Specific Purposes*” is widely used not only in the English-language literature, but also in the materials of numerous international research forums, and many other languages⁵.

The theory of languages for specific purposes was born in the period from the late 1970s to the early 1980s. Its formation is linked with the research of functional stylistics by L. Hoffmann⁶. A functional approach to studying language phenomena as lexical elements of languages for specific purposes is currently being developed by researchers in Poland, Great Britain, Germany, Finland, and the USA. However, this approach is not widely used in Russian and Ukrainian linguistics.

V. Akulenko, V. Leychik⁷, S. Nikitina, O. Superanska⁸, N. Podolska, N. Vasilieva, and others are engaged in the study of languages for specific purposes in Russian linguistic school. The term LSP, concerning the language of tourism, has been used in Spanish linguistics for over forty years (J. Febas, 1978); in French linguistics – for over twenty-five years (M. Boyer and F. Viallon⁹). Many works have appeared in Italian (Francesconi, Gotti¹⁰, Calvi¹¹, Cappelli, Cesiri, Maci¹², Nigro¹³).

⁵ Авербух К.Я. Общая теория термина: комплексно-вариологический подход : дис. ... доктора филол. наук. Иваново, 2004. С. 16.

⁶ Hoffmann L. Terminology and LSP. Munich; New York; London; Paris: Infoterm, 1982. 187 p.

⁷ Лейчик В.М. Предмет, методы и структура терминоведения : автореф. дис. ... докт. филол. наук. Москва, 1989.

⁸ Суперанская А.В., Подольская Н.В., Васильева Н.В. Общая терминология: Вопросы теории. Москва, 2012. 248 с.

⁹ Boyer M., Viallon Ph. La communication touristique, Que sais-je Paris, Presses universitaires de France, 1994. 128 p.

¹⁰ Gotti M. The language of tourism as specialised discourse. Palusci O. & Francesconi, S. (Eds.) Translating tourism: Linguistic/Cultural Representations. Trento, Editrice Università degli Studi di Trento, 2006. P. 15–34.

¹¹ Calvi M.V. Il linguaggio spagnolo del turismo. Viareggio: M. Baroni, 2005. 138 p.

¹² Maci S. The Language of tourism: an introduction to the topical issue. *Scripta Manent*. 12 (2018) 1–5.

¹³ Nigro, M. The language of tourism as LSP? A corpus-based study of the discourse of guidebooks. *Modern Approaches to Terminological Theories and Applications*. Bern : Peter Lang AG, 2006. P. 187–198.

Almost all of the above-mentioned studies are based on the theory of the language of tourism introduced by Graham Dann¹⁴. The European researchers view the language of tourism from an LSP perspective, developing theoretical views on tourism, the properties of the language of tourism, and, finally, the rhetorical strategies used in this language.

We are also studying the language of the travel industry considering travel discourse as the language for specific purposes. Dann's theory is chosen as a key guide for three reasons. Firstly, G. Dann was one of the first authors whose research was devoted entirely to the analysis of the language of tourism. Dann is considered a pioneer in this area. His theory is often cited and highly regarded by reputable travel journals such as *The Annals of Tourism Research* and the *Journal of Tourism Studies*. Secondly, some researchers and scientists who studied tourism included Dann's theories in their works, which proves Dann's contribution to the study of the language of tourism. Thirdly, Dann's theory develops mainly on the basis of empirical research in the area of tourism, which has justified its reliability as a theoretical basis for analyzing travel discourse.

2. Specialized discourse and institutional features of travel discourse

Today, communication technologies are rapidly growing, so the models of discourse between any two communicators are becoming more specialized. At the same time, in linguistics, there is a tendency to move from the study of language as an abstract system to the study of the functioning of linguistic units within the so-called small language subsystems (sublanguages) that serve various spheres of communication¹⁵.

According to S. Beresnev, a sublanguage should be understood as a set of units of all levels of the language system structure that are used in this sphere of communication, and not only as a corpus of units of terminological vocabulary¹⁶. The sublanguage has general conditions for the use of the language system and individual conditions that are determined by the area and environment of communication of specialists in a particular industry.

¹⁴ Dann G. *The Language of Tourism. A Sociolinguistic Perspective*. Wallingford: CAB International, 1996.

¹⁵ Массалина И.П., Новодранова В.Ф. *Дискурсивные маркеры в английском языке военно-морского дела*. Калининград, 2009. С. 18.

¹⁶ Береснев С.Д. *Грамматика декодирования немецкого научно-технического текста русским реципиентом*. Киев, 1991. С. 90.

Thus, a special functional variety that serves the professional sphere of communication is distinguished in the general context of the literary language – and this is acknowledged by the researchers. Different researchers call this type of codified literary language differently: specialized language, language for specific purposes (LSP), professional language, etc.

The International Organization for Standardization defines LSP as “a natural language used for communication between experts in a domain and characterized by the use of specific linguistic means of expression, which always include domain-specific terminology and phraseology and can also cover stylistic or syntactic features”¹⁷. According to such linguistic characteristics as grammar, morphology, and syntax, this system repeats the features of the system of the national (general literary) language (Language for general purposes, LGP). It differs from the latter radically in its special lexical component (primarily with the terminological and partially modified syntax system) and in its functions.

“LSPs grow on the basis of ordinary languages, are built on them, acquiring some new specific features in vocabulary, word formation, syntax, stylistics, which allow them to serve the sociolinguistic needs of communication in special areas”¹⁸.

The specificity of the lexical composition of the language for specific purposes should not be exaggerated. Since LSPs are in constant interaction with LGP, special and non-special vocabulary have a moving boundary between them. On the one hand, special words can pass into a common language, while losing some of their properties. On the other hand, common lexical units can get terminologized. In fact, either subsystems of special vocabulary of artificial origin (symbolic artificial sign systems: mathematical symbols, designations of chemical elements, etc.) are of a special nature or the terminological layer of the LSP.

Traditional views on LSP associate their features and specific features: a) with the presence in LSP and the absence in LGP special terminology in their composition, and b) with different social and professional terminology in the structure of comparable sub-languages (LSP)¹⁹.

¹⁷ International Organization for Standardization. URL: <https://www.iso.org/obp/ui/#iso:std:iso:1087:ed-2:v1:en>

¹⁸ Лейчик В.М. Предмет, методы и структура терминоведения : автореф. дис.докт. филол. наук. Москва, 1989. С. 47.

¹⁹ Авербух К.Я. Общая теория термина: комплексно-вариологический подход: дис. ... доктора филол. наук. Иваново, 2004. С. 17.

Another significant difference between LGP and LSP is their style differentiation. Language styles are structural and functional variants of a language that serve different types of social activities and differ from each other in sets of steady features of the functioning of its units and categories. Functional speech styles are correlated with types of social and professional activities and differ from each other in the probability systems for the appearance of language units and categories. G. Morozov believes that the main function of specific languages is “comprehensive maximization of the effectiveness of special activities (by compressing the necessary information, reducing the volume of transmitted information, accelerating the speed of information transmission, etc.)”²⁰.

L. Hoffmann considers LSP as a set of linguistic phenomena that occur in a certain sphere of communication and are limited by specific topics, intentions, and conditions²¹. LSP is defined as a set of all language tools used in a professionally limited communicative sphere to achieve mutual understanding between people engaged in relevant professional activities.

Following L. Hoffmann, we define LSP as a system of language tools that describe any knowledge area or activity and are used by specialists in this area for unambiguous interpretation of professionally related communication.

In this regard, LSP is considered a language focused on saving means of expression. And this feature is the criterion for analyzing both lexical and syntactic means of professional languages.

Summing up all the definitions, the following features of languages for specific purposes are distinguished²²:

- 1) correlation with a specific subject area;
- 2) specific user community;
- 3) a limited number of functions compared to the language for general purposes;
- 4) based on the system of the national language.

With the formation of the cognitive-discursive paradigm of knowledge in linguistics, it is possible to identify the fundamental

²⁰ Морозов Г.И. Роль науки о терминах. Научно-техническая терминология : науч.-реферат. сб. Москва, 2000. Вып. 1. С. 35.

²¹ Hoffmann L. Terminology and LSP. Munich; New York; London; Paris: Infoterm, 1982.

²² Новодранова В.Ф. Новые подходы к определению основных понятий терминоведения. *Новая Россия: новые явления в языке и науке о языке* : материалы всеросс. науч. конф. Екатеринбург, 2005. С. 218.

characteristics of LSP, which allow us to show its originality (both from a cognitive and communicative point of view) and to determine the place of individual LSPs in the national system of a particular language. The initial theoretical basis for such research is determined by the following cognitive definition: LSP is a linguo-cognitive formation designed to store the structures of human knowledge and experience objectified in speech, which serves to describe a special knowledge area, communication in it, and its development²³.

The central issue of the study of languages for specific purposes is the clear borders between the latter and the language for general purposes. All LSPs develop on the basis of a language for general purposes. "Frequent use of professional vocabulary leads to a certain "alienation" of it as a means of communication. It happens due to a potential shift in its stylistic characteristics. The shift may take either conversational or standard use with communication being stylistically no longer limited stylistically"²⁴. Specialized languages are bound to be used strictly within a specific area of communication. It means they are used in a well-defined area and are designed to provide not only a description of this area, but also professional communication related to it. The LSP has a unique and privileged relationship with the relevant domain.

Specialized languages are not generally characterized by special linguistic rules, specific grammar, or vocabulary radically different from LGP. A characteristic feature of LSP is a different statistical distribution of specific lexical, syntactic, and semantic features, grammatical structures that differ quantitatively from LGP. "Identifying the exact point in communication trends when a language moves from 'general purposes' to 'specific purposes' is going to be extremely difficult. As a rule, a language for specific purposes becomes fully recognizable only when the knowledge area is created"²⁵.

Texts written in a specialized language are classified according to their similarity to other texts. It is necessary to take into account:

²³ Зяблова О.А. Принципы исследования языка для специальных целей (на примере языка экономики): автореферат дис. ... д-ра филол. наук : 10.02.19. М., 2005. С. 37.

²⁴ Ішук А.А. (2009). Соціолекти як лінгвістичне відображення соціальної реальності. *Науковий часопис Національного педагогічного університету імені М.П. Драгоманова. Серія № 9. Сучасні тенденції розвитку мов*. Випуск 3. С. 50–54.

²⁵ Beuagrande R. Communication and Freedom of Access to Knowledge as an agenda for the Special Purpose Language Movement, in Thurmer Uta (ed.) *English for Specific Purposes*, 1998. P. 30.

- the understanding of how the text is created or used (a written tourist text or guided tour);
- authors’ communication intentions (for example, promotion of a particular product);
- the addresser (a travel operator or an author of a tourist text) and the addressee (a would-be tourist);
- the material (physical media such as brochures, travel guidebook, promotional website, etc.);
- structural elements (external elements such as the correct combination of colors, images, and text);
- sometimes the content (what and how the subject is described – this can directly affect the strength of words in the tourist text).

The term “*English for specific purposes*” (ESP) is also common. ESP consists of the English language which is:

- designed to meet a precisely defined need; related in content to individual disciplines, professions, and activities;
- focused on the language corresponding to that activity in syntax, vocabulary, semantics, and analysis of this discourse;
- sometimes different from General English to serve its special communicative purposes within a certain discourse community.

ESP includes Business English, Technical English, Scientific English, English for medical professionals, English for tourism, English for the Arts, etc. For example, Aviation English is used to train pilots, air traffic controllers, civil aviation specialists, and cadets who use radio communication in their professional activities. So, ESP is part of General English that is used for specific purposes.

L. Hoffmann, on the one hand, differentiates all languages for specific purposes by their subject affiliation, while on the other hand, he distinguishes several levels within a separate specialized language according to a set of four criteria²⁶:

- 1) degree of abstractness;
- 2) specifics of language tools;
- 3) area of functioning;
- 4) participants of communicative acts.

Therefore, we find it important for the specialized discourse to determine the type of communication participants, the area of application, and the specifics of language use in specialized contexts.

²⁶ Hoffmann L. Terminology and LSP. Munich; New York; London; Paris : Infoterm, 1982.

The term “*specialized discourse*” thus reflects the professional use of language in those contexts that are typical of the professional community. Language works in the interaction between specialists, where knowledge-sharing and standardized procedures and processes are reflected in specific expressions and codified text genres adopted in the professional sphere. Since language is used for communication and connections, which is the main purpose of any text prepared in that language, the specialized discourse supports the internal communicative goals of the language.

Specialized discourses may include technical and scientific registers as well as usage contexts in every separate case. Some contextual factors contribute to the concept of “specialized discourse” (for example, style, fashion, level of formality, etc.). This awareness led to the identification of text genres associated with certain functions in each specialized language. For example, in travel discourse, there are genres that combine highly informative features (excursions, brochures, Internet, advertising) with features typical of travel guidebooks. In particular, some excursions have very formal features (in a museum, etc.), but are considered oral texts because they are presented orally. Characteristic features of a codified and standardized language are the use of formulaic expressions, keywords, or metaphors, which, for example, in tourist discourse are important in an advertising context.

One of the factors that determine whether a language belongs to a specialized discourse is the profession and knowledge of the participants of communication. However, the presence of a professional alone does not provide specialized use of language, which cannot be limited to professional communication.

There are three situations in which a professional can talk about his/her profession:

- 1) discussion with other professionals (high level of specialization in his/her language) is a scientific presentation. In the travel industry, this is expressed at conferences or during debates about theories for the development of tourism;

- 2) a conversation with non-professionals to explain the concept of the discipline, for example, during lessons or in a textbook (average level of use of a specialized language), is a scientific instruction, for example, classes in tourism or classes in English and tourism;

- 3) day-to-day communication, in which the professional deals with the general public and has to constantly use specific vocabulary in order

to reach a broader audience (TV or newspapers and magazines) (low degree use of a specialized language) – scientific journalism (usually in tourist texts intended for the general public and advertising texts).

According to J. Swales, a community that uses a specialized language, such as the language of tourism (travel operators, tourism researchers, tourists themselves), can be defined as a discourse community in accordance with some specific characteristics²⁷. This discourse community should:

- have a whole set of common public goals (advertising and visiting tourist places);
- have mechanisms for relationships between its members (texts or multimedia tools);
- use its own mechanisms to provide information and feedback;
- use one or more genres in the communicative expression of its goals (various means through which it is possible to communicate about a travel product, for example, websites, travel guidebooks, brochures);
- have the somewhat specific vocabulary (specific terminology, abbreviations, metaphors, semantic fields);
- have a threshold level of its members with an appropriate degree of knowledge and professional discourse (e.g., would-be tourists and travel operators).

M. Gotti in “Specialized Discourse: Linguistic Features and Changing Conventions”²⁸ outlines the theoretical aspects of various types of specialized discourses with an attempt to clarify their main provisions. Among the distinctive features that distinguish specialized discourse, Gotti notes unambiguity (in this context it means that only one meaning is allowed to avoid uncertainty and polysemy); lack of emotions; accuracy; transparency (the form, whether of a word or an affix, immediately defines the concept); conciseness – consistency; conservatism; wordiness; semantic instability; relations with language for general purposes; metaphoricity; lexical productivity.

The dominant LSP criteria are conciseness (expressing the maximum amount of information with the minimum number of language tools), accuracy (design and expression of thought adequately to the subject not

²⁷ Swales J. *Genre Analysis: English in Academic and Research Settings*. Cambridge: Cambridge University Press, 1990. P. 260.

²⁸ Gotti M. *Specialized Discourse. Linguistic Features and Changing Conventions*. Berne: Peter Lang, 2003.

to miss any important detail), and expediency (selection of language tools in accordance with the purpose, conditions, communication situation, listeners or readers (for example, to communicate with specific types of tourists – families with children, single travelers, corporate groups), which are aimed at ensuring that the text achieves maximum communicative effectiveness (the tourist should choose a product that is advertised and not a competing one). These criteria are also inherent in LGP, but they are most dynamically balanced and ensure maximum efficiency in specialized communication processes (that is, they contribute to achieving the goal). If they are in conflict (especially with regard to conciseness and accuracy), the expediency criterion is crucial in the communication aimed at achieving success because it indicates and regulates the psychological intentions of the message.

As we noted above, many researchers study travel discourse as the language implemented in institutional situations of communication in the travel industry – institutional discourse.

V. Karasik claims that institutional discourse necessarily assumes the presence of a certain institutional community of communication participants. It implies interaction according to certain roles and distinguishing features of this interaction – communication goal and participants. For example, the pedagogical discourse is aimed at training its participant via communication; medical discourse seeks to offer professional help, etc. The main participants in institutional discourse are representatives of the institution (agents) and people who turn to them (clients)²⁹: teacher and student, doctor and patient, politician and voter.

While describing a specific type of institutional discourse, according to V. Karasik, it is advisable to consider its following components³⁰:

- 1) participants,
- 2) space-time,
- 3) goals,
- 4) values (including the key concept),
- 5) strategies,
- 6) material (subject),
- 7) varieties and genres,
- 8) precedent (cultural) texts,
- 9) discursive formulas.

²⁹ Карасик В.И. О типах дискурса. *Языковая личность: институциональный и персональный дискурс*. Волгоград, 2000. С. 10.

³⁰ Ibid. С. 11.

Applying this scheme to the travel industry, we can distinguish the following parameters of travel discourse:

1) **participants** are “agent” (travel operator or travel manager) and “client” (consumer of tourist products – tourist), who from the point of view of speech formation can also be designated by the terms “speaker (author)”, “addresser” and “listener (reader)”, “addressee”, “recipient”. The addresser (travel company) acts as a social institution and strives to present tourist information to the addressee. In modern English, the concept of “travel company” is lexically represented by the words: travel agency, tour company, travel agent. The definition of the addressee is quite variable and depends on the thematic focus of the travel company: students, adventurous families, just married, groups, corporations, individuals, etc. The addressee of travel discourse is numerous (mass), diverse, anonymous, and is characterized by competence and didacticism;

2) **space-time** is defined in terms of *chronos* (time of communication) and *topos* (place of communication). Since this specific type of discourse occurs within the context of a tourist trip, this determines its definiteness in place, time, and space. The place of communication in travel discourse is an office, firm, company website, or printed tourist advertising text. Communication time is determined by the duration of communication within the discourse. Along with the dominant representation of the real picture of space and time in order to assist tourists in the locality and coordinate their actions, with due consideration of the time frame, travel discourse verbalizes the subjective vision of space-time, which contributes to conveying impressions from the trip and experiences during it. Objectively, time in travel discourse finds expression in tenses: the present tense prevails, sometimes we can see future and past tense forms;

3) **goals**: making a profit – realizing a set of human needs by providing certain travel-related services;

4) **values**: the key concept of travel discourse is “tour”; the basic concepts are such concepts as “tourist experience”, “destination”, “joy”, “pleasure”, “holiday”, “impression”, etc., which contain a value component;

5) the addresser achieves the goals through certain communication **strategies** and **tactics**. Travel discourse strategies largely depend on the goals of the participants. If the goal of the addresser is to inform the

addressee and encourage him/her to take action (that is to make a trip), strategies and tactics are used that help to:

- generate demand by offering the addressee exclusive trips to exotic countries of the world;
- stimulate demand by introducing the addressee to new products, seasonal discounts, “hot” offers;
- present information in an attractive way using multimedia tools, etc. L. Goncharova believes that the main strategy of the ad-makers in the travel industry is a strategy of positivity. Within the framework of this strategy the following language tactics are identified³¹:
 - appeal to honesty and reliability;
 - reference to authority;
 - making the argument more attractive;
 - responsiveness and efficiency;
 - luxurious lifestyle;
 - great deal;
 - appeal to background knowledge;
 - emotional appeal.

S. Pogodaeva, considering argumentativeness as the main means of speech influence on the addressee, identifies discursive strategies³² that contribute to the persuasion of the travel discourse addressee:

- strategies of differentiation;
- informing strategy;
- politeness and cooperation;
- evaluative strategies;
- strategies for coordinating the language and worldviews of the discourse participants;
- strategies for increasing the “readability” of the message; and
- tactics of retrospection and reframing (mental transfer in time and space).

6) **material**: travel discourse covers a wide range of topics: country studies and historical information, tour organization, hotel business, transport, security, food, etc.;

³¹ Гончарова Л.М. Туристская реклама в СМИ: позитивно настраивающие речевые тактики. *Язык средств массовой информации как объект междисциплинарного исследования* : материалы 2-й Международной научной конференции 14–16 февраля 2008 года / сост. М.Н. Володина. Москва, 2008. С. 341.

³² Погодаева С.А. Языковые средства аргументации во французском туристическом дискурсе : дис. ... канд. филол. наук : 10.02.05. Иркутск, 2008. С. 212.

7) **varieties and genres:** according to the channel of information transfer, the following genres of travel discourse can be distinguished: oral, written, computer-mediated. Examples of genres of oral travel discourse include a conversation in the office between a representative of a travel agency and a client, a conversation between a sightseer and a tour guide, a client and a hotel employee, etc. Written discourse is presented by ads, travel brochures, catalogs, articles, travel guides, etc. Computer-mediated discourse is presented by travel agencies' web pages, electronic correspondence between clients and a travel agency, or between employees of the travel industry.

Thus, it is clear that travel discourse can be considered the institutional discourse. This idea is proven by “the presence of institutions (travel operators, international tourism organizations, ministries of tourism), a special thematic focus (travel and recreation), orientation to a strictly defined addressee (tourist), the uniqueness of the goal (to inform the addressee about a tourist product and thus stimulate the promotion of this product), expression by a specific set of language tools.”³³.

3. Tourism and its language as a social phenomenon

The Tourism Advisory Committee has defined tourism as a cross-cutting sector with a diverse range of services and professions linked to many other economic and political activities. Tourism is currently one of the most highly profitable areas of the world economy which is developing dynamically. It is no coincidence that the XXI century is proclaimed by the UN as the century of tourism since, at the present stage, it has become an important factor in the development of a person and mutual understanding between people and entire nations.

“Tourism has many social manifestations. Tourism is a social practice, a sphere of leisure, a form of consumption, a cultural phenomenon, and a branch of the economy. At the same time, the consistency of its structure as a specific whole, the complexity of interaction and a high degree of mutual influence of all components are indisputable”. Tourism is also “a powerful tool for people’s interaction,

³³ Іщук А.А. Типологічні ознаки туристичного дискурсу як інституційного. *Philological sciences and translation studies: European potential: conference proceedings*, July 9–10, 2021. Wloclawek : Baltija Publishing, 2021. P. 267. <https://doi.org/10.30525/978-9934-26-110-7-70>

which, as a result, affects the ideological, value, and moral qualities of people”³⁴.

Modern tourism research emphasizes that at the beginning of the XXI century, “a complex science was formed that combines the achievements of various studies of the travel industry by specialists in the field of geography, management, marketing, cultural studies, humanities, and social sciences”³⁵. Certain aspects of tourism have been studied and described in tourism and marketing studies, genre studies, and conceptology. The interdisciplinary science of tourism has an integrative object – a tourist destination, which is the main concept of travel discourse. “Tourist destination as a place (territory) of a visit that attracts tourists with its specific natural and recreational resources, monuments, historical and cultural heritage is a crucial element of tourism. So, destinations include the most important factors, attract tourists, motivate the visit, thus activating the entire tourist system”³⁶.

Language of Tourism (LoT) has become widespread and familiar in society as it is used by the media and in colloquial speech. In fact, “tourism uses language to manipulate reality and turn an anonymous place into a travel destination”³⁷. In this context, language is becoming a powerful driving force in the development of tourism.

In travel discourse, as a verbally mediated social activity, we can see a formation of special knowledge, which is then mastered by an individual speaking a professional language. Since the information contained in the tourist text is a practical level of mastering special knowledge, it can be assumed that travel discourse is a pragmatically oriented type of discourse. The pragmatically oriented discourse finds significant “the situation of communication, mastering the term (in other words, it is the discourse of native speakers who do not have special education in a certain field of knowledge but are often involved in situations of discussing (and solving) problems related to this knowledge

³⁴ Столбова Ю. Комунікативний потенціал туризму. *Актуальні проблеми соціології, психології та педагогіки*: збірник наукових праць. Київ, 2010. Вип. 10. С. 153.

³⁵ Квартальнов В.А. Туризм. История и современность. Избранные труды в 4-х томах. Т 2. Москва, 2002. С. 21.

³⁶ Рябова И.А. Словарь международных туристских терминов (русско-английско-французско-немецкий). Москва, 2005. С. 121.

³⁷ Cesiri D. English AND tourism. English FOR tourism. URL: <https://123docz.net/document/2433114-english-for-tourism.htm>

area)”³⁸. Verbalization of special (tourist) knowledge occurs in different types of texts.

Language of Tourism is aimed at customers who have their own culture, needs, and motivation. LoT is used to convince future tourists to visit places that may meet their expectations. Tourism is said to apply various factors or competitive advantages. However, one of the features of the tourism language is that it is not a one-way language, since tourists give feedback, for example, when they share their experiences with relatives and friends, or when they write about their trips in blogs or on special websites. Thus, tourists become promoters and contribute to the formation of the language of tourism: they create their personal ideas that differ from those created by the travel industry and related industries (TV/radio commercials, print adverts, other advertising materials). The importance of this type of communication depends on the number of feedback types (printed and digital) that inform customers about the attractiveness and advantages of the holiday destination.

Thus, we can designate Language of Tourism as a specialized discourse because it corresponds to the following criteria:

- it is an LGP subsystem;
- it is used in a specific professional field;
- it is used by both professionals and non-professionals;
- it is a comprehensive unity;
- it has its structure;
- it is related to other knowledge areas;
- it has its own lexical, morphosyntactic, and textual features;
- it always conveys a message (it has a semantic meaning);
- it uses verbal and non-verbal elements.

Despite the low-to-medium level of special terminology, we consider LoT not only part of a language for general purposes and not only a hybrid of other specialized languages, although it feels a great influence of other disciplines. LoT should be considered an independent specialized language that has its own characteristics and terminology.

As a result, the need for language research in this area is steadily increasing, because, due to the financial and cultural importance of tourism around the world, writing effective travel materials requires a high level of language competence and is vital for achieving success in an area characterized by intense competition. Travel companies have to

³⁸ Алексеева Л.М., Мишланова С.Л. Медицинский дискурс: теоретические основы и принципы анализа. Пермь, 2002. С. 104–105.

sell the same product in different markets and to different customers, and therefore different types of information must be provided.

Tourism is often defined in different ways: communication, advertising, publicity, promotion, even propaganda. Each of these methods affects travel discourse.

The tourist consumer is offered vacations, trips, excursions, new experiences, and much more – everything that is intangible (that cannot be seen or touched) before purchasing and cannot be saved after it. In this regard, speech influence in travel discourse is carried out in such a way as to convince the potential client of the high quality, uniqueness, and safety of the service offered. In addition, “advertising a travel product, the advertiser influences the consciousness and intelligence of the consumer, attracting his background knowledge, awakening the desire to learn new things, stimulating interest and arousing curiosity”³⁹.

Models of texts of tourist guidebooks and brochures receive appropriate content depending on the value dominant of travel discourse. Values may be as follows: hospitality, stability (security), family, spare time, information, freedom, personality, tolerance, respect, mobility, conservatism, tradition, learning, natural and cultural heritage, the cult of beauty and health, pleasure (satisfaction), etc. The addresser of travel discourse creates a message to the addressee, and, under the influence of the selected values, the addressee chooses one or another type of recreation.

Professionals in the travel industry and specialists working in marketing and advertising are aware of different types of tourists. So, they try to appeal to them through various means. The transformation of any person into a tourist occurs due to his/her strong desire or even necessity. Knowing the motivation of a person, we can influence his/her decision to travel.

G. Dann divides all tourists into four categories⁴⁰:

- discoverer;
- stranger;
- player;
- “social” actor.

³⁹ Гончарова Л.М. Стратегии и тактики рекламных текстов туристской сферы. *Сервис в России и за рубежом*. 2011. № 7 (26). С. 202–209. URL: <https://cyberleninka.ru/article/n/strategii-i-taktiki-reklamnyh-tekstov-turistskoy-sfery>

⁴⁰ Dann G. *The Language of Tourism. A Sociolinguistic Perspective*. Wallingford: CAB International, 1996. P. 6.

According to these categories of travelers, four main theoretical perspectives have been identified in European sociolinguistic tourism studies. The presentation of these perspectives is reasonable in understanding the significance of LoT and tourism itself as a social phenomenon. Each of these aspects is reflected in travel discourse because certain motives determine the use of certain words and language structures that contribute to creating a rhetorical effect.

The authenticity perspective focuses on finding authentic experiences. The tourist is seen as a pilgrim paying tribute to many various artifacts that symbolize different cultures and lifestyles. Special significance is attached to the tradition, past and present life of the area⁴¹. Although the main motivation of tourists is the search for authenticity, significant manipulations and commercialization occur for the sake of tourism in real life⁴². In the end, the destination boils down to some artifacts that can have an almost semiotic nature. For example, before visiting any well-known place of interest (e. g., Egyptian pyramids, Machu Picchu, the Colosseum, etc.), a traveler receives a lot of information about the site in question. This information comes in numerous verbal and visual representations via travel guidebooks, digital means (banners, tourist forums, blogs), commercials, documentaries, word-of-mouth stories etc. So, Dann claims that these ideas can truly destroy or affect the authenticity perspective for a person when this person's prior (preparatory) experience comes into a clash with the reality – when this traveler sees the place of interest in real life after reading or watching or hearing about it. The Language of Tourism enhances the impression of authenticity through the frequent use of expressions and keywords traditional, best, true, original, authentic, for example: this is a traditional African hut; the best family vacation in the Caribbean; an authentic city is ready and waiting to be explored; the original castle of Sleeping Beauty; Puerto Plata is a true paradise retreat.

The strangerhood perspective is usually used for international tourism. According to this approach, newness and peculiarity are important elements in the tourist experience (they are also the main motives for tourism). A modern individual tends to see things very differently from his/her own reality and wants to do so in a more or less

⁴¹ Cappelli G. *Sun, Sea, Sex and the Unspoilt Countryside: How the English Language Makes Tourists out of Readers*. Pari, Italy : Pari Publishing, 2006. P. 198.

⁴² Dann G. *The Language of Tourism. A Sociolinguistic Perspective*. Wallingford: CAB International, 1996. P. 7–11.

independent way. The driving motive for travel is the tourist's search for new impressions from things, monuments, customs, and cultures. These new things become especially attractive because they differ from his/her own ones⁴³.

Despite their call for strangeness, not all tourists can resist the shock of foreign culture. So they are looking for something familiar abroad (for example, Italians are looking for Italian restaurants abroad) and prefer to have an organized tour package that will protect them from the unknown. Tourists are often invited to break away from their daily routine, society, culture, and relationships. That is why in tourist materials you can find attempts to connect destinations with their European visitors – for example, through references to colonial relations or by comparing exotic places with well-known European destinations, for example:

- *Vylkovo – the Ukrainian Venice*;
- *Bosphorus Strait: Where Asia meets Europe*;
- *Beirut: the Paris of the East*;
- *Delhi: the Paris of India*.

In this context, the travel industry usually uses language to portray tourist attractions as “real” (for example, “adventure” tours in the wild jungle, which are actually well organized by the travel agency). In this case, the adventure and discovery become the experience and new impressions needed, and organized tourists turn into explorers. The constant demand for something new and exotic is reflected in the descriptions of places and people. We can note the frequent use of adjectives and keywords in tourist texts: *adventure*, *discovery*, *explore*, *fascinating*, *unknown*, *nature*, *tradition*, etc. These lexical means contribute to the image of newness and originality of the proposed destinations. For example:

- *Seoul is a dynamic capital city that is both deeply traditional and forward-thinking*⁴⁴.
- *Bali: never-ending adventure*.
- *Plan an unforgettable escape to JW Marriott Phuket Resort & Spa*⁴⁵.
- *... the unsophisticated atmosphere of this remote and isolated Pub*⁴⁶.

⁴³ Ibid. P. 12–17.

⁴⁴ Cited by Four Seasons Hotel Seoul. URL: <https://www.fourseasons.com/seoul>

⁴⁵ Cited by JW Marriott. URL: <https://www.marriott.com/hotels/travel/hktjw-jw-marriott-phuket-resort-and-spa>

⁴⁶ Cited by Noccundra Hotel. URL: <https://www.explorebulloo.com.au/attractions/noccundra/noccundra-hotel>

The play perspective considers tourism as a game in which popular entertainment activities and fun events are key concepts. According to G. Dann, this perspective is offered to tourists with special experiences that often do not correspond to the cultural and natural conditions of the travel destinations. Currently, one of the key conditions for recreation is spectacular performance and, as a result, resorts are highly competitive in offering a variety of visual experiences. Postmodern tourism is also a game with reality, that is its enticing interpretation. It is also a perspective with fictional worlds, for instance, large theme game parks such as Disneyland, which can be an example of the transformation of reality, taking visitors not only to the imaginary world of fairy tales but also to different historical periods and different worlds (jungle, desert islands, ocean). The play perspective often avoids any contact of visitors with the native culture, which is used only as a desirable performance. Talking about the language used in these texts, we can see that the creator of the tourist text quite literally tells the tourist what to do. Thus, the discourse shapes the outlook because it informs even before the trip what exactly the tourist should see – “the phrase precedes the look”⁴⁷. For example,

- *...start living the dreams that have been on hold. Here and now.*
- *Enjoy unmatched experiences during your stay with us! Take in the beauty of the Rift Valley with our Menengai Crater Excursion Package.*
- *Get to know Jasper’s colourful history with Sundog Tours, taking a scenic tour of the town in a 1939 retractable roof Jammer. For a totally different view, take the Jasper Motorcycle Tour, riding in the sidecar of a Harley-Davidson*⁴⁸.

The fourth perspective is the conflict perspective. This model is mainly used for tourism in third-world countries, and the emphasis is placed on the contrast between societies. Locals show their traditions, which are a kind of entertainment for tourists. Discourse is formed by ideology and is subject to power relations, social and institutional practice. Tourism tries to provide people with the opportunity to escape from everyday life, to get an exciting experience. This attempt to create a

⁴⁷ Dann G. *The Language of Tourism. A Sociolinguistic Perspective*. Wallingford : CAB International, 1996. P. 21.

⁴⁸ Hart C. *Return to travel – experience authentic Jasper this summer*. Calgary Herald. July 2021. URL: <https://calgaryherald.com/special-sections/eat-play-stay-alberta/return-to-travel-experience-authentic-jasper-this-summer>

tourist attraction often contradicts with the actual past and actual present of destinations and their inhabitants.

This discourse is characterized by distancing, and people are seen as objects that fall under control. History and culture are reduced to several dances and stunts presented in tourist films. Leaflets contain a lot of examples of exaggerations (“*the most magnificent valley in the world*”, “*awesome display*”). Conflicts are usually placed on a binary structure: culture against nature, civilization against the wilderness, white against black. Thus, the conflict concerns the differences between the proposed exciting experience and the truth. This conflict can be seen in the language of tourist materials too when holidaymakers are offered to enjoy the local lifestyle or activities. For example:

– ... *representative will pick you up from your hotel in Sharm, drive by air-conditioned vehicle to the Camel ride point, ...enjoy camel tour for approx. 20 minutes, ...touch the Bedouin life in Sharm, enjoy watching the sunset, taste the delicious bedouin barbeque dinner, enjoy bedouin party including Dancing, fire show and more fun, try smoking Egyptian Shisha, then drive to the telescope point, watch planets and stars through the telescope for approx. 30 minutes, at the end of our tour transfer back to your hotel in Sharm*⁴⁹.

Looking into the essence of these sociological perspectives, we can understand the community of travel discourse and focus on the main approaches to tourism that are found in tourist texts. These theoretical approaches are relevant when learning the Language of Tourism and have an obvious impact on the image of tourist destinations. At the same time, they demonstrate that travel discourse is intertwined with economical, cultural, political, and social aspects. Various sociological studies note that tourism, being in search of authenticity, strangeness, and the play, can come into conflict with what is truly authentic and valuable.

CONCLUSIONS

Today, linguistics does not have a universal definition of the concept of discourse. A unified system of criteria for classifying its varieties has not been developed either. Travel discourse can be considered as an independent, complexly organized subtype of institutional discourse with its own semantic, structural, and functional features.

⁴⁹ Cited by All Tours Egypt. URL: <https://www.alltoursegypt.com>

At the same time, travel discourse is a special functional variety that serves professional communication in the travel industry, since it belongs to a certain subject area with a certain circle of users, a limited number of functions, specific features in vocabulary, word formation, syntax, and style. However, the level of specialization of the language of tourism is quite low, since consumers of tourist services, as a rule, are not experts in this field, which forces travel discourse to be more integrated into the language for general purposes.

As a social phenomenon, tourism has four main theoretical models – authentic, search for the unknown, game, and conflict. All these models have their own sociolinguistic correlates.

SUMMARY

The development of tourism determines the formation of a specific type of travel discourse, while the problem of communication in the process of tourist activity is associated with the mechanisms of perception of other cultures and foreign-language texts. Studying this process provides the researcher with the necessary information about qualitatively important social, economic, and cultural aspects of tourism development, and helps determine the cross-cultural specifics of tourism activities.

This study is devoted to the study of the language of tourism as a specialized discourse. English-language travel discourse is an independent subtype of institutional discourse, which is justified by the presence of institutions (travel operators, international tourism associations, ministries of tourism), a special thematic focus (travel and recreation), orientation to a strictly defined addressee (tourist), the uniqueness of the goal (to inform the addressee about a tourist product and thus stimulate the promotion of this product), labeling with a specific set of language tools, in particular a well-developed and extensive tourist terminology. Travel discourse is complexly organized and hybrid unity that combines the features of advertising, general-audience, didactic, and polycode discourse and also uses verbal, iconic, and graphic codes.

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