

Олена Мосієнко

*(Житомирський державний
університет імені Івана Франка)*

PSYCHOLOGICAL AND LINGUISTIC MEANS OF INFLUENCE IN TRAVEL ADVERTISING TEXTS

Most travel ads appeal to the emotions, needs, and wants of target travelers to get them interested in a specific destination. The advertisers often make use of their creativity and imagination utilizing different forms of psychological and linguistic approaches to make the ad as captivating as possible to trigger the decision-making process. This article describes constituent psychological approaches and linguistic techniques, if any, integrated in travel advertising texts and their impact, if any, on consumer behavior. Emotional appeal is an essential advertising technique. For example, vacation travel advertisements can excite someone's imagination or make them remember something, make them relaxed or make them feel as if they are even going out on an adventure [1; 3]. By blending these emotions alongside advertisement campaigns, it helps people feel a sense of wanderlust and eagerness to travel.

Using testimonials, ratings, and endorsements boosts trust as a form of advertising and marketing. These are some of the common phrases that travel ads use when referring to the themes and trends: «Why not join millions who have found this paradise» [3]. Expressions such as «Claim it before it's gone!» or «Only x number of seats remaining» heighten

the urgency and compel people to make a reservation right away. This method is quite successful in overcoming doubt and boosting sales. Ads also take advantage of demographic differences to customize messages with language that resonates with the target audience. Travel brands appeal to travelers' different values, such as eco-friendly travel for those who care about the environment [2; 4].

Travel ads often embellish the beauty of the destination using words such as, «breathtaking beaches», and, «crystal clear waters» (Airlines slogan). This type of language captures attention and evokes creativity. Travel ads have the power to make a destination attractive by the way it is presented. Various adjectives and sensory words such as «beautiful beaches» or «crystal waters» do this very effectively. Such words boost interest and provoke a vision. Sensory details are appealing because they target more than one sense, making it easier for the reader to visualize the destination. In this sense, «calming ocean waves», «sweet scented tropical flowers», and «sun kissed golden sand» capture the imagination of the audience so that the ad becomes more engaging.

Moreover, travel ads restate «picturing a destination» in a different manner. They use Phrases like A «once in a lifetime trip», «the most expensive vacation», or «one of a kind experience» provides assurance of distinction and ensure that the statement is framed positively. Such rhetoric enriches an ad with the sense of superiority in order to make one want to visit to that place. In addition to this, the language used is very direct. By saying things like «you deserve to take a vacation». The audience is pulled in emotionally and made to feel like the opportunity exists.

Action words such as 'Explore', 'Discover,' and 'Indulge' can incite an immediacy to get things done. These words engage and instructs the audience to take positive action toward the advertisement making them pictorialize those places [6]. The use of commands is more dynamic, pushing potential travelers to take action immediately. Sentences like «Book your dream vacation today!» or «Escape to paradise now!» emphasize imminence and excitement.

Moreover, an engaging tone often contains rhetorical questions. That is why the readership can meditate on their wishes: «Looking for an unforgettable adventure?» or «Ready

to unwind in a tropical paradise?» The latter questions make the message sound more personalized and the audiences feel themselves directly engaged with the travel experience. This combination of imperative verbs, inclusive language, and direct engagement constitutes the power of such travel ads regarding their call to action.

Repetition helps build certain selling points and makes them stickier to remember for example, «Relax, Recharge, Reconnect». By repeating words or phrases, the advertisers create rhythm and emphasis, ensuring that the major messages hit home with the audience [4]. Repetition may either express luxury (e.g., «Exclusive. Elegant. Extraordinary») or comfort (e.g., «Soft sands, gentle waves, and warm sunshine»).

The phonetically favorable alliteration (For example: «Sun, Sand, and Serenity») also creates rhythm in the text that enhances its readability and attractiveness. It makes the text more interesting, pleasant to hear, and helping embed it into the memory; thus, potential travelers remember it more easily. The phonetic appeal of repeated consonant sounds creates a happy and persuasive sounding effect, e.g., «Bali's Beautiful Beaches», «Majestic Mountains of Morocco».

Metaphors can be used for example, as in, «a hidden gem waiting to be discovered» to invoke tourism advertisement audiences in a way that they see themselves in the destination [5]. A metaphor, like a «hidden gem waiting to be discovered», draws a sense of mystery and exclusivity. A comparison helps lift the value of a tourist site when the comparison is made to something precious. Similarly, «Your passport to paradise», indicates to an audience that a vacation is an entry into a heavenly experience—a reinforcement upon the thought that travel is retractive. Metaphorically enhancing the perception of destinations inspires enchantment and makes these places more unforgettable. Such expressions as «an oasis of tranquility» or «a journey through time» carry readers much beyond the surface of words and into the workings of the reader's imagination.

Thus, the combination of psychological and linguistic techniques is what makes travel advertising phrases effective. So many emotions such as social proof or persuasive emotions along with convincing wording makes it easy to engage the messages of potential travelers. Knowing how and

why these advertising phrases work aids in marketing strategies and understanding how consumers make decisions.

References:

1. Арешенкова О.Ю. Комунікативно-прагматичні та стилістичні параметри рекламного тексту: монографія. Кривий Ріг, 2018. 176 с.
2. Мойсеєнко І.П. Вербальні засоби маніпуляції в рекламі. *Вчені записки ТНУ імені В.І. Вернадського. Серія: Філологія. Журналістика*. 2024. Т. 35 (74). №1. Ч. 1. С. 12-6130.
3. Cialdini R.B. Influence: Science and Practice. Allyn & Bacon. 2001. 261 p.
4. Cook G. The Discourse of Advertising. Routledge. 2001. 256 p.
5. Gabriel Y., Lang T. The Unmanageable Consumer. Sage Publications. 2006. 232p.
6. Myers G. Words in Ads. Routledge. 1994. 222 p.