

Aspects of the Promotional Language of Tourism in Social Media. A Case Study of Romanian Accommodation Industry

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Abstract : This paper is sustained by our previous research on discursive strategies, which demonstrated that tourism has developed and employed a promotional language per se. We have studied this concept within the framework of audio-visual advertising by analyzing its discursive structures at the level of three main strategies (textual, visual, and both textual and visual) and confirmed the applicability of the promotional language per se within the field. Tourism, at large, represents a largely potential interdisciplinary field, which allowed us to use qualitative methods of research such as Discourse Analysis (DA). Due to further research which showed that in the third phase of qualitative research methodologies, scholars in tourism recognized semiotics and DA as potential paths to follow, but which were insufficiently explored at the time, we soon realized that the natural next step to take is to bring together common qualitative methodologies for both fields, such as the method of observation, the triangulation, Discourse Analysis, etc. Therefore and in the light of fast transformations of the medium that intermediates the message, in this paper, we are going to focus on the manifestations of the promotional language in social media texts, which advertise for the urban industry of accommodation in Romania. We shall constitute a corpus of study as the basis for our research methodology and, through the empirical method of observation and DA, we propose to recognize or discover new patterns developed at textual (mainly) and visual level or the mix of the two, known as strategies of the promotional language of tourism.

Keywords : discourse analysis, promotional language of tourism, social media, urban accommodation industry, tourism

Conference Title : ICDA 2022 : International Conference on Discourse Analysis

Conference Location : Venice, Italy

Conference Dates : April 14-15, 2022