

Alina Gabriela Negoescu,
*A Semantic and Pragmatic
Analysis of Tourism
Advertising: Tourist Leaflets
from Sibiu, Romania and South
Dakota (Presa Universitară
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Diana-Anneliese Sapon

This book explores linguistic aspects of tourism advertising through the lens of semantics and pragmatics, focusing on meaning, context, deixis, implicature, and metaphor. It analyzes how language constructs persuasive messages, emphasizing discourse features and multimodal elements. A comparative study of Romanian and American leaflets provides quantitative insights into cross-cultural communication strategies.

Pragmatics; semantics; conceptual metaphors; discourse analysis; tourism.

The volume, titled *A Semantic and Pragmatic Analysis of Tourism Advertising: Tourist Leaflets from Sibiu, Romania and South Dakota, USA*, authored by Alina Gabriela Negoescu, PhD, and published by Presa Universitară Clujeană, represents a theoretical model for analyzing advertising language. Despite being published a decade ago, the book remains an important landmark in linguistic analysis, covering areas such as pragmatics, semantics, contrastive linguistics, applied linguistics, and LSP (Language for Specific Purposes).

The relevance of the book can be explained in several ways. First, it grounds the reader in essential pragmatic concepts (such as meaning, context, reference, speech acts, implicature, presupposition, etc.), which are foundational tools for analyzing language use. In today's world, communication relies more than ever on contextual nuance, and pragmatic competence is vital in interpreting media, politics, marketing, and cross-cultural interactions. Second, tourism is a global economic force, and the book offers a multifaceted

view of how language constructs experiences and sells destinations through the interdisciplinary approach of tourism advertising, combining linguistics, marketing, tourism, and discourse analysis. Third, the application of the book to real-world media, exploring actual advertisements and analyzing how metaphors and narrative constructs work, is crucial for media literacy. Fourth, the book's cross-cultural comparison and empirical research are important, as the challenge of localization versus global branding remains central to tourism.

Starting with studies such as *How to Do Things with Words* (Austin, 1962), *Studies in the Way of Words* (Grice, 1989), *Semantics* (Leech, 1974), *Speech Act Theory* (Baicchi, 2009), *Pragmatic Presuppositions* (Caffi, 2006), *Discourse and Power* (van Dijk, 2008), *The Cambridge Encyclopedia of Language* (Crystal, 2010), *On the Philosophy of Language* (El-Daly, 2010), and *Implicature* (Kasher, 2009), the author outlines a theoretical perspective on the analysis of marketing language in the first chapter. This perspective includes not only linguistic aspects but also socio-cultural considerations. The second chapter delves into certain pragmatic aspects of the touristic message, such as Grice's principle of cooperation and his maxims, as well as the types of speech acts present in advertising language. Thus, the chapter provides original insights into pragmatics, applying each cognitive pragmatics principle strictly to the analysis of advertising language. In the third chapter, the author highlights numerous linguistic elements of discourse, creating an overview of how these elements contribute to the characterization of advertising language. It considers how advertising language in English and Romanian adheres to linguistic principles such as relevance theory, the principle of cooperation, deixis, and conversational implicature. It also explores the relationship between language expressing emotions, speech acts, and the cognitive pragmatic character of advertising language.

Another element of originality in this work is the identification of the conceptual and multimodal metaphors underlying the tourism advertising texts studied in the fourth chapter. Drawing on Lakoff's 1980 study *Metaphors We Live By* (Lakoff & Johnson, 1980), the author analyzes tourist brochures to identify and decode the conceptual metaphors in the slogans. The author demonstrates that conceptual metaphors offer a new perspective in tourism advertising by revealing the subtle ways in which systematized structures influence tourists' purchasing decisions. The final chapter synthesizes and confirms many of the qualitative results presented throughout the book. It also highlights the contrasting perspective of the study. It turns out that, although American leaflets provide less information, they suggest more, whereas Romanian leaflets take the opposite approach.

Thus, the importance of pragmatics within advertising discourse is clearly illustrated in this book, with the author providing examples where pragmatics plays a decisive role in the propagation of ideas and ideologies. In this way, concepts such as context, the theory of speech acts, and the principle of cooperation are applied to different instances of advertising discourse, with relevant examples. The author also precisely

identifies the role of semantics in advertising discourse, subjecting both conceptual metaphors and conceptual blending to analysis. Advertising language is portrayed as a metaphorical language, constructed to persuade. Deconstructing these metaphors allows for the analysis of their components, both linguistically and pragmatically. The case studies proposed by the book highlight how metaphors, metonymies, and analogies function within tourism advertising discourse. In conclusion, the book is not only useful for teaching purposes or applied contexts like communication in tourism and marketing, but it is also an important landmark for researchers in linguistics, communication (as related to pragmatics, semantics, contrastive linguistics, applied linguistics, and LSP). Its scope, from theory to practice, and from analysis to application, makes it a robust academic resource.

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Diana Sopen is a Lecturer at the Land Forces Academy in Sibiu. Her main research topics, resulting in contributions to national and international journals and volumes, focus on applied linguistics, pragmatics, discourse analysis and contrastive studies on English and Romance languages. (diasopen@yahoo.it)