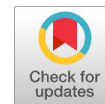


# Techniques of Speech Manipulation in Tourism Advertising Texts

Velichko Marina Aleksandrovna



**Abstract.** *In the fiercely competitive advertising world, particularly in the tourism industry, persuasive manipulation techniques are being increasingly used to engage consumers and influence their decisions. This paper examines various linguistic strategies employed in advertising texts, highlighting their role in shaping perceptions and creating a favourable impression. Essential techniques encompass euphemization, which involves substituting negative terms with neutral alternatives to foster a positive perception among consumers; the substitution of concepts, which connects familiar positive or negative ideas with products or services to elicit targeted emotional responses; and veiled comparisons, where advertisers skillfully position their offerings in a favorable light against competing objects or experiences. The text also explores the concept of rethinking, where well-known facts are recontextualised to construct a favourable narrative, alongside implanted evaluations that ascribe appealing qualities to products or services without scrutiny. The article delves into the art of speech linking, a subtle technique that fosters agreement by incorporating temporal phrases. It also explores implicatures, where underlying messages imply affordability and enjoyment without being directly stated. Additionally, rhetorical questions further engage potential clients. Employing these strategies, advertisers formulate messages that capture prospective clients' attention and foster a sense of independent decision-making, ultimately enhancing their appeal and the effectiveness of their campaigns. Overall, the analysis reveals how these manipulative strategies shape consumer perceptions and choices in the context of tourism advertising.*

**Keywords:** Manipulation Technique, Advertising Discourse, Euphemization, Implicatures, Speech Linking.

## I. INTRODUCTION

In today's highly competitive advertising environment, especially within the tourism industry, advertisers are driven to utilise a range of persuasive strategies to engage the interest of potential clients. The essence of advertising discourse closely mirrors propaganda, fundamentally rooted in the manipulation of consciousness. This manipulation is becoming more common, fueled by the ongoing clash between advertisers, who aim to promote their products, and consumers, who seek the best possible advertisers seek to

Influence consumer behaviour by creating an illusion of independent decision-making. This paper examines the key linguistic techniques in tourism advertising, revealing how these strategies influence consumer perceptions and drive decision-making.

## II. MAIN TECHNIQUES OF SPEECH MANIPULATION

Due to intense competition, advertisers must employ various tactics to capture the attention of potential clients. That is why elements of manipulation are found in advertising texts.

E.A. Terpugova emphasizes that the basis of advertising discourse is the exact nature as the basis of propaganda, namely, manipulation of consciousness [1].

Manipulation is more prevalent today than ever, fueled by the ongoing conflict between advertisers striving to promote their agendas and consumers seeking the best options. This struggle intensifies with the rise of fierce competition in the marketplace. Manipulation inherently aims to neutralise conflicts, crafting the illusion that consumers are making independent choices.

The main techniques of speech manipulation in tourism advertising texts are manifested in the use of various linguistic means [2]. Let's consider some of them.

### A. Euphemization

Involves substituting words with negative connotations for more neutral alternatives, for example, the following advertising text offers a service such as car rental with a driver. Attention is focused on the fact that this type of service is designed for any budget (i.e., for a wealthy and not extravagant audience). At the same time, words such as poor, not rich, etc., are omitted, since they have a negative meaning and can negatively affect the mood of a potential client, and, accordingly, the choice of tour operator.

*Travel in style with a chauffeur-driven car in and around London. Options are available to suit all budgets and needs, whether for a special occasion, an airport transfer, or a city tour in a limousine. Sit back and relax comfortably as you'll be driven to your destination by a London chauffeur in a minicab on demand, at any time of the day.*

### B. Substitution of Concepts

A well-known concept is placed on a par with negative/positive concepts and, thus, acquires a positive/negative meaning. In this case, nothing is said directly; the potential client himself makes the meaning negative/positive.

*See vivid floral displays and innovative show gardens at the Chelsea Flower Show. Although the show tends to*

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*sell out in advance, there are many other floral-themed events in and around Chelsea during May, and many hotels and restaurants offer special afternoon teas and menus in honour of the show.*

In the example above, the Chelsea Flower Show is associated with special afternoon teas and menus in honour of the show.

In the following example, London's outdoor events are associated with an amphitheatre through manipulation. If a potential client is interested in participating in outdoor events, they should consider visiting an amphitheatre.

*Many of London's outdoor events kick off in May. Festival season begins with music festivals in many of London's biggest parks. And Regent's Park Open Air Theatre starts its season, performing plays and musicals in a beautiful outdoor amphitheatre.*

*Soak up some culture after hours at Museums at Night. Many of London's museums and galleries stay open late, hosting special events and activities.*

In this case, associations arise between London's museums and galleries and nightlife, culture, special events, and activities. In the mind of a potential client, a vivid image forms of an enchanting visit to a night museum, steeped in the richness of English culture.

*For football fans, the FA Cup Final takes place at Wembley Stadium. This is the English Football Association league final, and pubs all over London will likely be packed with people watching the game.*

There exists a powerful connection between football fans and pubs. If you are a football fan, you should visit English pubs.

### C. Veiled Comparison in Favour of the Manipulator

The technique boils down to finding an object that you can rely on to make you look better.

*Founded on solid teaching principles with a straightforward, hands-on approach, you will leave Cookery School with the skills to become a confident and independent home cook.*

*Cookery School provides a fun and informal atmosphere. It is committed to sustainability and uses top-quality, mainly organic, ingredients. There is always plenty of opportunity to ask questions and learn supposedly tricky techniques.*

*Cookery School is the only cooking school in London with a maximum of 3 stars from the Sustainable Restaurant Association and won Best City Cookery School in the 2013 UK Cookery School Awards.*

### D. Rethinking

A prominent and well-known fact, event, person, or phenomenon is given a new meaning convenient for the manipulator. It turns out to be something like a new acquaintance with the subject.

*London is the political, economic and cultural capital of Britain. You can visit the Queen's official residence at Buckingham Palace and tour the Houses of Parliament, the historic home of the UK government.*

*London is incredibly well-connected, with five international airports and the high-speed Eurostar rail link. More than 50 countries are within a three-hour flight time, and upwards of 300 international destinations have direct links to London.*

*London is a city at the centre of the world – and a world in a town. Around 230 languages are spoken here, and you will find a wealth of different cultures and communities throughout the capital.*

*London's history stretches back thousands of years, and the city boasts four World Heritage Sites: the Palace of Westminster and Westminster Abbey, the Tower of London, Maritime Greenwich and the Royal Botanic Gardens, Kew.*

### E. Implanted Evaluation

An object's attribute is constantly placed next to its name, becoming its supposedly immanent property. And no one wants to dispute or clarify this.

*Whether you want to spend big or browse, London is a luxury shopper's paradise, offering everything a discerning buyer could want.*

*Whatever you're looking for, London is packed with luxury shops just waiting to be explored.*

*Browse through large designer shops and department stores, explore exclusive shopping streets, and wander around world-famous jewellery shops.*

### F. Speech Linking

The technique is taken from neurolinguistic manipulation, a method by which two or more actions in a sentence are linked by the temporary phrases "before," "before," "after," etc. The technique's effect is that it is difficult for a person to give a double negation to such a double temporary construction in a sentence if he does not agree with at least something.

*Wherever you did not fly, do not miss the opportunity to visit London. Moreover, British Airways can offer you any flight over the British capital. What will allow you to spend a wonderful time in London before going somewhere else for new adventures?*

We have received indirect consent for the visit to London.

### G. Implicatures

An indirect method of communicating information that is not explicitly stated in the message, but must be inferred by the reader based on common assumptions and linguistic norms (Yu.K. Pirogova). For example, in the following examples, it is not said directly that you can have a good time in London, even without money or with a small amount, that is, the travel agency offers a cheap holiday:

*You do not necessarily have to break the bank to have a good night in London. Here are some things to do at night where you can save those all-important pennies.*

*If you're looking for a chance to sample a cocktail or a glass of wine in one of London's many cocktail or wine bars but don't fancy paying full whack, seek out one of London's many happy hour bars. Perfect for those on a budget who fancy a night out on the town. Dirty Martini, Monument, offers daily happy hours where you can grab a bottle of wine or a half-price martini or try London Cocktail Bar or Slim Jim's Liquor Store, Islington.*

*London is full of comedy nights, showcasing the best comedians. You will find free comedy nights everywhere if you keep your eyes peeled. Laugh the night away and don't pay a single penny. Try Angel Comedy at the Camden*



Head every Tuesday or enjoy weekly Wednesday comedy at The Miller.

If you want to spend the night in a bar, socialising and enjoying a drink, there are hundreds of options to sit comfortably and not worry about breaking the bank. Try Thirst, Soho, or grab a £3 pint or £5 cocktail at Ridley Road Market Bar in Dalston.

Not all restaurants in London require a large budget. There are many affordable options for places to get a tasty dinner and take home leftovers. Try one of the many Masala Zones or Spaghetti Houses across the capital for affordable choices.

## H. Rhetorical Questions

The rhetorical question is given a special place. Potential clients are asked questions that cannot be answered with "no." Subsequently, the answer "yes" turns out to be a trap, as it is more than just a response to a question.

These manipulation methods are based on the characteristics and stereotypes of human perception of the world around us. If used correctly, speech manipulation can be a doubly profitable method.

Thus, we can say that various manipulation methods in today's advertising market are widely used and effective due to their appeal to the knowledge and stereotypes stored in people's minds.

## III. CONCLUSION

In conclusion, manipulating advertising, particularly in the tourism industry, is a sophisticated practice that leverages various linguistic techniques to influence consumer behaviour. From euphemisms and concept substitutions to veiled comparisons and rhetorical questions, these strategies create powerful associations and perceptions that guide potential clients' choices. As advertisers grapple with the intricacies of consumer preferences and competitive challenges, consumers and industry professionals must grasp these persuasive techniques. By understanding the fundamental mechanisms involved, consumers can make more informed choices, while advertisers can refine their strategies to meet ethical standards and align more effectively with consumer expectations.

## DECLARATION STATEMENT

I must verify the accuracy of the following information as the article's author.

- **Conflicts of Interest/ Competing Interests:** Based on my understanding, this article has no conflicts of interest.
- **Funding Support:** No organisation or agency has sponsored or funded this article. The independence of this research, as it has been conducted without any external sway, is crucial in affirming its impartiality.
- **Ethical Approval and Consent to Participate:** The data provided in this article is exempt from the requirement for ethical approval or participant consent.
- **Data Access Statement and Material Availability:** The adequate resources of this article are publicly accessible.
- **Author's Contributions:** This article's authorship is solely contributed by the author.

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**Velichko Marina Aleksandrovna**, Senior Lecturer of the Department of Applied Linguistics and New Information Technologies of the Faculty of Roman-Germanic Philology in Federal State Budgetary Educational Institution "Kuban State University". Alongside my substantial experience in applied linguistics, I have cultivated a profound interest in the subtleties of advertising discourse, especially the strategic use of language to sway consumer behaviour. My research explores the fascinating intersection of linguistics and marketing, examining how diverse linguistic strategies can influence perceptions and enhance engagement. Throughout my career, I have published several articles in reputable journals, contributing to the academic community's understanding of advertising strategies. I have a profound passion for teaching and mentoring students, guiding them in honing their critical thinking abilities and fostering a deep appreciation for the essential role of language in communication. I enthusiastically engage in conferences and workshops, exchanging valuable insights and collaborating with fellow researchers to advance the field of linguistics in advertising. My dedication to ongoing learning and professional growth guarantees that I remain current with the latest trends and techniques in my field. Outside academia, I enjoy participating in community outreach programs that promote language education and literacy. I believe in the power of language to connect people and foster understanding across cultures. My commitment to exploring advertising discourse, combined with my robust work ethic and exceptional interpersonal skills, makes me a valuable asset in both the academic and professional spheres of linguistics.

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