

## PHILOLOGY

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### **Pragmatic features of English travel advertising texts**

Tourist discourse occupies a certain place in the typological system of discourses, being a kind of advertising discourse. It combines various types of tourism advertising and aims at attracting the attention of the buyer and to promote tourism services using pragmatic strategies of argumentation and manipulation that influence the mental sphere of the addressee in order to change the decisions in favor of the addressee. This research was carried out on the material of the texts of travel websites and travel guides of foreign tour operators. The analysis made it possible to identify the pragmatic features of the tourism discourse in the English-speaking Internet space.

*Key words:* travel discourse, advertising discourse, linguistic pragmatics.

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