

EXPRESIVENESS IN ENGLISH TEXTS OF HOTEL TOURISM ADVERTISING: COMMUNICATIVE-PRAGMATIC AND SEMIOTIC APPROACHES

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Summary

The article is devoted to the communicative-pragmatic and semiotic study of the advertising texts in English. The purpose of the research topic is to determine the interface of expressive syntactic constructions and non-verbal means of expressiveness in the texts of English tourism advertising of the hotel business. The main methods of the study include expressive linguistic constructions of quantitative and qualitative analysis, as well as non-linguistic means. Qualitative analysis consists in conducting a detailed study of linguistic expressive means by comparing the texts with direct and covert recommendations. Quantitative analysis contains calculation of the proportion of the linguistic expressive means. To substantiate the level of expressiveness of advertising text in the hotel business in English, descriptive, comparative and generalizing methods are used. Functioning of expressive syntax of imperative sentences, inversion, modal verbs, as well as visual means are analyzed. The study showed that expressiveness plays an important role in the advertising text of tourist advertising, since by appealing to the feelings and emotions of the recipient, advertisers thus try to convince to use a specific type of hotel services. Among all the constructions of expressive syntax analyzed in the article, the greatest frequency of use belongs to stylistic inversion, which, due to its emotional and semantic coloring, enriches the advertising text with a high degree of expressiveness. The convincing frequency of imperative sentences in the texts allows the authors to presume that from the communicative-pragmatic and semiotic perspectives this type is among the most commonly used types of expressive structures in advertising texts in English. And the variety of non-verbal expressive means convincingly supplement verbal expressiveness. Due to the obtained analysis results, we can conclude that the use of communicative-pragmatic and semiotic approaches play an important role in advertising text, as it enables recipients to decode verbal and non-verbal elements of the advertising message.

Key words: advertisement, advertising text, communicative-pragmatic approach, semiotic approach, expressive syntactic constructions, verbal and non-verbal expressive means.

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1. Introduction

Expressiveness in the advertising text is the strategic use of language, which is meant to evoke emotions, create a mood and forge a personal connection with the reader. In hotel advertising expressiveness is used to encourage the hypothetic consumer to feel something, for example nostalgia, joy, etc. Expressiveness evokes the emotional side of decision-making, which is often more powerful than logic.

Advertisement is in general the type of the text, which is built to convince people to behave in a particular way, to buy and utilize particular goods or services. On the other hand, despite having much in common with descriptive language, advertising text is built with the language of business, which is aimed to persuade consumers to follow the recommendation of the advertiser. The precise interpretation of the text is an important part of the consumer's understanding of the message in order to follow it.

Advertisers use various techniques for expressiveness. For example, evocative language, which presupposes linguistic means to evoke senses with the purpose of creating a vivid mental image. To make the experience expressed in words more real, the advertiser adds graphic means, a colorful supplement or a picture. Figurative speech is also a powerful linguistic tool: metaphors, similes, hyperboles or personification is often used in advertising text to build expressiveness. Direct address verbalized by imperative mood with or without 'you', subconsciously encourages the potential consumer to 'obey'. Using statements with modal words, especially 'can', subconsciously creates the reality in which the potential consumer is capable of doing everything. Along with the above-mentioned linguistic means, inversion tends to be among the strongest in the line of linguistic expressive constructions due to violating the strict word order of a regular English statement.

The purpose of this paper is to demonstrate the interplay of verbal and non-verbal expressiveness in the English advertising texts of hotel business applying communicative-pragmatic and semiotic approaches.

2. Theoretical frameworks

According to Egamberdieva et al. S, pragmatics is an area of linguistics, in which language is analyzed in 'its real-world' context, it investigates "how meaning is influenced by the situation, the speaker's intention and the audience" (Egamberdieva et al. S 2020: 1540). Dmytruk L., et al. claim that the basis of pragmatics as part of semiotics examines all types of sign systems. Supporting this theory, Morris discovered three segments of semiotics: semantics, which examines the link of signs to items of the real world; syntax exploring the link of signs to one another and pragmatics, which examines the link of context and meaning. As stated by various scientists, linguistic pragmatics does not have direct frontiers, so talking about the pragmatic features of an advertising message (AM), we can study a combination of points associated with the topic of the conversation, recipient, their interplay in communicative process, communicative circumstances, suppositions and viewpoints of communicators (Dmytruk et. al., 2022).

Čmehýlová-Rašov D. argued that communicative-pragmatic approach highlights actual user of the language and pinpoints language in the system of social communication. From semiotic point of view, if a customer operates with the help of a sign, he operates pragmatically. For example: by using the sign he declares his connection to the sign. So, if syntax reveals connection of reasoning and language, the supremacy of pragmatics cannot be rejected, because it endorses the customer and his goals by connecting the sense of the language sign (semantics)

coding it by means of grammar and what the real intention of communicating a certain idea is. (pragmatics) (Čmehýlová-Rašová, 2017). As Lytvynenko A. et al claim, semiotics of an advertised text broadens and enhances comprehension of the “subtleties of the functioning of the advertising message, at least as a sign, economic, political (consumer) and communicative phenomena” (Lytvynenko A. et al, 2022: 368). The figurative environment of the advertised text is far beyond doubt. The revelation of the following basic ideas of semiotics, such as “text”, ‘sign’, ‘interpretation’, ‘symbol’ is a required theoretical and practical condition for creating a successful advertised text. So, the signs in their broader understanding are the most fundamental concepts studied by semiotics.

The basic scholarly contribution in this field involves researchers from many countries, including Ukrainian scholars. In particular, Akaïomova A. refers to a part of semiotics, namely psychophysiological semiotics, which concentrates on functioning of advertising texts concerning the communicative rules between consumer and market in the last decades of the 20th century (Akaïomova, 2011). Solík M. (argues that the nature of advertising functions completely systematically along with signs and sign systems supporting them. The author distinguishes three basic semiotic evaluation techniques: interpretation, formalization and linguistic analysis. Each innovative service, as well as its advertisement, can be converted into meaningful unit. As a result of a variability of the environment of this situation, perception of such items needs explanation at the semiotic and semantic levels. Consequently, the consumer’s identity, single or cooperative, is essential in the process of interpreting any text (Solík, 2014).

As far as the semiotic approach to analyzing the advertising message is concerned, both verbal and non-verbal aspects of the advertisement are worth in-depth analysis. The text of advertisement provides the advertiser with the means to demonstrate goods and services for their benefit. At the same time, by means of a visual sign the consumer receives the ability to comprehend the essence of an advertised article or service (Naghizadeh, 2021).

Therefore, the interpretation of the advertised message would be misleading providing, communicative situation or verbal/non-verbal aspects of expressive syntactic constructions are misrepresented.

3. Methodology

Research design

The study is based on a combination of quantitative and qualitative analysis of expressive linguistic constructions as well as non-linguistic means in the advertised texts. The qualitative analysis contains detailed study of linguistic expressive means by comparing the texts with direct recommendations and covert ones, which are not expressed directly by means of words. The quantitative analysis contains calculation of the proportion of the expressive linguistic means, such as inversion, imperative mood, modal structures containing “can”. Descriptive, comparative and generalization methods are applied to substantiate the level of expressiveness of the advertising text in the hotel business in English by means of using emphatic structures.

Time frame

The study comprises the advertising texts of the USA hotel business from 2019-2025. The time frame was determined to analyze the functioning of the expressive syntactic constructions in the recent advertising texts according to the approaches mentioned above.

Resources

The main sources applied in this study are the recent scholarly papers, such as the articles by Čmehýlová-Rašová D., Dmytruk L., Udovichenko H., Egamberdieva F., Egamberdieva S.,

Gorkun M., Naghizadeh R., Nematova I., Weixuan S., Wenqian L. and others, which are related to pragmatics, semiotics, syntax, linguistic and non-verbal means in advertising.

Analysis

By means of descriptive method the specific features of functioning of the expressive means, both verbal and non-verbal, are determined. With the help of the comparative method the expressive constructions, which prevail in the advertising texts, are established. Applying quantitative method allows analyzing numerical data of usage of each linguistic construction, and qualitative method is applied to study non-numerical data in order to gather in-depth understanding in terms of communicative-pragmatic and semiotic approaches, which are basic to this research. The generalization method is used for summarizing the obtained results.

Selection criteria

The selection of scholarly sources from the field of pragmatics, semiotics and expressive constructions is based on their general relevance to the topic of research, which implies primarily selecting works published within most recent time frame (from 2014 to 2022) and their scientific impact.

Validation methods

To verify the validity of the theoretical conclusions, methodological approaches to validation were applied, including internal validation by comparing data obtained from the above-mentioned sources. Furthermore, the assessment of the research results was based on the criteria of scientific accuracy, consistency and compliance with the topic of research.

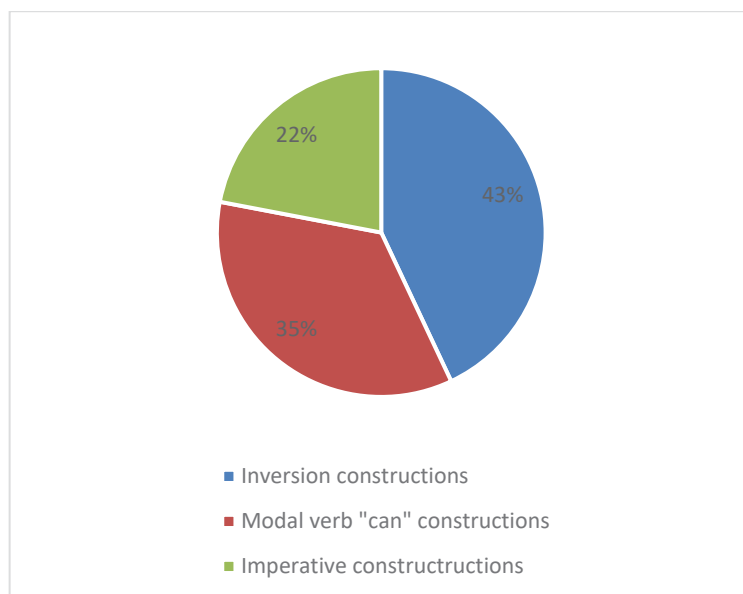
4. Main part

Expressive syntax in advertising discourse plays crucial role as it adds emotionality, the text becomes more significant and appealing to the recipient. It comprises various grammar constructions, such as short sentences, rhetorical questions, parallelisms and other structures. However, the study of expressive linguistic means in this research is focused on the application of several expressive syntactic constructions, such as inversion, imperative structures and the structures with the modal verb ‘can’.

The most frequently used emphatic structures are the sentences with inversion. Among 41 advertising texts analyzed inversion is prevailing in 13 texts, which comprises 43% from the total data. A significant number is also discovered in the use of modal structures with ‘can’, namely 35%, and this type of structures prevails in 13 texts; imperative sentences are found in 22% of the texts, which is vividly illustrated in Picture 1.

Inversion, as the most commonly used structure (43% of the total amount), includes grammatical and stylistic, or partial inversion, in which a participial clause stands in the prominent position to the subject of the main clause, as in “*Designed with clean... style, our guest rooms ...keep the focus on iconic views...*” (see *Appendix 1*). Macpherson in his work about ‘right- or left-sided’ sentences, refers to this type of inverted sentences as ‘left-sided’, and they are supposedly created to ‘avoid monotony’ (Macpherson 1996: 45). According to Macpherson the technique of ‘right/left-sided’ sentences can involve series of adjectives preceding the subject or a phrase, “while the main verb is followed by a participial clause as well” Macpherson claims that avoiding monotony by using this technique by the author cannot be overestimated, since it is a crucial technique frequently used by journalists, reviewers, etc. (Macpherson 1996: 46). We presume that the main goal of advertisers, which is attracting the consumers by all possible lexical, stylistic, grammatical, graphical, etc. means, would also be ‘avoiding monotony’ in their advertising language. This presupposes adding this category of writers to Macpherson’s

list. Thus, although some examples of inversion refer to stylistic type or ‘left-handed’ type, we included this category as inversion along with grammatical inversion. Examples can be found in Appendix 1.



Picture 1. Frequency of expressive syntactic constructions' usage in hotel business advertising text

The structures with the modal verb ‘can’ are found in 35% of the total amount of texts. Modality, according to Weixuan Shi, Wenqian Li, refers to the assertion of the viewpoint of the spokesman about the certitude, probability or regularity of something occurring or existing. Modality is a semantic category functioning at the level of a sentence but having results on the entire text. As a result, advertising discourse is a kind of practical genre, the main function of which is to set up a connection between advertisers and customers. In our opinion modal ‘can’ is a constituent of the expressive syntactic construction. It is applied to express a speaker's attitude to a particular situation, mainly concentrating on such categories as ability, possibility, or permission (Weixuan *et. al.*, 2020). By means of this structure the advertisers demonstrate permission or ability of the recipients to choose or to use a particular type of hotel service (see Appendix 2), for example: *guests can see, views can be seen*, etc. Besides this, ‘can’ is used in both structures, active or passive, which is more frequently used, according to our observations. For instance, *guests can see, you can stand* (active), *which can now be explored*, (passive).

As seen in the diagram in Picture 1, the imperative sentences are discovered in 22% of the total amount of the texts (against 35% with modal “can” and 43% with inversion) and they are found in 33 texts. The examples are provided in Appendix 3. The imperative mood is a powerful linguistic tool used to convey a wide range of meanings beyond simple commands. According to Nematova, imperative sentences, as a grammatical term, belong to one of the principal notions in modern linguistics, the notion that shows the will of the communicator to direct someone or encourage someone to do something. They are usually used when advertisers

are willing to express commands, requests or prompt people to take action through particular advertising type (*Nematova, 2024*).

While its primary grammatical function is to direct the reader to perform or not perform an action, its stylistic function is to create a specific tone, establish relationships, or evoke emotional responses. The imperative mood achieves these effects through its directness and implied subject, which is always “you”. This grammatical feature immediately places the recipient in a position of action or reaction, making it a highly effective device for instruction or persuasion. Both are important for advertising depending on the context. For hotel advertising it is used as encouragement, for example, it encourages to stay in a hotel. Imperative structures also possess a strong level of emotionality. Depending on the context, the imperative can express a variety of strong emotions. The emotional intensity is heightened by a lack of a subject and a single direct verb. The advertisers persuade the recipient to choose the particular hotel and enjoy specific hotel services with the help of the imperative forms of such verbs as, *lounge, spend, relax, enjoy, recline, awake, treat, grab, let, explore, unwind, stay, take, cool off, step into, engage with, immerse* and others (see *Appendix 3*).

In advertising verbal means and expressions overlap with non-verbal. The latter play crucial role in advertising from the communicative-pragmatic perspective. They convey messages more powerfully and directly than words. The ‘father’ of modern linguistics and semiotics, Ferdinand de Saussure, was among the first to research verbal and non-verbal signs, stating the structure of a sign as a composition of two parts, a signifier, which could be a word or an image, and a signified, which is a concept it represents (*de Saussure, 1959*). And a sign in advertising communicates the value of the advertising element, be it a hotel or other service. Peirce argues that different types of imagery and design elements in advertising texts are powerful tools to persuade consumers (*Peirce, 1931–35*). Mehrabian, writing about communication strategies, suggests that a significant part in those is played by non-verbal part (*Mehrabian, 1972*). The consumer subconsciously emotionally understands visual cues and symbolism. The advertisers use graphical means to communicate brand’s personality, which the consumer understands without reading the words of the advertisement. Advertisers also use various fonts. Supposedly, a sleek modern font communicates the idea of sophistication; at the same time, handwritten font produces the impression of approachability, childishness or simplicity. Logos and symbols represent brand’s value and identity. With the help of appropriate layout and design, namely, use of white space or hierarchy of elements, advertiser also influences consumer’s perception of the image. For example, cluttered design may arouse chaotic, overwhelming feeling. As seen in the examples in Appendices 4 – 6, colorful images are vividly used to attract attention of the consumer. Color powerfully influences the perception of image. For example, ‘red’ represents energy or passion; ‘blue’ is considered to be the incarnation of stability or calmness; while ‘black’ often symbolizes energy or sophistication. If the text is written in white on colorful or grey backgrounds, it definitely draws the consumer’s attention to the hotel services. In particular, in Appendix 4, the tendency towards blue and black images prevails, which in turn conveys the full range of services of each hotel in particular. For example, the consumers’ attention will be primarily attracted by the hotel’s location, beautiful views at different times of the year, as well as the atmosphere of coziness and comfort will help them make the right choice (see *pictures 1-13 of Appendix 4*). Colorful visual elements help to persuade tourists to choose the particular hotel, see all the benefits and make a decision (see *pictures 14-41 of Appendices 5-6*), in which the consumer’s attention will be directed to the location close to the sea, the wonderful views that can be admired from the balcony of the hotel room and at the same time enjoy the beauty of the nature. As for the font itself, it combines with the image and further enhances it.

In particular, in applications 5-6, the use of white font on a colored background prevails due to the desire of advertisers to instantly attract the consumer's attention, and white symbolizes purity, honesty, minimalism and innovation. As a result, the combination of a bright background with white text makes the layout modern, "clean" and easy to perceive. So, the images suggest that each tourist could find a hotel to his liking, as the colorfully depicted location near the sea or in the mountains attracts them. Graphic elements in advertising serve as a powerful tool for visual communication. Together with images, they instantly attract attention, form an emotional connection with the audience, and transform "dry" information into a compelling call to action, directly influencing the consumer's decision.

By strategically combining non-verbal elements, advertisers create strong emotional connection with the consumers, build a brand image and persuade them to take action.

5. Conclusions

Thus, our analysis indicates that applying the communicative-pragmatic and semiotic approaches to tourism advertising texts in English is a complex and multifaceted process. The study of the interface of verbal and non-verbal visual means in advertising text has convincingly demonstrated that the concept of advertising includes verbal elements of expressive syntax and non-verbal means of expressiveness, which requires further careful research. Communicative-pragmatic and semiotic approaches presuppose a full understanding of the communicative intentions of the advertiser and the sign nature of the advertising text. So, the connection between parts of text elements is manifested in the fact that verbal and non-verbal components complement each other, as well as contribute to the implementation of a specific advertising effect on the recipient. Communicative-pragmatic and semiotic approaches allowed decoding advertising messages which advertisers skillfully create in hotel business advertisements. Moreover, based on analyzing 41 advertising texts we concluded that inversion is most frequently used device among verbal means, while modality with 'can' and imperative mood are also considered powerful devices by advertisers.

Further research of the interaction between verbal and nonverbal aspects in hotel advertising texts from the perspective of communicative-pragmatic and semiotic approaches will be conducted based on broader data of advertising texts and will be aimed at verifying and substantiating the conclusions reached in this analysis.

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Appendices

Inversion
“Designed with clean, contemporary style, our 155 guest rooms and suites keep the focus on iconic views of the San Francisco skyline, the bay and bridges” [Best in Travel Magazine. Hotels opening in 2021/2022, 2021: 335].
“Nestled within Big Sky’s 3,530-acre Spanish Peaks enclave, and less than an hour’s drive from the gates of Yellowstone National Park, Montage Big Sky will offer a year-round mountain paradise for luxury adventurers and outdoor enthusiasts alike” [Best in Travel Magazine. Hotels opening in 2021/2022, 2021: 343].
“Revered and raucously enjoyed for generations, the beloved landmark opens a new chapter in 2021 as the definitive luxury destination in the Santa Ynez Valley” [Best in Travel Magazine. Hotels opening in 2021/2022, 2021: 353].
“With a breathtaking natural setting and 20,000 square feet of event space, the resort is ideal for weddings and meetings” [Best in Travel Magazine. Hotels opening in 2021/2022, 2021: 355].
“With no rental restrictions, ownership of one of these brand new homes makes perfect sense for anyone looking for a real estate investment in the South Florida area” [Best in Travel Magazine. Hotels opening in 2021/2022, 2021: 359].
“Crowning the skyline’s tallest tower, the brand-new Four Seasons Hotel Philadelphia at Comcast Center showcases new restaurants by Michellin-starred chef Jean-Georges Vongerichten and James Beard Award-winner Greg Vernick, along with a 57th floor spa and indoor infinity pool” [Best in Travel Magazine. New Hotels in North, South & Central America + Caribbean, 2019: 14 – 15].
“Making a landmark debut in Brazil, Four Seasons Hotel São Paulo at Nações Unidas is redefining luxury in South America’s business and cultural powerhouse. Here, world-class service meets local culture, global businesses blend with lush green spaces, and sumptuous accommodations are complemented by the city’s best dining and nightlife” [Best in Travel Magazine. New Hotels in North, South & Central America + Caribbean, 2019: 16-17].
“With live music seven nights a week, cuisine from five continents and local shopping boutiques, Adams Morgan has something for everyone and delivers a uniquely rich way to experience the nation’s capital” [Best in Travel Magazine. New Hotels in North, South & Central America + Caribbean, 2019: 42-43].
“Set on the site of the former Rosenwach factory, the maker of the iconic wooden water towers that scatter the New York skyline, The Hoxton Williamsburg will be a destination for international visitors, guest and locals alike” [Best in Travel Magazine. New Hotels in North, South & Central America + Caribbean, 2019: 58-59].
“Perched on a 200-acre expanse that bridges the dense jungles of the Yucatan and the powdery sands of the Riviera Maya, Maroma, a Belmond Hotel, stands as a subtle masterpiece of luxury” [Condé Nast Traveler. Dive in!, 2024: 24].
“With iconic settings, unrivaled style, and unparalleled service, these winning hotels and resorts offer travelers the best new hospitality experiences in the world” [Condé Nast Traveler. The 2024 hot list the best new hotels, cruises & restaurants, 2024: 19].
“Perched on the edge of the Atlantic in the heart of the Florida Keys, Islamorada is a dream island destination and a tropical paradise surrounded by endless sun and sea” [Condé Nast Traveler. The 2024 hot list the best new hotels, cruises & restaurants, 2024: 84].
“With so much to see and do, Biltmore Estate is the perfect destination for an unforgettable spring-time getaway” [Condé Nast Traveler. One of a kind. The new secrets of luxury travel, 2024: 52].

Appendix 1

Modal verb “can”
“ <u>Guests can expect</u> complimentary WiFi, room service, a bountiful breakfast buffet, an event room, sauna, spa and gym, parking and planetarium – the best place to observe the milky way and the southern cross” [Best in Travel Magazine. Discover Peru, 2020: 80-81].
“All rooms and suites are decorated in a delightful mix of classical and Peruvian artworks. <u>Keen golfers can tee off</u> at the 18-hole course located opposite the hotel, before enjoying the obligatory Pisco Sour at the oak-panelled English Bar” [Best in Travel Magazine. Discover Peru, 2020: 82-83].
“Along with hardwood floors, wooden beams, soft, plush fabrics and a glass and marble bathroom, <u>guests can expect</u> a mountainous bed, beautiful artwork and a welcoming glass of champagne. Elsewhere the hotel’s excellent concierge <u>team can arrange</u> private viewings at local galleries and invitacording tions to specialist arts events in the local area and organise trips to local markets, cooking classes and Pisco tasting events” [Best in Travel Magazine. Discover Peru, 2020: 84-85].
“The property has been thoughtfully designed so that wonderful <u>views over the Pacific Ocean can be enjoyed</u> at every turn – each of the seven stylishly decorated suites boasts private terrace or balcony facing the ocean” [Best in Travel Magazine. Discover Peru, 2020: 92-93].
“ <u>Guest can get up</u> close to other creatures too: feed alpacas at the property’s on-site farm and learn about traditional Peruvian farming techniques. Meanwhile <u>true foodies can discover</u> the secret of Peruvian cuisine with cookery lessons from the hotel’s expert chefs” [Best in Travel Magazine. Discover Peru, 2020: 96-97].
“ <u>Guests can start</u> their day with an extensive buffet breakfast, served in San Augustin’s restaurant which is open 24 hours a day” [Best in Travel Magazine. Discover Peru, 2020: 134].
“And there is nowhere else in the world where <u>you can stand</u> surrounded by such unparalleled views of these rare red rock formations, all while enjoying the utmost in luxurious accommodations” [Best in Travel Magazine. Hotels opening in 2021/2022, 2021: 322-323].
“During its construction in 2005, much of the area was preserved to support wildlife, <u>which can now be explored</u> through our daily nature tours” [Best in Travel Magazine. World. Special Issue, 2024: 107].
“The hotel is also home to a handful of influential firsts, including the first concierge in the United States <u>who can still be found</u> doling out expert recommendations to guests today” [Condé Nast Traveler. The 2025 Gold List. Our Editor’s Favorite Hotels and Cruises, 2025: 23].
“When dinnertime comes, <u>guests can head down</u> to Pushcart for Jamaican classics like conch curry or braised oxtail, while DJs take over the sound system for a dance party” [Condé Nast Traveler. The 2025 Gold List. Our Editor’s Favorite Hotels and Cruises, 2025: 54].
“When you vacation at Sandals Resorts, <u>you can do</u> as much, or as little, as you’d like” [Condé Nast Traveler. The 2021 Readers’ Choice Awards, 2024: 73].
“ <u>Guests</u> arrive to a glass of bubbly and <u>can pick up</u> a rotary phone to listen to recorded conversations between the hotel operator and former overnigheters like Marilyn Monroe and Clark Gable. <u>Guests in suites can press</u> a Champagne button to summon a bar cart” [Condé Nast Traveler. The 2024 hot list the best new hotels, cruises & restaurants, 2024: 46].
“Sensei <u>resort guests can enjoy</u> reserved tee times or tailor-made private lessons led by a professional golfer” [Condé Nast Traveler. The eternal appeal of the Amalfi coast + find your next cruise, 2023: 28].

Appendix 2

Imperative Structures
“ Lounge in the sun, cool off in the pool, or hit the onsite fitness centre. Then spend a relaxing afternoon, reading a book in the peaceful comfort of the courtyard while sipping a special vintage of wine from the hotel’s wine cellar” [Best in Travel Magazine. Discover Peru, 2020: 90-91].
“ Relax by the beautiful infinity pool or on the beach, dine on gourmet Peruvian cuisine in the restaurant and watch a spectacular sunset while sipping on a cocktail. Don’t leave without booking a treatment at the fabulous spa that’s located at the top of the hotel and, again, boasts panoramic vistas” [Best in Travel Magazine. Discover Peru, 2020: 92-93].
“ Enjoy amenities including the hotel’s sparkling indoor pool on the 11th floor, featuring a sundeck with city views, the two-level fitness centre, the Millennium Sports Club, and the hotel bar, where you can sip a Pisco Sour or two” [Best in Travel Magazine. Discover Peru, 2020: 126-127].
“ Recline in plush rooms which mix warming Peruvian accents with the latest technology” [Best in Travel Magazine. Discover Peru, 2020: 128].
“ Awake renewed in your heavenly abode before a day filled with replenishing spa treatments that feature centuries-old Incan healing regimens” [Best in Travel Magazine. Discover Peru, 2020: 143].
“ Treat yourself to true indulgence by checking into a Royal Suite at this luxury hotel which is sure to make a lifelong impression” [Best in Travel Magazine. Discover Peru, 2020: 164-165].
“So grab a glass of wine from your Plum dispenser and watch space pass as the planet spins and the sun sets. If you believe in the power of nature to heal and inspire, let Sedona work her magic here at the Ambiente. Tune in your senses, no special powers required” [Best in Travel Magazine. Hotels opening in 2021/2022, 2021: 322-323].
“ Explore our 220,000 sq. ft. pool complex and several dining options ranging from market-style food stalls to award-winning steaks and wine” [Best in Travel Magazine. Hotels opening in 2021/2022, 2021: 326].
“ Unwind in Four Seasons comfort, inspired by the timeless beauty of California’s premier wine region” [Best in Travel Magazine. Hotels opening in 2021/2022, 2021: 336].
“ Stay in one of our hacienda style guest rooms or luxury suites, with lustrous bathrooms and superior amenities. Take in the view on our outdoor patio overlooking the ruins of the Great Stone Church or soak up the rich history of California with a tour of the nearby Mission San Juan Capistrano. Cool off in our sparkling pool or restore balance at our on-site spa, Spa at the Mission, nestled among the verdant foliage surrounding our hotel” [Best in Travel Magazine. Hotels opening in 2021/2022, 2021: 337].
“ Step into a beautifully restored and re-imagined landmark at the intersection of Newbury and Arlington Streets, where leaders, innovators, and casual passersby gather for celebratory and everyday occasions. Engage with a local and timeless institution of global savoir faire that’s modern, sophisticated, approachable and refined. Immerse yourself in this glamorous place, where community, culture and commerce dynamically converge, paying reverent homage to the pioneering spirit from which Boston was first built” [Best in Travel Magazine. Hotels opening in 2021/2022, 2021: 354].
Relax and look out over The Gulch from the expansive 9,700-foot WET Deck pool and bar lined with luxury cabanas. Start your morning off with artisanal coffee from Nashville’s own Barista Parlor. In the evening, swing by our Rooftop Bar for a Southern sunset and end your night at either our Living Room for a classic cocktail or local brew or at our music venue for live entertainment” [Best in Travel Magazine. Hotels opening in 2021/2022, 2021: 358].

“**Enjoy** the relaxed luxury and natural beauty of the Hilton Santa Barbara Beachfront Resort. **Set across** 8 spanish-style buildings along the Pacific coastline, our resort has something for everyone – stunning views from every room, a wellness spa, multiple restaurants, a gigantic pool, indoor/ outdoor event space, and recreation on land and water” [Best in Travel Magazine. New Hotels in North, South & Central America + Caribbean, 2019: 22-23].

“**Experience** this effortless marriage of past, present, and future across Fairmont’s collection of Northern California hotels and resorts. Whether served as stops along a classic California road trip or as individual escapes, **prepare to make special memories** that will linger long after checkout” [Condé Nast Traveler. The 2025 Gold List. Our Editor’s Favorite Hotels and Cruises, 2025: 22].

“**Experience** the exquisitely transformed Ritz-Carlton, Naples” [Condé Nast Traveler. The 2021 Readers’ Choice Awards, 2024: 21].

“**Take off** your winter layers and **try** this on for size: a 4th night free” [Condé Nast Traveler. The 2021 Readers’ Choice Awards, 2024: 93].

“**Experience** a romantic fall retreat in South Carolina’s Upstate at Hotel Domestique. **Indulge in** Chef Haydn Shaak’s seasonal menus at Restaurant 17 and **discover** the region’s charm as you tour nearby vineyards” [Condé Nast Traveler. The 2021 Readers’ Choice Awards, 2024: 129].

Appendix 3

Visuals with inversion



Picture 1



Picture 2



Picture 3



Picture 4



Picture 5



Picture 6



Picture 7



Picture 8



Picture 9



Picture 10



Picture 11



Picture 12



Picture 13

Appendix 4

Visuals with modal ‘can’



Picture 14



Picture 15



Picture 16



Picture 17



Picture 18



Picture 19



Picture 20



Picture 21



Picture 22



Picture 23



Picture 24

Appendix 5

Visuals with imperative



Picture 25



Picture 26



Picture 27



Picture 28



Picture 29



Picture 30



Picture 31



Picture 32



Picture 33



Picture 34



Picture 35



Picture 36



Picture 37



Picture 38



Picture 39



Picture 40



Picture 41

Appendix 6