Communicative strategies in modern linguistics (on the material of English travel blogs)

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Abstract

The study of communicative strategies and communicative tactics are in central attention in modern linguistics. The article is devoted to the study of communicative strategies that are encountered in travel blogs. The main purpose of the article is to analyze communicative strategies applied in English language tourism blogs. Empirical materials are taken from "BBC Travel", "Two monkeystravel" blogs, which are considered as the best travel blogs according to 2019 and to show that the strategies aligned with travel blogs can definitely assist tourism destinations competitively. The theoretical and practical significance of the study lies in the fact that the results will not only expand the study of the problem of "communicative strategies and tactics," but will be useful as recommendations for creating tourist promotional materials aimed at tourists. Travel blogs as an integral part of media communication play a significant role through interacting directly with addressees via different internet platforms to promote tourism destinations using persuasive communication strategies and tactics. Reacting to visitor's opinions and satisfying their demands are also peculiar to travel blogs.

Key words: tourist discourse, communicative strategies, tactics, travel blogs, posts, pragmalinguistic features

Introduction

The Actuality of the Problem

Language and communication are rapidly developing taking advantage of new technologies. Year by year, tourism discourse is shifting to social networks opt to the fact that social networks relate to media, as they have become the essential tool and a channel of spreading information that is available for wide recipients that subscribed to them.

The object of the investigation is travel blogs, as a hybrid genre of blogging discourse and tourism discourse.

This study is based on the following hypothesis: communication strategies and tactics are not universal according to various cultures.

The subject of the study is the realization of communicative strategies and tactics in travel blogs.

The purpose of the article is to conduct a linguistic analysis of seven communicative strategies (self-presentation strategy, strategy of respecting traditions of host country, strategy of quick response, strategy of appealing to the tips, strategy of positioning tourist destination, strategy of cooperation, strategy of persuasion).

For mass audience travel blogs are the main means of obtaining tourism information as they qualitatively cover every aspect of a visitor's trip, from the overall experience of traveling, the anticipation, planning, packing, departure, driving, flying, and delays are all reflected in the travel blogs. Another reason is due to the fact that tourism turned into a massive global socio-economic phenomenon, since the rapid development of new technologies and economic growth influencing the easy movement of tourists from one country to another country, experiencing so many

different cultures. Owing to tourism, socio-cultural information is exchanged between different nations, countries around the world, which leads to the mutual enrichment of cultures.

One of the most popular interactive storytelling genres on various social networks as Facebook, Instagram are travel blogger's stories. Travel bloggers try to make proper impressions on their interlocutors through actively created persuasive strategies. Some travel bloggers write about their perceived experiences just for pleasure and share them with the audience, while others have definite aims to attract potential future tourists using both communicative strategies and marketing strategies. According to D.R. Azariah (2012), various writing techniques and voices are used when tourists record their impressions in a blog. Travel blogs are characterized by different narrative styles. Travel blogs relate to social media. Consequently, travel blogs impact travel planning (Fotis, Buhalis, Rossides, 2012).

Travel writing can be considered as a textual manifestation of the Self and the other confrontation (Bassnett, 2003; Thompson, 2011; Youngs, 2013). Travel blogs are unique free online diary, which enables the creation of discursive zone between addresser and addressee Travel blog websites such as BBC Travel has 1,5 million followers and 4123 blog entries that offer different interesting contents to their followers worldwide and carry out friendly interaction with its recipients. Blogging is one of the most widely used but less studied Internet sites in Kazakhstan, particularly in media linguistics and journalism. Therefore it is worth studying the language features of travel blog texts.

Literature Review

The bibliography that is dedicated to the problems of communicative strategies is immeasurable. The concepts "communicative strategy" and "tactics" are actively used today in studies of various types of discourse. The publications of foreign and domestic scholars (Dijk, Kintsch, 1983; Tarasova, 1992; Vereshagin, Kostomarov, 1999; Karasik, 2002; Issers, 2008; Akisheva, 2008; Goykhman, Nadeina 2009; Shie, 2010; Goncharova, 2011; Sternin, 2015; Zheltukhina et al., 2016; Gumovskaya, 2017; Ponomarenko et al., 2017; Zheltukhina et al., 2018a,b; Aleshchanova et al., 2019; Shabalina et al., 2019) have become priorities in studying communicative strategies in linguistics. Interlocutors in the process of communication to achieve their goals use definite types of strategies and tactics.

Tourism is defined as a complex phenomenon with psychological, social, and cultural dimensions (Urry, 2002). Communication in the tourism sector has national specificity and multidimensional character. In intercultural communication, a special role is played by the national-specific features of the linguistic picture of the world, as well as the correlation of national self-consciousness and language. It is in tourism that the collision and interaction of different cultures occur (Filatova, 2012a; 2012b).

A considerable number of researchers contributed to the development of the concept "tourist discourse" (Urry, 1995; Tyuleneva, 2008; Pogodaeva, 2008; Thurlow, Jaworski, 2011; Duffy, 2015; Sakaeva, Bazarova, 2014; Filatova, 2012b) as tourism has become huge industry in the 21 century, which generates advertising and informative texts that are accessible to different target groups.

Communication strategies and tactics are not universal for all cultures in the world, but represent nationally and culturally determined patterns of speech behavior in a specific situation (Demyankov, 1982; Trufanova, 2001; Ulanov, 2014). However, we think that communication strategies used in tourism discourse sometimes coincide, as an increasingly wide array of purposes of this discourse is the promotion of tourist destinations.

Travel bloggers create authentic content from their personal experience and form a mental picture of the tourism destination via their reasoned and emotional interpretation (Konecnik, 2004; Kavoura, Bitsani, 2013). In comparison with the

traditional paradigms of tourist communication, travel blogs are enabling strategic communication, thus implementing the promotion of tourist places applying explicit and implicit linguistic tools.

The usage of communicative strategies in promoting tourism products can have a great impact on tourists. Therefore, the contents of travel posts cover information on key sights, eating, romantic spots, travel connections, popular destinations, visa application tips, accommodation etc.

According to T. Ambrose and C. Paine (2006), word of mouth communication is more persuasive and more comprehensive and reliable. In many cases, tourists are influenced by the comments and opinions of friends and relatives. L. Guernsey (2000) defined blogs as online word-of-mouth communication based on informal communication between consumers (Guernsey 2000). Moreover, in addition to the communicative strategies, classical word of mouth (WOM) turned into e–WOM hence it enables bloggers to express their feelings and opinions without any restrictions.

American linguist G. Myers (2010) underlined that people used to read narrations with clear structures, but blogs do not have such restrictions. Nowadays, customers prefer brief and concise content than big text content (Myers, 2010).

Speech manipulation is also central in tourism discourse; hence this strategy affects cognitive models of potential tourists. According to S. Kara-Murza (2000), manipulation is a temptation. Therefore, the contents of travel posts are persuasive even in some cases, emotionally manipulative relating to the advertised tourist destination in order to fulfill their specific purposes.

Travel bloggers are opinion leaders; therefore travel marketers need to target them to distribute online information using efficient and effective communication strategies and tactics to advocate tourism (Yoo, Gretzel, Zach, 2011). The same opinions are observed in Lyons and Henderson's interpretations (Lyons, Henderson 2005) as online opinion leaders possess significantly higher levels of enduring involvement, innovativeness, exploratory behavior, and self-perceived knowledge.

Methodology

This study was carried out on communicative strategies used in the English tourism language. In this study, we used different methods and techniques of linguistic research: a semantic and discursive analysis, content analysis of travel posts, and lingua-pragmatic analysis in order to identify how communication strategies are implemented in travel blogs.

To identify the linguopragmatic features of communicative strategies and tactics, we reviewed 150 blog posts published on Twomonkeystravelgroup.com and BBC travel.com: JTB, where the main seven communicative strategies were identified.

Results and Discussion

Nowadays tourism industry is facing tough competition because a lot tourism companies moved to social media, and the media platforms are already are overcrowded and oversaturated with information. It definitely causes problems in attracting potential tourism clients. The tourism industry started to appeal to travel blogger's assistance in order to enhance strategic communication with recipients. They try to use various strategies like self-presentation, appealing to the uniqueness of the destination, appealing to celebrities, discount and bonus strategy, the strategy of appealing to tips etc.

In the course of the research, we identified some popular communication strategies in travel blogs.

The first strategy that is applied by travel bloggers is the **strategy of self-presentation**. The self-presentation strategy in the tourism discourse has

professionally directed specifics - the addresser submits himself as an expert, a connoisseur of the region. In linguistics, self-presentation is usually regarded as a specific speech strategy (Axhausen, 2006; Dubskikh, 2008; Tsibizov, 2009; Shishkova, 2010; Dotdaeva, 2011; Zavyalova, 2011; Bolotnov, 2012; Karpovskaya, Shiryaeva, Zheltukhina, 2019). This strategy is based on a combination of conventional and creative tactics. By their nature, they are divided into rational and emotional. We have chosen travel blog "Two monkeys travel" which is written by married couple-bloggers Kach and Jonathon Howe who decided to leave the nine-to-five career lifestyle, sell off their possessions, and have been traveling the world together since 2013 to show the realization of the self-presentation strategy

Researchers E.E. Jones and T.S. Pittman (1982) proposed five self-presentation tactics: self-promotion, ingratiation, supplication, intimidation, and exemplification. In their work, self-representation is understood as the behavioral realization of the desire for power.

We think among the tactics that can implement **self-presentation strategy,** the following two tactics are central in blog posts of tourism discourse:

- Ingratiation;

- Self-promotion.

The first **ingratiating tactic of self-presentation strategy** ("trying to please") is an attempt to present yourself as attractive in the eyes of others (power of charm). This can be done with the help of such acts as emphasizing the potential personal advantages of the object, praise the dignity and identity of the object.

From the examples below, it is seen that blogger's nickname used in a metaphorical way like "white monkey" which makes the object more attractive. The collocational patterns of noun+preposition+noun structure is illustrated with the corpus examples of *love for lakes, mountains, waterfalls, black pudding and gravy,* and descriptive adjective patterns *as tropical beaches*, *adventure sports* makes travel post more attractive.

Example 1. BBC Travel (2019a, 2019b, 2019c, 2019d) tells awe-inspiring, immersive travel stories to curious, passionate readers who want to learn about the world as much as they want to travel there. It is fuelled by new, unexpected, and emotionally engaging stories from a global community of editors, writers, photographers, and video journalists who provide a trusted perspective on the world of travel. We are independent, impartial, and honest (Banas, 2019).

Example 2. John is the Old White Monkey. Born in the south of England, Jon spent much of his early childhood in Kenya and Malawi, before moving to the Lake District in North West England aged 13 where he acquired a northern accent and a love for lakes, mountains, waterfalls, black pudding, and gravy! After 14 years of studying and working in various (very various!) jobs, he too felt the need to get out and see the rest of the world. He loves tropical beaches, surfing, hiking, the outdoors, yoga, adventure sports and motorbikes! (Howe, 2016e).

Example 3. Still adjusting with the time zone but very happy to attend the WTM yesterday to attend meetings.

I've finally met Sir Gerry, our Philippines Tourism Attache, in UK Europe. One of my Filipino diplomat idols and who helped connect me with hotel and tour companies during our visit in the Philippines in 2017!

I've also met Summer of Visit Florida, who is the one who arranged my first ever trip to USA in 2015 and also made sure we'd have an amazing time at Disneyworld!

Happy monkey.. few days here to attend meetings and getting important documents then we'll be flying back home to Montenegro to be with our little boys! 😊 (Howe, 2019e).

Self-promotion tactic

If the effort to please, this is a strategy that aims to elicit sympathy, the self-promotion tactics aimed at getting respect from other people (expert power). The most effective way of self-promotion demonstration of their knowledge and skills in tourism texts is to show their achievements in the tourism field as a respectable and competitive establishment using adjective+noun lexical collocations as *gold award*, *silver award*. Metaphors are very popular in travel posts to produce a suasive effect. For example, *global culture pole fall in love with the world*. Tourism texts often appeal to facts and figures focusing on the company's presence in the market of tourist services, and numerals are used as a means of language tool.

Example 1. For the third year in a row, BBC Travel (2019a, 2019b, 2019c, 2019d) has won the **Gold Lowell Thomas Award** for the best travel journalism website. Previous **accolades include the Gold award for The US National Parks** turn 100 special projects in 2017, **Silver awards** for our Travel Pioneers series in 2016 and 50 Reasons to **#LoveTheWorld package** in 2015 (Banas, 2019)

Example 2. *Two Monkeys Travel Group – Community Travel Blog is a travel blog and website. We quickly grew into a valuable source of* inspiring travel stories, advice, itineraries, and travel guides, with the aim of demonstrating how to live a sustainable life of travel, whilst living your own definition of success. If you'd like to contribute and write a guest post, contact us at kach@twomonkeystravel.com (Howe, 2019a)

Example 3. Vienna is a **global culture pole**. Vienna is home to around **120 music** and theatre stages, as well as more than **100 museums**.

The strategy of respecting traditions of the host country

The strategy of respecting traditions of host country used in travel blogs demonstrate a benevolent, soft attitude towards interlocutors, trying to build enthusiasm by appealing to customer's emotions, values via respecting traditions of visiting countries applying various tactics. Hence, interlocutors praise, agree with addressers. Travel blogger's goal is to satisfy addressers, with emphasis done for quick results. Each year, an increasing number of tourists on a journey around the world, with tourists seeking not only to relax but also to learn about the traditions, history, economic, scientific and cultural achievements of the visiting country. Applying such colorful, informative contents with photos in traditional costumes of the host country definitely deserves respect among their discursive communication platform.

The post was published a week ago liked by 2555 people on a blog platform. This blog post collected over two hundred comments.
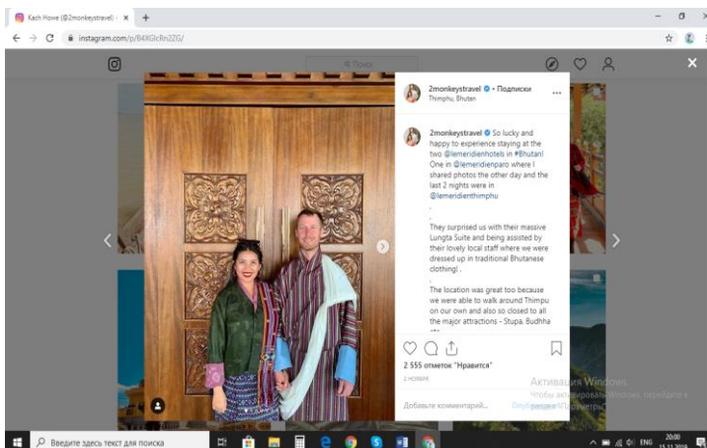
Figure 1. Thimphu. Butan.
Source: 2monkeystravel (Howe, 2019c)

Example 1. *So lucky and happy to experience staying at the two @lemeridienhotels in #Bhutan! One in @lemeridienparo where I shared photos the other day and the last 2 nights were in @lemeridienthimphu They surprised us with their massive Lungta Suite and being assisted by their lovely local staff where* **we were dressed up in traditional Bhutanese clothing!** The location was great too because we were able to walk around Thimpu on our own and also so close to all the major attractions - Stupa, Budhha etc. Their chef @gauravnarayan58 even prepared a 6 course meal for our last dinner in the country where we tried Authentic Indian and Bhutanese cuisine! (Howe, 2019e).

Aside from our local cultural experience, glad to experience the luxury and hospitality in Bhutan!

This short blog post with beautiful nonverbal elements followed by comments where receivers supported and praised them. There observed a quick reply for comments. Any comment have not been left without reply. This quality represent blogger's friendly attitude for her clients.

Comments:
- ✓ Bhutan is definitely in my bucket list! 🐼
- ✓ Love the hotel! And the palace in pic #3
- ✓ Wow! This is the first time I'm seeing Bhutan photos and I'm loving it ♥☐

Reply

Yess!!!💯😊

The comment is accompanied with the emoji of two hands raised in the air, which symbolizes celebrating success or another joyous event. From this comment, we can see that the addresser wearing traditional clothes of the host country could definitely impact the addresser showing respect to the traditions. As a result, the addresser wanted to visit this country. Moreover, positive feedback from addressees is crucial in terms of tourism promotion.

The strategy of quick response

This strategy involves some cognitive information like comments, opinions. The blogger used the strategy of quick response for addressee's comments applying some semiotic information in the form of hundred points emoji to show that she agrees with the decision and the word 'yes" is written with double s and 3 exclamation marks which symbolize vitality, energy, and confidence of the country. Emoji is now

the world's fastest-growing graphical language, and we can see various emoji appliance in online travel reviews, travel posts accompanying texts. The usage of smiling faces with heart eyes showing teeth in the answer can be interpreted as the adoration of the addresser's opinion.

For example, from this opinion, we can see that post written by the blogger with fantastic photos could convince the future tourist as we see supporting techniques.

Example 1. #ASHGABAT, Turkmenistan *Definitely <u>the most beautiful city</u> I've ever visited in this part of the world. They even called it the <u>white city</u> because of the marble buildings, <u>beautiful parks</u> and a lot of statues! The road here is perfect.. yes, perfect - no holes, no construction just perfect!! Never seen a road like this in Europe or even in USA! Hahaha! <u>Super clean</u> as well and my guide told me that dirty cars are illegal inside the city, locals should wear good clothes and be presentable, no street animals (no dogs or cats!!) and no smoking in any public places (they are only allowed at their home, hotels or some facilities)... driving around the city at night is just wonderful— <u>it looks like Las Vegas</u> as it's too <u>colorful and bright</u>! Will post more photos during my night tour* 😊 (Howe, 2019d)

Comments:
- ✓ Such a beautiful city ❤️□
- ✓ Wow an amazing place
- ✓ where is this 😍😍😍
- ✓ What an amazing place
- ✓ Very underrated countries when it comes to the progress of tourism but I agree with you. They have the most beautiful and not to mention the widest roads. Drove around Egypt into the borderline of Libya, and the road is also awesome. It may not be soon but someday; I will be able to visit these places 🐚🐚

Figure 2. Ashgabat. Turkmenistan.

Source: 2monkeystravel (Howe, 2019d)

From the above-mentioned examples, we can notice the interactive nature of speech communication where dialogical communication is central.

The strategy of appealing to the tips

Having analyzed the posts in travel blogs, we have come across many tips offered by travel bloggers. Therefore we consider the strategy of appealing to the tips as a vital one. Consequently, addressers as future tourists before planning their destinations search for advice, read reviews of tourists. Moreover, blog posts try to give detailed tips on where to stay, how to get to the destination, how to communicate with local people, how to arrange honeymoon trips, etc. We have chosen tips for romantic travelers. The verbal text is presented with bright, lovely photos, and videos. Tourists are related to VIPs in the content. Travel blogger Kash Howe often gives tips and advice in the blog posts, writing from an experts' perspective.

For example, the post under the headline "Plan the Ultimate Romantic Getaway with These Four Tips" offers the addressers the next tips:

Example 1. Book a Limo to Pick You Up from the Airport

When your plane arrives, the last thing that you and your wife are going to want to do is try to find a taxi to take you to your hotel. Instead, choose an upgrade in luxury with a hired limo. Booking one is easier than you think. For example, couples visiting the Six can book a limo from Toronto Limo Service to pick them up from Pearson and take them to the hotel. You can have champagne and flowers waiting for your wife in the limo to make it extra special (Howe, 2017).

Example 2. Arrange for a Romantic Arrival to the Hotel

Make arrangements with a local hotel to have the room romantically decorated for your arrival. Have flower petals scattered on the bed in the shape of a heart. Consider having soft, romantic music playing, champagne waiting on the rocks, and strawberries waiting to be fed to your lady love. The hotel can take care of all of the arrangements, so you and your love can simply enjoy one another company every minute that you are together.

Example 3. Book Fun Adventures to Experience While You are Away

Plan exciting things for you and your wife to do during your trip. Niagara Falls is a very romantic place for couples to go to when they are on vacation. It is even possible for you to renew your vows at Niagara Falls if you feel that it is something that your wife would enjoy doing.

You need to be sure to make arrangements to renew your vows before you arrive at the falls, though. You will not be able to walk up and renew them when you get there. The cost is very minimal and well worth the cost when you consider the memory that you will make for your wife and yourself.

Example 4. Take Time for Peace and Relaxation

While going out and seeing romantic sites is nice, don't be afraid to take the time to stay in and enjoy one another's a company, as well. You can book a romantic couples massage for you and your wife to enjoy together.

You can have two masseuses come to your room and massage you and your wife at the same time. You can lay side by side and talk during the massage if you want to. It can be a great way to grow the bond between the two of you and be able to relax at the same time. (Howe, 2017).

The strategy of positioning tourist destination

Lexical features reflected in blog posts characterized by the use of evaluative vocabulary with expressive-emotional coloring as *colourful seaside towns, cliff-hanging dwellings, unique vertical landscape, dramatic cliff walls, historic medieval buildings, flavoured liqueur.* The colorful description of the destination contributes to the creation in the eyes of the tourist image of the unique origin of the monument, made by nature, a unique find in the world.

Active use of expressive-evaluative connotations in promotional texts could facilitate the creation of only positive emotions. Due to the usage of tropes and various stylistic devices, tourism texts become more attractive, colorfully described tourist places

(attractions, landscapes, country) certainly cause tourists to desire to see everything with their own eyes and thus acquire the services offered.
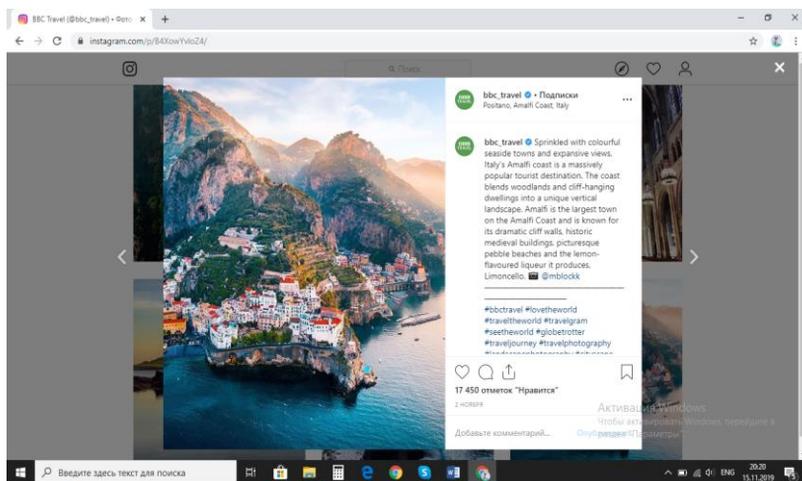

Figure 3. Positano, Amalfi coast. Italy.
Source: BBC Travel (2019a)

Example 1.
Sprinkled with **colourful seaside towns** and expansive views, Italy's Amalfi coast is a massively popular tourist destination. The coast blends woodlands and **cliff-hanging dwellings** into a **unique vertical landscape.** Amalfi is the largest town on the Amalfi Coast and is known for **its dramatic cliff walls, historic medieval buildings**, picturesque pebble beaches and the lemon-**flavoured liqueur** it produces**, Limoncello** (bbc_travel).
The blog post is followed with positive comments.
For instance:
✓ So beautiful! ☺ A view to wake up to every morning.@emmacrooks we need to go here.
✓ And is the home of the great @malfygin , one more reason to visit this beautiful coast!
Example 2. With its pink tower and giant encircling dragon, the Buddhist temple Wat Samphran looks like something plucked straight from a fairy tale. Located in the Samphran district of Thailand, this temple measures 80m high, representing the age of Buddha when he died. Stairs to the 17-floor temple wind through the body of the dragon, and visitors can climb all the way to the dragon's hollow head (BBC Travel.com).
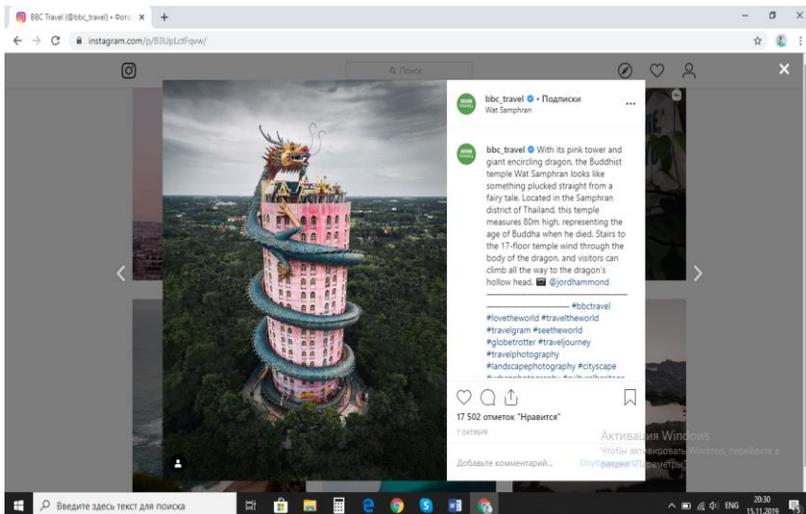
Figure 4. WAT Samphran.
Source: BBC_Travel (2019b)

Example 3. The world is full of so many romantic destinations that choosing a perfect getaway spot for couples can prove to be quite a challenge. One thing, however, almost everybody will agree that being near the sea rekindles the element of togetherness in a relationship. Blessed with ample sunshine, luxurious resorts, the freshest seafood, and nearly 825 miles of white powdery perfect sand, Florida is just the place for partners to keep igniting their sparks of love. So be ready to park your toes in the sand, as you head to the Sunshine State, hand in hand with the one you love to experience the vacation honeymoon of a lifetime (Howe, 2019a,b,c,d,e,f,g).

Texts with accompanying images, as illustrated above, can only inspire addressees' imaginations of visiting these destinations. It can be considered as non-verbal effects on the recipients. Many researchers (Evans, Fox, Johnson, 1995; Holloway Humphreys, Davidson, 2009) have discussed competitive tourism destination strategies.

Strategy of cooperation

The pragmatic aspect of tourist discourse is characterized by a combination of strategies of domination of the subject of speech and cooperation with the addressee. Cooperation is carried out by dialogization, de-automatization speech perception by addressee forming its emotional state, harmonization correlation shaped, and forms factual knowledge transfer. This strategy with the addressee is implemented by using the following tactics:

Dialogization tactics is to use rhetorical, dubitative, meditative, metacommunicative, inducing questions, and simulation of various types of situations involving addressees. This is certainly due to a number of pragmatic characteristics of the recipient: firstly, the consumers of tourism services - people tend to have a certain social status (level of education, income level, professional status, etc.).

Example 1. Paris is a classic destination on any bucket list, but what's a must-see most people don't know about?

Tell us in the comments! (BBC Travel).**Comment 1.** Paris is a beautiful city with much to offer solo travelers, couples, and families. It is definitely on my list of places to visit again.

Comment 2. There are much more beside Eiffel tower and my recent trip I came to know that many historical places like Napoleon Bonaparte tomb, art galleries, churches, and streets of Paris more amazing.

Comment 3 We won't tell, we do not want tourists to come in the good places

Addressees reacted to the sender's rhetorical question. One hundred forty comments have given. It can be said that the strategy of cooperation carried out successfully. Some comments contain joking contents.

Example 2. With its expansive views of the #bayarea, Mission Dolores Park is a favorite spot for many San Franciscans.

What's the best park you've found along your travels? (BBC Travel)

Comment 1. In California: Balboa Park (San Diego), the ratio of open space and museums is just right. In Vancouver: Stanley Park: old-growth forest in the middle of a cosmopolitan city is hard to beat.

Comment 2. How can you post such a bland caption given how much this area is suffering from the wildfires???

The strategy of persuasion

It is observed that the language use by tourism texts are highly persuasive. Imperatives often appear in blog posts as an implementation technique of persuasions. A specific feature of the communication strategy of verbal persuasion in destination promoting is the prevalence of representational-policy speech utterances, the purpose of which - "push" the recipient to action - buy here and now. The persuasive strategy is implemented by means of persuasive communication techniques. Persuasive techniques can be a voice, non-voice (graphic, visual, paralinguistic) or complex, uniting voice and non-verbal techniques. A.V. Golodnov (2010) investigated the usage of persuasive strategies and tactics in advertising.

Example 1. Have you ever thought of going to a destination wedding? Well, you should consider Mexico as there are a lot of unique wedding venues in Cancun! *Tulle, tiara, tequila*, repeat, but *make it unique*! (Howe, 2019g).

Example 2. Health-conscious and luxury travelers find refuge in the Bergland Hotel Solden. Thai yoga is practiced here amidst the powder-covered slopes of Austria. Many active travelers and adrenaline-seekers come here every year to ski or simply to unwind, surrounded by the gorgeous woodwork of the resort. Pamper yourself after your daily yoga practice and sink into the luxe womb-like woodwork bath area for a spa experience right in your own room. Wellness guaranteed! (Howe, 2019g).

Example 3. Located in the Himalayas, Anada Yoga in Rishikesh is a dream destination. The view of the Ganges greets you every day, along with peacocks and monkeys roaming the hotel grounds. Reflective and private, this place reveres your health and wellness, from the food, the yoga practice, to every tiny detail about your stay. Attend the Hatha yoga classes in the morning and learn other techniques like *pranayama* and *jai neti* to deepen your practice (Howe, 2019g).

From examples of persuasive strategy in blog posts, we can see the use of an exclamation mark as a means of activation refers to the attention of the recipient, the most common methods of allocation of important information in advertisements.

Flexible, hybrid nature of the blog format, in general, create such contents, which are responsive to people's daily needs and communicative needs of its users (Herring et al., 2004). Epithets are also central in these posts refining the image in the addressee's presentation of the destination. They definitely give special nature to the subject of advertising. Using epithets provides the difference from the standard, familiar shapes, and patterns that emphasize the uniqueness and singularity of the proposed destination: refined furniture, *magnificent views, impeccable service, luxurious design, a romantic vacation, luxury hotel,* etc. Persuasiveness is considered as a potential pragmatic meaning of individual language units.

Figure 5. 10 best hotels with yoga retreat in USA.
Source: mrandmrshowe.com (Howe, 2019g)

Conclusion
Review of Literature has shown that social media as blogs play a significant role in tourism promotion from information search to decision-making behaviors of potential tourists. Travel bloggers as discursive language personalities not just enable to develop the tourism potential of their own country but also help the tourism service providers in focusing the best practices through the feedback they get from tourists and the public via social media.

While studying "Two monkeystravel" blog and "BBC travel" blog, we have noticed that bloggers not just limit producing creative and unique contents, but they thought all aspects of production. They use technology to their advantage in order to create audio and video, visual contents through editing or making quality Insta graphics.

As a result of studying two travel blogs, we have revealed seven communicative strategies on these travel blogs. The more frequently used communicative strategies are the communicative strategy of self-representation, the strategy of positioning tourist destination, the strategy of cooperation, the strategy of persuasion.

The analysis shows bloggers employing linguistic techniques while implementing self-presentation strategies in their travel narratives.

The strategy of appealing to advice (tips) on these travel blogs is also part of communication since the advice is a pragmatic phenomenon.

It is revealed that posts implementing strategy of quick response usually end with an open invitation to participate in the discussion.

It can be concluded that communicative strategies in travel blogs are essential to be investigated and to look at insights of linguistic formulations.

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