

THE PART DIRECT ADDRESS AND PRONOUNS PLAY IN CHANGING VISITOR PERCEPTIONS IN TURKISH TOURISM ADVERTISING

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TURK TURIZM REKLAMALARIDA BEVOSITA MUROJAAT VA OLMOSHLARNING MEHMON TASAVVURLARINI O'ZGARTIRISHDAGI ROLI

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РОЛЬ ПРЯМОГО ОБРАЩЕНИЯ И МЕСТОИМЕНЕЙ В ИЗМЕНЕНИИ ВОСПРИЯТИЯ ПОСЕТИТЕЛЕЙ В ТУРЕЦКОЙ ТУРИСТИЧЕСКОЙ РЕКЛАМЕ

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Abstract: This study explores the pragmatic functions of direct address and personal pronouns in Turkish tourism advertising, focusing on how linguistic strategies foster emotional engagement, cultural identification, and enhance the perceived hospitality of Türkiye as a travel destination.

Keywords: Turkish tourism, direct address, personal pronouns, pragmatics, advertising discourse, emotional engagement, cultural identification, hospitality, second-person pronouns, imperative verbs.

Annotatsiya: Ushbu tadqiqot Turkiya turizm reklamalarida bevosita murojaat va shaxs olmoshlarining pragmatik funksiyalarini o'rganib, til strategiyalari qanday qilib hissiy bog'lanish, madaniy identifikatsiya va Turkiyaning mehmondo'st turistik yo'nalish sifatida qabul qilinishini kuchaytirishini tahlil qiladi.

Kalit so'zlar: Turkiya turizmi, bevosita murojaat, shaxs olmoshlari, pragmatika, reklama nutqi, hissiy bog'lanish, madaniy identifikatsiya, mehmondo'stlik, ikkinchi shaxs olmoshlari, buyruq fe'llari.

Аннотация: Настоящее исследование анализирует прагматические функции прямого обращения и личных местоимений в турецкой туристической рекламе, сосредотачиваясь на том, как языковые стратегии способствуют эмоциональной вовлеченности, культурной идентификации и укреплению восприятия Турции как гостеприимного туристического направления.

Ключевые слова: туризм в Турции, прямое обращение, личные местоимения, прагматика, рекламный дискурс, эмоциональная вовлеченность, культурная идентификация, гостеприимство, местоимения второго лица, повелительные глаголы.

INTRODUCTION. In tourism marketing, direct communication and pronouns employed significantly influence a visitor's impression of sites and services. A pragmalinguistic study of Turkish tourist ads shows the many ways these elements interact communally, therefore providing

information on linguistic strategies and cultural implications. Strategic direct address using pronouns like *Sen* (you) or *Siz* (you, plural/formal) generates a conversational tone including the audience that also promotes personal connection. This is particularly relevant in the context of Turkish society, where

hospitality and personal relationships are much valued.

MATERIALS AND METHODS. One persuasive strategy that increases participation possibilities and draws potential visitors to a conversation is a direct approach. This strategy encourages the reader to participate, therefore creating a direct contact between the advertising and its target market. For example, the consistent inducement in lines like *Keşfet* followed by *Sen* (you) shapes the message with an enticing tone, thereby transforming the introduction of a mere advertising tool into a cheap invitation. Ads engage with culturally based hospitality traditions by using the comfort of second-person pronouns, therefore putting the reader as an active participant in the trip being offered.

DISCUSSION. Pragmatically, the use of pronouns and the background of direct address expectations and viewpoints on the journey experience. By using *Sen* one not only exhibits informality but also a cultural norm supporting intimacy and personal engagement. Conversely, using *Siz* might show formality and respect, which would appeal to many demographics of guests, especially if the target audience is the global one. This duality is a unique opportunity for Turkish tour ads to bridge cultural divides and suit various communication media preferences. Increasing Türkiye's appeal as a travel destination relies on this balance; as Skubis and Mosek [1] illustrate, the intricacies of language in advertising directly influence consumer behavior, therefore impacting not just attention but also the perceived quality of the experience being advertised.

This initial research offers a structure for understanding how language evolves dynamically with cultural implications. Apart from shifting perceptions, the varied usage of pronouns and direct speaking reflects the bigger society dynamics. It highlights how adding the values and goals of the Turkish society may help language serve as a cultural carrier. These language tools highlight the need for clear messages that connect with the different identities of visitors, as they help tourists see themselves more in the experiences offered.

RESULTS. Moreover, the effects of these communication strategies extend beyond the direct involvement of the customer. From a broader cultural standpoint, they present Türkiye as a

welcoming destination available for travel and personal interaction. This reveals an awareness of tourism not just as an economic transaction but also as a required component of experimental life in which connection and shared experience take center stage. Therefore, our analysis of pronouns and direct address in Turkish tourist advertising not only reveals the purpose of language in consumer perception but also emphasizes underlying cultural narratives that govern the construction and effectiveness of these ads in the global travel market. works of literature, Direct direction in Turkish tourist marketing is a fundamental communication tactic that significantly boosts emotional connection and supports a different cultural image of Türkiye as a healthcare destination. Direct addresses let marketing professionals create a personal connection with potential guests, thereby not only attracting attention from bystanders but also motivating them to picture themselves within the given tourist experience. This personal touch – which embodies Turkish cultural values of hospitality and community – evokes an immediate sensation of connection and heat related to using pronouns in the second person, including *Sen* (you) and *Siz* (you, formal/plural) and imperative verbs.

Taronna [2] claims that the visual standards used in advertising significantly contribute to building cultural identity; this is particularly true for Türkiye's travel campaigns. The intentional use of imperatives such as *Keşfet* (Discover), *Gel* (Come), or *Yaşa* (Experience) reveals a clear path pointing toward involving prospective visitors. Such verb use drives action and accentuates the immersive experiences Türkiye delivers, therefore generating a believable tale appropriate for the emotional demands of the audience.

Analyzing this via a pragmatic lens, El-Dakhs et al. [3] highlight the role interactional metadiscourse contributes to defining visitor perceptions. Including personal pronouns along with imperatives helps to improve the openness of communication, which produces a tone of discourse that reduces the gap separating the marketer from the target market. This strategy encourages an informal commitment by stating that the marketer promotes discussion and participation in addition to providing travel statistics. This approach so allows Türkiye to be a welcoming and comfortable location, thereby

fostering the points of view to participate in a shared cultural experience.

Moreover, crucial to establishing the scene of enjoyment and adventure are compelling linguistic elements used in Turkish travel advertising. Phongphon et al. [4] claim that the connection between language and communication style not only provides required information but also improves the general beauty of destiny. Direct direction lets advertisers design rich scenarios, historical allusions, and cultural experiences that motivate viewers to participate actively on the trip. Apart from providing the depth of its offers, this interaction aims to have a long-lasting impact on the cultural character of Türkiye.

CONCLUSION. Furthermore, the cultural effects of these communication strategies go beyond their mere business appeal. They reflect broader widespread societal misconceptions on the Turkish identity that highlight friendliness, hospitality, and inclusiveness. Direct language mixed with culturally appropriate images indicates an invitation that is both obvious and implicit, therefore promoting the sense that Türkiye is a place where individuals may form actual connections with the people themselves as well as with the surroundings. This clarifies the expectations and perceptions of visitors from the beginning, thereby promoting a familiarity and expectation very necessary to influence travel decisions.

The effective use of direct direction and pronouns in Turkish tourist announcements helps to summarize emotional commitment and promotes an image of Türkiye rich in culture. From a pragmalinguistic standpoint, we may see how these language strategies not only boost tourism but also deliberately foster sentiments consistent with a welcoming national identity. The study of pragmatic elements in tourism advertising not only highlighted the intended marketing objectives but also the many consequences these ads have on the impressions of international guests in view of globalization. Appreciating the significance of direct address and pronouns for guiding visitors' expectations and experiences becomes easier when we use a pragmatic approach. Particularly, the intentional use of second-person *Sen* (you) pronouns in approaching probable guests establishes a direct link, therefore promoting intimacy and personal engagement. This direct approach encourages visitors to see

themselves as active participants in the Turkish cultural scene and helps to create pleasant surroundings.

In addition, the effects expand beyond linguistic choices to encompass the more general socio-pragmatic events coming from an ever-connected society. Language and cultural identity interact to demonstrate in ads that not only provide information about places but also encourage sharing unique cultural experiences. The intentional use of inclusive language and images helps to strengthen narratives emphasizing hospitality – a basic aspect of Turkish civilization. Such advertisements, viewed through the lens of Wattanawong's [5] findings, represent how localized communication strategies can appeal to an international audience while maintaining a distinct national identity.

Globalization challenges the traditional concepts of cultural contact and generates a dynamic interaction wherein localized advertising strategies may influence and change the perceptions of global-scale visitors. For example, pragmatic decisions made in Turkish advertising might reflect a flexibility in various cultural environments, presumably inspired by international cosmopolitan ideals maintained by foreign guests. By means of direct contact, ads express cultural heat and actively sell Türkiye as a desirable destination in the mind of the traveler.

Moreover, included in the research are translation strategies, underlining the opportunities and challenges given when cultural nuances are spread across language borders. Vaňková [6] claims that if ads are effective in many markets, they must navigate the complexity of cultural perspective. Thus, the emotional and cultural context of the target audience should find resonance in the pragmatic aspects of language, including pronouns and styles of address. Reiter et al. [7] stress the need for marketers to consider local cultural norms by means of tale development for international audiences, thus ensuring that generated reality meets the expectations of different identities.

These findings have significant consequences for tourism marketing strategy depending on which research provides. Apart from fulfilling the emotional needs of potential visitors, the direct address and personal pronouns used in the narrative help to portray Türkiye as a travel destination in an inclusive and attractive manner. As globalization

promotes increased interaction across civilizations, the effectiveness of tourism marketing depends on their ability to communicate culturally relevant themes that cut over language barriers. Thus, the study of pragmatic aspects defines the careful balance between universal appeal and local character as it provides necessary information on how Turkish tourist marketing may remain effective in a globalized tourism environment.

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