

Webvertising Webvertising

Dan Shafer

Webvertising Webvertising:

Strategies of Adaptation in Tourist Communication Gudrun Held, 2018-01-29 The papers in this volume study the relationship between language use and the concept of the tourist gaze through a range of communicative practices from different cultures and languages. From a pragmatic perspective the authors investigate how language constantly adapts to contextual constraints which affect tourism discourse as a strategic meaning making process that turns insignificant places into desirable tourist destinations. The case studies draw on both in situ interactions with visitors such as guided tours and counter information old and new mediatized genres i.e. guide books, travelogues, print advertising as well as TV commercials, service web sites and apps. Despite the diversity of data one of the common findings in the volume is that staging the sensory lived tourist experience is the lynchpin of all communicative practices. Hence the use of tourism language reveals itself as the mirror of how people on the move continuously enact as tourists and places are constructed as must see sights.

Exploring the Limits European Communication Council (ECC), 2012-12-06 The ECC was formed in 1996 to discuss current developments in information and communication technologies and related perspectives for economics, politics and social systems. The 1997 report gives a scientific evaluation of some of the discussed trends in our society. **Hotels**, 2000

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