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Identifying the perception of nature in travel promotion texts through a corpus-based discourse analysis

The increase of public concern about environmental issues has led to a surge of environmental appeals in advertisements (Hansen, 2002), in which advertisers make essential (mis-)use of the terms “nature” and “natural” (Harré et al., 1999). This research aims at revealing how nature and what is regarded as natural are described and employed by advertisers in travel promotion texts in order to attract ecotourists. In particular, by tracing the discourses of nature through a corpus-based discourse analysis, the study investigates the meaning of the terms “nature” and “natural” in order to understand whether or not their usage in tourism advertising is deceptive. To this end, collocations of the terms “nature” and “natural” along with their concordances will be analysed to identify linguistic patterns in order to carry out a qualitative analysis (Baker, 2006).

References

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