



**AN ANALYSIS OF FIGURATIVE LANGUAGE IN  
ACCOMMODATION ADVERTISING: A STUDY ON  
THREE AMERICAN TRAVEL MAGAZINES**

**BY**

**MISS PIYANUCH LAOSRIRATTANACHAI**

**AN INDEPENDENT STUDY PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF  
THE REQUIREMENTS FOR THE DEGREE OF  
MASTER OF ARTS IN CAREER ENGLISH FOR  
INTERNATIONAL COMMUNICATION  
LANGUAGE INSTITUTE  
THAMMASAT UNIVERSITY  
ACADEMIC YEAR 2017  
COPYRIGHT OF THAMMASAT UNIVERSITY**

**AN ANALYSIS OF FIGURATIVE LANGUAGE IN  
ACCOMMODATION ADVERTISING: A STUDY ON  
THREE AMERICAN TRAVEL MAGAZINES**

**BY**

**MISS PIYANUCH LAOSRIRATTANACHAI**



**AN INDEPENDENT STUDY PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF  
THE REQUIREMENTS FOR THE DEGREE OF  
MASTER OF ARTS IN CAREER ENGLISH FOR  
INTERNATIONAL COMMUNICATION  
LANGUAGE INSTITUTE  
THAMMASAT UNIVERSITY  
ACADEMIC YEAR 2017  
COPYRIGHT OF THAMMASAT UNIVERSITY**

THAMMASAT UNIVERSITY

LANGUAGE INSTITUTE

INDEPENDENT STUDY PAPER

BY

MISS PIYANUCH LAOSRIRATTANACHAI

ENTITLED

AN ANALYSIS OF FIGURATIVE LANGUAGE IN ACCOMMODATION  
ADVERTISING: A STUDY ON THREE AMERICAN TRAVEL MAGAZINES

was approved as partial fulfillment of the requirements for  
the degree of Master of Arts in Career English for International Communication

on May 24, 2018

Chairman



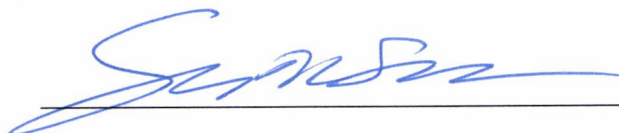
(Preechaya Mongkolhutthi, Ph.D.)

Member and Advisor



(Associate Professor Sucharat Rimkeeratikul, Ph.D.)

Dean



(Associate Professor Supong Tangkiengsirisin, Ph.D.)

Independent Study Paper Title	AN ANALYSIS OF FIGURATIVE LANGUAGE IN ACCOMMODATION ADVERTISING: A STUDY ON THREE AMERICAN TRAVEL MAGAZINES
Author	Piyanuch Laosrirattanachai
Degree	Master of Arts
Major Field/Faculty/University	Career English for International Communication Language Institute Thammasat University
Independent Study Paper Advisor	Associate Professor Sucharat Rimkeeratikul, Ph.D.
Academic Years	2017

### **ABSTRACT**

The purpose of this study was to analyze the widely used types of figurative language in print accommodation advertising and to investigate whether three American travel magazines have their own particular use of figurative language in print accommodation advertising. Sampled advertisements were collected from three travel magazines in the American edition: Condé Nast Traveler, Luxury Travel Advisor, and Travel+ Leisure, which were published during January- December 2017. Content analysis approach was adopted to examine linguistic features, meaning and the use of figurative language in accommodation advertising. This study concentrated on twelve types of figurative language, which were alliteration, antithesis, assonance, ellipsis, hyperbole, metaphor, parallelism, personification, pun, repetition, rhetorical question and simile. The research results showed that the most frequently found genres in the overall headlines were alliteration, repetition and parallelism whereas in the overall body copy, alliteration, assonance and hyperbole were intensively applied. In addition, advertisements from American travel magazines differently used the specific kinds of figurative devices. With reference to the most found types, alliteration, metaphor, antithesis, assonance and parallelism were ranked in the top orders of Condé Nast Traveler whereas parallelism, alliteration, assonance and repetition were frequently used in Luxury Travel Advisor. For Travel + Leisure,

alliteration, repetition and ellipsis were mostly applied. For figurative language in body copy, alliteration, assonance and repetition were the top three ranks in Condé Nast Traveler. Alliteration, assonance and hyperbole were mostly seen in Luxury Travel Advisor whereas alliteration, repetition and personification were widely used in Travel + Leisure.

**Keywords:** Figurative language, Print accommodation advertising, Travel magazine

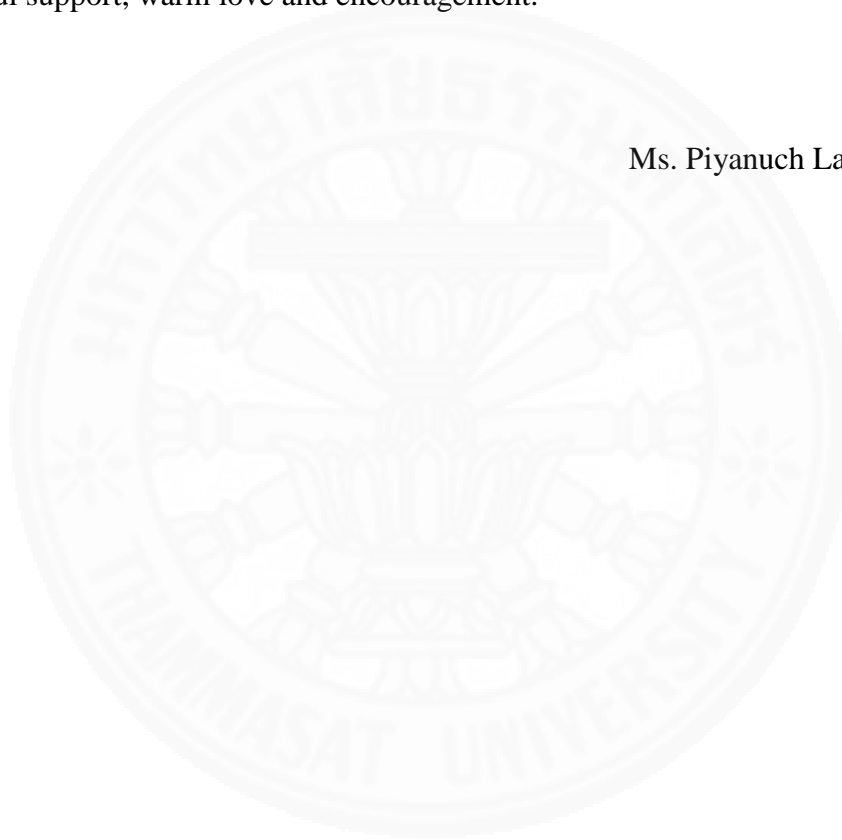


## ACKNOWLEDGEMENTS

I would like to express my sincere gratitude to my advisor, Associate Professor Dr. Sucharat Rimkeeratikul, for her valuable suggestions regarding this study. My special thanks are also extended to all the teachers providing me with the informative lectures and useful knowledge.

I wish to dedicate this study to my parents who always give me the most helpful support, warm love and encouragement.

Ms. Piyanuch Laosrirattanachai



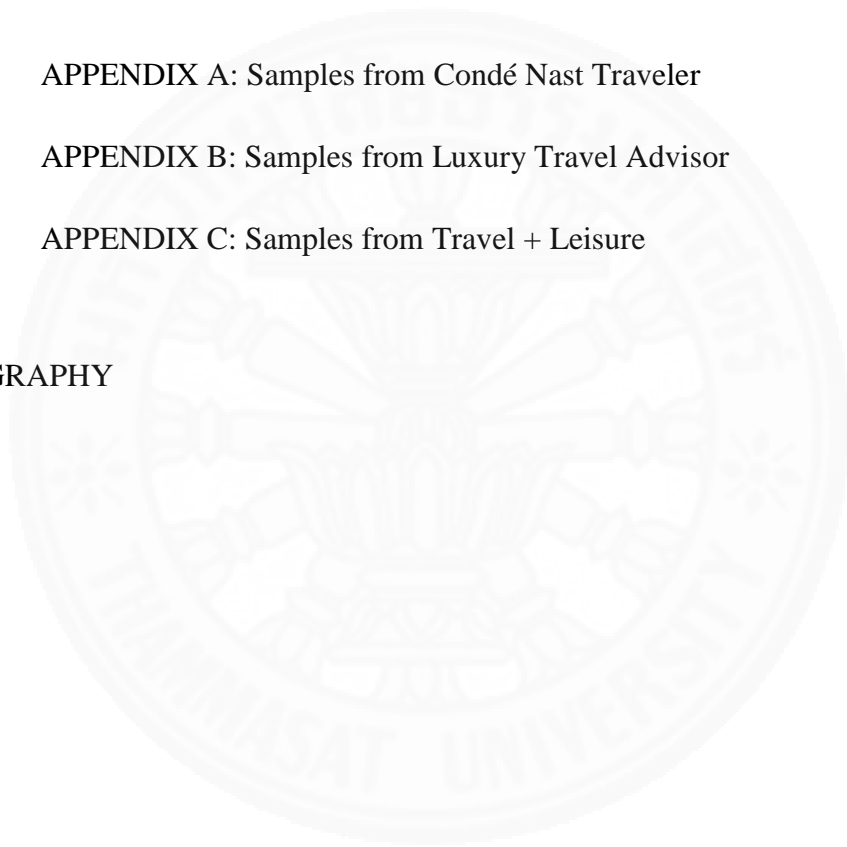
## TABLE OF CONTENTS

	Page
ABSTRACT	i
ACKNOWLEDGEMENTS	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	vii
LIST OF FIGURES	viii
CHAPTER 1 INTRODUCTION	1
1.1 Background of the study	1
1.2 Research Questions	3
1.3 Research Objectives	3
1.4 Significance of the study	4
1.5 Scope of the study	4
1.6 Definition of Terms	5
1.7 Organization of the study	5
CHAPTER 2 REVIEW OF LITERATURE	7
2.1 Accommodation	7
2.2 Types of advertisement	9
2.3 Elements of print advertisement	10
2.4 Language in advertisement	11

2.5 Figurative language	13
2.6 Relevant studies	18
CHAPTER 3 RESEARCH METHODOLOGY	22
3.1 Methodology	22
3.2 Samples and data collection	23
3.3 Data analysis procedures	24
CHAPTER 4 RESULTS	26
4.1 Figurative language in overall print accommodation advertisements	26
4.2 Figurative language in headlines of print accommodation advertisements	27
4.3 Figurative language in body copy of print accommodation advertisements	28
4.4 Three travel magazines and the specific use of figurative language in headlines	30
4.5 Three travel magazines and the specific use of figurative language in body copy	35
CHAPTER 5 CONCLUSION, DISCUSSION AND RECOMMENDATIONS	40
5.1 The summary of the study	40
5.2 The summary of the findings	41
5.3 Discussion	44
5.4 Conclusion	48
5.5 Limitations of the study	50



5.6 Implications	50
5.7 Recommendations for further research	51
REFERENCES	53
APPENDICES	57
APPENDIX A: Samples from Condé Nast Traveler	58
APPENDIX B: Samples from Luxury Travel Advisor	77
APPENDIX C: Samples from Travel + Leisure	116
BIOGRAPHY	143



## LISTS OF TABLES

Tables	Page
1. Twelve Types of Figurative Language	15
2. Figurative Language in Headlines from Three American Travel Magazines	31
3. Figurative Language in Body Copy from Three American Travel Magazines	36



## LIST OF FIGURES

Figures	Page
1. Figurative Language in Headlines	27
2. Figurative Language in Body Copy	29



# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the study

In today's world, advertising serves numerous purposes in competitive modern businesses since it can have an impact on people's consuming behaviors and opinions. In a similar way, people in the society are more and more involved with advertising in everyday life. Advertising is a crucial medium between the businesses and consumers as it spreads ideas, information and characteristics of a product (Tanaka, 1994). The role of advertising can be seen in the form of informative and persuasive purposes. For the former, it helps introduce the product's quality and information to the public so that the advertised goods will be recognized and exist in a consumers' mind. For the latter, it convinces consumers to choose a certain product by presenting the benefits consumers will be offered (Lee & Johnson, 2015; Vestergaard & Schroder, 1985). For this reason, various forms of advertising are adopted to promote businesses and organizations including the tourism and hospitality industry. One of the most important segments in the hospitality industry is the accommodation business, which has been continuously expanding lodging and services such as hotels, hostels, resorts, and guesthouses.

To communicate with potential consumers, print accommodation advertising from various sources, especially from magazines, is used to reach the target group of audience. The reasons why magazines are selected to be the channel for advertising include tangibility, high audience selectivity, good reproduction quality, long life span and good pass-along rate, prestige and credibility and ability to communicate (Morrison, 1996). The communication patterns consist of verbal and non-verbal forms. Regarding advertising, verbal communication refers to written message such as the headline, the copy body, and the slogan. In contrast, non-verbal communication can be expressed and perceived by the sensory system such as the use of different sizes, colors and vivid images. This study focused on the verbal pattern, which is the language used in the advertising since it can disseminate the core information to the reader. Also, the English language used in advertising has particular characteristics

when compared to the English language appearing in other contexts. To be more specific, figurative language is a prominent language technique for advertising.

Figurative language is used extensively in order to create an impactful advertising message as it effectively persuades consumers to select advertised products or services. Advertisements that use figurative language can better arouse readers' interest; in a similar way, readers reflect their feeling to those advertisements in an expressive way (McQuarrie & Mick, 1996). Figurative language, also called figures of speech or rhetorical figures, appears in many parts of advertisements. The headline is one of the most significant elements of an advertisement since the average number of people reading headlines is five times higher than the body copy. Also, it can attract readers' attention and encourage them to read other parts of advertisements (Ogilvy & Horgan, 1964). Body copy is the element that is relevant to the headline. In other words, more details of the product or service are described in the part of body copy (Vestergaard & Schroder, 1985; May, 1995).

The use of figurative language is frequently seen in the written parts of advertisements. One study found that from 154 print advertisements, 132 advertisements or 86% used figurative language in the headlines and subheads (McQuarrie & Mick, 1992). Another showed that 1851 of 2468 advertisements or 75% of print advertisements used at least one kind of figurative language in headlines (Leigh, 1994). As a language technique commonly applied in the advertising, figurative devices can result in greater recall and persuasion, which are on average two times higher than non-rhetorical devices (Tom & Eves, 1999). There has been research conducted on language use, techniques or even figurative language in advertisements with regard to advertisements for products, food, beverages and cosmetics (Chaysin, 2011; Dubovičienė & Skorupa, 2014; Hussein & Al-Furaiji, 2015; Leigh, 1994; Supasamout, 2006). Each type of business, however, has its own style of language and distinctive characters. Figurative language, also, is employed differently in each type of print advertising, product and service industry (Leigh, 1994). However, little attention has been paid to the advertising in the field of tourism, especially accommodation advertisements. Accordingly, the advertising in the accommodation industry should be taken into account since it can drive the

growth of the tourism business (Salehi & Farahbakhsh, 2014). In light of the economic expansion, clients' increasing demand for accommodation services as well as the higher number of competitors, advertising is a powerful medium to deal with these changing factors in the accommodation market. (Cooper et al., 2008)

The purpose of this study was to examine the use of figurative language in print accommodation advertising from three American travel magazines, *Condé Nast Traveler*, *Luxury Travel Advisor*, and *Travel+ Leisure*, in order to determine the frequently used types of figurative language and the specific use of figurative devices in each advertising element and brand of magazine. The research results from the content analysis process towards the commonly used types of figurative language, the interpretation of advertising's meanings and the linguistic features were shown in the form of both statistics and descriptions.

## **1.2 Research questions**

1.2.1 What types of figurative language are frequently applied in print accommodation advertising?

1.2.2 Is there any specific use of figurative language in print accommodation advertising from three American travel magazines and how is it used?

## **1.3 Research objectives**

1.3.1 To examine the types of figurative language frequently used in print accommodation advertising.

1.3.2 To investigate whether there is any specific use of figurative language in print accommodation advertising from three American travel magazines and how it is used.

### **1.4 Significance of the study**

In the age of highly competitive marketing, advertisers strive to differentiate a product or service from its competitors, and to influence consumer's perception of the brand. Figurative language, as affirmed by a number of research studies, is widely used in order to create powerful and emotionally appealing advertisements (Dyer, 1995; McQuarrie & Mick, 1996). A number of previous studies have focused on figures of speech used in product and service advertisements (Chaysin, 2011; Dubovičienė & Skorupa, 2014; Hussein & Al-Furaiji, 2015). Also, attention has been paid to language techniques in the field of tourism advertising concentrating on some certain types of figurative language (Djafarova, 2008; 2017). As a result, it is logical to undertake a more inclusive examination of figurative language, with specific sources and more up-to-date language style. This study analyzed what genres of figurative language appear in the print accommodation advertising from three American travel magazines in 2017, including the different uses of figurative language among the three magazines.

This study might provide advertisers with an idea of language techniques, especially the types of figurative language that they can apply in writing effective advertising headlines and body copy. For the business section in the field of accommodations such as hotels, resorts, villas or even the local lodging businesses, they may take advantage of the research results to see how advertisers promote international accommodations and make full use of advertisements to enhance the rental volume of their businesses. Those interested in advertising language can gain more insight into the use of figurative language and may obtain more interesting linguistic points through the content analysis of accommodation advertising headlines, body copy and the interpretation process.

### **1.5 Scope of the study**

The samples of the study were taken from three American travel magazines: (1) Condé Nast Traveler, (2) Luxury Travel Advisor, and (3) Travel+ Leisure

published between January and December 2017. The entire sample of this study was 145 pieces of accommodation advertisements.

## **1.6 Definition of terms**

1.6.1 Figurative language is language, which uses words to imply another meaning or a particular linguistic point. To understand its meaning, the recipient should go beyond the literal interpretation. It is commonly known as figure of speech or rhetorical figure, which makes speech more effective, persuasive and impactful. This study concentrated only on twelve kinds of figurative language: alliteration, antithesis, assonance, ellipsis, hyperbole, metaphor, parallelism, personification, pun, repetition, rhetorical question and simile.

1.6.2 Accommodation advertising refers to advertisements found in three American travel magazines published in the year of 2017. These advertisements convey appealing messages to the audience with an attempt to promote the variety of accommodations for travelers such as hotels, resorts, villas, and rental residences.

1.6.3 American travel magazines refer to three travel magazines produced by American mass media publishers: *Condé Nast Traveler*, *Luxury Travel Advisor* and *Travel+ Leisure*.

1.6.4 General technique means seven characteristics of style of the English language used in advertising, which are simple and informal, misspelling and coinage, loanword, contraction, use of adjectives and compound words.

## **1.7 Organization of the study**

This study is organized as follows:

The first chapter presents the introduction, background of the study, research questions, research objectives, significance of the study, scope of the study, definition of terms and organization of the study.



The second chapter reviews accommodations, types of advertisement, elements of print advertisements, language in advertisements, figurative language and relevant studies.

The third chapter explains the research methodology, which consists of the data collection and analysis.

The fourth chapter shows the research results by both descriptive reporting and statistics. Five areas to be presented are as follows: (1) Figurative language in overall print accommodation advertisements, (2) Figurative language in headlines of print accommodation advertisements, (3) Figurative language in body copy of print accommodation advertisements, (4) Three American travel magazines and the specific uses of figurative language in headlines, and (5) Three American travel magazines and the specific use of figurative language in body copy.

The fifth chapter includes the summary of the study, the summary of the findings, discussion, the conclusions limitations, implications and recommendations for further studies.

## **CHAPTER 2**

### **REVIEW OF LITERATURE**

This chapter reviews the related literature in six main areas: (1) Accommodation, (2) Types of advertisements, (3) Elements of print advertisements, (4) Language in advertisements, (5) Figurative language and (6) Relevant studies.

#### **2.1 Accommodation**

Accommodation is one segment within the tourism and hospitality industry providing services and facilities to visitors in the form of a place to stay or visit (Skripak et al., 2016). In the view of travelers, accommodation is a vital part of a trip to be prepared and planned for the traveling (Page, 2009). Aside from being a lodging place, it is regarded as a travel destination travelers need to experience and get qualified service (Cooper, 2008). The number of rental places has been expanding and boosting the overall growth rate of the tourism and hospitality businesses. With reference to The World Tourism organization (UNWTO), the number of hotel rooms increased from fourteen million rooms to seventeen million rooms in the period of 1997 to 2005 and will grow at a faster rate in the year 2020 (Page, 2009). In a similar way, tourism is an expanding business in the world's market calculated at 10 percent of global GDP (Skripak et al., 2016). To demonstrate the functions of the accommodation in the business, the section below describes its role in the hospitality industry.

##### **2.1.1 Accommodation and its roles in the hospitality industry**

The hospitality industry is typically composed of six segments as Skripak et al., (2016) mentioned: “accommodations and lodging, recreations and entertainment, travel services, food and beverage services, conventions and event management and clubs” (p.335). Regarding accommodation, some important examples are “hotels, motel, resorts, AirBnB or Home Away”.

Accommodation refers to buildings providing an overnight stay, facility, or any type of entertainment for a guest or visitor (Middleton, 2009). It is also regarded as the lodging business, which has been expanding in the competitive market of the hospitality industry. This expansion reinforces the more sophisticated roles of accommodations. To be more specific, the roles of accommodation can be seen as a facility, an attraction and an economic booster. Being a facility is the way accommodations provide a place or service for business purposes such as an appointment and a conference as well as leisure purposes such as recreational activities. Also, facilities including other kinds of services such as restaurants and bars are considered a center for social and cultural activities. In terms of being attractions, this deals with an accommodation's ability to increase the length of stay at hotels. Being an economic booster includes the income earned from local and international travelers. In addition, accommodations have increased the range of hospitality career opportunities, which stimulates economic improvement (Medlik & Ingram, 2000).

Apart from the roles of accommodations in the hospitality business, the classification of accommodations varies depending on the framework. The following issue shows six approaches to classifying accommodations.

### **2.1.2 Classification of accommodations**

Accommodations can be classified in a variety of ways through different approaches, which include location, price, purpose of visit, size, class, and ownership and management. *For location*, types of accommodations can be divided into “city center hotels, resort hotels, airport hotels, freeway hotels and motels, casino hotels, full-service hotels, economy or budget hotels, and all suite or extended stay hotels.” *For price*, accommodations consist of “budget, economy, mid-price, upscale, luxury and all suites” (Walker, 1996). *For the purpose of visit*, there are “business hotels, holiday hotels, convention hotels, and tourist hotels.” *For the term of size*, the number of rooms is considered to identify the size of hotels, which are small, medium, and large hotels. *For classes*, hotels can be categorized starting from one to five stars. *For the term of ownership and management*, there are independent hotels and chain hotels (Medlik & Ingram, 2000).

## **2.2 Types of Advertisements**

Advertisement can be classified by several aspects such as geographical area, form and medium of advertisement, profit making, technique, frequency of advertising release and length of the copy (Cook, 2001; Hermerén, 1999). One of the most standard ways of advertising classification is based on form and medium of advertisement, inclusive of print advertising, broadcast advertising, outdoor advertising and digital advertising (Cook, 2001; Hermerén, 1999; Morrison, 1996; Patsula Media, 2009; Suggett, 2017).

### **2.2.1 Print advertisements**

Print advertisements contain both written and visual parts that can provide a reader with intricate details and attractive images. These are publicized in newspapers, magazines, brochures, fliers, pamphlets and leaflets. Magazines are generally launched weekly, monthly or bimonthly and read by particular groups of readers. The print advertising in magazines has many strong points as it is capable of attracting a specific audience, gains high attention and readership, has better print quality and can be kept permanently (Cook, 2001; Hermerén, 1999; Morrison, 1996; Patsula Media, 2009).

### **2.2.2 Broadcast advertisements**

Broadcast advertisements are brought to audiences in the field of entertainment with a combination form of sound, visuals, color and motion. The main media of broadcast advertising are television and radio. Advertising in television incurs the highest cost of production (Cook, 2001; Hermerén, 1999; Morrison, 1996; Patsula Media, 2009).

### **2.2.3 Outdoor advertisements**

Outdoor advertisements refer to advertising that is large in size and visible when people are out of their living places. The examples of this kind of advertising are billboards and posters in important areas or places where advertising can be easily spotted such as buses, walls, subways and railways (Cook, 2001; Hermerén, 1999).

#### **2.2.4 Digital advertisements**

Digital advertisements are advertising which is available on the Internet and many kinds of electronic devices such as a computer, a laptop, and a mobile phone. With the advanced technology, interaction between advertisers and audience is possible (Suggett, 2017).

This study focused on the print advertising found in American travel magazines. The magazines in this study have their own special forms as they are published in both print media and online websites. In order to discuss the structure of the print advertising, elements of print advertisements are described below.

### **2.3 Elements of Print Advertisements**

The structure of print advertisement is composed of a headline, body copy, a slogan, an illustration, a logo and a brand name. These elements are designed to attract reader's attention, and provide products' or services' information. Advertisers usually take into account that it might not be necessary to put all elements into one advertisement (Vestergaard & Schroder, 1985; May, 1995). Two advertising elements that this study concentrated on were the headline and the body copy since they are important elements containing the key messages about the advertised accommodations.

#### **2.3.1 Headlines in advertising**

A headline is the message generating the central idea or concept of an advertised product or service and comes in the larger size compared with other text sections. It is regarded as the most vital advertising element and the most efficient attention-getter. The advertising headline from Antalya, the famous city in Turkey, for example, is "Antalya. This place is pure sun and sand territory". This advertising headline forms the parallel concept between Antalya, the tourism destination, and its quality. The reader, then, can imagine that Antalya is a pleasurable land full of sand and sun (Djafarova, 2017). Belch and Belch (2004) claim that the headline is in the

first rank of consumers' interest. Generally, the headline can first grab readers' attention, arouse interest in products and encourage reading of the rest of advertisements. Effective headlines should have a suitable length of five to fifteen words, contain simple but emotionally appealing words and avoid negative meanings (Belch & Belch, 2004; Ladd, 2010; Ogilvy & Horgan, 1964). Apart from being the main title of the advertisement, there are two more functions of the headline. The first function of the headline is a semantic function. It is to inform the reader of some details relevant to the text that follows and to associate with the main subject. The second function is to connect with the reader through rhetorical devices and linguistic features (Iarovici & Amel, 1989).

### **2.3.2 Body copy in advertising**

Body copy comes after the headline part and states a simple straightforward message relating to the headline. It provides the information of products that consumers may find satisfying or respond to their needs (Vestergaard & Schroder, 1985; May, 1995). Terms to avoid when creating body copy are too long-lengthy copy and irrelevant concepts. Effective body copy should get to the point of what the advertised product or service offers, give full and inclusive details and emphasize the advantageous aspects of the product. In addition, it should be concise, use appealing language with a moderate length to keep the reader's interest and use a conversational tone of writing (Bovéé & Arens, 1992).

## **2.4 Language in Advertisements**

To compare with English in general, language style in advertising is produced in a certain way. In other words, widely creative usage of English in the advertisement leads to the particular features called *advertising English*. This advertising English can be divided into three major features: English morphology in advertising, English syntax in advertising and Figurative language or Rhetorical devices in advertising (May, 1995; Mirabela & Ariana, 2010).

### 2.4.1 English morphology in advertising

Advertising English is concise, lively, emotional and appealing. It can be seen in seven features as follows. (1) *Simple and informal* is using normal and spoken language to help the reader easily comprehend and remember the text. For example, “I’m impressed!” “I’m really impressed!”. (2) *Misspelling and coinage* is making a thing more interesting by misspelling a word or adding some prefixes or suffixes to the word. An example is “We know eggsactly How to sell eggs” (“Eggsactly” comes from “exactly”). (3) *Loanword* is applying loanwords such as French and Spanish. For instance, “Order it in bottles or in cans. Perrier...with added je ne sais quoi” (“Je ne sais quoi” means “I don’t know what”). (4) *Contraction* is using a contraction to make a message shorter in order to save the cost of advertising such as “st” (street), “sq” (square) and “ft” (foot). (5) *Use of verbs* is carefully and wisely choosing verbs to advertise products. Advertisers avoid using the word, “buy” as it causes a feeling of losing money. Instead, some words can be used for promoting products such as “try, ask, get, take, let, send for, use, call, make, hurry, see, give, and come.” (6) *Use of adjectives* is visualizing the quality of products through the use of adjectives such as “Light. Crisp. Refreshing”. (7) *Compound words* are widely used in advertising in a variety ways of word formations such as “short-term goal (adjective + noun), shining-clean (v-ing + adj) and hard-working (adv + v-ing)” (May, 1995; Mirabela & Ariana, 2010).

### 2.4.2 English syntax in advertising

English syntax in advertising can be classified into four types of sentences as follows (May, 1995; Mirabela & Ariana, 2010).

#### 2.4.2.1 Simple sentences

Simple sentences can hold the reader’s attention to the text whilst compound or complex sentences can make the reader lose interest. For instance, “Maybe she’s born with it. Maybe it’s Maybelline” (May, 1995; Mirabela & Ariana, 2010).

#### 2.4.2.2 Interrogative sentences and imperative sentences

Interrogative sentence can effectively trigger the reader’s reaction. An example

is “Do you remember how you used to enjoy it when you were young?” Imperative sentences generate a sense of demanding. This sentence pattern is used to encourage the reader to choose the product. An example of imperative sentence is “Run with us! or Just do it!” (May, 1995; Mirabela & Ariana, 2010).

#### **2.4.2.3 Disjunctive clauses**

Disjunctive clauses make a complex sentence shorter and simpler through the use of full stops, dashes, semi-colons and hyphens. For the advantages, it helps highlight the positive aspects of a product, increases the free space and reduces the cost of advertisement. An example is “Amtrak has created a new nationwide passenger rail system. Literally from the ground up. A system that represents a viable alternative for people who fly. For business or pleasure.” (May, 1995; Mirabela & Ariana, 2010).

#### **2.4.2.4 Minor Clauses**

A minor clause is the incomplete clause that is capable of delivering its key meaning (Nordquist, 2017). It emphasizes the crucial points of an advertisement and productively publicizes the data within a moderate length of text such as “Goodyear. We discover, you explore.” (May, 1995; Mirabela & Ariana, 2010).

### **2.4.3 Figurative language or rhetorical devices in advertising**

Figurative language or rhetorical devices are regarded as one of the common features of advertising language. Figurative language is used to create an impactful message and disseminate the important information of a product or service in a creative and persuasive way (May, 1995; Mirabela & Ariana, 2010). More details of figurative language are discussed in the following section.

## **2.5 Figurative language in advertisements**

Figurative language is considered an effective technique to create advertising (May, 1995). Three main issues to be considered when studying figurative language in advertisement include the definitions, functions, and classification.



### **2.5.1 Definitions of figurative language**

Figurative language is known as rhetorical figures and figures of speech. McQuarrie and Mick (1996) propose that figure of speech is a way of expressing non-literal meaning but in a more imaginative way. Dyer (1995) says that figurative language is an artful deviation of expression creating an image in the mind of readers. Rivkin and Ryan (2004), in addition, define figurative language as a “the generic term for any artful deviations from the ordinary mode of speaking or writing”. All in all, it can be said that figurative language is a non-literal, creative and vivid message presented to readers. It evokes readers’ imagination and visualization towards the things described. Apart from the definitions, functions of figurative language are explained in the next section.

### **2.5.2 Functions of figurative language**

The use of figurative language can be advantageous for written messages, especially in advertisements. Its key functions are proposed in a number of studies as follows. McQuarrie and Mick (1996) view figurative language as the way that most influences the recipients and is most suitable for any particular situation. It allows writers to produce more interesting and engaging speech or writing while only literal language cannot completely express things (McQuarrie & Mick, 1996; Stern, 1988). Rhetorical devices or figures of speech are considered to be one main feature of English advertisement, for they make a thought more effective and striking. A creative and fresh rhetorical device can appeal to the imagination and the need for purchasing product (May, 1995). Figurative language is used in advertisements for four main purposes as follows: to reinforce the persuasive quality of advertising, to draw the reader’s attention with captivating rhetoric devices, to facilitate the reading process and to increase the memorization and recall (Corbett, 1990; Leigh, 1994; McQuairre & Mick, 1992; Tom & Eves, 1999). In the next part, the classification of figurative language applied in this study is reviewed.

### **2.5.3 Classification of figurative language**

Types of figurative language appearing in print advertisements are categorized in a variety of ways. The similar idea shared by previous studies is that figurative

language can be classified into two groups, namely, a scheme and a trope (Corbett, 1990; Leech, 1969; Leigh, 1994; McQuarrie & Mick, 1996). The scheme is the use of a word differing from the standard grammatical structure such as word order, letter, syntax and sound. The trope is the use of a word transferring its usual meaning to another certain meaning. In other words, the scheme is the deviation of word arrangement. The trope is the deviation of word meaning. Figurative language in advertising has been discussed differently by researchers. The studies by Corbett (1990) and Leech (1969) refer to 44 types of figurative language, which consist of 30 schemes and 14 tropes. The study by Leigh (1994) numbered the genres of figurative language at 41 types: 20 schemes and 21 tropes whereas McQuarrie and Mick (1992) divided them into 19 types: 10 schemes and 9 tropes.

From all the research, some types of figurative language are proposed in all four studies (Corbett, 1990; Leech, 1969; Leigh, 1994; McQuarrie & Mick, 1996) whilst some are similar and can be grouped into a certain type. This study refers to the twelve common types of figurative language indicated by the previous research as follows: alliteration, antithesis, assonance, ellipsis, hyperbole, metaphor, parallelism, personification, pun, repetition, rhetorical question and simile. The following is a table showing the twelve genres of figurative language.

*Table 1. Twelve Types of Figurative Language*

Types of Figurative Language	Description	Example
Alliteration	A phrase or sentence consisting of the similar first sound of consonant or syllable.	“Our suites made sweeter this summer.” (Taj Dubai) Reason: This is the repetition of the beginning consonant letter “s” or /s/ sound.
Antithesis	Opposite ideas, words and concepts in one sentence.	“We arrived loving room service and left loving homemade.” (Airbnb)

(Continue)

*Table 1. Twelve Types of Figurative Language (Continued)*

Types of Figurative Language	Description	Example
	The contrasting ideas are presented in a balanced way.	Reason: This is a contrast action between “arrived” and “left”.
Assonance	Repetition of vowel sounds.	“Elevate your plate” (Westin Hotels & Resort) Reason: This is the repetition of the similar vowel sound “ate” or / ei /.
Ellipsis	The omission of a message, which can be implied by the context.	“Love at first lap... Always included.” (Hyatt Zilar and Hyatt Ziva) Reason: Unnecessary words are omitted in this sentence as it is not the central idea of advertising.
Hyperbole	Exaggerated statement in which the meaning goes beyond reality. Sometimes it is meant to emphasize or make fun of things.	“Champagne check-in, endless sunshine and a private beach.” (Eau Palm Beach Resort & Spa) Reason: Sunshine can be seen during the daytime but not the nighttime.
Metaphor	The use of words to describe something by equating it with something else. It is a comparison between two different things that have some similar characteristics in common without using comparison words such as “like” and “as”.	“This is not a resort, this is an experience.” (El Dorado Spa Resorts by Karisma) Reason: This is the comparison between “a resort” and “an experience”. This means staying at the El Dorado Spa Resorts is the life experience for the clients.

*Table 1. Twelve Types of Figurative Language (Continued)*

Types of Figurative Language	Description	Example
Parallelism	A phrase or sentence containing parallel concepts or ideas. To create a persuasive text, the repetition technique of sounds, meanings and words can be applied in parallelism.	<p>“Take everything that draws your focus- every email, every meeting, every schedule, and move it all behind you.” (Preferred Hotels &amp; Resorts)</p> <p>Reason: All phrases share the similar construction starting with “every” which controls the flow of ideas about all tasks people have to do in their working life - “email”, “meeting” and “schedule”.</p>
Personification	Making objects, ideas or animals act like a human being or human quality.	<p>“Perfection has a new address in Los Cabos.” (Le Blanc Spa Resort)</p> <p>Reason: “Perfection” is an abstract term but can take an action as human in this sentence.</p>
Pun	A kind of “word play”, which uses a sense of humor for rhetorical effect.	<p>“Tajness You can feel it with your eyes closed.” (Taj)</p> <p>Reason: “Tajness” is a plying on word having two meanings. It can be interpreted as Taj, the name of hotel; in the similar point, it can mean an act of touching.</p>
Repetition	Repeating a word, phrase, or full sentence in an attempt to highlight the point.	<p>“10:41AM The moment you were convinced to see Canada from coast to coast to coast.” (Fairmont)</p>

*Table 1. Twelve Types of Figurative Language (Continued)*

Types of Figurative Language	Description	Example
		Reason: The word “coast” is repeated.
Rhetorical question	A question that requires no answer, but is used to make a point and persuade readers.	<p>“Why does The Abaco Club offer the best experience in The Bahamas-or on any island for that matter?” (The Abaco Club)</p> <p>Reason: This is a question the advertiser does not expect an answer.</p>
Simile	Using a word “like” or “as” to compare two things.	<p>“It only feels like a million miles away.” (Steamboat Resort)</p> <p>Reason: Comparing two things by using “like”. It means clients will stay in an unusual place which is far away from their normal lives.</p>

In this study, the language techniques of advertisements can be divided into two main aspects, which are general technique and figurative language. The general technique is seven features of advertising including simple and informal, misspelling and coinage, loanword, contraction, use of verbs, use of adjectives and compound words. Figurative language can be classified into twelve types, which are alliteration, antithesis, assonance, ellipsis, hyperbole, metaphor, parallelism, personification, pun, repetition, rhetorical question and simile.

## 2.6 Relevant Studies

A number of studies have been conducted on figurative language in both

general and specific types of advertisements. For general areas, the research samples were collected from mixed types of advertising. Specific areas of advertisements can be divided into two sub-areas, which are product advertising and tourism advertising.

For the first group, the research of figurative language in mixed types of advertising focuses on slogans from different sources. The studies of Dubovičienė and Skorupa (2014) and Hussein et al. & Al-Furaiji (2015) contained interesting research results as follows.

Dubovičienė and Skorupa (2014) investigated the language used in advertising slogans. They focused on meanings and characteristics of advertising slogans, some stylistic features that can be divided into rhetorical devices, figurative language and sound techniques, and frequent use of the stylistic features was analyzed as well. A body of 100 English advertising slogans from both online and offline sources were randomly selected to study. The findings of the study revealed that 'figurative language' was considered as the technique that most appeared in advertising slogans, accounting for 40% of all sampled slogans. Moreover, 32% of slogans used sound techniques whereas rhetorical devices were responsible for 28% of the sample slogans. Pun, repetition and alliteration were used most in advertising slogans while paradox, rhythm, and personification were rarely found. As this study examined overall products and services, conducting research on some specific types of advertisement may yield a different result.

The study from Hussein et al. (2015) analyzed the main rhetorical devices that appeared in advertising slogans during 1990-2010. The data was collected from 50 advertising slogans on the Internet. Results of the study revealed that figurative language was used for arousing readers' attention and making advertising messages more effective. Rhetorical features were divided into two main types: schemes and tropes. In other words, schemes refer to changing the standard word order or pattern, which are parallelism, parison, alliteration, anaphora, epiphora, antimetabole, assonance, antithesis, rhyme, chime and consonance. Tropes are the use of words to illustrate a special meaning and a mental image, which are personification, simile, metaphor, hyperbole, metonymy, puns and ellipsis. Researchers have shown that the

majority of sample slogans used one or more rhetorical devices. Although both genres of rhetorical devices were commonly used in advertising slogans, tropes were more dominant than schemes during 1990-2010. The top three rhetorical devices found most in the last twenty years were ellipsis, metonymy and pun. In contrast, the least used rhetorical devices were metaphor, personification, simile and hyperbole, respectively.

The second group is studies of figurative language in specific types of advertising, which include a study on the food advertising by Chaysin (2011) and a study on the tourism advertising by Djafarova (2008; 2017).

Chaysin (2011) studied figures of speech used in the print advertising of food in four areas: (1) overall type, (2) frequency of usage, (3) relationship between the kinds of products and the figures of speech and (4) relationship between each element of advertisement and its use of figures of speech. The researcher collected the samples of the study from 116 food advertisements appearing in *Food Network* magazine published in 2010. The findings revealed that there was at least one figure of speech in each advertisement. Alliteration and repetition shared the most frequently used figurative language. Rhetorical question, hyperbole and rhyme were the main figures of speech frequently appearing in advertisements as well. Moreover, genres of food products related to the use of specific figures of speech. While the headline and the copy were related and the copy and the slogan were related, the headline and the slogan were not due to a long distance in the layout.

Djafarova (2008) examined figures of speech in the tourism advertisement. This research undertook a detailed analysis of how figurative language – metaphor, pun, and alliteration – created perceptual images of tourism in print advertising. The samples were 600 tourism advertising headlines and slogans collected from tour operators, brochures, newspapers and magazines. Also, this research analyzed common patterns of figurative language in 1970 - 1980 and 2000 - 2008, the relationship between types of products and kinds of figurative language, and the interpretation of advertising language as well. The findings revealed that each figure of speech can help the audience understand the tourism service. After the year 2005,

the language use of tourism advertisements became more complex and the role of content interpretation was transferred to readers. Moreover, metaphor, pun and alliteration were applied for different purposes. The use of metaphors successfully created an image of a new destination. The complicated meaning of puns might lead to ambiguity and misunderstanding towards advertisements. Alliteration was easy to understand without the interpretation of complex messages.

Djafarova (2017) investigated how figurative language, namely metaphor and pun, represented the image of tourism services. The research pointed out that metaphor was capable of generating an engaging visual to the reader. The metaphor was usually applied to decrease the level of destination unfamiliarity among readers. It connected some familiar aspects with the destination so that the reader could make and their association and perceive the characteristics of the destination. Puns were regarded as a humorous expression that can grab the attention of the reader. Also, they increased the recall of a text, as the reader was involved with the interpretation process. The ability to interpret the meaning of a metaphor and a pun depended on an individual's background knowledge and opinions. For this reason, the term of ambiguity was proposed and should be considered when using these two types of figurative language.



## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

This chapter reviews literature in three main areas: (1) Methodology, (2) Samples and data collection and (3) Data analysis procedures

#### **3.1 Methodology**

This study adopted a qualitative approach using content analysis. With the frame of qualitative research, meanings and characteristics of documents were interpreted through the researcher's contexts, understandings and background knowledge in a systematic manner (Cresswell, 2009). For this research study, qualitative research allowed the researcher to examine the language techniques and classify figurative language appearing in accommodation advertisements under an analytical framework.

Content analysis is a research tool that encourages interpretation of the data collected. Its positive aspects can be seen in the form of consistent and organized material and carefully analyzed details. Krippendorff affirmed this in writing that "content analysis is the use of replicable and valid method for making specific inferences from text to other stages or properties of its sources" (Krippendorff, 1969, p. 103). The content analysis process starts from the researcher's selection of texts. The researcher then analyzes the particular texts in order to comprehend and draw conclusions about the content (Gritti, 1967).

A significant number of research studies have applied content analysis in studying language in advertisements. Leigh (1994) used a content analysis approach to identify figures of speech, word use as well as connections between figures of speech and word use. Philips and McQuarrie (2002) employed content analysis to investigate the relationship between the products and figurative language appearing in headlines. Small et al. (2008) used content analysis to examine in-flight magazines in order to reflect the characteristics of the content.

In this study, the content analysis approach was applied to analyze the figurative language in advertisements, which are different from literal meaning as well as the information presented in advertisements. This study aimed to investigate the use of figurative language in advertising headlines and body copy of print accommodation advertising from three American travel magazines.

### **3.2 Samples and Data Collection**

Samples of the study were accommodation advertisements collected from three elite American travel magazines, Condé Nast Traveler, Luxury Travel Advisor and Travel+ Leisure, issued from January 2017 – December 2017. These three magazines were selected to study because of their high quality, rich details and appeal to general readers. Also, they were accessible sources of travel information as they were available in both print and digital versions. Three magazines are published in differently various countries; however, they all have only one similar edition, which is the United States edition. For this reason, this research conducted the study on the American editions of Condé Nast Traveler, Luxury Travel Advisor and Travel+ Leisure.

*Condé Nast Traveler* is a lifestyle travel magazine produced by Condé Nast Inc. and published in international editions including China, India Italy, Middle East, Spain, United Kingdom, and the United States. It is one of the most popular magazines with the high number of readers around the world. In the period of January - June 2017, the statistics can be seen as follows: 78,091 circulation, 335,000 readership, 1,065,598 unique monthly users and 4,156,943 monthly page views (Condé Nast international, 2017).

*Luxury Travel Advisor* is a luxury travel magazine produced by a media firm in Massachusetts, the United States. It publicizes all-inclusive tourism information with a focus on luxury travel, namely, cruises, destinations, hotels, airlines and tours. This magazine can be a fascinating source for those interested in traveling as well as travel agents. The fine quality of the magazine is evidenced by its winning the Folio Award in the year 2005 (Luxury Travel Advisor, 2017).

*Travel+ Leisure* is another high-end travel magazine published by Time Inc., the American mass media corporation. Its international editions are comprised of China, India and South Asia, Mexico, Southeast Asia and the United States. This magazine contains both lifestyle content and travel destinations for worldwide travelers. The data from the media kit on its official website shows that the total average circulation from January to June 2017 is 969,266 (Time Inc. Affluent Media Group, 2017).

The magazines published during January 2017– December 2017 were chosen for investigation since they contained the most recent advertising language that can reflect fresh and up-to-date characteristics compared to older advertisements published many years ago. Apart from more than ten kinds of advertisements, this study focused only on accommodation advertising. There were two reasons for choosing accommodation advertising as the target sample. The first reason was that this study concentrated on the language in the tourism advertising; other products or service advertising were excluded. On the top of that, for the second reason, accommodation advertisements could be found easily within the three magazines in the year 2017.

Additionally, the target samples had to contain at least one element of advertising, a headline or a body copy and use at least one feature of figurative language. The headline and the body copy were selected to study because they are the important parts giving the idea and information of the advertised accommodations. While the headline delivers the key idea of the accommodations, the copy describes the whole details relating to the headline. Also, these two written advertising elements are frequently updated and changed in each issue of the magazine when compared to other elements such as the slogan, the brand name and the logo.

### **3.3 Data Analysis Procedures**

The collected data were analyzed, following the three steps. The details are as follows:

Step one: The researcher analyzed the usage of figurative language in the advertising through the theoretical framework of twelve genres of figurative language. There were two stages in this process of analysis. The researcher started by studying the number of headlines and their use of figurative language. Then, copies were studied to record the total number and types of figurative language used in the sample advertisements.

Step two: The researcher counted the number of instances of figurative language in the samples and find out whether there were most dominant features or rarely used types of figurative language.

Step three: The advertisements were grouped based on sources of travel magazines. Then, the researcher examined how figurative language was adapted in each group of travel magazines. After that, the researcher found out whether there was a specific use of figurative language in the accommodation advertising from the different travel magazines.

## **CHAPTER 4**

### **RESULTS**

This chapter explains the findings on figurative language found in advertisements in three American travel magazines in five areas as follows:

- (1) Figurative language in overall print accommodation advertisements,
- (2) Figurative language in headlines of print accommodation advertisements,
- (3) Figurative language in body copy of print accommodation advertisements,
- (4) Three American travel magazines and their specific use of figurative language in headlines, and
- (5) Three American travel magazines and their specific use of figurative language in body copy.

#### **4.1 Figurative language in overall print accommodation advertisements**

Although some advertisements appeared in the magazines several times, only one piece of those repeated advertisements was counted as one sample based on the prior time of publishing. As a result, the issue of magazine could not be used to analyze sample advertising and its use of figurative language. Contrastingly, the elements of advertising and different sources of magazines were capable of pointing out the roles of figurative language in the print accommodation advertising.

Each advertisement was composed of a different number of advertising elements. With reference to 142 advertisements, the three main categories can be grouped based on their advertising elements. The first collection was 123 advertisements containing both headlines and body copy. The second collection was 18 advertisements with headlines; the third collection was one advertisement with body copy.

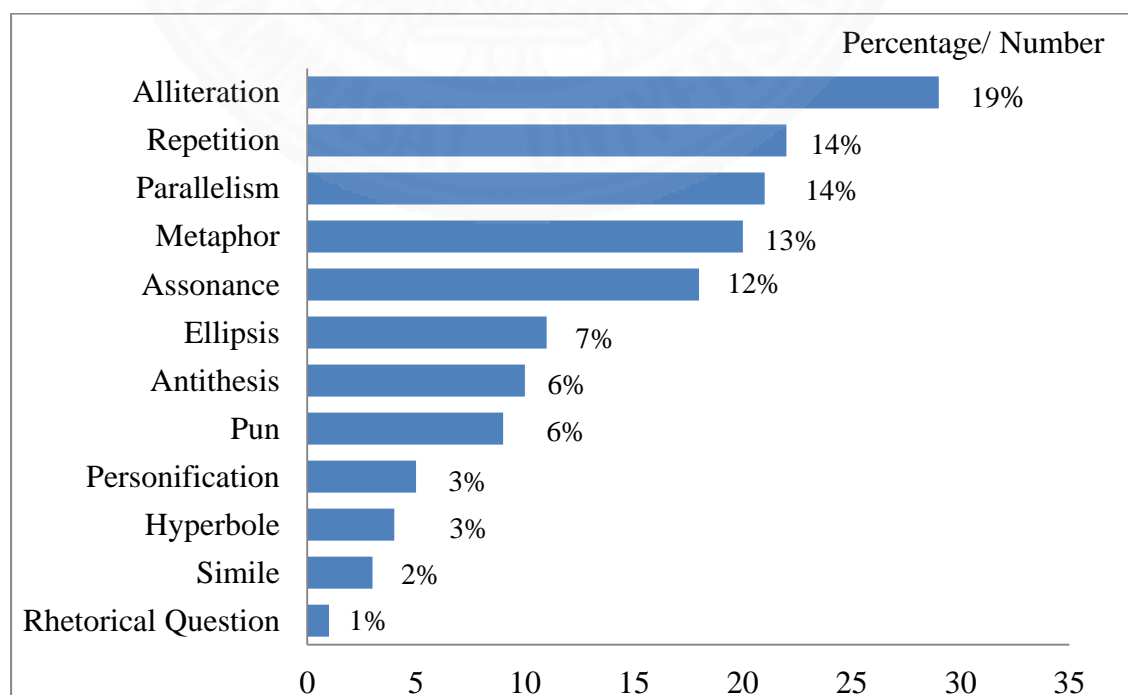
Both figurative language and non-figurative language were applied in each part of advertising. In other words, at least one type of figurative language appeared in each advertising element while the general technique in English advertising language was used in some advertisements. The use of figurative language in headlines and body copy can be seen as follows. From overall 263 advertising elements, figurative

language was used 326 times and general technique was used 51 times. In 141 headlines, figurative language was used 153 times and general technique was used 29 times. In 122 pieces of body copy, figurative language was used 173 times and general technique was used 22 times. The findings suggested that twelve types of figurative language were found in print accommodation advertisements: alliteration, antithesis, assonance, ellipsis, hyperbole, metaphor, parallelism, personification, pun, repetition, rhetorical question and simile.

#### 4.2 Figurative language in headlines of print accommodation advertisements

The headline plays the most significant role in presentation to advertised accommodations as it states the key concept of advertising in a few words, concise phrase or brief sentence. In addition, it is the first written part seen by readers and can effectively hold the reader's attention, leading them to read the remaining parts. The headline, in this study, appeared in almost print accommodation advertisements; only one advertisement had no headline. Figure 1 illustrates the frequency of the twelve types of figurative language in print accommodation advertising headlines.

*Figure 1. Figurative Language in Headlines*



In regard to the 141 headlines, the number of figurative language found in all headlines was 153 times; general technique was 29 times. Some headlines contained more than one type of figurative language. From figure 1, it can be seen that alliteration with 19 percent (29/153) was most used in this advertising element, followed by repetition at 14 percent (22/153). Also, parallelism was found at 14 percent (21/153). The next rank was metaphor with 13 percent (20/153), followed by assonance with 12 percent (18/153), ellipsis at 7 percent (11/153) and antithesis at 6 percent (10/153). The following rank was pun with 6 percent (9/153). The rarely used types of figurative language in headlines were personification, hyperbole, simile and rhetorical question at 3 percent (5/153), 3 percent (4/153), 2 percent (3/153) and 1 percent (1/153), respectively.

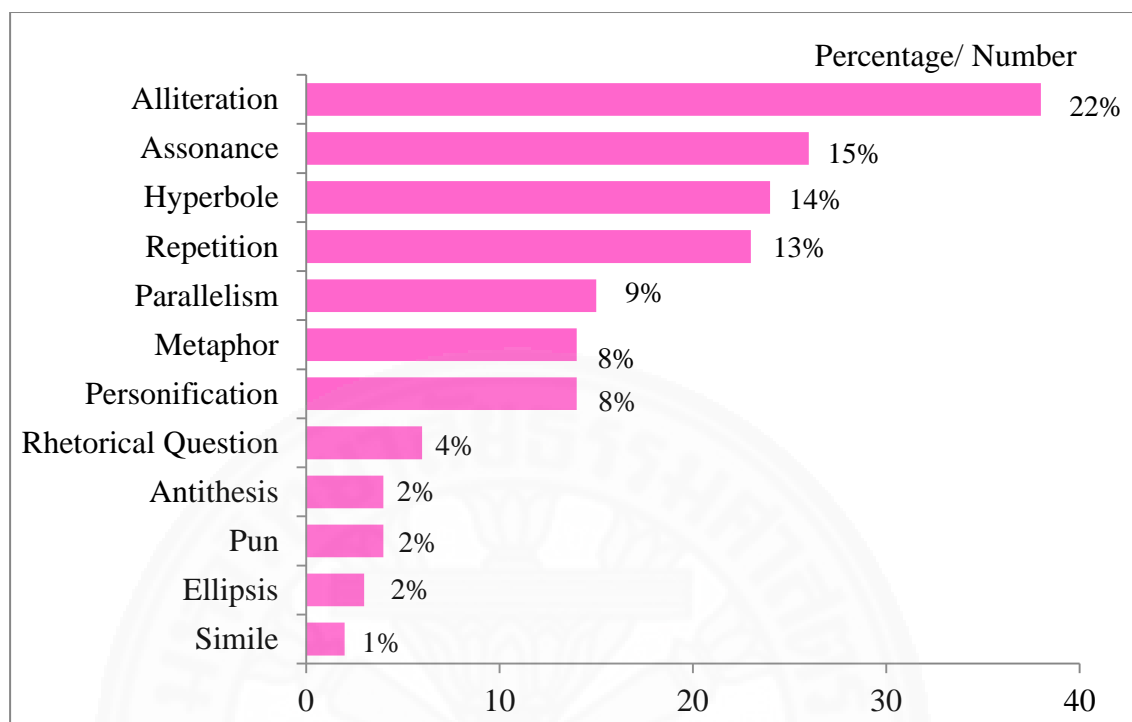
To sum up, repetitive devices were most frequently used in the accommodation advertising headlines. Being the first ranked, alliteration is capable of drawing attention, creating rhythm and developing mood. Repetition in the second rank refers to repeating a word, phrase or sentence. This rhetorical device is applied in advertising to emphasize the ideas and help readers remember the message. Parallelism deals with word order and parallel structure in an attempt to equate two or more than two ideas. This device can be beneficial to create a clearer picture and balance the importance between things.

#### **4.3 Figurative language in body copy of print accommodation advertisements**

The body copy in print accommodation advertising relates to the message in the headline but provides readers with deeper details of advertised accommodations. Body copy mostly found in this study had long length and described more sophisticated information using emotional and logical appeal.

From 122 pieces of body copy, 173 instances of figurative language were found; general technique was found 22 times. Some body copy consisted of more than one type of figurative language; for this reason, the number of appearances of figurative language was higher than the body copy. Figure 2 presents the frequency of the twelve types of figurative language found in the body copy.

Figure2. Figurative Language in Body Copy



With respect to the bar chart, the most frequently used type of figurative language was alliteration at 22 percent (38/173), followed by 15 percent (26/173) for assonance, 14 percent (24/173) for hyperbole, 13 percent (23/173) for repetition and 9 percent (15/173) for parallelism. Metaphor and personification had 8 percent (14/173). Rhetorical question was calculated at 4 percent (6/173), followed by antithesis and pun, each with 2 percent (4/173). Next was ellipsis with 2 percent (3/173). The most rarely seen type of figurative language was simile with 1 percent (2/173).

All in all, the types of figurative language widely used in creating long and detailed messages were the repetition techniques of alliteration and assonance. Alliteration is using two or more than two words having a similar initial consonant sound. Assonance, a repeating device similar to alliteration, is using words having similar vowel sounds. These two types of figurative language play with sounds for the purpose of raising the reader's interest while reading a long text, making the message rhythmic and encouraging the mood and tone. Additionally, hyperbole was also found to be widely used in the advertising copy of accommodations. For the use of



hyperbole, overstating details of accommodation are presented to arouse the reader's feeling and to convince the reader that the advertised accommodation has the best quality.

#### **4.4 Three American travel magazines and the specific use of figurative language in headlines**

In this study, 141 pieces of advertising headlines were derived from three American travel magazines, Condé Nast Traveler, Luxury Travel Advisor and Travel+ Leisure. To be specific, in Condé Nast Traveler, there were 35 headlines, 35 items of figurative language and 9 items of general technique. In Luxury Travel Advisor, there were 49 headlines, 51 items of figurative language and 12 items of general technique. In Travel+ Leisure, there were 57 headlines, 67 items of figurative language and 8 items of general technique. The use of figurative language in headlines of each magazine is shown in Table 2.

Table 2 presents the findings on figurative language used in headlines from three American travel magazines: Condé Nast Traveler, Luxury Travel Advisor and Travel + Leisure. The headlines in each magazine included different types of figurative language. Types of figurative language were found as follows: 10 types in Condé Nast Traveler, 9 types in Luxury Travel Advisor and 11 types in Travel + Leisure.

Starting with the top ranks of all magazines from the table, the most used kinds of figurative language were alliteration and metaphor with 17 percent in Condé Nast Traveler, parallelism with 17 percent in Luxury Travel Advisor and alliteration with 22 percent in Travel + Leisure. For the second rank, antithesis and assonance appeared at 14 percent in Condé Nast Traveler; alliteration and assonance were found at 16 percent in Luxury Travel Advisor; repetition with 18 percent appears in Travel + Leisure. For the following rank, parallelism was seen in 11 percent in Condé Nast Traveler while repetition recorded at 15 percent in Luxury Travel Advisor. Ellipsis was seen in 16 percent in Travel + Leisure.

*Table 2. Figurative Language in Headlines from Three American Travel Magazines*

Condé Nast Traveler			Luxury Travel Advisor			Travel + Leisure		
Types of Figurative Language	Number	Percentage	Types of Figurative Language	Number	Percentage	Types of Figurative Language	Number	Percentage
Alliteration	6	17	Parallelism	9	17	Alliteration	15	22
Metaphor	6	17	Alliteration	8	16	Repetition	12	18
Antithesis	5	14	Assonance	8	16	Ellipsis	11	16
Assonance	5	14	Repetition	8	15	Parallelism	8	12
Parallelism	4	11	Metaphor	6	12	Metaphor	8	12
Personification	2	6	Pun	4	8	Assonance	5	7
Pun	2	6	Antithesis	3	6	Pun	3	4
Repetition	2	6	Personification	3	6	Antithesis	2	3
Simile	2	6	Hyperbole	2	4	Hyperbole	1	2
Hyperbole	1	3	Ellipsis	0	0	Rhetorical Question	1	2
Ellipsis	0	0	Rhetorical Question	0	0	Simile	1	2
Rhetorical Question	0	0	Simile	0	0	Personification	0	0
Total	35	100	Total	51	100	Total	67	100

Moving on to the middle rank of Condé Nast Traveler, personification, pun, repetition and simile were equally found at 6 percent. In reference to Luxury Travel Advisor, metaphor accounted for 12 percent; pun had 8 percent; both antithesis and personification were 6 percent. When it comes to the middle rank of frequency in Travel + Leisure, parallelism and metaphor shared a similar figure at 12 percent, assonance had 7 percent and pun had 4 percent.

The rarely seen types of figurative language in headlines from three different magazines were as follows. In Condé Nast Traveler, hyperbole was used in only 3 percent while ellipsis and rhetorical question were undetected. In Luxury Travel Advisor, hyperbole appeared at 4 percent whereas ellipsis, rhetorical question and simile were not found. The least used types of figurative language in Travel + Leisure were antithesis with 3 percent; hyperbole, rhetorical question and simile mutually shared 2 percent. Additionally, personification was not employed.

With the focus on the kinds of figurative language with high frequency, three American travel magazines were found to differently apply scheme and trope. Figurative language in the group of scheme was mostly applied in the sampled headlines while the group of trope was less found. This suggested that the use of artful language in word arrangement was more popular than the use of deviant meaning. In the first three ranks of frequently used figurative language in headlines, there were six kinds of scheme and one type of trope. The former included alliteration, parallelism, assonance, antithesis, repetition and ellipsis; the latter was metaphor.

An example of alliteration in an advertising headline is as follows:

“Spring Splash Sale up to 55% off.”

(The Royal Playa del Carmen from  
Luxury Travel Advisor, March, p.23)

It can be seen that alliteration, the repetition of the first consonant sounds, seems to be the most effective technique to call attention. This advertising headline was composed of three words with the similar first sound of “s” or /s/.

An example of parallelism comes from Panama Jack Resorts:

“Choose Relaxation. Choose Jack.”

(Panama Jack Resorts from Travel + Leisure, October, p.112)

Parallelism helps make two or more concepts equal and maintain the mutual significant of all issues. In this headline, the similar sentence structure helps direct the concept of relaxation and the resort in the sense that you can unwind when you stay at the Panama Jack resorts.

Next is the use of assonance:

“Make a date with New York City”

(Iberostar from Luxury Travel Advisor, August, p.19)

Assonance or the repeating of first vowel sounds can draw attention and produce rhythm in reading. From the headline of Iberostar, the vowel sound in “make” and “date” are pronounced as /ei/ sound.

The following headline shows the antithesis device:

“Winter forecast: Sunny & Warm”

(The Seagate Hotel & Spa from Condé Nast Traveler, February, p.52)

Antithesis presents an opposite idea by the use of words having different meanings. This contrasting idea can highlight the distinction between two concepts and affect the preference of one thing rather than the other thing. This phrase shows the opposite concept of the weather that the atmosphere at The Seagate Hotel & Spa is bright and warm in the winter season.

One headline from The Abaco Club on Winding Bay The Bahamas states that

“*Something for them. Something for you.*”

(The Abaco Club on Winding Bay The Bahamas  
from Luxury Travel Advisor, October, p.31)

The above figurative device is repetition. It is the proper technique for emphasizing a point that leads to better recognition. The words “something for” were repeatedly used to emphasize what readers can receive from the accommodation.

The instance of ellipsis can be seen from the below headline:

“Island life...redefined”

(Sunset Key Cottages from Travel + Leisure, August, p. 139)

For ellipsis, an incomplete message is intentionally created to let people think or to save the space. It can be seen that some words are missing in this headline but it is still understandable.

The following example is an advertising headline of Presidente InterContinental Cancun Resort.

“A paradise by the sea”

(Presidente InterContinental Cancun Resort  
from Condé Nast Traveler, February, p.69)

Metaphor, which is grouped in tropes dealing with meaning deviation, was used to compare the accommodations with other things in order to represent the image of the place to stay and to decrease the level of unfamiliarity towards the advertised accommodations. For the example headline, the resort was compared to a paradise situated near the sea. With the concept of paradise, readers can imagine the characteristics of the advertised resort in different ways based on their imagination.

Aside from being the sources for travel information, the three American travel magazines are conceptualized by their unique frame including the content and the target of consumers. Firstly, Condé Nast Traveler aims to present real traveling under the concept “Truth in travel.” The content of this magazine provides both lifestyle and luxury issues that general readers can enjoy reading. It can be concluded that advertising headlines from Condé Nast Traveler are mostly written by the use of consonant sound repeating and comparing the accommodations with other things having some similar points, followed by the use of contrasting words and repeating vowel sounds. In addition, headlines in this magazine were presented by equalizing the importance between two ideas. Secondly, Luxury Travel Advisor focuses on the luxurious traveling, inclusive of places to visit, places for the overnight stay, transportation and tour service. Accordingly, the target readers of this magazine are travel agents and tourists with high financial status seeking for the superior traveling. For the use of figurative language, the concepts of equal ideas were mostly applied in the headlines, followed by the use of first similar sound of consonants and vowels as well as writing vocabularies or full sentences repeatedly. Thirdly, Travel + Leisure suggests a variety of destinations, accommodations, restaurants and leisure activities. General readers are allowed to explore not only high-class traveling but also the numerous relaxing recreations. The advertising headlines in this magazine used repeating consonant sounds, followed by the repeating the use of a word or sentence and three dots to exclude the insignificant information and allow the readers to infer the omitted message.

Some types of figurative language did not appear in the three travel magazines as follows: there were no ellipsis and rhetorical questions in Condé Nast Traveler; ellipsis, rhetorical question and simile were not found in Luxury Travel Advisor; personification was not used in Travel + Leisure. It may be concluded that ellipsis is not widely used in the headlines of Condé Nast Traveler and Luxury Travel Advisor since the message in headlines should call attention and generate the key concept of accommodations as the title of advertising. For this reason, ellipsis is not an appropriate written technique for headlines as the details might be omitted by the use of three periods. At any rate, ellipsis was the third ranked in Travel + Leisure that reflects the matter of style in writing. Furthermore, the use of rhetorical question was hardly different among the three travel magazines and regarded as the least used type of figurative language. It can be assumed that using a question to raise the interest of readers may not be effective in the advertising headlines of three American travel magazines. Lastly, simile, which was not found in Luxury Travel Advisor, as well as personification, which was not found in Travel + Leisure, were employed in the other two magazines. This aspect also points out that advertising headlines in each magazine had their own unique writing patterns.

#### **4.5 Three American travel magazines and the specific use of figurative language in body copy**

There were 30 examples of body copy with 43 instances of figurative language and two uses of general technique found in Condé Nast Traveler. In Luxury Travel Advisor, 48 examples of body copy were used with 72 items of figurative language and 7 items of general technique. In Travel+ Leisure, 44 examples of body copy were applied with 58 instances of figurative language and 13 occasions of general technique. The types of figurative language found in Condé Nast Traveler, Luxury Travel Advisor and Travel + Leisure included ten types, eleven types and twelve types, respectively. The use of figurative language in body copy of each magazine is shown in Table 3.

*Table 3. Figurative Language in Body Copy from Three American Travel Magazines*

Condé Nast Traveler			Luxury Travel Advisor			Travel + Leisure		
Types of Figurative Language	Number	Percentage	Types of Figurative Language	Number	Percentage	Types of Figurative Language	Number	Percentage
Alliteration	10	23	Alliteration	17	23	Alliteration	11	19
Assonance	7	16	Assonance	14	19	Repetition	10	17
Repetition	6	14	Hyperbole	12	17	Personification	9	15
Hyperbole	5	12	Metaphor	8	11	Hyperbole	7	12
Parallelism	5	12	Repetition	7	10	Parallelism	7	12
Personification	3	7	Parallelism	3	4	Assonance	5	8
Rhetorical Question	3	7	Pun	3	4	Metaphor	4	7
Metaphor	2	5	Antithesis	2	3	Antithesis	1	2
Antithesis	1	2	Ellipsis	2	3	Ellipsis	1	2
Simile	1	2	Personification	2	3	Pun	1	2
Ellipsis	0	0	Rhetorical Question	2	3	Rhetorical Question	1	2
Pun	0	0	Simile	0	0	Simile	1	2
Total	43	100	Total	72	100	Total	58	100

Regarding table 3, the top three ranks of figurative language having the highest number of body copy in Condé Nast Traveler mainly made use of alliteration counted at 23 percent, which was outstanding from the remaining types. Next was 16 percent for assonance and 14 percent for repetition. In Luxury Travel Advisor, alliteration accounted for 23 percent, followed by assonance with 19 percent and hyperbole with 17 percent. In Travel + Leisure, alliteration was ranked at the top

showing 19 percent usage, followed by the second rank of repetition with 17 percent. The third rank was personification with 15 percent.

Next to the top three types with the highest number of usage, in Condé Nast Traveler, hyperbole and parallelism were applied in advertising body copy at 12 percent whereas personification and rhetorical question were found at 7 percent. Furthermore, metaphor made up 5 percent. In descending order, for Luxury Travel Advisor, metaphor was applied for 11 percent, followed by repetition with 10 percent as well as parallelism and pun with 4 percent. In Travel + Leisure, hyperbole and parallelism were counted at 12 percent, followed by assonance with 8 percent and metaphor with 7 percent, respectively.

Various genres of figurative language rarely seen in accommodation advertising body copy were as follows. In Condé Nast Traveler, both antithesis and simile were found at 2 percent whereas ellipsis and pun were not seen. In Luxury Travel Advisor, many genres of figurative language shared a similar percentage of use. Types of figurative language with the three percent of usage were antithesis, ellipsis, personification and rhetorical question. Simile was the only type not found in Luxury Travel Advisor. Finally, in Travel + Leisure, antithesis, ellipsis, pun, rhetorical question and simile were rare in this travel magazine as the frequency was 2 percent for each type.

To sum up, when comparing the frequency of the most applied types of figurative language in the body copy of each magazine, it can be seen that three magazines shared many similar top three ranks whereas some figurative language types were applied at different percentages. Commonly found types of figures of speech in the advertising body copy of the three travel magazines were alliteration, assonance, repetition, hyperbole and personification.

The following is the use of alliteration in the advertising copy of Preferred Hotels & Resorts:

“...*Let loose* the to-do *list*. Move your mind to a place of calm- where real priorities align and time is allowed to relax with you...”

(Preferred Hotels & Resorts, from Condé Nast Traveler May, p.6)



Alliteration, the technique of repeating the first consonant sound, was most used among the three American travel magazines. From the example copy, it can be seen that the letter “l” or /l/ sound repeatedly appears in this copy.

The following is advertising body copy from Fairmont:

“...—when you stay with Fairmont, you’re never far away from the history, *culture* and *architecture* that define the unique *character* of the places we call home....”

(Fairmont, from Travel + Leisure, August, p.45)

Assonance was the second rank of the two magazines, Condé Nast Traveler and Luxury Travel Advisor. In this body copy, three words with a similar vowel sound “ə” were found, which are the words “culture”, “architecture” and “character”.

The advertising body copy with repetition from JW Marriott was written as:

“Next time you stay at a JW, you’ll notice that we hold our heads a little higher. That’s because The Joffrey Ballet helps us develop our natural poise and grace. Since we believe *exceptional* service starts with *exceptional* training.”

(JW Marriott , from Condé Nast Traveler, May, p.83)

Repetition was the second rank of Travel + Leisure and the third rank of Condé Nast Traveler. These results can be inferred that the repeating technique was frequently applied, inclusive of repeated consonant sounds, repeated vowel sounds and repeated words. It can be concluded that the word “exceptional” was used to emphasize that the staff at JW Marriott is trained extraordinarily well to provide the clients with the ultimate hospitality.

The example of hyperbole found in the copy is as below:

“...culinary creations served in the *finest* surroundings, restorative spa treatments, and staff members...”

(Royal Hideaway Luxury Hotels & Resorts from Luxury Travel Advisor, September, p.13)

For hyperbole, it was mostly used to convince the reader that the advertised accommodation is superior to other places. From the example, the exaggeration of accommodations' details can drive the feeling of excitement, interest and impression towards Royal Hideaway Luxury Hotels & Resorts. This overstated description claims that the advertised hotel and resort are surrounded with the most beautiful environment and offer the best hospitality.

Next is the sample advertising copy coming from Montage Hotels & Resorts

“Whether *your plans call for* a romantic retreat, a family adventure, or an urban escape, we invite you to experience our collection of extraordinary destinations...”

(Montage Hotels & Resorts, from Condé Nast Traveler, June/July, p.105)

Personification was the third rank of Travel + Leisure. This device can create the emotional appeal in the sense that an object can act like human. With the use of this device, the idea or the concept of accommodation itself can draw the emotional response and become comprehensible. According to the mentioned example, it is you who desire and design your own journey while the plan is the traveling program you arrange. Personification was used in this study to put the focus on the inanimate object, your plans, which can create a vivid image of traveling in the readers' mind.

In contrast, some kinds of figurative devices were not used in the body copy. To be more precise, ellipsis and pun were not found in Condé Nast Traveler; simile was not found in Luxury Travel Advisor. Accordingly, these three types of figurative language were also rare in the other two magazines. The reason why ellipsis was not found in Condé Nast Traveler or used infrequently in the other two magazines might be that the part of body copy provides the full details of accommodations' information without the limitation of space. As a result, it may not be necessary to leave out the message or save space by using periods or omitting some words. Although puns can be a good device of word play creating amusement, they can cause ambiguity and problems in the interpretative process; as a result, there were a small number of puns in the body copy of the accommodation advertising. Lastly, simile seems not to be a popular device to compare two things with the words, “like” or “as”; however, metaphor as the device for comparison was used more often.

## **CHAPTER 5**

### **CONCLUSION, DISCUSSION AND RECOMMENDATIONS**

Five issues are covered in this chapter as follows: (1) The summary of the study, (2) The summary of the findings, (3) Discussion of the use of figurative language in print accommodation advertisements of three American travel magazines, (4) Conclusion of the study, (5) Limitations of the study, (6) Implications, and (7) Recommendations for further research.

#### **5.1 Summary of the study**

This section restates two main areas. First, the objectives of the study are summarized; the second is methodology, samples, data collection and data analysis procedures.

##### **5.1.1 Objectives of the study**

This study aimed to analyze figurative language applied in the print accommodation advertising from three American travel magazines in order to find out the most frequently used genres of figurative language in both the advertising headlines and body copy. This point can reflect the appropriate language techniques that make accommodation advertising effective and impactful. In addition, advertisements with the use of rhetorical devices were grouped based on the different sources of magazines so as to determine whether there were any specifically used patterns of figurative language in each magazine.

##### **5.1.2 Methodology, samples, data collection and data analysis procedures**

Content analysis was adopted to study the sampled advertising in relation to the linguistic aspects as well as the text interpretation; consequently, the researcher indicated the types of figurative language commonly used in the print accommodation advertising. The number of the samples was 142 advertisements from three American travel magazines available in both print and online versions, entitled Condé Nast Traveler, Luxury Travel Advisor and Travel + Leisure. Samples were collected from

accommodation advertisements published between January 2017- December 2017 that used at least one type of figurative language in the headline or the body copy. In year 2017, overall 35 issues were found in the three magazines. There were 11 issues of Condé Nast Traveler as the sixth issue was organized as the June/ July issue. Luxury Travel Advisor and Travel + Leisure monthly published 12 issues of magazines. For the data analysis procedures, the headlines and body copy from the overall samples were studied in terms of the total number of occurrences and their use of figurative language. Next, the frequency of the usage of figurative devices was counted to determine the most widely used types and the least used types of figurative language. After that, the sampled headlines and copy were separated into three groups based on the different sources of magazines so as to see the particular use of figurative language in advertisements from each magazine.

## **5.2 Summary of the findings**

In regard to the 142 pieces of accommodation advertisements, there were 141 headlines with the use of 153 instances of figurative language and 29 uses of general technique and 122 instances of body copy using figurative language 173 times and general technique 22 times. For the headlines, alliteration was ranked at the top, followed by repetition and parallelism. This reflected that repetitive technique is frequently applied in the briefly written part firstly seen by readers as it can be seen from the frequent usage of repeating first consonant sounds and repeating words. Also, parallelism seems to be the appropriate device to equally present the important points, concepts or information of accommodations. In the section of body copy, the most used types of figurative language related to sound techniques, which are alliteration and assonance. It can be concluded that the majority of body copy was created with the use of repeated consonant and vowel sounds so as to hold the readers' attention during reading the long text. Additionally, hyperbole was another important device as it was the third rank. It is capable of making the reader interested in the extraordinary features of the accommodations.

Distinct brands of magazines were associated with the particular use of figures of speech in both headlines and body copy. In the headlines, 35 samples with 35 instances of figurative language and 9 uses of general technique came from Condé Nast Traveler; 49 samples with 51 occasions of figurative language and 12 uses of general technique were found in Luxury Travel Advisor; 57 sample headlines with 67 instances of figurative language and 8 appearances of general technique were seen from Travel + Leisure. The research results suggested that advertisements from different magazines have their own unique style of writing and use dissimilar forms of rhetorical devices. These top ranks also indicated that figurative language in the group of word arrangement and sound technique was used more often than the group of meaning deviation.

For the most employed genres of figurative language in headlines, alliteration, metaphor, antithesis, assonance and parallelism were used most in Condé Nast Traveler. As a result, it can be inferred that the use of repeating first sounds of consonants and vowels was mostly applied in advertising headlines from Condé Nast Traveler in order to make readers interested in the advertisements. In a similar way, accommodations were compared to other terms to portray the image of accommodations and help readers feel familiar with the residences. Also, advertising headlines in this magazine were written with the use of contrasting ideas or words to help readers easily select the right option. Details of accommodations were promoted through the parallel crucial ideas. In Luxury Travel Advisor, parallelism, alliteration, assonance and repetition were the top-ranked figurative devices in the headlines. This result reflected that advertising concepts in the second magazine were presented with similar structure, which can balance the importance among several terms. The repetitive methods including repeating first consonant sounds, repeating vowel sounds and repeating words were widely applied as they can attract the reader's attention, create the rhythm and enhance the memorization. In the headlines of Travel + Leisure, alliteration, repetition and ellipsis were the first three ranks. Major headlines in the third magazine used words with similar first consonant sounds as well as repeatedly applied similar words, phrases or sentences. Additionally, some less important words

were excluded in this short-length advertising element to increase the free space and disregard some less important details.

Contrastingly, some kinds of figurative devices were not found in the headlines. In Condé Nast Traveler, ellipsis and rhetorical question were not applied in the sampled headlines. In Luxury Travel Advisor, ellipsis, rhetorical question and simile were not used while there was no personification in Travel + Leisure. It can be assumed that using impactful words can better represent the main message than leave out some words. However, ellipsis significantly appeared only in Travel + Leisure, which shows a distinct style of advertising creation. The use of some figures of speech in advertisements can illustrate the particular written style of each magazine. This aspect can be seen from the case of personification and simile. Personification was not seen in Travel + Leisure while simile was not used in Luxury Travel Advisor at all. These two figurative devices appeared in the other two magazines in moderate number.

The last issue of the findings was the three travel magazines and their different usage of figurative language in the part of body copy. Regarding 122 pieces of body copy, 30 pieces from Condé Nast Traveler used figurative language 43 times and general technique 2 times; 48 pieces from Luxury Travel Advisor applied figurative language 72 times and general technique 7 times; 44 pieces from Travel + Leisure employed figurative language 58 times and general technique 13 times. The findings showed that three travel magazines contained advertisements using some similar types of figures of speech. However, the trend of usage varied in some types. For the top three ranks, alliteration, assonance and repetition were found in Condé Nast Traveler. Alliteration, assonance and hyperbole were mostly seen in Luxury Travel Advisor. Alliteration, repetition and personification were often applied in Travel + Leisure. Moreover, the research results reflected that the repetitive devices in terms of first consonant sounds, vowel sounds and words were mainly adapted in the body copy of the three magazines. Personification is used to gain emotional response and make ideas of advertised accommodations more understandable. Much of the body copy, especially in Travel + Leisure, was exaggerated to create a positive feeling towards the accommodations.

Three kinds of figurative language were not applied in the body copy. It can be seen that the message in the copy aimed to give overall information so that ellipsis or omitting words by three periods was not used in Condé Nast Traveler and rarely seen in the other two magazines. Pun was not seen in Condé Nast Traveler and also least used in the rest of the magazines since it may be vague and make readers confused. The last was simile, which was not employed in Luxury Travel Advisor and found in small number in Condé Nast Traveler and Travel + Leisure. This device may be not a proper technique for comparing terms in advertising copy.

### **5.3 Discussion**

Frequently used types of figurative language differently appeared in two advertising elements and three magazines. In other words, both the headline and the body copy of advertisements from Condé Nast Traveler, Luxury Travel Advisor and Travel + Leisure had a particular style of using rhetorical devices. Genres of figurative language that had the highest number of occurrence were alliteration, assonance, repetition, parallelism and metaphor. Alliteration, the most used type calculated in terms of the average percent, was ranked first amongst the advertising headlines and the body copy from all three American travel magazines, except the headlines from Luxury Travel Advisor. In the headlines, alliteration was found in 19% of all samples, 17% of Condé Nast Traveler, 16% of Luxury Travel Advisor and 22% of Travel + Leisure. In body copy, alliteration was applied in all samples at 22%, Condé Nast Traveler at 23%, Luxury Travel Advisor at 23% and Travel + Leisure at 19%. This results support the findings of previous study on rhetorical figures in advertising headlines of the American travel magazines, which revealed that alliteration more frequently appeared in modern magazines than other devices in the group of word arrangement (McQuarrie & Mick, 1993). Advertising with the use of alliteration conveys repeated first consonant sounds in the text. The role of this device in advertising is to grab the attention of readers and enhance memorization. This finding accords with the research of Djafavora on the use of figures of speech in mixed sources of print advertising in the field of tourism as well as the study of McQuarrie and Mick on advertising headlines and their use of figures of speech

(Djafavora, 2008; McQuarrie & Mick, 1996). Moreover, previous research showed that alliteration is simply understandable as it generates a straightforward meaning (Djafavora, 2008; McQuarrie & Mick, 1996).

Assonance, as the technique of using repeating vowel sounds, is considered as another significant device for creating the accommodation advertising. In headlines, it made up 12% of all samples, 14% of Condé Nast Traveler and 16% of Luxury Travel Advisor. In body copy, it appeared in 15% of all samples, 16% of Condé Nast Traveler and 19% of Luxury Travel Advisor. However, its appearance was lower in both the advertising headlines and the body copy of Travel + Leisure at 7% and 8%, respectively. Similar to alliteration, Djafavora claims that assonance affects the feeling of readers in the sense that alliteration and assonance can draw interest and prolong the remembrance of advertising (Djafavora, 2008). Also, they had the highest number of uses when compared to other devices in the sound technique and grammar structure (Leigh, 1994).

Next is repetition, which was seen in a considerable number of all samples excluding the headlines of Condé Nast Traveler. In headlines, it was found in 14% of all samples, 6% of Condé Nast Traveler, 15% of Luxury Travel Advisor and 18% of Travel + Leisure. In body copy, it was used in 13% of all samples, 14% of Condé Nast Traveler, 10% of Luxury Travel Advisor and 17% of Travel + Leisure. These research results confirm the proposition of Leigh that repetition is often used in print advertisements of magazines. It is a word, phrase or sentence repeating that can underline the essential issues and make them memorable (Leigh, 1994).

Parallelism was applied in accommodation advertisements in the part of headline more than the body copy. It was used in 14% of overall sampled headlines and appeared most in the headlines of Luxury Travel Advisor at 17%, followed by Travel + Leisure and Condé Nast Traveler at 12% and 11%. In body copy, it was seen in 9% of the samples, and 12% of Condé Nast Traveler and Travel + Leisure. On the contrary, it was less frequently found in Luxury Travel Advisor at 4%. The results of this study are consistent with previous research revealing that parallelism was extensively used in creating advertising headlines. Previous studies revealed that



parallelism was the word order presenting parallel and balancing concepts. When it comes to the functions of parallelism, in this study, it was adopted to control the direction of ideas, resulting in the smooth flow of presentation and well-organized information on the accommodations. This aspect is similar to the proposition of relevant studies that parallelism can enhance the flow of ideas and make them easier to understand (Leigh, 1994; McQuarrie & Mick, 1996).

Furthermore, metaphor was more widely used in the print advertising headlines of accommodation advertisements than the advertising body copy at 13 percent and 8 percent, respectively. In the headlines, it was the most used type in Condé Nast Traveler at 17%. In Luxury Travel Advisor and Travel + Leisure, it was counted at 12%. In body copy, it was used most in Luxury Travel Advisor at 11%. On the other hand, the number of occurrence was lower in Travel + Leisure and Condé Nast Traveler at 7% and 5%, respectively. In this study, metaphor was employed to compare the accommodation with other terms having some similar concepts to allow visualization of the characteristics of a certain accommodation and enable the readers to use their imagination to define the visual image. The study of Djafavora pointed out that the role of metaphor in the tourism advertising is to provide a visual description to familiarize readers with advertised tourism products. With limited space, a variety of ideas can be conceptualized within a short metaphor (Djafavora, 2008).

Alliteration, assonance, repetition, parallelism and metaphor were the most prominent types of figurative language used in the print accommodation advertising with the particular functions of advertising creation. However, their frequency varied in each written part of advertising and different brands of magazines. Moreover, some other factors of marketing, which were number of pages and continuous advertising campaigns or concepts, affect the total number of some kinds of figurative language in the accommodation advertisements. To be more precise, some accommodations promoted in many pages used similar types of figurative language in all advertised pages on purpose to emphasize the key concepts and enhance the memorization of readers. This point can be seen from the occurrence of ellipsis in headlines as the third rank or 16 percent in Travel + Leisure; conversely, it was not found in the headlines

of the other two sampled magazines. For example, the advertising of The Hyatt Zilara and Hyatt Ziva in the February issue of *Travel + Leisure* employed ellipsis five times in five pages of advertisements as follows: “Love at first splash...Each and every time” (p. 66), “Love at first dip... Each and every time” (p. 67), “Love at first treat... Each and every time” (p. 68), “Love at first swing... Each and every time” (p. 69). It can be inferred that the four sampled headline advertisements made use of three periods instead of describing more details about the resorts. These advertisements intentionally used ellipsis as a similar figurative technique in writing headlines to connect the series of advertisements and omit some less significant words without disregarding the main idea of the advertising.

Additionally, this study revealed some results that differed from related research, which showed the specific uses of figurative language in the certain field of advertised products. Previous studies on print advertising of food found that in both headlines and body copy, rhetorical questions were frequently found as the third rank of the most used type of figurative language whereas hyperbole was the fifth rank (Chaysin, 2011). Contrastingly, rhetorical question was rarely seen in both headlines and body copy of accommodation advertisements in this study while hyperbole was widely used in only body copy but rarely in the headlines. Besides, some points of this study extend the results of previous studies. The study of print advertisements in the American news magazine found that puns and metaphors had been used increasingly in headlines over two sets of time periods: 1954-1974 and 1975-1999; on the other hand, the use of rhetorical question and hyperbole was lower than the number of puns and metaphors and decreased over the two periods (Phillips & McQuarrie, 2002). Similarly, this study showed that 13% of advertising headlines of accommodations made use of metaphors and 6% of puns, which was higher than 3% of hyperbole and 1% of rhetorical question. However, puns are rarely seen in the field of accommodation advertising when compared to other types of figures of speech. Similarly, the studies of Djafavora (2008; 2017) discovered that puns were seldom found in the tourism advertising at 1% in the years 1970-1980 and 0.5% in the years 2000-2008. This figurative device is used to generate a single message with the double connotations. This playful technique is applied to avoid a dull literal meaning

and requires the interpretative ability of readers. Because of the ambiguous meaning of puns, readers with dissimilar backgrounds may find the text unclear or misinterpret the ideas of the advertising.

## **5.4 Conclusion**

The results of the examination of figurative language in the accommodation advertising of three American travel magazines can be concluded as follows.

5.4.1 Sampled advertisements from the three different magazines and their use of figurative language and general techniques are described in this section.

### 5.4.1.1 Number of all samples

The entire sample of advertisements was 142 pieces, composed of 141 headlines with 153 instances of figurative language and 29 uses of general technique; there were 122 pieces of body copy with 173 occurrences of figurative language and 22 instances of general technique.

### 5.4.1.2 Number of headlines divided from three different magazines

Divided by the brands of magazines, there were 35 advertising headlines with 35 uses of figurative language and 9 instances of general technique in Condé Nast Traveler; 49 headlines with 51 occurrences of figurative language and 12 uses of general technique in Luxury Travel Advisor; 57 headlines and 67 uses of figurative language and 8 instances of general technique in Travel + Leisure.

### 5.4.1.3 Number of body copy divided from three different magazines

There were 30 pieces of body copy in Condé Nast Traveler with 43 occurrences of figurative language and 2 instances of general technique. There were 48 pieces of copies with 72 occasions of figurative language and 7 uses of general technique in Luxury Travel Advisor whereas 44 copies with 58 times of figurative language and 13 times of general technique are seen in Travel + Leisure.

5.4.2 In the headlines of overall sampled advertisements, the most used types of figurative language were 19% of alliteration (29 times), followed by repetition at 14% (22 times) and parallelism at 14% (21 times). In contrast, personification was 3% (5 times), hyperbole at 3% (4 times), simile at 2% (3 times) and rhetorical question at 1% (1 time) were least employed in the total headlines.

5.4.3 For body copy from the entire advertisements, the frequently applied kinds of figurative language were alliteration at 22% (38 times), assonance at 15% (26 times) and hyperbole 14% (24 times). The rarely seen genres were antithesis and pun at 2% (4 times). Ellipsis was found at 2% (3 times) while simile was counted at 1% (2 times).

5.4.4 For the three American travel magazines and their use of figurative language in headlines, the findings revealed that Condé Nast Traveler, Luxury Travel Advisor and Travel + Leisure contained different styles of content, target readers and the language technique of advertising creation. With the focus on rhetorical devices, some types of them were widely used in all three magazines; on the other hand, some were not. In addition, their frequency of appearance varied among the different magazines. In advertising headlines of Condé Nast Traveler, the highest number of frequency was 17% (6 times) for both alliteration and metaphor, 14% (5 times) for both antithesis and assonance as well as 11% (4 times) for parallelism. Conversely, figurative language with the lowest number was hyperbole at 3% (1 time) while ellipsis and rhetorical question were not found. In Luxury Travel Advisor, parallelism with 17% (9 times) was mainly applied. Alliteration and assonance were equally used for 16% (8 times). For repetition, it was counted at 15% (8 times). The least seen types were ellipsis, rhetorical question and simile, which were not detected. On the contrary, headlines in Travel + Leisure contained a high number of alliteration, repetition and ellipsis with 22% (15 times), 18% (12 times) and 16% (11 times), respectively. The rarely found types were hyperbole, rhetorical question and simile, which are equally found at 2% (1 time). Personification was the only figurative device that did not appear in Travel + Leisure.

5.4.5 For the three American travel magazines applying figurative language in the body copy, it can be seen that advertisements in these magazines mainly employed the identical types of figures of speech in the top ranks. Furthermore, other genres were quite similarly used among the three traveling magazines. Alliteration 23% (10 times), assonance 16% (7 times) and repetition 14% (6 times) were ranked in the top order of Condé Nast Traveler. On the other hand, the least used types were antithesis and simile with 2% (1 time) while ellipsis and puns were not employed. Next, alliteration 23% (17 times), assonance 19% (14 times) and hyperbole 17% (12 times) were frequently found in Luxury Travel Advisor. The rarely seen genres in this second magazine were antithesis, ellipsis, personification and rhetorical question sharing the similar percent at 3% (2 times). There was no use of simile in Luxury Travel Advisor. In Travel + Leisure, alliteration was seen in 19% (11 times), followed by repetition at 17% (10 times) and personification at 15% (9 times). Contrastingly, antithesis, ellipsis, pun, rhetorical question and simile were equally calculated as 2% (1 time).

## **5.5 Limitations of the study**

5.5.1 This study focused only on two written parts of advertising, which were the headline and the body copy, as they were found in almost sampled accommodation advertisements. Studying slogans, one of the significant advertising elements, may represent the use of figurative language in the accommodation advertising more inclusively.

5.5.2 All samples were collected from magazines published during the recent year of 2017. Examination of the advertising over numerous years may illustrate more applied genres and the changing trends of figurative language in the print accommodation advertising.

## **5.6 Implications**

The results of this study may be applicable to a wide range of branches.

In the area of advertising, advertisers can adopt to trends or forms of language techniques used in the international level of advertising. The ideas of figurative language genres commonly applied and rarely seen in print accommodation advertisements suggested by this current research's findings may guide the advertisers to use the appropriate types of figurative devices in order to create the productive headlines and body copy. For the hospitality industry, accommodation establishments could learn from the way famous hotels and resorts use high-quality print advertising in travel magazines. Consequently, lodging businesses may take advantage of advertisements to reach their marketing goals in terms of increasing profits, reputation and brand awareness. Moreover, this study might be helpful for anyone who is interested in the features of English in advertising. The results of the study may provide them with a new perspective on the specific use of figurative language in the essential parts of advertising; that is, the headline and body copy.

## **5.7 Recommendations for further research**

5.7.1 The use of figurative language in the slogans of accommodation advertisements should be studied to find out how advertisers adopt figurative language to create a memorable message differentiating the advertised brand from its competitors.

5.7.2 A study of figurative language in Thai travel magazines should be conducted so as to reflect the roles of figurative language in accommodation advertising published in Thailand. Alternatively, further studies can focus on other international editions of magazines or other kinds of print advertising such as brochures and fliers.

5.7.3 Accommodation advertisements in other platforms such as a broadcast advertising, outdoor advertising and digital advertising can be investigated to see the particular features of advertising language and the use of rhetorical devices.

5.7.4 Figurative language appearing in the advertising of different fields such as education, transportation and consumer products are recommended for study in the future.



## REFERENCES

- Belch, G.E., & Belch, M.A. (Eds.). (2004). *Advertising and promotion: An integrated marketing communications perspective* (7<sup>th</sup> ed). New York: Irwin/McGraw-Hill.
- Bové, C. L., & Arens, W.F. (Eds.). (1992). *Contemporary advertising* (4<sup>th</sup> ed.). Illinois: Irwin.
- Chaysin, P. (2011). *Analyzing the use of figures of speech in print advertising of food products from a food magazine* (Master's thesis). Thammasat University.
- Cook, G. (2001). (Ed.). *The discourse of advertising interface* (2<sup>nd</sup> ed.). London: Routledge.
- Cooper, Ch., Fletcher, J., Fyall, A., Gilbert, D. & Wanhill, S. (2008). *Tourism principles and practice*. Essex: Pearson Prentice Hall.
- Condé Nast international. (2017). *Condé Nast Traveler*. Retrieved December 10, 2017, from <http://www.condenastinternational.com/country/united-kingdom/cond%C3%A9-nast-traveller/>.
- Corbett, E. P. J. (1990). *Classical rhetoric for the modern students*. New York: Oxford University Press.
- Cresswell, J.W. (2009). *Research design* (3<sup>rd</sup> ed.). Retrieved from <https://vivauniversity.files.wordpress.com/2014/02/creswell-2008-research-design-qualitative-quantitative-and-mixed-methods-approaches.pdf>.
- Dyer, M. G. (1995). *Toward the acquisition of language and the evolution of communication*. Cambridge: MIT Press.
- Djafarova, E. (2008). *Language in tourism advertising: the contribution of figures of speech to the representation of tourism* (Doctoral dissertation). Northumbria University.
- Djafarova, E. (2017). The role of figurative language use in the representation of tourism services. *Athens Journal of Tourism*, 4(1), 35-50.
- Dubovičienė, T., & Skorupa, P. (2014). The analysis of some stylistic feature of English advertising slogans. *International Journal of Applied Linguistic*, 16(3), 61-75.



- Gritti, J. (1967). Les contenus culturels du Guide Bleu, in Dann. G. (1996) *The language of tourism: A sociolinguistic perspective*. Wallingford: CAB International.
- Hermerén, L. (1999). *English for sale: A study of the language of advertising*. Lund: Lund University Press.
- Hussein, A. L., & Al-Furaiji, A. S. G. (2015). Advertising slogans (1990-2010): Rhetorical characteristics. *Al-Mustansiriya Journal of Arts*, 69, 1-27.
- Iarovici, E., & Amel, R. (1989). "The strategy of a headline" in Semiotica. *Journal of the International Association for Semiotic Studies*, 77 (4), 441-459.
- Krippendorff, K. (1969). Models of messages: three prototypes. In G. Gerbner, O.R. Holsti, K. Krippendorff, G.J. Paisly & Ph.J. Stone (Eds.), *The analysis of communication content*. New York: Wiley.
- Ladd, A. D. (2010). *Developing effective marketing materials: Newspaper and magazine print advertising design considerations*. Retrieved January 31, 2018, from <https://ag.tennessee.edu/cpa/Information%20Sheets/cpa178.pdf>.
- Lee, M., & Johnson, C. (2015). *Principles of advertising*. English: Haworth Press.
- Leech, G. N. (1969). *A linguistic guide to English poetry*. New York: Longman Inc.
- Leigh, J. H. (1994). The use of figures of speech in print ad headlines. *Journal of Advertising*, 23(2), 17-33.
- Luxury Travel Advisor. (2017). *Luxury Travel Advisor*. Retrieved December 10, 2017 from <https://www.luxurytraveladvisor.com>.
- May, A. (1995). The features of advertising language and analysis of advertising English through classification. *Journal of Advertising*, 2(14), 5-20.
- McQuarrie, E. F. & Mick, D.C. (1992). "On resonance: A critical pluralistic inquiry into advertising rhetoric. *Journal of Consumer Research*, 19 (9), 180-197.
- McQuarrie, E. F., & Mick, D.G. (1993). Reflections on classical rhetoric and the incidence of figures of speech in contemporary magazine advertisements. *Advances in Consumer Research*, 20(1), 309-313.
- McQuarrie, E. F., & Mick, D.G. (1996). Figures of rhetoric in advertising language. *Journal of Consumer Research*, 22(4), 424-428.
- Medlik, S., & Ingram, H. (2000). *The business of hotels*. Great Britain: Biddles Ltd.

- Middleton, V.T., Fyall, A, Morgan, M. & Ranchhod, A. (2009). *Marketing in travel and tourism*. Oxford: Elsevier Ltd.
- Mirabela, A., & Ariana, M. (2010). The stylistics of advertising. *Fascicle of Management and Technological Engineering*, 9(19), 4.154-4.156.
- Morrison, A. M. (Eds.). (1996). *Hospitality and travel marketing* (2<sup>nd</sup> ed.). New York: Delmar Publishers.
- Nordquist, R. (2017). *What is a minor sentence?*. Retrieved February, 21, 2018 from <https://www.thoughtco.com/what-is-a-minor-sentence-1691393>.
- Ogilvy, D., & Horgan, P. (1964). *Confessions of an advertising man*. London: Longmans.
- Page, J. S. (2009). *Tourism management, managing for change*. Oxford: Elsevier Limited.
- Patsula Media. (2009). *Selecting advertising media*. Retrieved February, 21, 2018 from [www.patsula.com/books/gb56.pdf](http://www.patsula.com/books/gb56.pdf).
- Phillips, B. J., & McQuarrie, E. F. (2002). The development, change, and transformation of rhetorical style in magazine advertisements 1954–1999. *Journal of Advertising*, 31(4), 1-13.
- Rivkin, J., & Ryan, M. (2004). *Literary theory: An anthology* (2<sup>nd</sup> ed.). Massachusetts: Blackwell Publishing Ltd.
- Salehi, H., & Farahbakhsh, M. (2014). Tourism advertisement management and effective tools in tourism industry. *International Journal of Geography and Geology*, 3(10), 124-134.
- Skripak, S. J., Parsons, R., Cortes, A., & Walz, A. (2016). *Hospitality and tourism*. Retrieved from <https://vtechworks.lib.vt.edu/bitstream/handle/10919/70961/Chapter%2015%20Hospitality%20and%20Tourism.pdf?sequence>.
- Small, J., Harris, C., & Wilson, E. (2008). A critical discourse analysis of in-flight magazine advertisements: The ‘social sorting’ of airline travellers?. *Journal of Tourism and Cultural Change*, 6(1), 17-38.
- Stern, B. (1988). “How does an ad mean? Language in service advertising”. *Journal of Advertising*, 17(2), 3-14.

- Suggett, P. (2017). *The different types of advertising methods available to you*. Retrieved February 21, 2018 from <https://www.thebalance.com/different-types-of-advertising-methods-38548>.
- Supasamout, P. (2006). *A classification of figurative language used in lipstick advertisements in women magazines* (Master's thesis). Srinakharinwirot University.
- Tanaka, K. (1994). *Advertising language, a pragmatic approach to advertisement in Britain and Japan*. London: Routledge.
- Time Inc. Affluent Media Group. (2017). *Publisher's statement*. Retrieved December 10, 2017, from <http://travelandleisure.com/microsites/tlmediakit/pdf/circulation.pdf>.
- Tom, G., & Eves, A. (1999). The use of rhetorical devices in advertising. *Journal of Advertising Research*, 39, 39-44.
- Walker, J. R. (1996). *Introduction to hospitality*. New Jersey: Prentice- Hall, Inc.
- Vestergaard, T., & Schroder, K. (1985). *The language of advertising*. Oxford: Blackwell.



**APPENDICES**



**APPENDIX A**  
**SAMPLES FROM CONDÉ NAST TRAVELER**

*Samples from Condé Nast Traveler*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
01	Jan	15	Palatial in every sense.	General technique	Have you ever wanted to go inside Burj AL Arab Jumeirah? Now you can. Start exploring any one of our 22 hotels and resorts worldwide at <a href="http://jumeirahinside.com">jumeirahinside.com</a> .	Rhetorical question	Jumeirah
02	Jan	19	A New Day Dawns	Alliteration	Each day at the Kahala we are grateful for the opportunity to make your stay unforgettable. The Spirit of Aloha has never been greater at The Kahala. We can't wait to share it with you.	Hyperbole	The Kahala Hotel & Resort
03	Jan	47	You Don't Need More Vacation Days. You Need Better Ones.	Parallelism, Repetition	It's time for a better vacation. From our reinvigorating SuperfoodsRx™ menu to the revitalizing Heavenly Bed®, at Westin Resorts, every element of your stay has	Assonance	Westin Hotels & Resorts

*(Continue)*

*Samples from Condé Nast Traveler (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
04	Jan	59	Tokyo's one and only luxury collection hotel. Winter forecast: Sunny & Warm	Hyperbole	been designed to enhance your well-being. In the heart of Tokyo, You will find the art of enjoying every moment. With championship golf, oceanfront dining at our private beach club, and relaxing treatments at our award-winning spa, only The Seagate provides all the amenities you expect from a luxury resort, with the intimate feeling of a private retreat. Spend your vacation where the options are endless.	Assonance	The Prince Gallery Tokyo Kioicho The Seagate Hotel & Spa
05	Feb	52		Antithesis			
06	Feb	69	A paradise by the sea	Metaphor	Discover and enjoy the unique calmness that the Caribbean Sea offers at Presidente InterContinental®	Alliteration	Presidente InterContinental Cancun Resort

*Samples from Condé Nast Traveler (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
07	Mar	15	We arrived as a family and left as a surf squad.	Simile, Antithesis, Parallelism	Cancun. A wonderful beach, crystal clear waters and white sand. Feel a natural environment full of unforgettable and exclusive moments. Book your family home and live by the beach	Alliteration	Airbnb
08	Mar	53	Lose yourself and see what you find. Everything is right on the beach.	Antithesis	-	-	Trump International Beach Resort
09	Apr	48	A Different Perspective	General technique	Have you ever wanted to explore Burj Al Arab Jumeirah's new Terrace? Now you can. Visit <a href="http://jumeirahinside.com">jumeirahinside.com</a> to experience our global portfolio of hotels and resorts in 360°.	Rhetorical Question	Jumeirah
10	May	6	The Preferred Life Just beyond the edge of the world	Pun	Take everything that draws your focus- every email, every meeting, every schedule, and move	Alliteration, Assonance, Parallelism, Repetition	Preferred Hotels & Resorts



*Samples from Condé Nast Traveler (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
11	May	41	Hotels that define the destination.	Alliteration, Personification	Situated at the crossroads of culture and commerce, the historic Palace Hotel is a legendary California landmark. Experience a curated ensemble of the world's most iconic destinations at The Luxury Collection hotels & resorts. Explore the collection at <a href="http://theluxurycollection.com">theluxurycollection.com</a> . Dive in at <a href="http://preferredhotels.com">preferredhotels.com</a>	Alliteration, Hyperbole	Palace Hotel, The Luxury Collection
12	May	59	All men are created equal. All hotels are not.	Parallelism, Repetition	-	-	The Jefferson Washington DC
13	May	62	It's our nature to unwind.	Personification	Introducing The Florida Key's newest luxury resort.	Metaphor	Playa Largo Resort & Spa

*Samples from Condé Nast Traveler (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
14	May	62	Iconic luxury that goes above and beyond	General technique	Our oceanfront resort experiences are why you'll visit. Exceptional service is why you'll come back.	Parallelism, Repetition	Ponte Vedra Beach Resorts
15	May	83	Most hotels train their people with booklets. We take ours to the ballet.	General technique	Next time you stay at a JW, you'll notice that we hold our heads a little higher. That's because The Joffrey Ballet helps us develop our natural poise and grace. Since we believe exceptional service starts with exceptional training.	Alliteration, Repetition	JW Marriott

*Samples from Condé Nast Traveler (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
16	May	97	A new world of luxury	Metaphor	Perched on Hong Kong Island, the updated Grand Hyatt Hong Kong boasts signature restaurants, a world-acclaimed spa, and five-star service. A recent multimillion-dollar renovation has also graced it with ingeniously designed suites and a stately private lounge.	Alliteration	Grand Hyatt Hong Kong
17	May	128	Ladera Resort, Soufrière	General technique	Ladera is St. Lucia's most unique resort situated on a volcano ridgeline 1,000 feet above the deep blue Caribbean Sea, with stunning Piton views, and a breathtaking setting unlike any other.	Hyperbole	Ladera Resort, Soufrière

*Samples from Condé Nast Traveler (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
18	June/ July	11	Let your INNER CHILD give your KIDS a run for their money.	Assonance	When you and your family travel, you bond. Whether you're flying down waterslides, horseback riding, or zip-lining for the first time, each day together shows you that the best experiences are the ones you share. Visit Omni La Costa Resort & Spa or one of our 60 other properties and discover how getting away can bring your family closer together.	Antithesis, Assonance	Omni Resorts
19	June/ July	105	It's not every day, you can get so far from the everyday.	Pun	Whether your plans call for a romantic retreat, a family adventure, or an urban escape, we invite you to experience our collection of extraordinary destinations. From the legendary shores of	Personification	Montage Hotels & Resorts

*Samples from Condé Nast Traveler (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
20	Aug	99	They arrived as rivals and left partners in crime. Our pastry chef is a world champion chocolatier. But don't worry our personal trainers are amazing too.	Antithesis, Parallelism, Simile, Alliteration	-	-	Airbnb
21	Sep	7		Alliteration	When Roger Fok isn't creating delectable desserts at the JW Marriott Hong Kong he wows crowds worldwide with his edible art. And we encourage Roger to do so. Because if he can impress the judges at the Salon Culinnaire Mondial, he'll have no problem designing the perfect chocolate swan for a meticulous bride.	Alliteration	JW Marriott

*Samples from Condé Nast Traveler (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
22	Sep	21	Timeless glamour returns	Assonance	In celebration of the first anniversary of The Peninsula Beijing's landmark transformation, enjoy an exclusive offer in a Deluxe Room, including daily breakfast for two, flexible check-in/out, complimentary Wi-Fi and US\$ 100 hotel credit per stay. Experience the rich traditions of Beijing in true Peninsula comfort and style at its first all-suite hotel. For reservations and details, please contact 1 866 382 8388 (toll-free) for visit <a href="http://peninsula.com/beijingglamour">peninsula.com/beijingglamour</a>	General technique	The Peninsula Beijing

*Samples from Condé Nast Traveler (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
23	Sep	31	Discover how <b>GETTING AWAY</b> can bring you <b>TOGETHER.</b>	Antithesis	Stay with Omni and enjoy a romantic getaway of historic proportions. Find a cozy spot, then relax and reconnect while taking in the view, or reinvigorate your senses with a couple's massage at a world-class spa. Visit Omni Bedford Springs Resort or one of our 60 other properties to see how a change in scenery can change the way you see each other.	Alliteration, Assonance	Omni Resorts
24	Sep	69	Your Authentic Caribbean	General technique	All-Inclusive • All-Luxury • All-Adults • All-Romance Experience enchanting 5-star beachfront resorts where you write the chapters to your own love story. There are open-air restaurants for	Parallelism, Repetition	Galley Bay Resort & Spa Antigua

*Samples from Condé Nast Traveler (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
25	Oct	33	A century of making history, and we're just getting started.	Assonance	With full renovations to each and every guest room resort-wide and the addition of the stunning new <b>Fairway One at The Lodge</b> , as well as hosting the <b>U.S. Amateur in 2018</b> and the <b>U.S. Open Championship in 2019</b> , all leading up to our Centennial celebration, this is what it means to make history, 100 years in the making.	Alliteration	Pebble Beach Resorts
26	Oct	55	Be a Traveler, not a tourist. Choose Jack.	Alliteration	-	-	Panama Jack Resorts
27	Oct	65	Discover sensational stays in remarkable locations.	Alliteration	Discover Jumeriah's magnificent properties situated in some of the	General technique	Jumeirah Hotels & Resorts



*Samples from Condé Nast Traveler (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
28	Nov	11	Our inspiration has always been you.	Metaphor	most awe-inspiring cities in the world. From gleaming views of the blue Arabian Gulf in Dubai, to pristine sands of Maldivian beaches, the historic streets of Istanbul, to the vibrant energy of modern Shanghai – Jumeriah Hotels & Resorts promises every luxury imaginable to make your stay a memorable experience. For more information, visit <a href="http://jumeirah.com">jumeirah.com</a>	-	Wynn Las Vegas
29	Nov	48	A hidden gem by the sea.	Metaphor	Set against the pristine backdrop of Key Largo's beachfront, Playa Largo Resort & Spa is regarded as the	Simile, Rhetorical question	Playa Largo Resort & Spa

*Samples from Condé Nast Traveler (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
					<p>pearl of the Florida Keys. Bringing a new level of luxury to Key Largo, the resort offers 177 elegant guest rooms, suites, and two-story bungalows. For the ultimate island indulgence, stay in a luxurious three-bedroom beach house, featuring wraparound balconies and private pools. Resort amenities include a waterfront pool, oceanfront fitness center, and a premium collection of restaurants and lounges. Looking for a land or sea adventure? Check in with the concierge for the ultimate experiences Playa Largo has to</p>		

*Samples from Condé Nast Traveler (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
30	Nov	49	When it comes to amenities, we rise to your vacation.	General technique	offer- from beachfront recreation to bayside cruises. With championship golf at our world-class country club, oceanfront dining at our private beach club, and relaxing treatments at our award-winning spa, only The Seagate provides all the amenities you expect from a luxury resort, with the intimate feeling of a private retreat. Spend your vacation where the options are endless.	Alliteration, Assonance, Hyperbole,	The Seagate
31	Nov	55	Arriving here is only the beginning of your journey.	Metaphor, Assonance	Sometimes the most memorable places are the ones you discover yourself. From Camelback Mountain to the Florida coast, Omni offers a wide range of	Personification	Omni Hotels & Resorts

*Samples from Condé Nast Traveler (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
32	Nov	87	All-inclusive luxury.	General technique	<p>unique destinations to explore. And once your adventure is complete, relax and unwind with a rejuvenating massage or a nightcap by the fire pit. Visit Omni Scottsdale Resort &amp; Spa at Montelucia or any one of our 60 properties and see what adventures await.</p> <p>Our all-adult, all-suite, all-inclusive world is situated on a beautiful Caribbean beach on the east coast of the Dominican Republic. Here romance revolves around 23 pools, 12 restaurants, contemporary tropical architecture and exceptional range of activities and services.</p>	Parallelism, Repetition	Excellence El Carmen

*Samples from Condé Nast Traveler (Continued)*

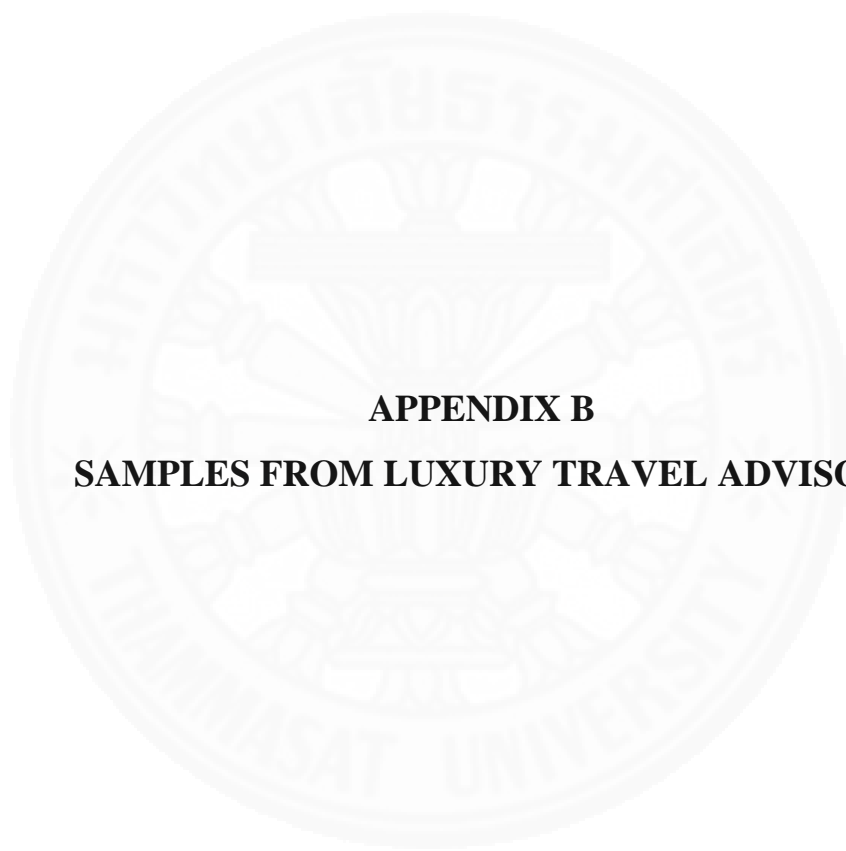
No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
33	Nov	95	5:39 PM The moment you discovered the best of Southern California in one place.	General technique	The perfect getaway leaves you with a new perspective and connects you to experiences you wouldn't encounter anywhere else. It doesn't have to involve a championship Tom Fazio golf course. It doesn't have to feature a Forbes Five Star spa and AAA Five Diamond restaurant. It doesn't have to be set within the picturesque Los Peñasquitos Canyon Preserve. But it could. Welcome to Fairmont Grand Del Mar, winner of the TripAdvisor Travelers' Choice Award for Top Luxury Hotel in the United States.	Parallelism, Repetition	Fairmont Grand Del Mar

*Samples from Condé Nast Traveler (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
34	Nov	99	An oceanfront treasure	Metaphor	<p>With an oceanfront location in the heart of Miami's Mid-Beach and just minutes from Lincoln Road, Ocean Drive, and the Wynwood Arts District, Eden Roc Miami Beach offers travelers a beachfront retreat synonymous with contemporary Miami luxury. This oceanside treasure boasts 418 spacious guestrooms and suites, 3 stunning pools, 22,000 square foot spa and fitness facility, a signature Nobu restaurant, and the farm-to-table restaurant, Malibu Farm (open late 2017). Eden Roc's ocean-facing suites</p>	Metaphor	The Eden Roc Miami Beach

*Samples from Condé Nast Traveler (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
35	Nov	99	Welcome to the chic side of Waikiki	Alliteration, Assonance	offer savvy travelers, relaxation seekers, beach lovers, and culinary enthusiasts the chance to indulge in a truly immersive setting and enjoy curated experiences throughout their stay. Eden Roc provides a truly one-of-a-kind experience. From contemporary room design to trendsetting Morimoto cuisine to a lively day-into-night poolside scene, 'Alohilani Resort redefines the modern Waikiki experience. Seductive, spirited, and truly local 'Alohilani Resort radiates an unmistakable energy all its own. We invite you to come visit and discover an exciting new vibe- Aloha Chic.	Personification	Alohilani Resort Waikiki Beach



**APPENDIX B**  
**SAMPLES FROM LUXURY TRAVEL ADVISOR**



*Samples from Luxury Travel Advisor*

No.	Issue	Page	Headline	Figurative language	Body Copy	Figurative language	Name of Accommodations
01	Jan	Cover 02	Romance & Celebration	General technique	Crating special memories to last a lifetime, couples can escape their daily routine with a romantic getaway to this lavish ocean-front resort. All 602 suites offer spacious, yet intimate luxury, and feature breathtaking glimpses of sea and sand at every turn.	Alliteration	Grand Fiesta Americana Coral Beach Cancún
02	Jan	3	Inspired by red	Assonance	Grand Meliá Hotels & Resorts combine the world's most desirable destinations, sublime dining and a unique approach to service, born from our passionate Spanish heritage.	Alliteration, Assonance, Hyperbole	Gran Meliá Hotels & Resorts

*(Continue)*

*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
03	Jan	15	Enjoy a complimentary upgrade at the classic and charming Four Seasons Resort	Alliteration, Assonance	Set on Palm Island's most expansive beach, this intimate Five-Star, Five-Diamond resort is offering a complimentary one-category upgrade* at time of booking. *One-category upgrade offer available for guestrooms (excluding suites) January 1, 2017 through April 14, 2017. Excludes holidays. Blackout dates apply.	Hyperbole	Four Seasons Resort Palm Beach
04	Jan	23	Voted World's Best All-Inclusive Family Resorts	General technique	Only Beaches Ocho Rios gives your clients an award-winning, all-inclusive family vacation voted #1 in the world. Three villages set on the most coveted part of the Caribbean Riviera offer spacious accommodations for families of every size,	Hyperbole, Assonance	Beaches Resorts by Sandals

*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
					<p>along with kids programs and activities for the entire family- from our Very Important Kids (V.I.K.) Camp and Xbox Play Lounge for tweens, and Trench Town and Club Liquid for teens, to unlimited scuba diving* and even golf* at nearby Sandals Golf &amp; Country Club. Kid can make a splash at the 27,000 sq. ft. Pirates Island Waterpark, while the grown- ups relax on the beach. Everyone can share the day's excitement over a delicious meal at one of seven restaurants serving the finest fare paired with exclusive Robert Mondavi Twin Oaks wines, because the best memories are the</p>		

*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
05	Jan	27	Feel free, it's included	Alliteration, Assonance	<p>times families spend together. Best of all, at Beaches, absolutely everything is unlimited and included.</p> <p>Your clients can dive into the extraordinary Jamaican culture and discover hidden waterfalls and breathtaking views. Surrounded by several idyllic rainforest beaches, Grand Palladium Jamaica Resort &amp; Spa and Grand Palladium Lady Hamilton Resort &amp; Spa are the perfect holiday destinations for both families and couples. Here they can enjoy authentic Jamaican cuisine, comfort and a wide range of activities for all tastes.</p>	Alliteration, Assonance	Palladium Hotels & Resorts

*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
06	Jan	53	Only one Palm Beach Only one Resort Only The Breakers	Parallelism, Repetition	\$100 nightly resort credit* when you stay 1/2/17- 2/2/17. * Valid January 2-February 2, 2017 in conjunction with prevailing rack rates, subject to availability. No Resort Fee. May not be combined with other offers and not applicable to groups. Restrictions apply.	General technique	The Breakers Palm Beach
07	Feb	Cover 01	Make the rest of earth seem positively dull.	Antithesis	-	-	Moon Palace Cancun
08	Feb	Cover 02	Moon Palace Cancun. Larger than life. Better than vacation.	Parallelism, Repetition	Enjoy 27 holes of Jack Nicklaus-designed golf. Say "Ahh" at Palace's largest spa. Be seen at the exclusive Noir nightclub. Enjoy the biggest names in entertainment, live on	General technique	Moon Palace Cancun

*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
09	Feb	19	Beyond an all inclusive a purely Coral Beach Cancun "Unlimited Experiences"	General technique	<p>stage. Come home to three resort neighborhoods, each with its own personality. It's enough to make the rest of Earth seem positively dull.</p> <p>Creating special memories to last a lifetime, couples can enjoy unlimited experiences all year long with intimate luxury accommodations and panoramic views of the Caribbean.</p> <p>Unparalleled all included meals and beverages are available to Grand Club "Unlimited Experiences" guests at any of the resort's restaurants &amp; bars</p>	Alliteration	Preferred Hotels & Resorts

*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
10	Mar	11	Luxury villas with benefits.	General technique	including the 5 Diamond awarded restaurant “Le Basilic”. For any client who values privacy and seclusion but still wants to have a host of wonderful things to do close at hand, The Abaco Club is the best choice in the islands. Your clients can stay in luxurious estate homes or ocean-view villas while enjoying amenities galore—a 2.5-mile private beach, championship golf course, world-class fishing, superb dining, spa, and much more. Discover how you can give your clients a better kind of villa vacation. Accommodations range \$495-\$10,000 per night.	Alliteration, Hyperbole	The Abaco Club on Winding Bay

*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
11	Mar	21	Experience luxury on a Grand scale.	Pun	Set in the world's most exciting destinations, IBEROSTAR's Grand Collection delivers the ultimate luxury experience. These stunning resorts offer challenging golf, superb dining options, world-class spas and impeccable service that includes a personal butler. That's the Grand Difference. Home to our Chef on Tour program, the resorts are renowned for their cuisine and a wine selection guided by our own sommeliers. It's no wonder these adults-only, all-inclusive destinations are recognized among the top all-inclusives in the world. Your clients will recognize the difference, as well.	Hyperbole, Pun	IBEROSTAR Grand Hotel



*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body language	Figurative language	Name of accommodations
12	Mar	23	Spring Splash Sale up to 55% off	Alliteration	<p>Adults can discover luxury around every corner — from gourmet dining options and swim-up suites to a world-class spa. <b>THE ROYAL. WHERE YOU AREN'T JUST SPECIAL — YOU'RE ROYAL.</b> All-suite accommodations, each with a private balcony or terrace and a double whirlpool tub.</p> <p>Royal Service® that offers attentive, personalized hospitality.</p> <p>SPAzul — a world-class spa with an expansive hydrotherapy area, beachfront treatments and the Mayan-inspired Temazcal steam bath.</p> <p>Specialty lounges including a swim-up bar, martini bar and tequileria.</p>	<p>Pun, Repetition</p>	The Royal Playa del Carmen

*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
13	Mar	27	8am flight to PBI 1pm dip in the pool	Parallelism	Champagne check-in, endless sunshine and a private beach. Disappear into a world of intuitive service with three exceptional restaurants, engaging kids programs and the Forbes Five-Star Eau Spa.	Hyperbole	Eau Palm Beach Resort & Spa
14	Mar	45	Seek the remarkably uncommon.	General technique	Curious travelers see the world differently because they find inspiration in unexpected places. From former castles and palaces to urban gems, mountain hideaways and private islands, our collection of more than 375 uncommon luxury hotels in over 75 countries are united not by what makes them the same, but by the remarkable details that make them different.	Antithesis, Parallelism, Repetition	The Leading Hotels of the world

Samples from *Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
15	Apr	25	Experience spring in the center of the world's most exciting city.	Assonance, Hyperbole	At IBEROSTAR 70 Park Avenue, beautifully appointed rooms offer inspiring, springtime vistas of Manhattan's Murray Hill neighborhood and a quiet, comfortable refuge after a day of shopping or outings. Experience spring at 70 Park Avenue, stay two or more nights and save up to 40%*.	Assonance	Iberostar 70 Park Avenue
16	June	10	Wedding & Honeyymoon <i>free</i> *	General technique	Sandals® free* beautiful beginnings Wedding with a three-night stay or more! Invite family & friends and the honeymoon is free* with a butler love nest suite®* & a lobster diner reception*	Repetition	Sandals

*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
17	June	11	You Say "I Do" We Do the Rest	Repetition	When your clients say "I do" at Sandals—the resorts made for love—you can rest assured that their wedding will be as perfect and worry-free as they dreamed it would be. A tropical paradise with the special touches of a traditional wedding combined with all the exotic locales of a destination wedding, surrounded by family and friends who care about them the most. Then after the vows, there's even more wows. Where they can get an adrenaline rush with endless land and water sports. Where any hour is happy hour with unlimited premium	Assonance, Hyperbole, Metaphor	Sandals

*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
18	June	17	Embrace your dream of Mexico	General technique	<p>spirits, and where they can explore their inner foodie with 5-Star Global Gourmet™ dining at up to 16 specialty restaurants, and take romance to new heights in our Love Nest Suites®. At Sandals, love is all you need, because we include the best of everything, without the worry of anything.</p> <p>The Mexican vacation of your dreams exists in your dreams alone. Our adults-only, all-inclusive <b>Live Aqua Beach Resort Cancun</b>, designed for modern travelers seeking relaxed luxury, showcases our commitment to providing every guest</p>	Repetition	Live Aqua Beach Resort Cancun

*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
19	June	19	True luxury is to experience happiness	Metaphor	with the Mexican vacation of their dreams- whatever that dream may be. Experience happiness. Enjoy the quality of Luxury Bahian Principe Don Pablo Collection and its exclusive and tailored services. <ul style="list-style-type: none"> <li>• Unlimited à la carte dinners</li> <li>• Turndown service</li> <li>• Well-cared and elegant spacious rooms</li> <li>• 24-hour Wi-Fi in the entire hotel (2 devices)</li> </ul>	General technique	Luxury Bahia Principe Don Pablo Collection
20	June	21	Interesting people are drawn to interesting places	Repetition	-	-	Andaz Mayakoba Resort Riviera Maya
21	June	23	The Element of Wonder: Palladium	Pun	Book now and receive up to \$1,500 in resort credit.* An exotic location.	General technique	Palladium Hotels & Resorts

*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
22	June	49	Discover Scotland's Glorious Playground.	Metaphor	<p>Enchanting accommodations. Flavors of the world. Activities of all sorts and spa services of every kind. Putting your clients perfectly in their element at Palladium Hotels &amp; Resorts. Where unforgettable moments simply come with the territory. To discover us or book your travel, contact your preferred travel operator, Visit PalladiumHotelGroup.com or call 888-237-1226.</p> <p>*Resort credit promotion is applicable to U.S. market only.</p>	Assonance	The Gleneagles Hotel

*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
					<p>Gleneagles Hotel has been a luxury destination for nearly a century. Just one hour from Glasgow and Edinburgh airports and with its own railway station, Gleneagles offers the perfect retreat for those looking for relaxation, fun and adventure. The 850-acre estate epitomises the natural beauty for which Scotland is famed and offers guests a glorious playground of country pursuits and activities. Whether you come to fly a Harris' Hawk, ride horses, play tennis, go off-roading, train gundogs, shoot game, fish, enjoy Michelin-starred dining, or relax</p>		



*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
23	July	13	<b>RELAXED LUXURY.</b> Effortless living.	Alliteration	Escape to a blissful world of effortless living. With two oceanfront pools, Forbes Five-Star Eau Spa, private beach, champagne check-in, exceptional culinary offerings and no resort fee, we elevate the everyday.	Metaphor	Eau Palm Beach Resort & Spa
24	July	25	Exquisite Location	General technique	Celebrating the modern connoisseur, The St. Regis Mexico City has become a landmark of our city, immerse yourself in a sanctuary of style with an extraordinary legacy of service and comfort.	Alliteration, Assonance	The St. Regis Mexico City

*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
25	July	29	Our suites made sweeter this summer.	Alliteration, Pun	<p>Ideally situated in Paseo de la Reforma, the most iconic avenue of Mexico City, the hotel is within close walking distance of museums and monuments.</p> <p>Taking tasteful luxury up a notch, the suites at Taj Dubai are an intoxicating fusion of extravagance and contemporary style merged with opulent Indian influences. This summer, experience our award-winning hospitality at any of our plush suites with a sweet, dairy saving of 25% on the best available rate when you book and stay before September 30<sup>th</sup>, 2017.</p>	Alliteration, Pun	Taj Dubai

*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
26	July	45	SAVE UP TO 50% WHERE YOU'RE ROYAL	Pun	<p><b>ROYAL AMENITIES:</b></p> <ul style="list-style-type: none"> <li>• Specialty lounges inclusive of a swim-up bar, martini bar and tequileria</li> <li>• Royal Service® offering attentive, personalized hospitality</li> <li>• All-suite accommodations with a private balcony or terrace and double hot tub</li> <li>• World-class SPAzul with expansive hydrotherapy area, beachfront treatments and Mayan-inspired Temazcal steam bath</li> </ul>	General technique	The Royal Playa Del Carmen
27	July	47	If it's happening in London, it's happening at The May Fair. An iconic of expressive design with true pedigree	Parallelism, Personification, Repetition	The May Fair Hotel, in the heart of London's luxury quarter, has been home to glamour since its royal opening in 1927. The hotel boasts	Alliteration, Metaphor	The May Fair Hotel

*Samples from Luxury Travel Advisor (Continued)*

No.	issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
28	July	81	that redefines the definition of 5-star hospitality.	Metaphor, Personification	12 memorable signature suites, an exclusive private screening room, May Fair Theatre; the May Fair Spa, and award-winning Bar. May Fair Kitchen showcases an exquisite selection of Spanish and Italian small plates in stunning surroundings. A member of the prestigious Relais and Chateaux resort collection, Le Taha'a Island Resort & Spa is a luxurious property that offers its guests a true taste of paradise. Romantic and secluded, it's located on its own private islet and boasts spectacular views of Taha'a and Bora Bora.	Metaphor	Le Taha'a Island Resort & Spa

*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
29	July	97	Summer bliss Unique experiences for families from around the world	Alliteration	With Velas Resorts, you never get left behind. Send your clients to paradise this summer and you'll be on your way to earning a stay for yourself!	Assonance, Metaphor	Velas Resorts Mexico
30	Aug	05	If it's better in the Bahamas, it's best at the Abaco club.	Alliteration, Parallelism	Why does The Abaco Club offer the best experience in The Bahamas-or on any island for that matter? Because The Abaco Club isn't a resort. It's an extraordinary private club that your clients are welcome to visit as our guests. Here, they can	Alliteration, Rhetorical question	The Abaco Club

*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
31	Aug	13	Fall in love with Cliff House	General technique	<p>enjoy our luxurious accommodations priced from \$495-\$10,000 per night, our powder-soft beach, spa, championship golf, world-class fishing, and much more. Contact us now for fall and holiday bookings.</p> <p>Located just an hour north of Boston, discover a new generation of Cliff House and build memories that will last a lifetime. Surround your clients with incomparable accommodations, locally-inspired cuisine and passionate service. They'll enjoy a broad array of activities including hiking,</p>	Alliteration, Assonance	Cliff House

*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
32	Aug	19	Make a date with New York City.	Assonance	<p>snuggling by the fireplace or regional spa treatments.</p> <p>Book a stay of 3 nights and receive the fourth night free. Call 855 210-6901, visit <a href="http://cliffhousemaine.com">cliffhousemaine.com</a> or book via GDS Code DN.</p> <p>Discover modern décor and breathtaking views of Midtown Manhattan from the expansive IBEROSTAR Penthouse Suite. This stunning, luxury suite includes a wraparound terrace, whirlpool tub, separate living space and spectacular views of the Empire State Building and surrounding area. IBEROSTAR 70 Park Avenue is just steps</p>	Alliteration	Iberostar

*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
33	Aug	22	Anything's possible when everything's included for the family.	Assonance	<p>away from Times Square, Grand Central Station, the Theater District and Rockefeller Center.</p> <ul style="list-style-type: none"> <li>• Prime Midtown location</li> <li>• A short walk to world-class dining</li> <li>• Close to key transportation hubs</li> <li>• Onsite concierge</li> <li>• 24-hour fitness center</li> <li>• Complimentary Wi-Fi</li> <li>• Valet parking</li> <li>• Dry-cleaning service</li> <li>• Pet friendly</li> </ul> <p>More quality inclusions than any other resorts in the world. Experience the wonder of Beaches® Resorts—set on the Caribbean's finest beaches in Jamaica and Turks &amp; Caicos—</p>	Assonance Hyperbole,	Beaches Resort by Sandals



*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
34	Aug	23	Always included. Always Unlimited.	Parallelism, Repetition	where everyone at every age is spoiled with the vacation of their dreams. Where all-inclusive adventure and excitement give kids the freedom to have a vacation of their own, and parents the luxury to relax and enjoy, too. Yet it's the precious moments when the entire family comes together, when time stands still and every minute is embraced, that will linger in your hearts forever. That's why Beaches is the #1 Family Resorts in the World! A Beaches vacation includes more of everything for everyone, from endless land and water sports,	Alliteration, Assonance, Ellipsis, Hyperbole,	Beaches Resort by Sandals

*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
					<p>epic water parks, spectacular pools and white—sand beaches to unlimited 5-Star Global Gourmet™ dining choices for every palate. Kids of all ages love our Kids Camps and the <i>Caribbean Adventure with Sesame Street®</i>, while teens have their own scene with Xbox Play Lounge and Club Liquid. Grown-ups can take advantage of up to 14 bars serving premium spirits and six varietals of Robert Mondavi Twin Oaks wine, always on the house. That’s Beaches...more quality inclusions than any other resorts in the world.</p>		

*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
35	Aug	52	Dive into the luxury of a new adults-only world.	Metaphor	Because maturity comes with the certainty of knowing what we deserve. And there is nothing more fulfilling than being loyal to ourselves and growing into our full potential. That is why The Royal Suites by Palladium has evolved with a new look and more exclusive services. What are your vacation dreams? What truly makes you feel good? Get ready to live a genuine and enriching experience at the most beautiful destinations in Mexico & the Caribbean, where you decide: when, where and how. Welcome to the new The Royal Suites Hotels.	Hyperbole, Rhetorical question	The Royal Suites

*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
36	Sep	13	Ultimate luxury hotels	Hyperbole	Perfecting the art of fine moments, Royal Hideaway Luxury Hotels & Resorts feature some of the most elite and exclusive luxury resorts. Each resort offers a luxury retreat boasting spectacular vistas, culinary creations served in the finest surroundings, restorative spa treatments, and staff members that deliver authenticity, attention to detail, discretion and the ultimate in personalized service.	Alliteration, Hyperbole	Royal Hideaway Luxury Hotels & Resorts
37	Sep	37	-	-	Red Carnation Hotels are a collection of family-run, award-winning boutique hotels in the UK, Ireland, South Africa, Switzerland and the	Alliteration, Assonance	Red Carnation Hotel Collection

*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
38	Oct	Cover 02	No need to break in The rebirth of a legend		USA. Each hotel is a landmark of history and tradition, with an exceptional reputation for exquisite fine dining, leading spas and sumptuous surroundings. Great pride is taken in delivering warm, thoughtful and highly personalised service. Red Carnation Hotels is proud to have five hotels with The Leading Hotels of the World.		The Watergate Hotel
				Alliteration	Step inside a legendary revival at this luxurious urban resort located along the banks of the Potomac River, just minutes from Georgetown. Here, modern design blends with an iconic landmark	Personification	

*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
39	Oct	31	Something for them. Something for you.	Parallelism, Repetition	<p>to redefine contemporary luxury. This one-of-a-kind hotel pays tribute to its own storied past, while paving the way for a new chapter to be written.</p> <p>The Abaco Club on Winding Bay is a Bahamian experience your clients simply will not find anywhere else – the perfect balance between a private villa vacation and a 5-star resort. Luxurious villas, 2.5 miles of secluded white sand beach, and the #1 golf course in The Bahamas are just some of the highlights your clients will fall in love with. It's an experience so</p>	Alliteration, Metaphor, Parallelism	The Abaco Club on Winding Bay The Bahamas

*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
40	Nov	09	It's easy to upgrade your stay	General technique	<p>remarkable, we're offering you and a guest 2 free nights* in a cabana suite so you can discover what makes the Club such a special escape. Come enjoy a little something for <i>you</i> – before providing the ultimate Bahamian experience for <i>them</i>.</p> <p>Let us let you in on a secret, everyone can upgrade to a suite. Enjoy a taste of the good life at one of Caesars Entertainment's luxury suites in Las Vegas. Your stay will be filled with indulgent amenities and classy decor. Party, relax... do what you want. Enjoy a lifestyle meant for you.</p>	Ellipsis, Repetition	Caesars Palace

*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
41	Nov	11	In my kingdom, only I can slip past the velvet rope.	Metaphor	<p>Moon Palace just got grander, at The Grand at Moon Palace Cancun. New luxe accommodations. Sky-high water slides. World-class dining and nightlife. A luxurious spa. Your kingdom is now an empire. And to help you make the most of it, we'll give you up to US \$1,500 in Resort Credit toward spa treatments, golf, tours and other amazing experiences. PLUS, KIDS AND TEENS STAY FREE.*</p> <p>* Requires at least one paying adult to qualify. Must be 17 years old or younger at the time of travel in order to qualify. Additional terms and conditions apply.</p>	Alliteration, Metaphor	The Grand at Moon Palace Cancun



*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
42	Nov	12	The Sandals of the Future is here	General technique	The very first Sandals is also the newest Sandals— redesigned to be the most modern, open-concept resort. Nowhere is that more apparent than in the new, spectacular open-air lobby with contemporary appointments and magnificent vistas of the sea. Discover a chic oasis at the new outdoor Main Bar, with deck that extends over the ocean and a romantic firepit that lights up the night. The ultimate in privacy and luxury are found right on the beach with new Butler Suites, Swim-up Suites and Palm Suites that	Antithesis, Repetition	Sandals

*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
43	Nov	13	The true original is an all-new beachfront resort	General technique	<p>redefine beachfront living with chic décor and private Tranquility Soaking Tubs™ for two on patios and balconies overlooking the ocean. Even our restaurants have been redesigned, with 5-Star Global Gourmet™ dining created by master chefs. Everyone loves a true original, and Sandals. Montego Bay isn't just original, it's truly extraordinary.</p> <p>All-new Palm Building All-new Butler Suites All-new Restaurants Sandals voted world's best 21 years in a row More quality inclusions than any other resorts on the planet</p>	Hyperbole, Parallelism, Repetition	Sandals

*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
44	Nov	23	Be fabulous. Be Mayfair.	Parallelism, Repetition	Discover the finer things in life, before you even leave the hotel. Book a stay with us this winter. Stratton Street London W1J 8LT themayfairhotel.com	Assonance	The May Fair Hotel
45	Nov	27	Sunny Winter	Antithesis	Embrace the holidays of your dreams, with an offer you never dreamed of. Winter resort credit for guests up to \$ 1,000 USD. Travel agents get up to \$100 USD cash per booking.	Personification	La Colección Resorts
46	Dec	Cover 02	Perfection has a new address in Los Cabos.	Personification	Impress your most important clients by booking a stay at the new standard of luxury on Mexico's Baja Peninsula: Le Blanc Spa Resort Los Cabos. Because while the	Metaphor	Le Blanc Spa Resort

*Samples from Luxury Travel Advisor (Continued)*

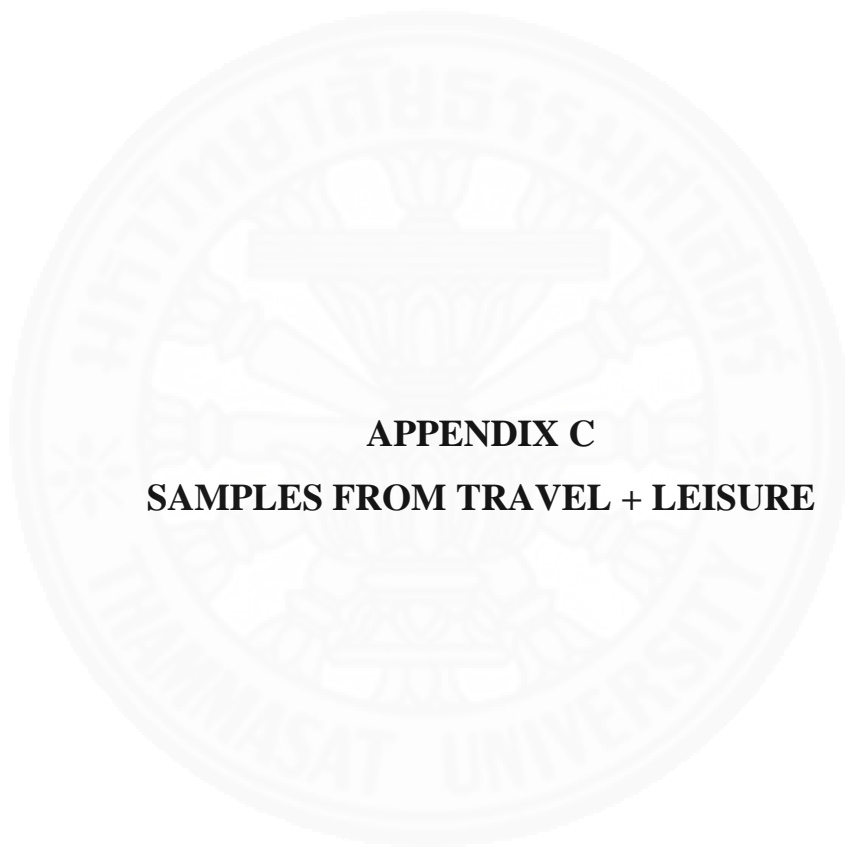
No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
					<p>Baja Peninsula is home to many beautiful wonders, the latest is manmade.</p> <ul style="list-style-type: none"> <li>• Adults only all-inclusive</li> <li>• Personal butler service</li> <li>• 373 luxurious guest rooms (98% with oceanfront or partial ocean views)</li> <li>• 8 restaurants from our celebrated chefs, as well as 6 lively bars</li> <li>• 25 indulgent treatment rooms at sumptuous Blanc Spa</li> <li>• 4 refreshing outdoor pools, including an outdoor infinity pool</li> <li>• 35 minutes from Los Cabos International Airport</li> <li>• 15 minutes from downtown San Jose</li> <li>• Beyond compare</li> </ul>		

*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
47	Dec	13	9 am flight to PBI 1pm dip in the ocean.	Parallelism	Say hello to the sparkling swimming pools and warm sandy beaches of Palm Beach. Disappear into a world of intuitive service, with exceptional culinary offerings and the award-winning Forbes Five-Star Eau Spa at the intimate, oceanfront retreat of Eau Palm Beach.	Alliteration	Eau Palm Beach Resort & Spa
48	Dec	25	Spoil your clients in an unspoiled paradise.	Antithesis, Metaphor	Mercifully, the hurricanes that ravaged parts of the Caribbean left The Abaco Club untouched. So your clients will be able to enjoy our pristine, 2.5-mile beach, luxurious cabana, villa and estate home accommodations, Scottish links-style golf course, Bahamian spa,	General technique	The Abaco Club on Winding Bay

*Samples from Luxury Travel Advisor (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
49	Dec	33	Winter villa escapes in Tuscany Discover the charms of the Tuscan off-season	Assonance	and gourmet island cuisine in all their glory. Experience the majestic beauty of Tuscany during the peaceful off-season, in an estate where the tang of just-pressed olive-oil, a world-class private golf course, and a prizewinning Brunello di Montalcino winery are all perfectly at home.	Assonance	Rosewood Castiglion Del Bosco
50	Dec	89	Same Location. New Vacation!	Assonance	Here's an inside look at the transformation completed in November 2017 at one of our most popular all-inclusive family resorts – Club Med Cancún Yucatán, Mexico! •New Taco Arte Beach Lounge •Renovated Jade 5T Luxury Space •New Wine Cellar •Renovated Las Velas Bar •Renovated Main Pool Deck	General technique	Club Med



**APPENDIX C**  
**SAMPLES FROM TRAVEL + LEISURE**

*Samples from Travel + Leisure*

No.	Issue	Page	Headline	Figurative language	Body Copy	Figurative language	Name of Accommodations
01	Jan	7	Chic luxury in a charming destination.	Alliteration	Live Aqua Boutique Resort Playa Del Carmen, an all-inclusive adults only where you will experience an exceptionally passionate stay.	General technique	Live Aqua Boutique Resort Playa Del Carmen
02	Jan	29	Where the memories they make last infinitely longer.	Alliteration	Whether your plans call for a romantic retreat, a family adventure or an urban escape, we invite you to experience our collection of extraordinary destinations. From the legendary shores of Hawaii to the charm of the South Carolina coast, Montage Hotels & Resorts provides the perfect backdrop to create memories that can be cherished long after you return home.	Alliteration, Assonance, Personification	Montage Hotels & Resorts

(Continue)



*Samples from Travel + Leisure (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
03	Jan	41	is a year-round activity.	Ellipsis	Nothing warms the soul during the winter season quite like endless sunshine, a chaise lounge and a private beach at Eau Palm Beach Resort & Spa. Disappear into a world of intuitive service, exceptional cuisine, engaging kids programs and an ambiance of new-fashioned luxury that has earned Forbes Five-Star Awards for both the resort and the fabulous Eau Spa.	Simile	Eau Palm Beach Resort & Spa
04	Jan	67	It's where adults escape...	Ellipsis	Antigua's most laidback adults-only all-inclusive. Incredible values with savings of up to 50% rates from \$149 per person per night.	Hyperbole	Pineapple Beach Club Antigua

*Samples from Travel + Leisure (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
05	Jan	71	Back-to-back appointments never felt so relaxing	Repetition	8am Morning Stretch 10 am Kayaking 12 pm Lunch in TREE Restaurant 1 pm Pastels Class 3 pm Cooking Demo 5 pm Restorative Herbal Massage	General technique	The Lodge at Woodloch
06	Feb	09	Take Jamaica from grand to Grande.	Pun	Welcome to Moon Palace Jamaica Grande. The FlowRider Double Wave Simulator. The Playroom kids club. The Awe Spa. It's a total reinvention of all-inclusive, and it's all here, at Moon Palace Jamaica Grande in Ocho Rios. You may have seen the Caribbean, but you've never seen it like this.	Parallelism, Repetition	Moon Palace Jamaica Grande
07	Feb	11	Find inner fire	Alliteration, Assonance	-	-	Canyon Ranch

*Samples from Travel + Leisure (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
08	Feb	27	Paradise is personal	Metaphor	Stunning beaches. Inspired cuisine. Unforgettable moments. Mexico. 1-855-MYNIZUC NIZUC.COM	General technique	Nizuc Resort & Spa
09	Feb	45	This is not a resort, this is an experience.	Metaphor, Parallelism, Repetition	Experience more of the real Mexico. Your romantic experience at El Dorado Spa Resorts goes far beyond elegant amenities and breathtaking beach views. It's all about the heart and soul of refined Mexican hospitality through our Karisma Gourmet Inclusive Experience, where luxury and service are one in the same wave.	General technique	El Dorado Spa Resorts by Karisma
10	Feb	51	Make every leap count.	General technique	Bring the family. Together. Jump right into the Riviera Maya's ultimate award-winning getaway. This All Suite, All Butler, All	Parallelism, Repetition	Generations Resorts by Karisma

*Samples from Travel + Leisure (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
11	Feb	66	Love at first splash... Each and every time.	Ellipsis	Gourmet Inclusive® Resort brings families together to delight in luxuries only conceivable in a dream.	-	The Hyatt Zilara and Hyatt Ziva
12	Feb	67	Love at first dip... Each and every time.	Ellipsis	-	-	The Hyatt Zilara and Hyatt Ziva
13	Feb	68	Love at first treat... Each and every time.	Ellipsis	-	-	The Hyatt Zilara and Hyatt Ziva
14	Feb	69	Love at first swing... Each and every time.	Ellipsis	-	-	The Hyatt Zilara and Hyatt Ziva
15	Mar	05	Greatness is on the menu.	Metaphor	Legendary chefs. Coveted reservations. Unmatched sights and culinary delights. And now, let your next discovery be Harvest by Roy Ellamar, where farm-fresh cuisine is celebrated, and simplicity meets sensational.	Alliteration, Assonance	Bellagio Las Vegas

*Samples from Travel + Leisure (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
16	Mar	11	India. By Oberoi.	General technique	From the magical romance of the Taj Mahal to the vibrant hues of Rajasthan; from the majestic tigers of Ranthambhore to the tranquil serenity of the Himalayas, India promises you memories of a lifetime. Experience India in luxury with “Exotic Vacations” from the award winning Oberoi Hotels & Resorts. Bespoke itineraries specially crafted for you start at USD 320 per night on double occupancy, valid from 21 <sup>st</sup> April until 30 <sup>th</sup> September, 2017. Conditions apply.	Parallelism, Personification, Repetition	Oberoi Hotels & Resorts
17	Mar	31	Power and peace.	Alliteration	-	-	Canyon Ranch

*Samples from Travel + Leisure (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
18	Mar	33	This is not a pool. This is an entrance to paradise.	Metaphor, Parallelism, Repetition	Experience more of the real Mexico. El Dorado Spa Resorts is about more than just award-winning service, unmatched amenities and breathtaking Mexican-Caribbean beach views. It's about experiencing more romance, more magic and more delicious moments through our Karisma Gourmet Inclusive Experience, where luxury and service are one in the same wave.	Repetition	El Dorado Spa Resorts by Karisma
19	Mar	43	Independent, adventurous, gracious and glorious. Just like you.	Alliteration, Assonance	The Broadmoor offers a unique, handcrafted, one-of-a-kind experience for a special kind of guest. Our spectrum of distinctive Colorado activities and	Alliteration, Parallelism, Repetition	The Broadmoor

*Samples from Travel + Leisure (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
20	Mar	49	Ojai find your moment est.1923	General technique	<p>adventures begins with world-class golf and spa, but expands to exciting life experiences; from fly-fishing to falconry, from hiking to horseback rides, from a thrilling zip line to a mountainside zoo. The Broadmoor is a destination unto itself, inviting you to take a vacation custom-tailored to your preferences and passions. Visit <a href="http://broadmoor.com">broadmoor.com</a> today and allow us to create one for you.</p> <p>Ojai Valley Inn &amp; Spa Nowhere is the magic of a California moment more tangible than at Ojai Valley Inn &amp; Spa. It's a place where time</p>	Alliteration, Metaphor, Personification	Ojai Valley Inn & Spa

*Samples from Travel + Leisure (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
21	Mar	51	Experience the rebirth of an icon.		resets, memories are crafted, and life itself has the space to hit its highest notes. Come explore how our authentically reimaged resort can help create and care for your special day.	General technique	El San Juan Hotel
22	Mar	59	Where will your dreams take you?	Rhetorical question	Are you an incurable romantic? We would love to welcome you to our enchanting beachfront resorts where you can write the chapters of your own love story. Sunset champagne toasts? Of course. Dreamy couples massages? No problem. And what could be more	Rhetorical question	Galley Bay Resort & Spa, Palm Island Resort & Spa



*Samples from Travel + Leisure (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
23	Mar	63	Find your island paradise	Metaphor	<p>romantic than a private candlelit dinner on the beach with your toes in the sand? Discover our Couples-Only Resorts – Palm Island Resort &amp; Spa, our private island escape in the Grenadines, and Galley Bay Resort &amp; Spa, our serene retreat in Antigua.</p> <p>The luxuries of a modern resort and the privacy of a secluded home, Sea Oats Captiva’s nine-bedroom rental estate offers breathtaking views and exclusive amenities for an unmatched getaway. Nestled between the Gulf of Mexico and one of Florida’s pristine preserves, Sea Oats</p>	Metaphor	Sea Oats Luxury Estate Captiva Island Florida

*Samples from Travel + Leisure (Continued)*

No.	Issue	Page	Headlines	Figurative language	Body copy	Figurative language	Name of accommodations
24	Mar	79	Feel free to live your dreams.		<p>Captiva is a modern island escape. Offering unique grounds and comforts, Sea Oats' guests can improve their game on our tennis and basketball courts, kayak and paddle board by our scenic dock, and take in beautiful sunsets on the beach. With accommodations for parties of up to 30 guests, Sea Oats Captiva is the premier coastal estate.</p> <p>Available for full-home rentals only, with minimum one-week stays. Great for families, corporate retreats, and intimate weddings.</p>		Palladium Hotels & Resorts

*Samples from Travel + Leisure (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
					unforgettable family vacation or a getaway full of romance. All in fabulous beach locations, from family-friendly to luxurious adults-only, these all-inclusive resorts offer the finest array of gourmet restaurants and entertainment. Unwind in unique places that reinvent romance or enjoy idyllic settings that make us remember what families are all about. Memorable, either way.		
25	Mar	85	Sunshine on sale package	Alliteration	Pay for 3 nights and every 4 <sup>th</sup> night is free with daily buffet breakfast for two.	General technique	Hyatt Regency
26	Mar	89	Location, location, location	Repetition	From Princeville and Waikiki to Ka'anapali and Kona, you'll find	General technique	Starwood Preferred Guest

*Samples from Travel + Leisure (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
27	Mar	125	We arrived loving room service and left loving homemade.		the perfect destination for your next Hawaiian getaway. Choose from our collection of 11 distinctive resorts on the islands of Kaua'i, O'ahu, Maui and Hawai'i Island and book our Ocean Promotion Plus Package to enjoy daily breakfast for two and savings on nightly rates, including premium Ocean View rooms.		Airbnb
28	May	37	Rise	Antithesis, Parallelism, Repetition	No matter what obstacles travel puts between you and your well-being, our signature wellness programs are thoughtfully designed to help you soar above it	General technique	Westin

*Samples from Travel + Leisure (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
29	May	87	Escape Ordinary.	General technique	<p>all. Stay well at Westin Hotels &amp; Resorts, a place where together we can rise.</p> <p>Outrigger Resorts Signature Experiences immerse you in an array of locally-inspired programs and amenities that help connect you to the cultures of Outrigger Resorts throughout the world.</p>	Personification	Outrigger Resorts
30	May	91	The horizon now at your fingertips	Hyperbole	<p>At the new Prince Waikiki, the infinity pool merges with a boundless ocean view. And with our personalized service and stunning views of the Pacific from every room, the weight of everyday life will vanish into the horizon.</p>	General technique	Prince Waikiki

*Samples from Travel + Leisure (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
31	June Issue 01	01	Little ballerina. Big plans. Unforgettable performance.	Antithesis	The Ritz-Carlton, Abama, Tenerife. One family's memory captured in six words. A true story where one of our Ladies helps a young daughter's love of ballet bloom. The surprise recital orchestrated just for her parents moves them to tears. What story will you tell? ritzcarlton.com/letusstay	General technique	The Ritz-Carlton
32	June Issue 02	01	New School. Magic Lunchbox. Forever friends.	Alliteration	The Ritz-Carlton, Tokyo. A brother and sister's memory captured in six words. The true story of how of our thoughtful Ladies surprised two young guests with lunchboxes that helped them make new friends on their first day of school in a	General technique	The Ritz-Carlton, Tokyo

*Samples from Travel + Leisure (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
33	June	13	9:47PM The moment you defined “personal best time.”	General technique	new land. What story will you tell? ritzcarlton.com/letusstay Whether you’re taking an early morning run along the Thames, kayaking along Bermuda’s coast or simply swimming in Southern California, our hotels and resorts connect you to the best of the world’s most spectacular destinations. The next time you’re looking for a truly breathtaking experience, make London’s The Savoy, Bermuda’s Hamilton Princess & Beach Club, Southern California’s Fairmont Grand Del Mar—	Assonance, Hyperbole	Fairmont

*Samples from Travel + Leisure (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
34	July	43	Tajness You can feel it with your eyes closed.	Pun	-	-	Taj
35	Aug	45	4:12PM The moment Montreux brought history to life.	Alliteration	Dreaming of the Belle Époque in Montreux, experiencing Edwardian elegance in London, re-living the Jazz Age in Shanghai—when you stay with Fairmont, you're never far away from the history, culture and architecture that define the unique character of the places we call home. For truly inspired family or business trips, make Fairmont Le Montreux Palace, The Savoy or Fairmont Peace Hotel—	Assonance, Personification	Fairmont



*Samples from Travel + Leisure (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
36	Aug	56	Luxury has no limits.	Alliteration	There's the Vegas you're used to, and then there's the AAA Five Diamond ARIA Resort & Casino. The smartest hotel on The Strip brings together the latest technology, award-winning service, world-class restaurants, and exhilarating nightlife. This is Las Vegas, elevated and unforgettable.	Hyperbole, Parallelism, Repetition	Aria Resort & Casino
37	Aug	58	Corner view, corner view, or corner view?	Repetition	From corner views in every room to signature experiences in Tower Suites and Sky Suites, your stay at ARIA will include a world of unexpected indulgences around every corner.	General technique	Aria Resort & Casino

*Samples from Travel + Leisure (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
38	Aug	79	Chapter 1. The art of inspired indulgence.	Assonance	-	-	Langham Hotels & Resorts
39	Aug	139	Island life...redefined	Ellipsis	Prepare for an experience that inspires. At Sunset Key Cottages discover an exquisitely intimate enclave of charming individual bougainvillea-laced cottages, an exclusive beach, idyllic spa, and delicious waterfront dining. Fun, romance, and relaxation await.	Alliteration, Personification	Sunset Key Cottages
40	Aug	167	Love at first sail... Always included.	Ellipsis	-	-	Hyatt Zilar and Hyatt Ziva
41	Aug	168	Love at first lap... Always included.	Ellipsis	-	-	Hyatt Zilar and Hyatt Ziva
42	Sep	19	Elevate your plate	Assonance	At Westin Hotels & Resorts our SuperFoodsRx™ menu is packed with thoughtful options prepared to help you rise above the temptations of travel and stay on track.	Alliteration	Westin Hotels & Resort

*Samples from Travel + Leisure (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
43	Oct	75	Belmond	General technique	Welcome to Belmond. Where adventure and elegance meet in a timeless cabin. Where fine cuisine is served at the rhythm of the passing landscapes. Where the golden age of travel is still alive. This is your time.	Parallelism, Repetition	Belmond
44	Oct	110	Choose All-Inclusive. Choose Jack.	Repetition, Parallelism	Choose the beach, the sun, the ocean and all the pleasures of the five senses. All yours and always included.	Repetition	Panama Jack Resorts
45	Oct	111	Choose Freedom. Choose Jack.	Repetition, Parallelism	Tasty treats Infinite fun Unexpected delights	Alliteration	Panama Jack Resorts
46	Oct	112	Choose Relaxation. Choose Jack.	Repetition, Parallelism	Sunny seashores Pristine pools Sweet suites	Alliteration, Pun	Panama Jack Resorts
47	Oct	113	Choose Adventure. Choose Jack.	Repetition, Parallelism	Outdoor fun Good vibes The adventure begins this fall...	Ellipsis	Panama Jack Resorts

*Samples from Travel + Leisure (Continued)*

No.	Issue	Page	Headline	Figurative	Body copy	Figurative language	Name of accommodations
48	Nov	11	5:39PM The moment you discovered the best of Southern California in one place.	General technique	The perfect getaway leaves you with a new perspective and connects you to experiences you wouldn't encounter anywhere else. It doesn't have to involve a championship Tom Fazio golf course. It doesn't have to feature a Forbes Five Star spa and AAA Five Diamond restaurant. It doesn't have to be set within the picturesque Los Peñasquitos Canyon Preserve. But it could. Welcome to Fairmont Grand Del Mar, winner of the TripAdvisor Travelers' Choice Award for Top Luxury Hotel in the United States.	Parallelism, Repetition	Fairmont

*Samples from Travel + Leisure (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
49	Nov	39	The only thing better than having the time of our life is having more of it.	Parallelism, Repetition	At Dorado Beach, a Ritz-Carlton Reserve, every moment brings with it new pleasures. A coffee and clove scrub in an open-air treehouse. Snorkeling among exotic fish at our local reef. Native coquí frogs serenading you to sleep. These and many other delights await, and now is an outstanding time to make the most of them. With the <b>Stay Longer With Us package</b> , succumbing to all we have to offer has even greater rewards than usual. For details, visit <a href="http://doradobeachreserve.com">doradobeachreserve.com</a> .	Alliteration, Personification	Dorado Beach A Ritz-Carlton Reserve
50	Nov	56	Gulf front views from Opal Sands Resort, Clearwater Beach FL	Alliteration	-	-	Opal Sands Resort

*Samples from Travel + Leisure (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
51	Nov	59	Introduction a mindfully modern hotel	Alliteration	Welcome to the new James New York – NoMad, a completely transformed, freshly renovated urban oasis infused with local culture and intuitive touches in Manhattan’s most vibrant neighborhood. Open your mind. Nourish your spirit. Find yourself in NoMad.	Hyperbole	The James New York – NoMad
52	Nov	71	The adventure begins this fall...	Ellipsis	Be a traveler, not a tourist and experience Panama Jack Resorts in Cancun and Playa del Carmen. The sun, white sand and multiple shades of blue invite guests of all ages to a carefree tropical paradise where everything is included.	Metaphor, Personification	Panama Jack Resorts
53	Dec	14	It only feels like a million miles away.	Alliteration, Simile	Steamboat is one of the most accessible ski resorts in the country. We’ve got 14 nonstop flights from major	General technique	Steamboat Resort

*Samples from Travel + Leisure (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
54	Dec	16	<p>10:41AM The moment you were convinced to see Canada from coast to coast to coast.</p>	<p>Alliteration, Repetition</p>	<p>cities across the nation and over 300 more connecting from almost anywhere. We are proud to partner with Alaska, American, Delta, United and ViaAir to get you here. We invite you to come and share our passion for the season and this incredible place.</p> <p>Presiding over Victoria's Inner Harbour. Lighting up the Toronto skyline. Looking out over the St. Lawrence River in Québec City. With Fairmont, the best of Canada—and Canadians—is always right at your doorstep. For the country's 150th birthday, let its grandest hotels connect you to the essence of the True North, strong and free.</p>	Hyperbole	Fairmont

*Samples from Travel + Leisure (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
55	Dec	21	In my kingdom, public displays of affection can and will be displayed.	Metaphor, Pun	Love is in the air. And while we didn't put it there, our all-inclusive playgrounds in Mexico and Jamaica sure help. Beautiful beaches and pools. World-class entertainment and dining. There's a lot to love. And to help you make the most of it, we'll give you up to US \$1,500 in Resort Credit toward spa treatments, golf, tours and other amazing experiences.	Alliteration	Moon Palace
56	Dec	49	Calling all those with an appetite for romance	Ellipsis, Metaphor	A desert sunset, a romantic stroll, and the perfect glass of wine – this is vintage Omni. From locally inspired cuisine to our award-winning spas and an endless variety of activities, Omni captures the essence of the place you're in like no one	Hyperbole	Omni Hotels & Resorts



*Samples from Travel + Leisure (Continued)*

No.	Issue	Page	Headline	Figurative language	Body copy	Figurative language	Name of accommodations
57	Dec	60	Time is so precious, smart couples steal it.	Alliteration	<p>else. Visit the Omni Scottsdale Resort &amp; Spa at Montelucia or any of our 60 properties for a weekend getaway you'll remember forever.</p> <p>For those caught up in the spinning wheel of life today, this is a place to disconnect from the world in order to reconnect with one another. A different approach to wellbeing which is about mental relaxation and the joy of human connection. A lush tropical haven where every thoughtful detail allows you to feel human again.</p>	Antithesis, Assonance, Metaphor,	Rendezvous

**BIOGRAPHY**

Name	Miss Piyanuch Laosrirattanachai
Date of Birth	October 29, 1991
Educational Attainment	2014: Bachelor of Arts, Silpakorn University
Work Position	Self-employed

