Towards the Pragmatics of Online Hotel Advertisements

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Abstract

The paper aims at revealing general pragmatic peculiarities of online hotel advertisements. For the given purpose 400 samples (retrieved in 2020-2021) of online hotel advertisements drawn from the website booking.com are analyzed from the perspectives of Gricean cooperative principle and four maxims as well as Searlean model of speech acts. The study explores the employment and means of realization of speech acts both on verbal and non-verbal levels of advertisement texts.

To paint a complete picture of the pragmatics of online hotel advertisements the communication presented in the advertisement subgenre in question is characterized from the standpoint of Hymesean context features. The socio-semiotic peculiarities of the website booking.com are also presented.

Keywords: hotel advertisement, pragmatics, speech acts, co-operative principle, context features

1. Introduction

Advertisements form an inseparable part of our daily life as we encounterads everywhere. According to Cook (Cook, 1992), interest in advertising is driven by the fact that it shapes our modern existence and allows us to become aware of ourselves and our desires. As is known, the purpose of advertising is to provide information through various means; to promote a product or service and encourage potential customers to take particular actions. Among many modern means of advertising (magazines, newspapers, radio, television, Internet, etc.) one of the most common and popular one is the Internet, that, as is known, was created in the twentieth century, in the era that is rich and diverse in terms of technological development.

The paper investigates online hotel advertisements from the standpoints of pragmatics, namely, Speech Act Theory (Searle, 1969)and Cooperative Principle(Grice,1989),discourse analysis(Brown & Yule, 1983; Van Dijk, 1988; Hatch, 1992) and socio-semiotics (Kress & Van Leeuwen, 1990, 2001, 2002; Van Leeuwen, 2005, 2006; Holsanova et al., 2006; Halliday & Hasan, 1978, 1985).

The aims of the study are to:

1. Characterize the discourse presented in online hotel advertisements from the perspectives of Hymes' context features;
2. Reveal the types of speech acts realized in the advertisements under study;
3. Describe verbal and non-verbal means employed in the realization of different speech acts;
4. State how the Cooperative Principle and four maxims work in online hotel advertisements.
   The empirical data comprise400 samples of online hotel advertisements drawn from the website booking.com (retrieved in 2020-2021,https://www.booking.com/), as well as positive and negative reviews written by real guest reviewers of the hotels under discussion.

2. On the Website *booking.com* in Brief

The main source for obtaining the empirical data of the paper - the website booking.com - was created in 1996 in Amsterdam. The website operates in more than 70 countries worldwide, where it owns 198 offices and advertises more than 28 million hotels, of which more than 6.2 million facilities are offered in the form of private homes, apartments and other unique resorts. However, the mentioned numbers of both the countries and the hotels advertised are constantly increasing. The analysis of the empirical data has revealed that the key factors determining successful online hotel advertising are the following: 1. the website is unique because it is available in 43 languages worldwide; 2. the website is interactive, as it allows guests to communicate directly with a

representative of the hotel and through unbiased commentsevaluate their own experience gained in the hotel; 3. it is operative, that refers to timely informative and visual updates;

4. booking.com is designed for the target categories of consumers, for this reason, the content of the advertising texts presented on the website are mainly intended for potential hotel guests, so the information placed on it refers only to the object of the website - a hotel that offers its customers service of 24 hours a day, 7 days a week.

2.1   On the Semiotic Space of the Website

The semiotic space of the website booking.com has been analyzed from the standpoint of the theoretical model proposed by Kress and Van Leeuwen, according to which the information structure of the semiotic space is based on three dimensions: vertical, horizontal and the dimension of the center-periphery (Holsanova et al, 2006: 70). The website in question uses different techniques for distributing verbal information and visual means on different pages, but mainly it follows Kress and Van Leeuwen's basic principles. Three-dimensional semiotic space of booking.com is divided as follows:the horizontal dimension of the main page of the website presents a registration window and photos, (the size of which gives an impression as if they are magnified by a magnifying glass) and include the left and right peripheries along with the middle part. Below them there are some other photos with different kinds of information attached. The presented images and the messages attached to them complement each other or the mentioned messages describe the situation reflected in the images. Such a connection between text and image, is termed by Van Leeuwen as the coherence of a visually realized text (Van Leeuwen, 2006: 140), the given connection is visual and not linguistic, because there is no explicit requirement for the reader to view the images, there is no need for this, because both the image and the message are placed in one space and the presented images leave an immediate indelible impression on the viewer. Some of these messages encourage us to select the right hotel on booking.com and *get inspiration for the next trip*; In other cases, the message includes a question to which the addressor seems to expect an answer from us, though answers it himself/herself and by providing information implicitly advises us how to act in the future *(Want to hike up mountains or relax on the beach? The Northeast has it all);*in the vertical dimension, short versions of hotel advertisements accompanied by a photo, a positive, one-word evaluation of the hotel and a defining point attributed to the hotel are presented; the full text of a particular hotel advertisement is distributed in the central dimension (which Kress and Van Leeuwen believe is due to the fact that the reader usually searches for the most important information in the central part and less important piece of information in the peripheral one) with photos, symbols and a map that helps a consumer to easily find the location. In the peripheral dimension, we usually encounter the seemingly less important repetitive, but in fact very relevant suggestions and usually, to the right of the main advertising text, in the upper corner of the web page, there is a satisfied (or dissatisfied) guest's review evaluating the hotel through a small text with positive (or negative) content, according to predefined criteria and advises other customers to make a booking. Typically, the guest's review is full of lexical elements that express joy, admiration, gratitude (or dissatisfaction). Expressive lexical items complement the information given in the advertising text. This evaluation is usually accompanied by the name of the reviewer and the country in which he or she resides. The guest appreciates: the convenience of the location – "The hotel is in the best location, right on the Grand Canal in Venice'; Excellent professionalism: 'perfect professionals', 'friendly staff', 'the kitchen staff were really accommodating', etc.

2.1.1   General Structural Characteristics of the Advertising Text

The study has revealed that the main advertising text consists of the following structural components: initial, middle and concluding sections.

(a) Initial Section

Usually, the first part of an advertisement text begins with a participle II phrase: *located in Central Manhattan; located on the Las Vegas Strip, etc.* As for the content, the focus is on the convenient location of the hotel building, as well as on various facilities nearby: cafes, bars, restaurants, means of transportation; squares in the central part of the city ('Times Square'); the chain of supermarkets: 'Miracle Mile Shops'; cultural and historical landmarks of the historical part of a city: 'House of the Blackheads', 'Riga Dome Cathedral', 'Latvian National Opera', Riga's Old Town'.

(b) Middle Section

As a rule, the middle section describes in detail the conditions and advantages of services offered in the advertised hotel. Specifically the given section discusses the hotel staff; interior and exterior; amenity / comfort; free Wi-Fi; different types of devices.

Information on Hotel Staff. When talking about the staff, the emphasis is on their positive attitude and motivation. Positive representation of the staff is also achieved with the selected vocabulary (a motivated and friendly team; a warm welcome) which invokes a pleasant mood in a customer and presents the advertised hotel only in a positive way.

Information on the interior of the hotel. As is known, the interior is the part of a building, where the most significant details are (1) the décor and colours; (2) lighting. All this, in turn, gives aesthetics to the interior and helps to create a tasteful environment. Of particular importance is the ways the interior components are evaluated (1) décor can be chic (stylish); attractive; contemporary / modern; classical; light-coloured; bright dark, cold (mostly in gray and blue tones) or warm; (2) the lighting that creates cosiness in aroom is of two types, natural (sunlight) and artificial (i.e. electricity represented by decorative lamps); usually adjustable lighting predominates.

Information on the exterior of Hotels. Exterior refers to the area that is (a) near the hotel and includes various recreational areas, such as: a terrace ('The apartment provides a terrace'/ 'A summer terrace.'), garden ('Guests can also relax in the garden.'), a yard with a private pool ('Endless Horizons Boutique Hotel features an infinity pool'/ 'a private infinity pool') or many other means of entertainment; also, (b) nearby sites; the view(s) of a sea ('Water Villas are poised over the sea'), an ocean ('panoramic views across the Indian Ocean'), a city, ('Most rooms offer views of central Barcelona and some look onto Las Ramblas'/ 'panoramic views of Riga.'/ 'a charming view over the four bridges of the Daugava river and old city.'), lake ('the view of Conceição Lake'/ charming views of the gondolas in the Orseolo basin.'), a river ('Riverside rooms will provide you with river views.'/ 'a charming view over the four bridges of the Daugava river and old city'), interior patio ('Some rooms overlook an interior patio'), etc;

Free Wi-Fi. The vast majority of hotel advertisements offer free wireless internet. Free wireless internet access is usually available throughout the hotel. However, there are cases when internet access is limited and is accessible only in a certain part of the hotel building, as evidenced in guests comments.

(c) Concluding Section

The concluding section of the text, like the initial one, focuses the visitor's attention on the site(s), located close to the hotel. Generally in this part of an advertisement the emphasis is on the precise time and distance that are necessary for reaching the destination: *a 7-minute drive from...; 4 miles away...; 12 miles from...; just 2 stops...,* etc. the said points not only to the convenient location of the hotel, but also implies that booking.com in the given hotel will save your time, money and energy.

Besides, the study has shown that the role of a slogan represented on the website in promoting hotel advertisements is significant.The study has singled out the main functions of the slogan: the slogan identifies the advertised hotel and ensures the stability of the hotel name on the market. For this purpose, the hotel slogan is usually simple in content, concise, memorable and presents the special features of the service that distinguish a particular hotel from others. Besides, certain linguostylistic devices (alliteration: 'At Hampton, We Love Having You Here'; parallelism: 'Fifty Hotels. Twenty-Two Countries. One Philosophy'; rhetorical question: 'Who's taking care of you?') are used to instantly capture the website guest's attention. We also encounter personal and possessive pronouns that create a sense of direct contact between the hotel administration and the potential guest, and serve to maintain social relationship between the communicants. We also come across appeals expressed in the form of imperative sentences. The directive intentions of the appeals are conveyed through verbs in the imperative mood (feel, relax, live, stay, etc.), which, on the one hand, provide potential customers with fascinating offers and, on the other hand, urge them to take some action: 'Relax, it's Holiday Inn'; 'Feel the Hyatt Touch' and others.

3. Discourse of Online Hotel Advertisements from the perspective of Hymes' Context Features

As is known, for a successful communicative act, the communicants should have shared knowledge of the topic of conversation. Typically, the sender of the information is a hotel representative, while the recipient is a reader of the website. However, the roles in the "live" context and context of situation generated through the

communication process presented in online hotel advertisements are sometimes reversed. For instance, a potential visitor asks about the conditions in one of the hotel rooms s/he is interested in and ends their comment with a polite formula.

'Are there coffee making facilities in the room? Also, is there a hairdryer? ***Thanks'***.

The hotel representative responds and starts the comment with a small introduction that includes greeting and gratitude formulas that serve to show a warm attitude towards the potential client. In the following part of the comment, he answers the question in detail and concludes the conversation with a polite formula:

*'****Good afternoon, thank you for your email****. In the room there is the hairdryer, but not coffee making facilities. They are in the kitchen of the common room'.*

  Best regards, Plus Berlin Team (booking.com – 15.05.2021).

As is known, according to Hymes (Brown & Yule 1983: 38), the **addressor** is the speaker or writer who produces a message. The **addressee** is the hearer or reader who is the recipient of the message. In this case, the customer starts the conversation by asking a question, that is, s/he is the addressor, the representative of the hotel is the listener who answers the customer's question. The existence of direct communication between the guest and the hotel representative, despite the fact that the communicants do not share the same **setting**, and the communication is virtual, allows us to say that the process of "live" communication has been established; the next contextual feature - **topic** is predetermined by the interests of a website visitor and relates to the amenities of the hotel; as for the context feature of **channel** – the channel through which the contact is maintained between the communicants is a sample of written discourse in the Internet. The communication is established in the language chosen by the addressor and takes place in a question-and-answer mode, based on the current interests of the communicants; **code** indicates the language being used in the Internet: in the given case it is neutral style; **key** – is manifested in the emotional loading of the sent message. The key of the communicative event in this case can vary from neutral to expressive; **purpose** – communicants always have specific intentions according to which they establish the relationship: the aim of the website visitor is to obtain detailed and desirable information about the services offered by the hotel, and the aim of the hotel is to inform and assure the guest of the trustworthiness of the information provided on the website.

4. Speech Acts Realized in Online Hotel Advertisements

The online hotel advertisements under discussion have also been investigated from the standpoint of Searlean model of speech acts: assertives/ representatives, directives, commissives, expressives, declaratives).

Similar to other subtypes of advertisement, the aim of the hotel advertisement is to attract, inform and, more importantly, persuade the reader/potential consumer to take a further step (i.e.: to book a room in an advertised hotel). Hence the dominant functions evidenced in the advertisement texts under discussion are referential, expressive and directive. The prevalence of the given functions is reflected in the usage of the corresponding speech acts: representatives, expressives and directives; since the addressor/ hotel owners implicitly commit themselves to certain responsibilities and obligations, indirect commissives are also quite frequently encountered in the data.

The study has shown that the above-enumerated speech acts are distributed in all the sections of the hotel advertisement text (heading, subheadings, the body), though with different frequencies. In headings either representatives or expressives are encountered; in subheadings directives conveyed by sentences in the imperative mood starting with the verbs **enjoy, discover, find, celebrate,** etc. are evidenced. The body of the advertisement is of descriptive nature: it provides consumers with detailed description of the location, interior and exterior of an advertised hotel, services offered, means of transportation available; in the given section representatives prevail, however, they are rarely of a pure type and are generally combined with expressives; the descriptive part is emotionally coloured with the so-called extreme adjectives of positive connotation (like **amazing, picturesque, peaceful, luxurious,** etc.). In the body section indirect commissives have been identified: by presenting a positive picture of a hotel, the administration implicitly promises to live up to the claims made in the advertisement.

Representatives. The main purpose of representatives is to provide website readers / guests with detailed factual information about the terms of services offered at the hotel. Specifically, representatives provide customers with detailed description of the location (*Located in the heart of Riga and housed in a beautiful 1901 Art Nouveau*), interior and exterior of an advertised hotel, services offered, means of transportation available.

Guest's confidence in advertising arises when you provide customers with information based on facts: accurate figures of time and distance necessary for reaching the destination when talking about the location of hotels: *Located 7 km the Mezzanotte Palace and Piazza Degli Affari, Starhotels Palace is 50 metres from Porta di Mare Metro Station.* However, as it has been mentioned above, representatives are rarely of a pure type and are generally combined with expressives; hence, the descriptive part is emotionally charged with the so-called extreme adjectives of positive connotation (like **amazing, picturesque, peaceful, luxurious,** etc.)

Of particular interest is the usage of speech acts in headings and subheadings Genet refers to headings and subheadings as paratexts (Holsanova et al., 2006: 69). The observations have shown that heading is of great importance for the effective advertising of hotel services, as it is the linguistic component that determines the further interest of the user (Perez, 2000: 43). The heading of the online hotel advertisement is primarily intended for target groups: on the website, in the headings we usually find the names of capital cities – 'Lovely Garden Chalet in London' (London) or just cities – 'Residhome Marseille Saint-Charles' (Marseille) where a particular hotel is located. Due to the visual elements such as font, font size and shape the message of representatives is visually enhanced and this also reinforces the effectiveness of readability of headings. As for the verbal elements connected to the location, they are typically the names of capital cities; districts; boroughs; main high streets, etc. In addition, by means of single adjectives with positive connotation and the names of familiar places like 'City of Jerusalem', 'Niagara Falls', readers unconsciously visualize positive icons of specific places. Most readers visualizing the images of specific places unconsciously become stimulated to book a room in an advertised hotel.

Directives are usually encountered in subheads and the body of advertisement texts. Subheads generally consisting of six or seven words by means of directives appeal to consumers to visit the heart of a particular city. The purpose of the frequently used word 'heart' in subheads - "Stay in the heart of Prague'/ Right in the heart of Copenhagen'/ Stay in the heart of Amsteram'- is to indicate the central and comfortable position of the hotel. The main purpose of directives, evidenced in the body of advertisement texts, is to get the readers to take certain actions – they generally give necessary tips and instructions how to:*'**Discover** all the secrets of the eternal city', '**Celebrate** business or family party in their banquet facilities up to 120 guests', '**Enjoy** a freshly brewed espresso on one of the Rome's popular piazzas and **admire** the everlasting beauty of frescoes in the Sistine Chapel', Conduct guests' business meetings, etc.* and offer beneficial services and conditions that meet the consumers' expectations. The verbs *discover, celebrate, enjoy, admire, conduct, etc.* make requests for the performance of certain actions, give instructions and at the same time implicitly appeal to readers to book rooms in the advertised hotel.

The purpose of **expressives** is to influence the website guest emotionally. With a focus on attracting readers' attention, expressives are realized by means of positively connoted lexical items. The vocabulary of the hotel advertisements shows semantic richness of semantically and contextually loaded expressive-emotiove lexical items. Semantically neutral lexical units are also encountered, however, positively connoted units dominate the neutral ones and most importantly, all units together create an image of perfectly comfortable and relaxing environment of a particular hotel.

The most frequently used adjectives to keep readers engaged and to convince them of the credibility of services offered are: uforgettable, unique, favourite, fantastic, beautiful, mesmerizing, relaxing, charming, spacious, elegant, delicious, perfect, stunning, panoramic, gorgeous, picturesque, sunny, everlasting, comfortable, special, efficient, trendy, biological, seasonal, tropical, regional, private, neutral, quiet, attached, standard, etc.

In spite of the fact that some of the above-enumerated adjectives are neutral (biological, tropical, regional, private, neutral, quiet, attached, standard) they automatically become positive in a particular context. For example, *'Each day guests can enjoy a 100 % biological breakfast buffet that mainly offers seasonal products.'* Both lexical units (biological and seasonal) have specific loading in the given message, as a result ,whole proposal successfully fulfill a hidden goal of the advertisement - to force a potential guest to book a room in the advertised hotel.

In order to persuade the website readers that the information posted is true, addressors also use excerpts from the real hotel guests' positive reviews (that typically are published in the top right hand corner of the website) they present an appraisal. For example, Samantha who is a guest from Australia writes:

'The apartment is in a great location, almost directly under the Fisherman's Bastion, on the Danube River bank. It's only one street back from the river'; and the guest from France, named Pierre-Jacques says: *'Nothing negative. Don't hesitate, the best location I've ever seen in Vegas and great value for money'.*

Commissives. The analysis of the data has shown that the addressor usually through commissives indirectly indicates commitments to certain obligations. When a hotel advertisement my means of representatives describes the hotel on the bright side, -*'Rooms at Giolli Hotel are quiet and equipped with air-conditioning, satellite TV, a hairdryer and minibar.Floors are made of eco-friendly wood parquet, and some rooms feature balconies with views over the main street'* and appeals on the other, to *'make sure you explore the popular Trastevere and its cafes and trattorias, sit down on the Spanish steps or just relax and enjoy Rome's picturesque and sunny atmosphere',* it presents totally positive picture of the hotel and so implicitly makes a kind of commitment to the high quality of the hotel. The commitment of the administration is also easily visible on the lexical level where adjectives of positive connotation (picturesque, popular, sunny) and appealing verbs (relax, enjoy, explore) implicitly promise to fulfill obligations. Although the website visitors never find the word 'promise', indirect commissives can be traced not only in the body of the main text of advertisements but also in short appealing statements, such as: *'Whatever accommodations you're looking for, we've got them';'reliable info – guests say the description and photos for this property are very* **accurate***; 95 % of guest reviewers had their expectations of this property met or exceeded.'* The lexical item 'accurate' and the positive reviews of hotel guests saying that hotel services have met and in some cases exceeded their expectations, increase the degree of trust in readers and result in growing number of booked rooms. Thus the function of commissives as speech acts to convince the clients of booking hotels is carried out implicitly. This method can be connected to one of Bernstein's advertising techniques, 'Soft Sell', that demonstrates how the services and / or goods can be advertised in an indirect and relatively less aggressive way.

4.1 Verbal Characteristics of Online Hotel Advertising

It should be noted that the language of hotel advertisements is easily comprehensible, which is achieved by means of skillfully employed linguistics devices: typically, the present simple tense is used in active or passive voice (*Hotel Carlton is housed in a 1926 Art Nouveau building; Air-conditioned rooms are equipped with a minibar and flat-screen satellite TV);* the passive voice in simple past tense is also encountered *('this hotel was highly rated for its very comfy beds');* at the syntactic level the following structures are evidenced: SVO - Subject + Verb + Object *('The Fairfield Inn by Marriott Times Square offers decorative rooms with a 32-inch flat-screen cable TV and an iPod docking station.')* and SVOA – Subject + Verb + Object –Adverbial modifier *('Some rooms offer charming views of gondolas in the Orseolo Basin.')* simple extended sentences with homogeneous members *('It offers stylish accommodation with free Wi-Fi, a bar and a restaurant'),* and with adverbial modifiers of time and place at the end *('The Gallery restaurant offers themed buffets throughout the winter and BBQ at the sunlit terrace during the summer').*

On the lexical level, semantic diversity is evidenced; namely, lexical units with positive semantics are used with high frequency. Of particular significance is the class of adjectives, among which the thematic subclasses of **colour** (bright, vivid, intense, dark, rich, colourful, light, neutral, vibrant, fresh/ lively); **beauty** (charming, beautiful, elegant, gorgeous, picturesque, stunning, panoramic, fascinating, fine); **comfort** (stylish, unforgettable, peaceful, safe, perfect, great); time (modern, legendary, eternal, everlasting); **light** (sunny, sun-kissed); **cleanliness** (clean, new/ fresh, tidy, pure, spotless); **space** (spacious); **heat** (warm, hot), etc. have been singled out. As it has been mentioned, there are also adjectives with neutral semantics (**biological**, **seasonal**, etc.) that acquire positive loading contextually and can be considered as a part of the semantic field *'pleasant'* and *'desirable'.*

Additionally, the online hotel advertising also features the following linguostylistic techniques: **hypophora***('Want a great night's sleep? This property was highly rated for its very comfy beds');***rhetorical question***('Where Do You Picture Yourself?');* **repetition***('Enjoy a home stay away from home')* and **parallelism** *('Save Properties*

*Now. Travel Later');***alliteration** *('Feel Safe and Secure on Your Next Vacation by Finding a Perfect, Private Place to Stay');***epithet** *(picturesque/ sunny atmosphere; jaw-dropping destinations; sun-kissed stay–cations; we also encounter metaphorical epithets like eternal city);***personification** *('secrets of the city');***hyperbola** *('The best value under the sun').* The aim of the linguostylistic devices is to invoke the reader's interest and motivate them to book a room in a particular hotel.

4.2 Non-verbal Means Used in Online Hotel Advertising

Attracting the user's attention is achieved by arousing his / her curiosity, for which the advertisement needs to be interesting in content and attractive in form. Visual means play a big role in arousing the reader's curiosity, as they not only provide factual information, but also give an emotional touch to the message conveyed by the advertisement. The following visual means are presented on the hotel website: **fonts; maps; colours; photos/ 360 ° panoramic shots** and **symbols.** The given visual means, that Kress & Van Leeuwen called semiotic codes (Kress & Van Leeuwen, 1996: 18), determine the effectiveness, design and distribution of the verbal message presented on the website: typically, for headings and subheadings bold and larger type is employed whereas the main advertising text is printed in smaller font, however, very large or too thin font types that might negatively affect processing of the text are not encountered. It should be noted that the difference lies not only in font size and shape, but in some cases, color as well. For example, since the emotion evoked by red is associated with a sense of danger (Grigolava, 1967: 14), warnings are printed in red: *a) 'Only 2 left on our site!' b) 'You missed it!'* Maps and symbols make it easy to determine the location of the hotel. As for exterior and interior photos, the observations have revealed that the photo is an integral part of an advertising discourse; it can be regarded as an indirect verbal act, implicitly affecting the website visitor. The combination of verbal and non-verbal means such as colors, gives a perfect positive picture of the advertised object; among the colours presented on the website the following are particularly dominant: **red, yellow, blue, green, black and white.** It is noteworthy that these six colours were considered basic by Leonardo da Vinci. As Cook points out: *"8 seconds is all you've got to grab a customer on the net"* (Cook, 1992: 32), consequently, this time is enough for the website visitor to visually browse the hotel and be fascinated by the colours presented, as the colors arouse interest, increase the degree of trust and push the customer to make the final decision. Accordingly, from their experience, on the subconscious level, the customers associate certain colours with certain objects or states, and, on the other hand, with senses and feelings. Different colours evoke different moods: blue is linked with a pleasant mood; green is soothing and keeps us physically or spiritually balanced etc. Consequently, in advertising, potential guests value certain colours as predeterminers of particular dispositions matching them with the situations archived in their memory (Cherry, 2015).For instance, most of the Swiss hotels presented on the website are distinguished by the variety of warm, and/ or cold colours, of which white and blue predominate. White is known to be a symbol of purity and all associations connected to the colour blue (the sky, the sea, etc.) evoke pleasantly emotional feelings. But because white is the colour of coldness and emptiness, like other neutral colors gray and black usually chosen as a backdrop, it is always combined with warmer colours like red and blue. The harmonious combination of cold and warm colors becomes more cheerful and energizing.

White is also commonly mixed with yellow color elements especially in the kitchen as it is also considered an appetizing color and the combination of two colours creates a pleasant, bright and airy environment. However, the use of only these two colours in the interior of hotel appears to be a very rare occurance, because in small spaces, for a long time, the color yellow has a negative impact on eyesight and the nervous system. Therefore, both passive (green), active (blue) and / or neutral (gray) colors are added to the two colors. All the mentioned colors create a cosy and coloured atmosphere in hotels.

Besides, by means of maps, website visitors easily determine the location of hotels and might be fairly certain about the important facilities located near the hotel and means of transportation available.

4.3 Gricean Cooperative Principle

The analysis of the data from the standpoint of Gricean cooperative principle and four maxims has shown the following: as a rule, the maxims of quantity, relevance and manner are mostly observed in the advertisements in question. However, when the advertiser, on the one hand, only promotes the hotel's advantages in order to gain the reader's trust and, on the other hand, deliberately misinforms him / her in order to attract their attention, it can be said that the maxim of quality is deliberately violated.

A contrastive analysis of online hotel advertisements and guests' negative comments showed thatthe following means for disguising reality on the website have been used: false promises or recommendations; incorrect information or incomplete description of the real situation. So the picture painted in most of the advertisements under discussion does not correspond to reality. The real guests' negative comments on various issues presented on the website booking.com have revealed that when guests speak negatively about the staff, they criticize both the entire staff as well as individual members. Some guests complain that the staff is inattentive (Brittany: *'the staff appeared inattentive'),* others say the staff's behaviour is inappropriate and even aggressive (Rodrigue: *'staff is aggressive');* In the negative comments about the amenities and the services offered, the guests discuss a number of issues, including poor breakfast menu, malfunction of various household appliances or improper conditions in the rooms. In addition to the above-said, guests criticize the quality of the Internet, the level of cleanliness, the noisy environment, unfavourable location, the problems with parking, etc.For example, the Gozsdu Court Aparthotel advertisement informs the readers that: *'All apartments come with a flat-screen TV, soundproofed windows'.* However, we are convinced by the guest's comment that the information given in the ad is incorrect: *'Bedroom window wasn't soundproofed. Music and voices from the street all night long made it really difficult to sleep every night'*- Edward (USA).

At last but not least, we frequently encounter misleading photos that present the advertised hotel positively. Thus, there are cases when visitors post photos on the website to prove their truth that the photos uploaded on the website do not depict the real situation. The said is also shown on the lexical level: the adjectives of positive semantics used in hotel advertising are replaced by negative ones in guest reviews.

5. Conclusion

The research has revealed the following:

1. The purpose of online hotel advertisements is to provide website readers with factual information and influence them; to promote the service of hotels and motivate potential guests to book a room in an advertized hotel.

2. The vertical, horizontal and central dimensions of the semiotic space of the website cover the most significant verbal information complemented with indelible non-verbal means, while in the peripheral dimension website guests usually encounter seemingly less important, repetitive, butstill very relevant suggestions.

3. The main advertising text consists of the following structural components: initial, middle and concluding sections: the initial section focuses the readers' attention on the convenient location of the hotel building, as well as on various facilities nearby; the middle section, as a rule, describes in detail the conditions and advantages of services offered in hotels; the concluding section, like the initial one, focuses the visitor's attention on the site(s) located close to the hotel.

4. From the perspectives of Hymesean context features during the communication presented in online hotel advertisements the relationship between the hotel administration and the potential guest can be established on the basis of communicants' specific interests and the shared knowledge of the topic of the conversation.

5. Four out of the five speech acts (namely: representatives, directives, expressives, commissives) are evidenced in the data under discussion. Representatives, giving detailed information about the location, interior and exterior of a particular hotel and the conditions offered, are mainly encountered in the descriptive part of an advertisement. In different sections of the text representatives intermingle with expressives. Directives, through persuasive utterances, conveyed mostly by the imperative mood are in the channel open and close parts of the main advertising text. It can be said that commissives are generally of indirect nature; by painting a very positive picture and offering a high-quality service of a particular hotel the addressor expresses their commitment.

6. Alongside verbal information, non-verbal means play a significant role in arousing the website reader's curiosity, as they provide guests with factual information as well as influence them emotionally. Through different colours, adverts arouse an interest, increase the level of trustworthiness and more importantly, push consumers to make a booking.

7.The analysis of the data from the perspectives of Gricean Cooperative Principle and four maxims, has shown that maxims of quantity, relevance and manner are mostly observed in advertisements. However, when the advertiser deliberately misinforms the reader to attract their attention through disguising reality, it can be concluded that the maxim of quality is purposefully violated; the means of disguising reality on the website are the following: false promises or recommendations; incorrect information or incomplete description of the real situation; misleading photos that present the hotel only positively.

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