

FIGURATIVE LANGUAGE IN TOURISM ADVERTISEMENT



Presented in Partial Fulfillment of the Requirements for the
Master of Arts Degree in Business English for International Communication
at Srinakharinwirot University
August 2015

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The purpose of this study is to explore the type and frequency of figurative languages that appear in Thai beach advertisements. The data of this study are 40 beach advertisements collected from two major sources a) two in-flight magazines, Fah Thai and Sawasdee, and b) two websites, Lonely Planet and TripAdvisor. The period of advertisement is from January 2012-December 2014. The researcher applied the classification of Dyer (1995) and Fauconnier (1997) to analyze the results of advertisements by calculating in percentage.

The finding shows that the most type of figurative languages used in both websites and in-flight magazines are imagery at 38 %, hyperbole at 34 %, alliteration at 14%, metaphor at 5 %, rhythm at 4 %, simile at 3 % and personification 2 %. The type of figurative languages was also examined in more detail in imagery classification and the study found that visual imagery and tactile imagery were the two kinds of imagery which appeared in beach advertisements. Classifying by imagery, beach advertisement can be divided into four topics: beach, sand, sea, and sun. Visual Imagery was found in all four topics: beach at 67.5 %, sand at 12.5 %, sea at 10 %, and sun 2.5 %. However, tactile imagery was only found in two topics; sea at 5% and sand at 2.5 %. To be specified on beach topic, visual imagery conveyed 3 messages namely feeling, structure, and beauty. Feeling presented the most proportion at 48.15 % followed by structure at 37.03 % and finally beauty at 14.82 %.

The findings of the study are expected to be beneficial for those who involve in advertisement and tourism. Also, this study will help advertisers and business see the figurative language as an alternative means of advertisement.

การใช้คำแสดงภาพพจน์ในโฆษณาการท่องเที่ยว



เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา

ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต

สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ

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การศึกษาค้นคว้าครั้งนี้มีวัตถุประสงค์เพื่อศึกษานิตและความคิดของคำที่แสดงภาพพจน์ในการโฆษณาการท่องเที่ยวทางทะเลของประเทศไทย โดยรวบรวมโฆษณา จำนวน 40 โฆษณา จากนิตยสารบนเครื่องบิน คือ นิตยสารสวัสดีของสายการบินไทย และนิตยสารฟ้าไทยของสายการบินบางกอกแอร์เวย์ และเว็บไซต์ท่องเที่ยวจำนวน 2 เว็บไซต์ คือ TripAdvisor และ Lonely Planet โดยเก็บตัวอย่างโฆษณาที่ตีพิมพ์ตั้งแต่เดือนมกราคม พ.ศ. 2555 ถึง ธันวาคม พ.ศ. 2557 การศึกษาใช้การจัดประเภทของกลุ่มคำที่แสดงภาพพจน์ตามหลักเกณฑ์ของ Dyer (1995) และ Fauconnier (1997) และนำมาทำการคำนวณค่าเปอร์เซ็นต์

การศึกษพบว่า การใช้คำแสดงภาพพจน์ในโฆษณาการท่องเที่ยวทางทะเล ประกอบด้วยการใช้ imagery 38 %, hyperbole 34 %, alliteration 14 %, metaphor 5 %, rhythm 4 %, simile 3 % และ personification 2 % เมื่อทำการศึกษาเพิ่มเติมในเรื่อง imagery พบว่า visual imagery และ tactile imagery เป็น imagery กลุ่มที่ใช้ในโฆษณาทางทะเล และเมื่อแบ่งหัวข้อโฆษณาทางทะเลออกเป็น 4 หัวข้อ คือ ชายหาด ทRAY ทะเล และแสงอาทิตย์ จะพบว่า มีการกล่าวถึงหัวข้อชายหาด 67.5 % ทRAY 12.5 % ทะเล 10 % และ แสงอาทิตย์ 2.5 % ขณะที่ tactile imagery พบใน 2 หัวข้อ คือ ทะเล 5% และทRAY 2.5 % ทั้งนี้ visual imagery ถ่ายทอดถึงข้อความใน 3 ด้าน คือ การบรรยายด้านความรู้สึกที่มีต่อชายหาด 48.15 % ด้านโครงสร้างของชายหาด 37.03 % และความสวยงามของชายหาด 14.82 % ตามลำดับ

การศึกษาในครั้งนี้มีจุดมุ่งหมายเพื่อจะเป็นประโยชน์ต่อผู้ที่เกี่ยวข้องในวงการด้านโฆษณาและด้านการท่องเที่ยว อีกทั้งเป็นแนวทางให้ผู้ที่เกี่ยวข้องทางด้านโฆษณาและในแวดวงธุรกิจได้นำผลของการศึกษาวิจัยในเรื่องการใช้คำแสดงภาพพจน์เป็นเครื่องมือสำคัญในการผลิตโฆษณาต่อไป

The Master's Project
titled
“Figurative Language in Tourism Advertisement”
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CHAPTER 1

INTRODUCTION

Background

The advancement in information technology has played a significant role in globalization. Almost everywhere in the world, people in the twenty-first century use electronic devices to exchange information so that they can communicate rapidly. Giddens (1990) stated that technology helped decrease obstacles in communication resulting in people using the Internet to communicate around the world. The benefits of convenience and speed for globalization had tempted entrepreneurs to use electronic devices in business world. Electronic media, such as websites, blogs, instant messaging, electronic mail and social networking, have been used in all types of businesses. Entrepreneurs utilize websites, the Internet and social media to introduce their products to customers. Not only do entrepreneurs use social media to sell their products but they also use online channels to contact their customers, requested feedback or offer after-sales services. Social media are far-reaching and allow sellers to extend their business such as finding new joint ventures, investing in new markets and reaching new target customers.

The convenience of technology innovation encourages people to trade because they have more opportunity to do business if only they have website. Thus, a lot of new traders of small and big business increase every year and they try to compete to share the market. Most companies try hard to have their brands and products recognized so as to stay and sustain in business. Advertisements were created as a tool with a purpose to make people remember their brand and encourage customers to buy. It is necessary for most businesses to promote their merchandises via advertising. This includes tourism business, which is one of the most successful businesses that bring in a large amount of income each year.

As business is highly competitive especially tourism business, many entrepreneurs try to produce advertisements that attract customers and increase sales volume. Accordingly, they spend money on advertisement to attract customers' interest and add sales target. Dyer (1995) supported the idea that advertisements provided information, recognition and opinions that persuaded consumers to make purchasing actions. Farbey (2002) and Chutharattanakul (2009) stated that advertisements would be defined as a public notice whose role is to motivate

consumers to view products and rearrange ideas persuasively. Hence, they elicit positive responses which results in increasing sales of goods and services for the advertisers.

Previously, before on-line was introduced as a means of communication, tourism magazines namely *Travel and Leisure*, *Travel Around the World*, *Barefoot*, *Traveller* and *Voyage* and the magazine issued by The Tourism Authority of Thailand were wonderful books to invite tourists to travel in Thailand. Besides, inflight magazines through which airlines promote their airlines and tourist attractions issue articles that can be used as guideline for tourists to have culture and tips before traveling. In Thailand, there are many inflight magazines issued by various airlines such as Kinnaree and Sawasdee from Thai Airways, Fah Thai from Bangkok Airways and 3 Sixty from Thai AirAsia. After, technological devices were used in business, a lot of tourism websites have been launched to promote their airlines and tourism so that tourists can browse for tourism information, organize their trips and programmes through booking desirable facilities via the Internet such as flight, accommodation and sightseeing programmes. In addition, the inflight magazines were released via online.

Tourism is comprises a variety of sub-businesses such as airlines, hotels, tour agencies and restaurants. Actually, tourism advertisements are intangible products that ‘sell the dream’ as tourists never see and touch before buying tours so customers are willing to pay for their perception of future experience (Morgan; & Pritchard. 2002). Moreover, Taatong (2006) stated that tourism advertisements offered an effective promotion strategy that persuades travellers to visit tourist destinations such as cities, vacation resorts, and special events.

Tourism advertisements consist of two parts: image and description. An image or picture is a colourful element designed to gain readers’ attention while description or messages in the caption are designed to sell the product. According to Farahani, Badaruddin and Ahmad (2011), tourism advertisements provide information through the use of three mediums: text, image and voice. In response to tourists’ demands, advertisers arouse positive feeling in tourists by using attractive pictures and powerful messages to promote travelling. Advertisers create beautiful photographs and impressive descriptions to attract tourists. Although tourism advertisements employ famous presenters and images to attract customers, concrete descriptions including explained in detail the characteristics of tourist attractions play an essential part to convince tourists to make optimal decisions. Accordingly, tourism advertisements use powerful words to illustrate tourist attractions. By matching targeted advertising messages with compelling pictures, tourists are exposed to a powerful selling experience.

Since advertising language plays an important role in gaining consumers' trust in the product, tourism advertisements are generally written in powerful words to create positive images and warm feelings, impinge and stimulate consumers' imagination. Most selected words arouse consumers' feelings and positive ideas to yearn for a visit to the advertised tourist attractions. In addition, beach advertisements normally use adjectives like smooth, glitter, soft, gold, and gentle to describe the characteristics of the seas. Nasunee (2004) explained that advertising words are used to depict pictures and created ideas for readers. Sometimes advertising language is not directly presented, e.g. "*Koh Chang is blue.*" or "*The mountain is full of trees.*" The writers use broader techniques to explain their ideas so that readers can interpret the message in the same way. Advertising language consists of powerful words to stir readers' emotion. It is the language designed to influence the customers' mind by using words that arouse feeling and positive ideas such as smooth, glitter, soft, gold, gently and white.

Advertising messages are powerful; they grab the readers' attention and compel readers to follow the message from the beginning to the end. Through extensive use of abstract words which imply meaning and this has the effect of persuading readers to agree with the desired message. Advertising language is similar to the language used in literature, poetry, and songs; it is described as figurative language.

Figurative language builds images and stimulates readers to think after consuming the message. Figurative language is one of the persuasive languages that use many techniques to arouse customers' interest in addition to simply describing the product. According to Leish (1994), she found that over 74% of printed advertisements used figurative language to urge abrupt attention of consumers. There are a lot of advertisements that use figurative language including tourism advertisements. In addition, the message will stimulate the reader's imagination through the use of special techniques such as imitate of natural sound, exaggerate the reality. With reference to Taatong (2006), there are various techniques employed in advertisements that enhance imagination, create mental pictures and generate impressive speech. An example of figurative language would be when writers describe the beauty of sand like powder or the color of sea like a sapphire.

Several use of figurative language can be adapted to promote many products especially beauty products which require words to describe qualifications as well as good consequences after using the products. These are two samples of figurative words in advertisement. Chorcheewan (2009) analyzed one of the body lotion advertisements stating "*feel the natural*

softness of silk.” The advertisement uses words that create the feeling experienced after using the lotion e.g. the skin will be soft, smooth and lustrous similar to silk. The message convinces the readers to believe that the lotion has a good effectiveness on the skin by comparing it with the smoothness of a textile like silk.

Regarding Supasamout’s research (2006), she selected one of the lipstick advertisements that compared softness with heaven which might imply something of the best and perfect and they used the phrase “*heavenly smooth*”. In tourism advertisements, advertisers identified the sun as being an important reason to visit the Maldives so the advertisement said, “*Maldives the sunny side of life*” means Maldives has good weather that is desirable for travelers (www.bbcworldwide.com).

The use of figurative language in advertisements allow researchers to study which types of figurative language are commonly selected in advertisements and the frequency of figurative language in each type. Thus, the researcher is interested to explore the language used in beach advertisements by covering the advertisement that relate to beach because there are many words close to figurative language especially the language that depict pictures and describe the beauty of the beaches efficiently. Moreover, Falco (2005) stated that beaches are composed of both physical features including lakes, islands, coasts, bays and the activity that tourists do on the beach such as sunbathing and water sport.

Objectives of the Study

The objectives of the study are as follows:

1. To study type of figurative languages that appears in Thai beach advertisements.
2. To explore the frequency of figurative languages used in Thai beach advertisements.

Significance of the Study

The study will be beneficial for entrepreneurs who wish to use figurative languages to improve beach advertisements’ efficiency. This study will also benefit interested people and researchers, who study figurative languages in a way that they can employ figurative languages to analyze beach advertisements as a background to develop new research study, create new ideas on writing, design descriptions in advertisements, compose songs and write poems.

Scope of the Study

This research proposed to examine figurative languages used in beach advertisements with a focus on two sources of information: websites and in-flight magazines. An analysis was conducted on 40 beach advertisements from each source selected during January 2012 to December 2014.

Definition of Terms

Figurative language

Figurative Language is an emotional language which explains readers to create picture in mind after reading the description. Figurative language implies the information in indirect way so each people will interpret in the different opinions but it still in the same scope of main idea. The figurative languages are classified differently. In this study, figurative language is divided into four types: alliteration, hyperbole, imagery and simile.

Alliteration

Alliteration refers to the repetition of the same sounds at the beginning of words such as tongue twisters or when a series of words in a row (or close to a row) has the same first consonant. Alliteration creates a harmony of sound which arouses emotion. Alliteration is composed of two types: consonant alliteration and vocalic alliteration.

Hyperbole

Hyperbole is a figure of speech not intended to be taken literally. It is an obvious and extreme exaggeration which writers use to emphasize and request feedback. Writers use hyperbole through the use of abstract words to overstate an idea so that it arouses emotion in the reader. For example, “*a thousand apologies*” means the speaker feels extremely guilty and he would like to express his regret. Hyperbole can also be called overstatement or exaggeration.

Imagery

Imagery is a technique to represent objects, actions and ideas in such a way that they appeal to our physical senses. Imagery is associated with mental pictures because it creates visual representation of ideas in our minds. Imagery creates ideas better than pictures because it generates with abstract words which will support readers to imagine and interpretation quite clear.

Simile

A simile is a figure of speech that compares two things that have the similar qualification. The words “*like*” or “*as*” are commonly used in similes. Similes are often used to emphasize and specify what the author is trying to communicate to the reader. Similes can be used to compare objects, people, situations or things that have similar characteristics. They are also used to describe emotions such as fun, seriousness and meanness. Similes in literature often require interpretation by the readers and therefore the meaning will sometimes change according to the context of the story.



CHAPTER 2

REVIEW OF RELATED LITERATURE

This chapter is divided into four main parts. The first part describes the role of advertisement, which mainly focuses on tourism advertisements, second part explains language used in tourism advertisements. Then, the third part provides details about figurative language and the last part concerns related studies.

The Role of Advertisement

Advertisement is a significant marketing device to promote products and services. They allow consumers to buy products which are necessary for them and ensure customers loyalty over a long term.

Advertisements were designed to be a traditional art because advertisers aim to elicit creative feedback from their ideas, emotions and opinions. In addition, they can cause consumers to lead similar lifestyles (O'Guinn, Allen; & Semenik. 1998). For example, condominium advertisers encourage people to have fewer children and live in a condominium rather than have bigger families that necessitate living in larger dwellings.

Advertisements are not only employed to increase people's interest in a product but they also have a multitude of objectives including creating brand awareness and providing details of goods. Goddard (2002) said the objectives of advertisement are: to encourage customers to feel strongly about brands or services and to spend freely to secure these brands and services. Junsri (2004) commented that the objectives of advertisement are not only to sell goods or services but also to encourage other factors. Although the main purposes of sellers are to sell their products, they also enhance the customer's desire for the products.

The tourism business relies on repeat business, usually yearly, and the number of tourists is increasing overall so many entrepreneurs try to promote their tourism facilities, through various sources, using advertisements. As it is a competitive market, most businesses try to create brand awareness to attract repeat customers. Thus, it is essential for create unique advertisements that provide positive ideas to attract customers.

Thailand was voted to be the Best Country Brand for Value for Money, the award that a leading brand consultancy in 20 offices in 16 countries called Future Brand Index. In addition, Thailand got the award in "The Best Country Brand Categories" in authenticity,

friendly local, spectacular beach, and shopping (www.tatnews.org). Famous tourist attractions in various types urge the researcher to study how to promote tourism advertisement to be more popular. Thus, a researcher selected to study beaches which are one of the best country brands of Thailand.

Beaches in Thailand are famous touristic attractions which invite millions of domestic and international tourists to come. Many beaches were voted to be top ranking by many sources both of domestic and international rank. Cable News Network or CNN (2013), one of the biggest news company where broadcasts news through cable and satellites in the United States, ranked “*the world’s 100 best beach*” in CNN website every year by doing a survey to ask tourists around the world, The survey showed that Koh Pha Ngan and Railey Beach were voted in 55th and 62nd (<http://edition.cnn.com>). CNN Go, the subsidiary website of CNN, the website collects data of culture and lifestyle, ranked the most fifty beautiful beaches in the world and three of them are beaches in Thailand which are Maya Bay in Koh Phi Phi in Krabi, Phra Nang Beach in Krabi and Koh Pha Ngan in Suratthani were ranked in 7th, 25th and 29th. In addition, TripAdvisor, one of the famous tourism websites, conducted a respectively survey of tourism around the world on TripAdvisor website in the topic of “Travelers’ choice in beach.” The survey revealed that Railey Beach, Haad Phra Nang and Haad Nai Han are in the top ten beautiful beaches in Asia (www.tripadvisor.com).

Entrepreneurs use various communication channels to promote their merchandises. There are several channels to promote tourism advertisement such as television, radio, newspaper, magazines and websites. In tourism advertisements, newspapers, magazines and in-flight magazines contain image-based data and textual data so these channels are popular for promoting tourist attractions, accommodations and facilities because the use of real pictures of tourist attraction increases their trust of the advertisements. Television and websites are ideal channels for advertising because they can utilize motion pictures, textual data and voice-based data. Websites are popular sources because most people are searching for information from the Internet. According to Pan and Fesenmaier (2006), the Internet has become one of the most important information sources and contains a vast spectrum of advertising material. Entrepreneurs make use of the Internet to present merchandises in an impressive image immediately. Advertisements through the Internet attract consumers to pay more attention to the product than through other means of communication.

In this study, the researcher focused on beach advertisements gleaned from two major channels: two in-flight magazines namely *Fah Thai* and *Sawasdee*, and two magazines from websites, namely *TripAdvisor* and *Lonely Planet*.

TripAdvisor was established in AD 2000. It is a travel website which provides travel related content including interactive travel forums. *TripAdvisor* operates websites internationally, including the United States, England, France, Ireland, Germany, Italy, Spain, India and Japan. *TripAdvisor* was claimed to be the largest travel site in the world and earned \$945million revenue in 2013. There are more than 60 million members and over 170 million reviews. These are also opinions on hotels, restaurants, attractions and other travel-related businesses. This media group operates under 25 travel brands including *TripAdvisor*, *Airfarewatchdog*, *Booking Buddy* and *Cruise Critic*, etc.

Gretzel (2007) stated that *TripAdvisor.com* is excellent at recommending tourist products. It contains many tourist reviews that include many personal comments with tourists adding more information as they travel. These comments are beneficial for tourists who have never travelled and who will use this information to prepare themselves before travelling. In fact, businesses can use these comments to improve their service.

Jeacle & Carter (2011) strongly supported the premise that *TripAdvisor* increases traveller's confidence more than tour agency advertisements. *TripAdvisor* is the main tourism website that collates various reviews from people around the world. Tourists trust this website because it is based on other tourists' reviews. As tourists are not employed by businesses, their comments are regarded as being independent assessments of businesses and regarded as being more trustworthy. Thus, this channel is used to help tourists plan and organize their trips. Miguens & Costa (2008) found that *TripAdvisor* is the channel most often responsible for organizing trips. They studied the rating of hotels in Lisbon and Peru which tourists had reviewed in *TripAdvisor*. The comments and ratings in *TripAdvisor* influenced the decision-making process of tourists. The researchers referred to *TripAdvisor* as being the largest travel community on the web. It covers 212,000 hotels in 30,000 destinations and 74,000 attractions worldwide. *TripAdvisor* contains 10 million travel reviews and opinions and generates about 25 million visitors per month. They described *TripAdvisor* as being the largest travel community helpful to plan and organize trips. Tourists liked the fact that they could read all the reviews from a single reviewer as this engendered more trust and it helped them to decide and help arrange their tour programmes. In addition, *TripAdvisor* was popular

in tourism business, Lonely Planet still be the famous website which tourists were trusted to surf touristic information.

Lonely Planet is the largest travel guide book publisher in the world. It was founded by Tony and Maureen Wheeler in Australia in 1972. Lonely Planet was one of the first websites targeted at backpackers and other low-cost travellers. Lonely Planet has sold around 11 million units of its travel application. It has products in magazines, television series as well as a strong internet presence. Thorn Tree was created on Lonely Planet's website in 1996 and has been used by over 600,000 travellers who shared their experiences and sought advice. This website has different forum categories including different countries, places to visit (depending on one's interests), travel buddies, and Lonely Planet support. The Lonely Planet website includes travel articles, destinations and point of interest guides, hotels, hostels and accommodations listings and the ability to rate and review sites and restaurants.

According to Buckley (2006), Lonely Planet is a tourism website that independent tourists rely upon routinely. It is the key website for surfing accommodation, transportation and activities in particular destination regions. Many tourists write tourism comments daily so people receive updated, trustworthy information. In addition, Bewer, Firestone, and Fitzpatrick (2009) commented that Lonely Planet is a travel guide and travel information series. Lonely Planet authors collated many reviews of attractions, tours and accommodations and these are beneficial for tourists in understanding basic tourist attractions. They also assist tourists in adapting to local cultures and customs that may be required at tourist places.

According to Lisle (2006), Lonely Planet has helped tourists gain insight into how ethical standards vary between different cultures. As stated above, not only does this website provide us with factual information on where to eat, sleep and sightsee abroad, it is also instrument in helping tourists understand ethical standards and to prepare themselves for adapting to different cultural differences and inequalities on their travels. Furthermore, Bewer, Firestone, and Fitzpatrick (2009) found that Lonely Planet is used by people from a variety of backgrounds. Tourists around the world such as backpackers, those on commercial tours and tourists who survive on a limited budget can learn useful information that helps them manage their behaviour and budget while travelling. Due to this informed community, various groups of tourists, who have different interests and lifestyles, are able to use this website and tourists from different countries but with common lifestyles can arrange to meet together.

In addition, although tourism advertisements online are successful, tourism magazines such as Travel and Leisure, Tourism Outbound, Cornwall, Conde Nast traveller and tip Travel

are also utilized. Not only do popular magazines try to promote tourism, airlines also create their own channel, called the “in-flight magazine”, to promote their airlines, tourism attractions, tourism articles including interesting articles which are beneficial to curious tourists. In this research we have studied two in-flight magazines namely Fah Thai and Sawasdee.

Fah Thai is the in-flight magazine of Bangkok Airways, Asia’s Boutique Airline. This airline flies to 11 domestic destinations and 13 international destinations. It is the Airline of the Bangkok Airways Public Company Limited which was created in 1968. Bangkok Airways flies to 5 sea-province destinations namely Krabi, Pattaya, Phuket, Suratthani and Trat. Fah Thai is a bi-monthly magazine with a readership of 50,000 per issue. This magazine is aimed at mostly European passengers of Bangkok Airways which is Thailand’s second biggest carrier. Fah Thai is a dual language publication and focuses on high end tourists who are interested in travel, culture and lifestyle. Many destinations are covered in Fah Thai such as Bangkok, Chiang Mai, Koh Samui, Krabi, Pattaya, Phuket, Sukhothai and Trat. In addition, this airline operates in Guilin, Hangzhou, Hong Kong, Jinghong, Luang Prabang, Maldives, Phnom Penh, Shenzhen, Siem Reap, Singapore, Xi’an, Yangon and Zhenzhou. Fah Thai magazine is available on board all Bangkok Airways flight and distributed in all lounges of Bangkok Airways. Fah Thai is mostly focused on travel, lifestyle and traditions. It prints 30,000 copies per issue and reaches over 3.6 million passengers yearly. Fah Thai has received many awards, such as the Magazine Publishers Association of Singapore Award, 2013 (MPAS), the “best front cover trade” and got “the best use of illustration” in the Asian Publishing Award 2013. Lewis (2012) explained that Fah Thai is an excellent and modern magazine. This magazine summarizes pertinent information on each location and airline service and it is full of interesting popular news articles. Specific stories are contributed by many famous bloggers who have varied backgrounds and different interests. In addition, this magazine collates many wonderful pictures from a large number of expert photographers (<http://www.gottagetaway.com>).

Smith (2005), writer of *Very Thai Everyday Popular Culture* book commented that Fah Thai magazine contains a wealth of information. Information is up-to-date and contains both facts and opinions with writers able to express their ideas. Readers are exposed to different ideas and can draw their own conclusions. Readers will gain many experiences from different columns such as Thai pop, retro, street and folk culture. The magazine contains distinguished illustrations and insightful observations. Furthermore, this magazine is one of the sponsors of his book “Very Thai” which is very popular and a best seller. In addition,

readers can access Fah Thai through the internet so it is not restricted to Bangkok Airways' passengers. Furthermore, in-flight magazine from Bangkok Airways, Thai Airways, the flagship airline, has launched in-flight magazine to be the selecting channel for passengers called Sawasdee.

Sawasdee is the in-flight magazine of Thai Airways. Thai Airways is the leading airline of Thailand and is controlled by the Ministry of Finance. It was established in 1988 and flies to 78 destinations in 35 countries. Thai Airways earned Bt213 billion of revenue in 2013 and Thai Smile is the subsidiary of Thai Airways. Sawasdee E-magazine is a monthly e-magazine available in print, digital or e-magazine format. It provides informative news on destinations, major monthly events occurring in Thailand and around the world. In addition, it presents uniquely Thai culture, traditional and modern sites and food places for the luxury travellers and backpackers and for the individual as well as for the family. Furthermore, Sawasdee offers relevant information on Thailand and all Thai destinations for businesses and leisure travellers by offering insights into everything from the best hotels, restaurants, spas to sport attractions. For the travelling customers still in the planning stage, the Sawasdee e-magazine is a perfect up-to-date guide on where to travel, visit, eat, and stay.

Sawasdee is a monthly magazine which is available as a magazine or online. It has recently undergone a revamp of its appearance and design and gained an award for its design and custom content (www.eglobaltravelmedia.com). Tourists and curious people can access Sawasdee by print, digital and e-magazine format. It provides news and information on older attractions in Thailand and around the world. In addition, this magazine includes information on Thai style and culture as well as identifying modern places and food places. It is written for a variety of customers: from high-end to backpackers, from individuals to families.

Stephens (2013), Travel Correspondent for Thai Airways, he wrote first article named "The Tale of Two Cities, about Bangkok and Hong Kong", has now written several dozen articles over the year for Sawasdee. He commented that the magazine is a perfect, up-to-date guide on where to visit, travel, eat and stay. Sawasdee has improved in many aspects bearing in mind that it started as a short newsletter of only 4 pages. Now it regularly updates its quantity and quality and has received many awards including "the excellence in magazine design" from The Society of Publishers in Asia (SOPA) and The Best Use of Photography at the Country Music Association (CMA Awards).

The four sources above present that advertisements have both online and print, because they have similar patterns of pictures and messages. A picture is the first element

which draws readers' attention to focus on the advertisement while language describes the picture with more detail and provides more information for the readers. Images are generated to increase the curiosity of readers while detailed written language is important to inform people and influence their decision-making process. Thus, advertisers use persuasive language to give a general impression of a product and use more detailed language to provide more precise information.

Language Used in Tourism Advertisements

Advertisements need to sell their product quickly and concentrate on using the minimum words that deliver only what the consumers need to know. Thus, language selection in advertisements is important because it presents the product with use of concise sentences but it still grabs the consumer's attention and persuades them to use the product. Language in advertisements is concise because it has to depict both pictures and descriptions using vivid and sharp words. Readers understand advertisements because advertisements use words that create picture in their mind which they can recognize easily. Advertisers select colourful and imaginative words that often break the rules on the normal convention of literal languages (Dyer. 1990).

There are many types of languages that are used in advertisements but the most efficient message that grabs the reader's attention, imagination and money is called persuasive language (Nasunee. 2004). Persuasive language has existed in advertisements since the 18th century and spread to media, such as magazines, which began to put content on their covers during the 1980s (Harris. 1986). Furthermore, Wells, Burnett and Moriarty (1992) classified persuasive messages in advertisements as a tool to provide information about products, promote selling and create positive reminders. Persuasive language is an art language that uses many techniques to arouse customers' interest including informing them of the product's description. Thus, advertisements are an entertainment media where copywriters attempt to create positive attitudes towards the product such as the necessity of product and the value of product. Advertisement languages are considered an art language as they encourage imagination and are considered different to literal languages so most advertisements were selected one of persuasive language which has the qualification to persuade customer as well as to describe products and detail called figurative language.

Figurative Language

Figurative language inspires the imagination of readers by using representative words and techniques to arouse the readers' attention. Examples include the use of exaggeration, rhythmic, pronunciation and phonetics that imitate natural sounds. In addition, the specific qualification of figurative language urges customers while simultaneously provides important specific product information. Figurative language has the appropriate qualification used in literature and creative works because it has many significant characteristics that describe a story clearly which literal language were employed. The impressive meanings in figurative languages identify emotion, feeling and characteristic deeply much better than literal language (Holmes. 2003). Wiehardt (2008) and Chutharattanakul (2009) noted that figurative language is also called metaphorical language, figures of speech or rhetorical figures.

Figurative language is an emotional language not normally found in rational language; the writer is able to influence audiences and inspire in them vivid images in the way he desires. Dyer (1990) and Yuan (2005) claimed that figurative language describes the story by using abstract words that represent meaning. Selecting words in figurative language stimulates a wide range of emotions, feelings and interest. The messages and expressions require interpretation by each member of the audience each of whom will interpret the narrative in a unique way.

Figurative language is a figure of speech that breaks normal language conventions. Creating messages through the use of images is a popular method of communication in addition real and sensible stories are not obstacles for using figurative language in literature works. Figurative language plays a key role in creating a magnificent story that inspires readers to grasp the profound meaning of the message. Although this beautiful language is in contrast to natural language and does not occur in daily life, readers can deduce meaning implied by the words. The effective of figurative language on the readers is to inspire their imagination and make the text much more interesting. Most creative works such as songs, advertisements and novels use figurative language to increase the entertainment of the story.

Figurative language has had a long history for over two thousand years since Greek and Roman times. It had been classified differently by theorists. There are many theories about figurative language. Jordan (1965) implied that figurative language was studied by Greeks, Roman and Renaissance to the present time. Leigh (1994) asserted that figurative language was divided into over two hundred types. Other sorting, Dyer (1995) classified normal figurative language into eight groups: pun, metaphor, personification, synecdoche,

metonymy, homonymy, parallelism and alliteration while McCrimmon (1957) divided figurative language into four groups: metaphor, simile, allusion and personification. In addition, Birk and Birk (1947) grouped figurative language into five groups: simile, metaphor, analogy, metonymy and personification. The research of Dale and O'Rourke (1971) indicated that simile, metaphor, hyperbole and personification were the common types of figurative language which appear in advertisement.

Because beach advertisements were designed to connote the beauty of beach and describe the purity of natural resource, researcher studied the theory of figurative language which describes nature through warm feeling and selected words which arouse a desire to travel so the proper words used in beach advertisements will be alliteration, hyperbole, imagery and simile. There are more than 200 types of figurative languages but the researcher selected two classifications that match beach advertisements and cover four types of figurative language: beach advertisements: Dyer and Fauconnier.

Dyer (1995) classified eight types of figurative language in his research: alliteration, homonymy, metaphor, metonymy, parallelism, personification, pun and synecdoche. Fauconnier (1997) proposed eight types of figurative language: alliteration, hyperbole, imagery, metaphor, neologism, personification, rhyme and synecdoche. In this study, the researcher used alliteration, hyperbole, imagery and simile as the framework to study types of figurative language for her study in beach advertisements.

In addition, the researcher studied Robert Frost's poems, *The Road Not Taken*, *Mending Wall* and *Design* to be the guideline for analysis. In *The Poetics of Robert Frost* (2011), Thompson defined that imagery is the representative word that express senses of experience (<http://www.frostfriends.org/tutorial-poetics.html>). Imagery is more subsidiary in poem than symbol and metaphor. In addition, picture from imagery will invoke something more than mention to object or situation. Readers will know which word or sentence is imagery by inspecting from the 7 sensory kinds of human which are visual, auditory, gustatory, olfactory, tactile, kinesthetic and organic.

A) Alliteration

Alliteration consists of two or more words which have similar sounds be it a consonant, cluster or vowel. Alliteration occurs at the beginning of a word. Alliteration consists of two types: consonant alliteration that has repeat consonants, for example, in the book of Morrison (2000) "*Ralph rarely ran round rugged rocks*" used consonant alliteration to make people remember the advertisement from phrase each of which start from the same initial

alphabet. For vocalic alliteration, it uses the same vowel which will produce the same rhythm to help readers to remind the message. Sometimes alliteration does not use the same vowel or individual syllable in a line of verse such as “*Round, round the rugged rock the rugged rascal ran*”. In addition, Fauconnier (1997) surmised that alliteration is a method for repeating the same consonant or cluster by using the initial rhyme, beginning rhyme or head rhyme. Furthermore, alliteration can be composed of multiple words with each showing the same prefix. Moreover, Dyer (1995) said that alliteration is created from a model of similarity called alliteration if the technique is to repeat a sound when the harmony of sound happens so people can remember the retelling of alphabets and vowels.

By using creative sounds and emotions for the readers, advertisers employed alliteration to emphasize similarities and differences in the message. Most alliteration stresses the first syllable in a line of verse or phrase. Advertisers use alliteration in advertisements because the similar vowels and clusters grab the attention of audiences and make any writing memorable. For example,

“*Breathtaking beach*” refers to Egremni Beach in Greece which is so beautiful that tourists who visit the beach become so excited that it takes their breath away. The writer used “B” in *breathtaking* and *beach* to imply the characteristic of beach (www.tripadvisor.com). This advertisement tries to imply that this beach has freshness air and it is a wonderful natural beach to visit. Like the alliteration of Dyer (1995), this advertisement explained that consonant alliteration. It has the same initial alphabet to describe story.

B) Hyperbole

Hyperbole is a type of figurative language, and it is also called overstatement or exaggeration. It is an obvious and extravagant exaggeration that writer emphasize and elicit feedback. Hyperbole is an extreme statement that employs over the top ideas to create heightened effects, feelings and impressions. Hyperbole exaggerates the truth rather than lying, it is a rhetorical technique that uses excessive expressions to increase the deception. Hyperbole is an overstatement that is not meant literally for example cited in Chorchewan (2009) “*a thousand apologies*” and Troy (2007) “*I’ve been waiting here for ages*”, the writer uses hyperbole by using abstract words to overstate ideas in order to arouse the emotion of its readers. Previously hyperbole was used in the romantic period to describe nature, supernatural powers, emotions, imagination and a revolt against reason such as “*I could sleep for a year*” cited in the research of Poompuang (2005), she explained that a man sleep for a long time like he sleeps for a year.

According to Fauconnier (1997), hyperbole shows how to strengthen a point by overstating and influencing feelings. Holmes (2003) stated that hyperbole creates an idea which is almost unbelievable. In addition, the Middle School Academy of the Arts (2008) supported that the idea that hyperbole is an ‘overstatement expression’ is used to increase effect. Hyperbole helps readers to focus on pertinent points that are usually presented in an inflated and dramatic style of speech.

Hyperbole use hyperbolic statements for exaggeration rather than provides factual information in advertisements; advertisers attempt to inspire brand-loyalty rather than provide specific product.

“So magical, you feel like a kid again.”

This is the advertisement presents Virgin Gorda British in Virgin Islands (www.tripadvisor.com). In the theory of Fauconnier (1997), he claimed that hyperbole could be general or exaggerate word. Like this advertisement, the writer used *magical* which means it is miracle and does not exist in nature. In addition, the writer asked us to remember the impressive feeling when we were young. Thus, the writer of this advertisement would like to promote that this specific beach is wonderful, like a magical land and tourists cannot imagine the beauty of the place anywhere like this. Moreover, they suggest that tourists will have the chance to become like kids again and re-experience their vivid and childhood memories of beaches.

C) Imagery

Imagery is a technique to represent objects, actions and ideas that appeal to our physical senses. Imagery is associated with mental pictures because they create visual representation of ideas in our minds. Imagery inspires ideas better than pictures and each reader can imagine in a different way; some readers may imagine complicated scenarios while others may focus on simpler parts of the story. Because imagery describes using abstract words it generates different ideas to different people.

Imagery is a type of figurative language that builds pictures which can stimulate any of the senses. Imagery encourages emotions via sensations and pictures. Imagery provokes vivid mental pictures or basic sensations that help the audience imagine the feelings of speakers or writers. Imagery can be generated from both advertisements that have pictures or those that don't. However, imagery becomes more powerful and long-lasting when generated from non-illustrated pictures.

“Maldives the sunny side of life” means the Maldives has good weather that is suitable for travel. In addition, advertisers present the Maldives as being full of white sands, having turquoise lagoons and beautiful weather; the Maldives is the epitome of an exclusive holiday destination (<http://advertising.bbcworldwide.com>).

This advertisement can be explained by use Fauconnier’s classification of figurative language that the writer used *sunny* to be the icon of Maldives which has good weather by presenting *sunny* to be the representative of picture so tourists who love sunbathing and outdoor activities at the beach will be tempted to travel to Maldives.

Bhanmaka (2002) stated that writers normally use imagery as “a verbal icon” or “a verbal picture” and that imagery, in contrast to pictures, creates a variety of stories, depending on the imagination of each reader. Fauconnier (1997) explained that imagery helps readers understand the story by creating pictures from words. Imagery generally accesses to the feeling of people immediately and enchants something more than exclusive mention of the object or situation. Gronbeck (1995) said that imagery is a group of sensory pictures which stimulates imagination through language. Llorens (2010) noted that imagery has attracted attention from psychologists, who have classified images in seven different categories: visual (sight), auditory (hearing), gustatory (taste), olfactory (smell), tactile (touch), kinesthetic (muscle strain) and organic (internal sensations). Each type of imagery attracts the recognition of readers in different senses.

First, visual imagery is the most ordinary form of imagery because it appeals to the sense of sight and plays the largest role in literature. It explains the scene or character looks like which the narrator perceives something by eyes. Describing message cited in *The Tell-Tale Heart* annotated by Miksanek (2004) such as *“a pale blue eye with a film over it”* or *“the deep blue hues of twilight were reflected in the still water.”* Second, tactile imagery shows the feeling of touching such as softness, wetness, coldness and heat. Thus, readers can estimate the characteristics and appearance by using this type of imagery to be the guideline. For example, the feeling of a nice fuzzy blanket on a cold night, the rough texture of tree bark, the smooth underside of a snake. Third, auditory imagery presents a sound to make people hear the movement of materials such as the shiver of tree, the sound of animal. This is the advertisement that used auditory imagery such as *“the rooster crowed at early dawn”* and *“the clang of pots and pans”* cited in Rowan (2014) showed the signal to start the beginning of the day. Fourth, olfactory imagery is the sense of smell; it is the unique essence and no one can’t duplicate although it is the same classification such as people, animal, or thing. A

writer takes various essences of things to identify his own style of each thing. For example, a writer explained the sense of smell that “*tickles your nose like pepper*” or said to the simplest thing like a dirty gym sock or a cup of chamomile tea can create true freshness. Fifth, gustatory imagery refers to the sense of taste which a writer generally uses to classify something that readers can eat so each type will have different tastes such as sweet, bitter, sour and spicy. For example, a narrator tells about “*Jason took one look at the cake in front of him and couldn’t wait another second.*” Sixth, kinesthetic imagery (muscle strain) shows the type of imagery appeals to the mental perception of tension or movement in the muscles or joints. The last, organic imagery (internal sensations) represents the imagery that creates the mental picture of internal sensations such as hunger, thirst, nausea or fatigue.

Gronbeck (1995) divided imagery into seven kinds of different senses and in this study, beach advertisement uses imagery to deliver the message about feeling, structure and beauty. Feeling is the emotion that a narrator describes the beach such as nice, lovely and pleasant. Structure is the figure and physical form of beach which specifies the significance of each beach such as oval, small, circle, large and narrow. Beauty is the description of the attractiveness of beach such as magnificent, idyllic and luminous.

D) Simile

Simile is a type of figure language that produces lively images and colourful pictures. It compares two things that are similar. Simile is an overstatement that links two elements: person and situation. Simile relies on using different words that have similar traits, readers require interpreting similes in term of literature and therefore sometimes the meaning will change according to the text and the situation in the story. Simile normally employs words such as “*like*”, “*than*”, “*as*”, “*as if*” and “*seem*” to compare directly. For example, the description of Baia do Sancho, Fernando de Noronha, Brazil in TripAdvisor told on February 18, 2015 compare the beach that “*The heavenly view seems like a mirage*” and TripAdvisor commented Punta Cana in Caribbean called “*The sand is like flour.*” On March, 2013.

Similes are often used to increase depth and specify what is being communicated to the readers. For example, “*That spider was as fat as an elephant*” means the spider has a big size and the message was written to identify to the size which will give more detail of spider by using elephant to tell the size that it is unusual more than normal size of spider.

According to the Middle School Academy of the Arts (2008) and Holmes (2003) stated that a simile is a figure language that compares two different things and usually use the words “*like*” or “*as.*” Chaiyakarn (2009) went further and stated that similes employ

specific words or phrase such as “like”, “as”, “as if”, “than” and “seem” to compare statements. Pinichka (2005) found that simile exaggerates comparison with words such as “like”, “as” or “than.”

Similes use a direct comparison that compares something to something else. Similes paint a clear picture and generate vivid images. Similes use different words that have similar characteristics. In addition, Yuan (2005) explained that similes draw a comparison between two objects, persons, situations by using term “like” or “as” and that similes are similar (though not as strong) to metaphors.

Similes are a common technique employed in figurative language and are generally confined to slogans. Similes compare two different things and mostly use the word “like” or “as”. In advertisements, the advertiser can compare their own product with a previous experience or compare their brand to another product through subtle concealment of their own brand. For example,

“Endowed with intact natural wonders like sandy white sand beach” means Koh Chang has a complete range of natural resources. It is full of white sand (<http://kohchang-info.com>). The writer emphasized the perfect natural landscape which people can view from the clean and white sand. Moreover, writer used “like” to compare the natural wonder so this place is beautiful and this still conserve the natural resources where people can guarantee from the plentiful of white sand.

This advertisement is a simile as Dale & O’Rourke (1971) supported that simile will have “like” to compare similar thing. The writer compared Koh Chang in plentiful supply of natural resources with the abundance of clean white sand on the beach giving an impressive of beauty of white beach resulting in the readers’ imagination.

Figurative language is an emotional language. It has different melodic tones such as using the same alphabet and vowel, making abstract things to living things and using words that have the same sound but different meanings. Various techniques of figurative language persuade readers to be a part of the story. Figurative language invites readers to access the writers’ ideas because they have a chance to use critical thinking before believing and translating. People tend to believe in their conclusions after analysis of what they perceive from senses and decisions as opposed to being told what to believe. The sharp and exquisite words employed in figurative language encourage people’s participation. Figurative language helps people to memorize descriptions more easily by using catchy words and humorous speech. Most importantly, the writers use abstract words to explain people to

perceive their own imagination, including understand the meaning that the writer implied. In order to meet the desire of entrepreneurs to sell products and services, including entertaining the consumer, figurative language will be employed in advertisements to achieve their desired outcome. Customers will be attracted to advertisements which are designed to be magnificent, amusing, funny, exciting and consumed the product's description through appropriate use of figurative language (Leish. 1994). Most figurative language is found in literature and entertainment works such as novels, advertisements and poems.

Related Studies

Pugsley (1990) studied the figurative language and its use in press advertising "Curitiba". The study focused on figurative language in terms of metaphor, metonymy and synecdoche from advertisement, films, radio, television, interviews, articles in magazines and newspapers. The result showed that most media are full of neologisms, colloquial expressions and slangs which use figurative language and sometimes audiences cannot interpret the idea. In addition, Pugsley stated that figurative language used to transmit the advertising message must be designed in a creative and persuasive way.

Leigh (Supasamout. 2006 citing Leigh. 1994) conducted a study on "*The Use of Figures of Speech in Print Ad Headlines.*" The study showed that hyperbole, personification and metonymy are popularly used in cosmetic advertisements. Hyperbole is the most common rhetorical figure used in advertising followed by personification and metonymy.

Nasunee (2004) did a research on "*An Analysis of Catchy Words and Sentence in Volkswagen Beetle Advertisements in the United States.*" The researcher analysed interesting vocabulary and sentence forms in Volkswagen Beetle Advertisements in the United States whose brand has been popular for a long time. The research looked at 50 Volkswagen Beetle advertisements from print and found that puns are the commonest writing style (over 87.5 %) followed by alliterations, rhymes and rhetorical questions (10 %) and finally repetitions (5 %). Puns were selected for their advertisements because they are a humorous writing style which best reflect Volkswagen's characteristic. Forty headline sentence forms were analysed and simple sentences accounted for 15 % followed by single-word sentence fragments and subject-deletion sentences. Fragment and compound sentences accounted for 5 % respectively. At present, the most successful advertising technique is using catchy words which help accelerate selling and maintain the popularity of Volkswagen. The catchy words in Volkswagen

Beetle Advertisement which impress most customers are puns, rhymes, alliteration and questions.

Poompuang (2005) explored a case study of *“English Usage in Perfume Advertising from the Web Page.”* The researcher surveyed English usage in perfume advertising from the web page. She analysed data from three groups: persuasive language, figurative language and word formation. The results showed that persuasive messages were mostly used in perfume advertisements. Over fifty percentages used figurative languages followed by word formation consisting of derivation, compound and blend.

Taatong (2006) studied *“An Analysis of rhetorical figures used in magazine headlines in printed facial skin care advertisements from 2001-2005.”* This study randomized 75 pieces of headlines from printed facial skin care advertisements. The researcher found eighteen different types of rhetorical figures. The commonest rhetorical figures are personification followed by metaphor, parallelism and rhetorical questions in descending order of use, apposition, allusion and rhyme. In addition twenty-four of the seventy five advertisements use two rhetorical figures in a headline.

Tanya (2006) investigated *“A Survey of Catchy Words Used in Body Lotions Print Advertisement in Cosmopolitan, Self and Company Magazines and Their Influence on the Consumer’s Attitudes.”* The experiment analysed catchy words used in body lotion advertisements which included many writing styles but 24 % of the respondents remembered a single adjective, followed by imperative, alliteration, repetition, rhyme, assonance and verb phrase at 5 %. From the survey, the researcher found that 50 % of respondents bought the product due to catchy words, 23 % bought based on brand, 17 % on price and 10 % on presentation.

Supasamout (2006) analysed the classification of figurative language in lipstick advertisements in women’s magazines. The research explored four types of figurative language including alliteration, rhyme, metaphor and imagery. The result indicted that figurative language was used at least once in lipstick advertisements and alliteration was the most common type of figurative language used in advertising. Alliteration and rhyme were used to describe colours of lipsticks; metaphors described the lipstick’s characteristic while imagery presented the shine of lipstick.

Kreuz (2011) studied *“Using Figurative Language to Increase Advertising Effectiveness”* by surveying Military Jingles in Advertising Age magazine. He found that military jingles commonly used irony to increase the effectiveness. In addition, readers have better memory

for irony than certain other types of figurative language such as metaphor, simile or understatement. Furthermore, readers read and interpret similes more slowly than hyperbole or understatement.

Kronrod and Danziger (2013) surveyed figurative language in a consumer review of hedonistic and utilitarian consumption online. They showed that figurative language in consumption contexts created more favourable attitudes in hedonistic consumption but not in utilitarian consumption. Figurative language increased the selection of hedonistic over utilitarian options. Finally, they concluded that consumers used figurative language when sharing experiences about hedonistic consumption but not for utilitarian consumption.



CHAPTER 3

METHODOLOGY

This study aims to investigate types of figurative language that appears in Thai beach advertisements and explores the frequency use of figurative language that appears in Thai beach advertisements. There are two parts in this chapter, part I consists of data and data collection and part II deals with data analysis.

Part I: Data and Data Collection

1. The data was beach advertisements collected from two inflight magazines: an inflight magazine from Thai Airways, and Fah Thai, an inflight magazine from Bangkok Airways and two tourism websites namely TripAdvisor and Lonely Planet.

2. Forty advertisements were collected between January, 2012 and December, 2014 and ten beach advertisements were selected from each source.

3. The data is composed of beach advertisement about 29 beach attractions in 6 seaside provinces from three regions of Thailand: South, West and East as the following:

In the South of Thailand, Twenty-two beaches were selected and grouped in terms of provinces:

Krabi: Andaman Sea, Haad Phra Nang, Koh Ngai, Koh Lanta, Maya Bay, Phi Phi Don and Phi Phi Leh

Phuket: Karon Beach, Nai Harn Beach, Patong Beach, Phuket, Raya Island and Surin Island

Satun: Koh Lipe and Koh Tarutao

Surat Thani: Ang Thong Beach, Bophut, Chaweng Beach, Khao Lak, Koh Phangan, Koh Tao and Samui and lower Gulf

In the West of Thailand, the research was used 6 beaches as following:

Trat: Koh Chang, Koh Kham, Koh Kut, Koh Lao Ya, Koh Mak and Koh Ngam
The beach in the East of Thailand is

Chonburi: Pattaya

Part II: Data Analysis

After data collection, the research analysed the data as follows:

1. Beach advertisements were classified into seven types: imagery, hyperbole, alliteration, rhythm, personification, simile and metaphor.
2. The frequency of figurative languages used in inflight magazines and websites was analyzed and calculated into percentage.



CHAPTER 4

FINDINGS

The purposes of this study were to study type of figurative languages that appeared in Thai beach advertisements and to explore the frequency of figurative languages used in the advertisements. The findings of the study presented in the chapter are divided into two parts as follows:

Part I: Type of figurative languages appeared in Thai beach advertisements were presented in Table 1.

Part II: Frequency of figurative languages used in Thai beach advertisements are presented in Figure 1 ranking from the most frequently used figurative languages to the lowest.

Part I: Type of Figurative Languages in Thai Beach Advertisements

Table 1 presents the type of figurative languages used in Thai beach advertisements.

Table 1 Type of Figurative Languages in Beach Advertisements

Topic	Proportion of Figurative Language (%)
Imagery	38
Hyperbole	34
Alliteration	14
Metaphor	5
Rhythm	4
Simile	3
Personification	2
Total	100

Table 1 shows type of figurative languages used in Thai beach advertisements both of two sources: in-flight magazines and websites. The finding finds that there are seven types of

figurative language used in Thai beach advertisements: imagery, hyperbole, alliteration, metaphor, rhythm, simile and personification from 40 beach advertisements. The result shows that imagery is the most frequently used at 38 % followed by hyperbole 34 % and alliteration 14 %. The least frequently used is personification at 2 %.

Part II: The Frequency of Figurative Languages in Thai Beach Advertisements

Figure 1 shows the frequency of figurative languages used in Thai beach advertisements that compares between in-flight magazines and websites from 40 Thai beach advertisements.

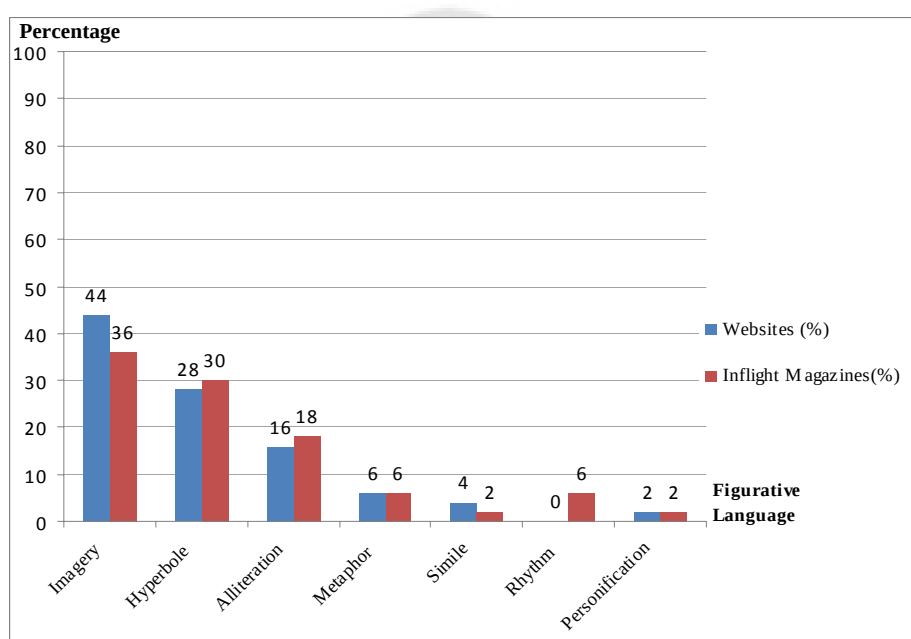


Figure 1 The Frequency of Figurative Languages Used in Thai Beach Advertisements

Figure 1 illustrates a comparison of figurative language use in websites and in-flight magazines. Imagery is the most frequently used in both in-flight magazines and websites. The result shows that imagery was used at 44 % in websites and 36 % in in-flight magazines. Hyperbole was found less frequently used, 28 % in websites and 30 % in in-flight magazines. The least frequently used is personification, 2 % in websites and 2 % in in-flight magazines.

CHAPTER 5

CONCLUSION AND DISCUSSION

The purposes of this study were to study type of figurative languages that appeared in Thai beach advertisements and to explore the frequent use of figurative language in Thai beach advertisements. The advertisements used for data of the study were collected from two tourism websites namely *Lonely Planet* and *TripAdvisor* and two in-flight magazines namely *Fah Thai* and *Sawasdee* in 2012-2014. The data were chosen and analysed by using percentage and were analysed according to the objectives of the study.

Conclusion

Along with the objectives, two findings were presented. First, type of figurative languages used in both websites and in-flight magazines were imagery at 38 %, hyperbole at 34 %, alliteration at 14%, metaphor at 5%, rhythm at 4 %, simile at 3% and personification 2 %.

The type of figurative languages was also examined in more detail in imagery classification and the study found that visual imagery and tactile imagery were the two kinds of imagery which appeared in beach advertisements. Classifying by imagery, beach advertisement can be divided into four topics: beach, sand, sea, and sun. Visual Imagery was found in all four topics: beach at 67.5 %, sand at 12.5 %, sea at 10 %, and sun 2.5 %. However, tactile imagery was only found in two topics; sea at 5 % and sand at 2.5 %. To be specified on beach topic, visual imagery conveyed 3 messages namely feeling, structure, and beauty. Feeling presented the most proportion is 48.15 % followed by structure at 37.03 % and finally beauty at 14.82 %.

The second finding presented the frequency of figurative languages in Thai beach advertisements. The topmost usage of figurative languages was imagery at 44 % in websites and 36 % in in-flight magazines. The second most usage was hyperbole at 28 % in websites and 30 % in in-flight magazines. Then, the third most usage was alliteration at 16 % in websites and 18 % in in-flight magazines. However, the study found that personification was the least frequent usage at 2 % both in websites and in-flight magazines.

Discussion of the Findings

The first objective of the study is to study type of figurative languages that appears in Thai beach advertisements. The findings presents these 7 types of figurative language appear in Thai beach advertisements: imagery, hyperbole, alliteration, metaphor, simile, rhythm and personification.

These findings supports Juntiga's claim in a research on "*An Analysis of Catchy Words and Sentence in Volkswagen Beetle Advertisements in the United States*" that the figurative language which popularly used in automobile advertisement are puns followed by alliterations, rhymes and finally repetitions. However, there are only 2 types of figurative languages: alliteration and rhythm found in beach advertisements the study of figurative language in beach advertisements has two types of figurative languages:

The second objective of the study is to explore the frequency of figurative languages used in Thai beach advertisements. In this study presents that imagery is the most frequently used of figurative language in Thai beach advertisement.

This is consistent with the study conducted by Supasamout (2006) which is on the classification of figurative language in lipstick advertisements in women's magazines. The study shows that imagery is the most frequently used type of figurative language that present the shine of lipstick as "*diamond shine*", "*crystal clear*", "*platinum*" and "*meta-luminous*." Both of lipstick advertisements and beach advertisements used imagery in the highest frequency. For example, beach advertisement expresses the sparkle of sea in TripAdvisor in March 23, 2013 which stated; "*Crystal clear water*" in *Lao Ya Beach*. The advertisement suggests the translucent water which is like crystal, enabling people to see marine life in the glittering sea. Advertisement of Lao Ya Beach creates the idea that the glittering, crystal-clear water tempt tourists who love to dive for seeing a lot of coral.

Fauconnier (1997) explained that imagery helps readers understand the purposes of the writer by creating imagination through words. Moreover, imagery is the emotional descriptions that create picture in readers' mind by alerting to sense of people such as seen, smelled, tasted, heard and touch. Thus, this advertisement uses *crystal* to signify the glitter of the sea. The advertisement gain the idea about the splendor of jewelry like crystal and diamond compare to the beauty of sea when they cruise or see the coast.

It is similar to Fah Thai magazine in March-April, 2014 presents "*With its flashy, curvy, blonde beaches and bodacious jungles, it's no wonder that Phi-Phi has become the*

darling of the Andaman coast.” In this advertisement, imagery is generated through the use of three adjectives; implying that the shine of the sun is blond, the beach structure is curvy. Besides, the beaches are surrounded by jungles which imply the completeness of atmosphere and ecology.

As Dyer (1995) stated to the writers normally use imagery as “*a verbal icon*” or “*a verbal picture*” and that imagery, in contract to pictures, creates a variety of stories, depending on the imagination of each reader. Furthermore, this study investigates how visual imagery conveys the advertising message. The result shows that visual imagery conveys messages into three groups: feeling, structure and beauty. First, feeling is a type of word which mostly used in description. In the survey 19 descriptions use to describe the feeling to beach.

There is mostly word used such as “*desolate*”, “*spectacular*”, “*serene*”, “*lovely*” and “*pleasant*”. The example of beach that uses visual imagery such as “*shock and awe*” in TripAdvisor dated May 23, 2012 described Haad Phra Nang in terms of feeling about the place that it is special and visitors will be amazed and impressed with the beauty of the beach like the word “*shock*” when they reach to Haad Phra Nang the very beauty scene that they were think that they will have a chance to see. In terms of structure, beach advertisements in Sawasdee issued November, 2014 presented, “*the topography contains high mountains and complex stone cliffs*” shows that the landscape of Koh Chang is surrounded by many mountains and cliffs. Moreover, beauty in beach advertisement represents by visual imagery such as “*Thailand’s idyllic white-sand beaches*” in Lonely Planet dated January, 2013 displays the serenity of the sea which is covered by snowy sand. The literature relates visual imagery such as Frost (2008) composed poem in Birches that “*the iced branches shed crystal shells*”, or in Good Hours poem that “*the cottages up to their shining eyes in snow.*” All of two examples show the picture for readers to imagine the scene like they are watching at it.

Recommendations for Further Studies

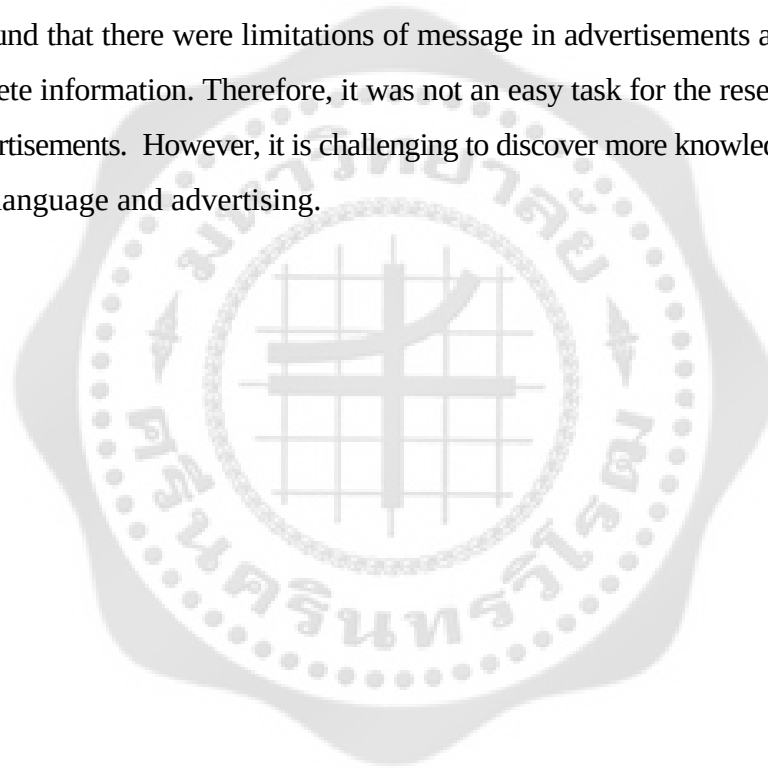
The recommendations in this research are as follows:

1. This study learned the beach advertisements in Thailand. It is recommended that further study should investigate advertisements of beach located in other parts of the world such as beach in Asia, Europe and Australia. Famous beaches in the top ranking or the beaches which were voted by famous tourist websites such as TripAdvisor and Lonely Planet are suggested to be investigated to.

2. Future research should study figurative language used in advertising different tourism places such as waterfalls, mountains, temples and historical places to observe whether different types of figurative language are used in different kinds of tourist attractions.

Limitations of the Study

While collecting beach advertisements in this study, the researcher found that many in-flight magazines and websites contained only pictures without any detail or descriptions addressed to tourism attractions. Other advertisements contained phrases adding details to the products such as directions, accommodation, food and facility of business. The researcher, therefore; found that there were limitations of message in advertisements and some message was incomplete information. Therefore, it was not an easy task for the researchers to analyse touristic advertisements. However, it is challenging to discover more knowledge and techniques in the art of language and advertising.



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APPENDIX A

Table on Beach Advertisement

Table on Beach Advertisement

Beach	Advertisement	Type of Figurative Language	Source			
Krabi Haad Phra Nang	Shock and awe	Visual imagery	✓			
	Perfect sand	Hyperbole	✓			
Maya Bay	Get to experience the islands in all their tranquil beauty.	Visual imagery				✓
Koh Ngai	Slender	Visual imagery	✓			
	Powder-white beach	Metaphor	✓			
	Dip in the sandy-bottomed shallows	Tactile imagery	✓			
	Slip over the reef for clear water	Tactile imagery	✓			
Koh Lanta	A colourful crucible of cultures	Alliteration	✓			
Krabi	Limestone cliffs and idyllic isles floating just offshore in the Andaman Sea	Visual imagery		✓		
	White sand beaches on the coast	Visual imagery		✓		
	The glut of limestone is a deep-water soloist's dream	Visual imagery			✓	
	Amazing Andaman	Hyperbole				✓
	Giant limestone fortress	Hyperbole				✓
	Bleach-blond shores	Alliteration				✓
Phi PhiLeh	Two gorgeous lagoons await in the island's interior	Hyperbole		✓		
Phi Phi Don	How beauty can be a burden.	Alliteration		✓		
	Like Marilyn Monroe	Simile		✓		
	This is Thailand's Shangri-La	Hyperbole		✓		

Table on Beach Advertisement

Beach	Advertisement	Type of Figurative Language	Source			
			Lonely Planet	Trip Advisor	Fah Thai	Sawasdee
Phi Phi Don	A hedonistic paradise	Hyperbole		✓		
	Unspoiled beaches	Hyperbole		✓		
	Fantastic diving and snorkeling	Hyperbole		✓		
Phi Phi island	Magnificent Maya Bay	Hyperbole				✓
	Maya Bay is stunning and luxurious	Hyperbole				✓
	Panoramic views of the Andaman Sea	Visual imagery	✓			
Andaman	Thailand's idyllic white-sand beaches	Visual imagery	✓			
	Crystal-clear cerulean water	Alliteration	✓			
	Best dive sites in the world	Hyperbole	✓			
Phuket						
Naiharn beach	Beautiful weather	Personification			✓	
Surin Island	Close to heavenly perfection as you could hope for	Simile			✓	
	Expect pristine beaches pristine reef system pristine everything	Rhythm			✓	
	Gorgeous islands	Hyperbole	✓			
	What you'll remember most	Hyperbole	✓			
	Sparkling blue-green bays	Visual imagery	✓			
Phuket	Secret spots perfect for a swim	Hyperbole	✓			
	Sleep moored under the stars	Visual imagery	✓			
	This trip is perfect	Hyperbole	✓			
	Pearl of the Andaman	Visual imagery		✓		
	Busiest beach	Visual imagery		✓		

Table on Beach Advertisement

Beach	Advertisement	Type of Figurative Language	Source			
			Lonely Planet	Trip Advisor	Fah Thai	Sawasdee
Karon Beach	Squeaks and squelches	Alliteration				✓
	Very clear with very few waves	Alliteration				✓
	A perfect place to unwind	Hyperbole				✓
Patong	Wide and whimsical sands	Alliteration		✓		
	The glittery chaos of Patong's	Visual imagery		✓		
	The golden beach	Visual imagery		✓		
	The most famous beach	Hyperbole				✓
	An ideal place to party and play	Alliteration				✓
Raya Island	White power sand	Metaphor				✓
	A beautiful tranquil beach	Visual imagery				✓
	Welcome you to paradise.	Hyperbole				✓
Surat Thani KhaoLak	Boulder-studded beach	Visual imagery	✓			
	Lazy days	Personification	✓			
Samui and lower	Spectacular islands	Visual imagery	✓			
gulf	Powder-soft sands	Tactile imagery	✓			
	Spirit and spunk	Alliteration	✓			
Koh Tao	The baby of the Samui	Metaphor	✓			
	Toast the day with sunset cocktails on a white beach	Visual imagery	✓			
	The baby of the Samui	Visual imagery	✓			
	Toast the day with sunset cocktails on a white beach	Visual imagery	✓			

Table on Beach Advertisement

Beach	Advertisement	Type of Figurative Language	Source			
			Lonely Planet	Trip Advisor	Fah Thai	Sawasdee
Koh Phangan	A lovely island	Visual imagery		✓		
	Coconut trees and plenty of sandy white beaches.	Visual imagery		✓		
Bophut	Optimal white sandy shoreline	Hyperbole			✓	
	Hypnotic sunsets	Hyperbole			✓	
	Most beach paradise shore in the world	Hyperbole			✓	
	KohSamui is simply magical	Hyperbole			✓	
	It's luminous white sandy beaches	Visual imagery			✓	
	Endless turquoise lagoon	Metaphor			✓	
Ang Thong Beach	The golden island	Visual imagery			✓	
	Everyone dreams of discovering a secluded beach	Visual imagery			✓	
	A secret cave or a hidden lagoon	Visual imagery			✓	
	A vast array of rare and exotic flora, fauna and wildlife.	Alliteration			✓	
Ang Thong Beach	A heaven for adventurous explorers	Hyperbole			✓	
Chaweng Beach	Live and realize	Alliteration			✓	
Satun Koh Lipe	Lipe as a home	Simile	✓			
	Plenty to love, and love deeply, about Lipe	Alliteration	✓			
	Serene bay	Visual imagery	✓			

Table on Beach Advertisement

Beach	Advertisement	Type of Figurative Language	Source			
			Lonely Planet	Trip Advisor	Fah Thai	Sawasdee
KohTarutao	KohTarutao remain a treasure	Metaphor			✓	
	Close to heavenly perfection	Hyperbole			✓	
	Expect pristine beaches pristine reef system pristine everything	Rhythm			✓	
Trat Koh Ngam	An excellent viewpoint	Hyperbole			✓	
	A very great place to watch the sunset	Rhythm			✓	
	The extreme beauty of its white sand beaches	Hyperbole			✓	
Koh Kham	Perfect spot	Hyperbole				✓
	Have a look into the not so deep clear water.	Visual imagery				✓
	A nice white sand beach	Visual imagery				✓
	This place is good for relaxing and chill out	Visual imagery				✓
Koh Kham	It is very good spot here	Visual imagery				✓
	A series of black volcanic rocks just out of the white sand beach	Visual imagery				✓
Koh Ngam	An excellent viewpoint	Hyperbole				✓
	A very great place to watch the sunset	Rhythm				✓
	The extreme beauty of its white sand beaches	Hyperbole				✓
Koh Mak &Koh Kut	A desolate beach	Visual imagery	✓			
	Perfect and pristine	Alliteration	✓			
	An excellent spread of flaxen sand	Hyperbole	✓			

Table on Beach Advertisement

Beach	Advertisement	Type of Figurative Language	Source			
			Lonely Planet	Trip Advisor	Fah Thai	Sawasdee
Koh Chang	The topography contains high mountains and complex stone cliffs	Visual imagery				✓
	The interior of the island is mountainous, covered by tropical rain forest.	Visual imagery				✓
	There are plenty of sandy beaches on the island,	Visual imagery				✓
Koh Lao Ya	Most attractive cluster of islands in Thailand.	Hyperbole			✓	
	Crystal clear sea	Visual imagery		✓		
Chonburi Pattaya	Family-friendly	Alliteration		✓		
	Jomtien Beach makes a pleasant contrast to crowded	Visual imagery		✓		



APPENDIX B

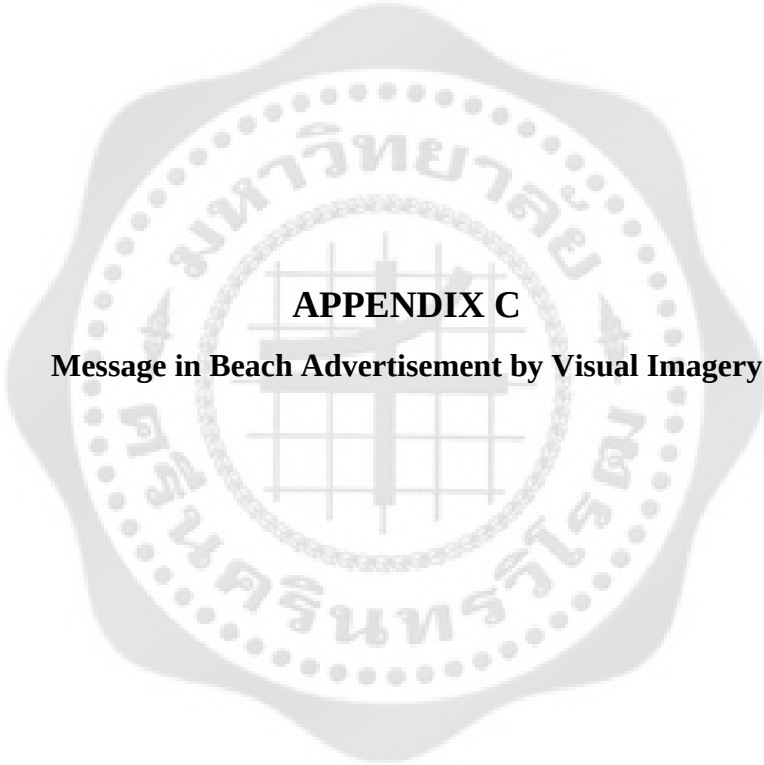
Imagery in Beach Advertisement

An Imagery in Beach Advertisement

Beach	Advertisement	Imagery	
		Visual	Tactile
Haad Phra Nang	Shock and awe	✓	
Maya Bay	Get to experience the islands in all their tranquil beauty.	✓	
Koh Ngai	Slender	✓	
	Dip in the sandy-bottomed shallows		✓
	Slip over the reef for clear water		✓
Krabi	Limestone cliffs and idyllic isles floating just offshore in the Andaman Sea	✓	
	White sand beaches on the coast	✓	
	The glut of limestone is a deep-water soloist's dream	✓	
Phi Phi Don	Panoramic views of the Andaman Sea	✓	
Andaman	Thailand's idyllic white-sand beaches	✓	
Surin Island	Sparkling blue-green bays	✓	
Phuket	Sleep moored under the stars.	✓	
	Pearl of the Andaman	✓	
	Busiest beach	✓	
Patong	The glittery chaos of Patong's	✓	
	The golden beach	✓	
Raya Island	A beautiful tranquil beach	✓	
KhaoLak	Boulder-studded beach	✓	
Samui and	Spectacular islands	✓	
lower gulf	Powder-soft sands	✓	
Koh Tao	Toast the day with sunset cocktails on a white beach	✓	
	The baby of the Samui	✓	
	Toast the day with sunset cocktails on a white beach	✓	
Koh Phangan	A lovely island	✓	
	Coconut trees and plenty of sandy white beaches.	✓	

An Imagery in Beach Advertisement

Beach	Advertisement	Imagery	
		Visual	Tactile
Bophut	It's luminious white sandy beaches	✓	
Ang Thong	The golden island	✓	
	Everyone dreams of discovering a secluded beach	✓	
	A secret cave or a hidden lagoon	✓	
Koh Lipe	Serene bay	✓	
Koh Kham	Have a look into the not so deep clear water.	✓	
	A nice white sand beach	✓	
Koh Kham	This place is good for relaxing and chill out	✓	
	It is very good spot here	✓	
	A series of black volcanic rocks just out of the white sand beach	✓	
Koh Mak & Koh Kut	A desolate beach	✓	
Koh Chang	The topography contains high mountains and complex stone cliffs	✓	
	The interior of the island is mountainous, covered by tropical rain forest.	✓	
	Plenty of sandy beaches on the island	✓	
Koh Lao Ya	Crystal clear sea	✓	
Pattaya	Jomtien Beach makes a pleasant contrast to crowded	✓	



APPENDIX C

Message in Beach Advertisement by Visual Imagery

Message in Beach Advertisement by Visual Imagery

Beach	Advertisement	Message		
		Feeling	Structure	Beauty
Haad Phra Nang	Shock and awe	✓		
Maya Bay	Get to experience the islands in all their tranquil beauty.	✓		
Koh Lanta	Limestone cliffs and idyllic isles floating just offshore in the Andaman Sea	✓		
	White sand beaches on the coast.			✓
Krabi	The glut of limestone is a deep-water soloist's dream.	✓		
	Magnificent Maya Bay			✓
	Maya Bay is stunning and luxurious	✓		
	Panoramic views of the Andaman Sea			✓
Phuket	Sparkling blue-green bays			✓
	Sleep moored under the stars.	✓		
	Pearl of the Andaman			✓
	Busiest beach	✓		
Raya Island	A beautiful tranquil beach			✓
	Welcome you to paradise.	✓		
Khao Lak	Boulder-studded beach		✓	
Samui and lower gulf	Spectacular islands	✓		
Koh Tao	The baby of the Samui	✓		
Koh Phangan	A lovely island	✓		
	Coconut trees and plenty of sandy white beaches.		✓	
Ang Thong Island	The golden island			✓
	Everyone dreams of discovering a secluded beach	✓		



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