

#### LESSON n°4 - Catalogues, Brochures and Itineraries

Catalogues and brochures are publications produced by both public and private institutions such as tourist offices, hotels and tour operators.

They display an almost fixed set of moves:

- evaluative claims about the place/facility to visit;
- brief history of the resort/facility;
- guided tour of the main attractions;
- practical details (e.g. how to get there);
- regulations (e.g. restrictions concerning flora and fauna, food, photography, etc)

#### Travel Brochures

- Pronunciation first! UK /ˈbrɒʃ.ər/ vs. US /ˈbroʊ.ʃər/

Brochures are marketing booklets.

If ads are often the first contact between a location or attraction and prospective tourists, brochures generally come not much later in the "tourist cycle" → e.g. when a potential traveller contacts a Tourist Information Office, after having been charmed by an advertisement or some other sort of promotional material.

Brochures can vary remarkably in format (paper or electronic, in full colour or black and white, having many pictures or a lot of text), style and purpose → some are meant to inform, others to attract, others to both.



do

Example of e-brochure



Food and wine



#### Brochures vs. Ads

English used in brochures is somewhat similar to English used in ads.

Sentences are generally simple, short and to the point → *Just minutes from the airport, the hotel is a short stroll from the Gaslamp Quarter, Horton Plaza, the Convention Center and beautiful San Diego harbor. / The Sun Hotel promises comfort and friendly, efficient service.*

They sometimes lack the verb and rely on adjectives and nouns to convey the relevant message → *The Sun Hotel: Comfortable and relaxed four-star hotel.*

Brochures generally contain more informational text compared to ads, because they also serve the purpose of providing "further information" about the attraction or destination at issue.

Whereas ads have to fit in a limited space and the text must be restricted to a few effective keywords, brochures can count on more space → the attraction or destination can be promoted more profusely and useful information can be provided in addition (e.g. contact details).

#### The "Double Soul" of Brochures

Brochures have a "double soul" → on the one hand, they promote attractions; on the other, they inform the reader about details of the attraction they feature.

The promotional function of brochures can be more or less prominent → Are there purely informative brochures? → all brochures also promote the product, attraction or destination at issue, at least indirectly.

The amount of promotional vs. informative material depends on the brochure's function.

#### Brochures as "Tour Shells"

# Effective Catalogues Human Communication S

**Mike Jess**



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**Management Training Center Course Catalogue** United States Civil Service Commission. General Management Training Center,1978      **Community College of the Air Force General Catalog** Community College of the Air Force (U.S.),

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**Catalogue** Florida State College for Women,1976      Monthly Catalog of United States Government Publications United

States. Superintendent of Documents,1968      *Research in Education* ,1973      *Marketing/communications* ,1897

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