LESSON nº4 - Catalogues, Brochures and Inneranes

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 / brau.jar/ vs. US /brou jur/

Brochures are marketing booklets.

If ads are often the first contact between a location or attraction and prospective

tourists, <u>brochures</u> 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 <u>format</u> (paper or electronic, in full colour or black and white, having many pictures or a lot of text), <u>style</u> and <u>purpose</u> > some are meant to inform, others to attract, others to both.



Example of e-brochure

Example of e-Brochure

EBBOCHUBES

Of

The control of the control

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 <u>adjectives</u> and <u>nouns</u> 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, <u>brochures can count on more space</u> 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 <u>promote</u> attractions; on the other, they <u>inform</u> 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.

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Karin Nielsen-Saines

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