

Language and Occupational Groups

Travel Agents

Some genre conventions of writing in travel brochures...

- Positive semantic fields
- Pre-modified noun phrases
- Proper nouns (name-dropping)
- Direct address
- Collective pronouns
- Future tense
- Invitational imperatives
- Modal verbs

Your task...

- Using the internet find out what the linguistic terms for each of the genre conventions on the previous slide mean.
- Find an example of each from an online brochure
- Write a typical brochure entry for the following holiday images.....





