

comfortable indulgences, which helps to avoid the long winter evenings. Small acts of self-care are a key part of what makes the Danes – and other cultures with similar practices so happy.

**Society.** High people trust towards government institutions are key factors that explain why life ratings are so high in the Scandinavian countries. All this requires high taxes (56% of the salary!), which also depends on the size of the salary. No one demonstrates his superiority over others, envy, as a class feeling, is eradicated!

**Transport.** And the priority is more environmentally friendly modes of transport – bicycles and scooters.

**Home Comfort.** Swedish furniture and home goods brand IKEA actively promotes “Scandinavian style” in the interior, which has found many fans around the world.

**Environmental policy.** And of course, our Scandinavian brothers have no equal in the fight for the environment. More than 99% of waste in Sweden is recycled and reused in one way or another.

Scandinavian countries consistently rank in the top ten of happiness, and it’s because they focus their goals and priorities on the things that make them happiest. So, I encourage you to embrace the simple pleasures, and go out of your way to help others. Set aside a cozy spot in your bedroom where you can read and be alone with your thoughts. Make a cup of coffee not because you need it to wake up, but because you want to take your time and enjoy the flavors.

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Учащ. А. А. Маркевич

Науч. рук. В. Ф. Кулаковская, учитель английского языка  
(ГУО «Средняя школа № 37 г. Могилева»)

## **LEXICAL EXPRESSIVE MEANS IN REVIEWS ON LONDON HOTELS AS THE WAY OF ATTRACTING TOURISTS**

The study of lexical expressive means is relevant, because it helps get the idea of impact of emotions while choosing a tourist product. Expressive reviews give tourists a better understanding of their future destination, accommodation, their advantages and disadvantages. Lexical expressive means act as a source of information, which then lead to forming an attitude and making a decision.

**The aim is** to analyze lexical expressive means used in reviews on the website [www.tripadvisor.com](http://www.tripadvisor.com) for attracting tourists to London hotels and to find out to what degree they influence people’s choice.

### **The linguistic tasks:**

1. to define the key concepts of work: expressiveness, emotiveness

as an integral part of expressiveness, expressive means

2. to give a detailed description of all lexical expressive means

3. to extract lexical expressive means from reviews on a website

[www.tripadvisor.com](http://www.tripadvisor.com)

4. to survey among the pupils of the 10<sup>th</sup> form of our school

**The object of the work-** lexical expressive means

**The subject of the work** - lexical expressive means in reviews on London hotels as the way of attracting tourists.

**The methods of the research:** synthesis, language analysis, method of quantitative calculations, practical analysis.

The work consists of two chapters: theoretical footing and practical work. While working the following information has been stated: constituent categories of expressive means such as expressiveness and emotiveness, lexical expressive means such as epithets, interjections, oxymoron, their division and use in tourists' reviews on London hotels. All the lexical expressive means have been extracted from the website [www.tripadvisor.com](http://www.tripadvisor.com) and analyzed in terms of their influence and attractiveness for tourists. They have surveyed among the students of the 10<sup>th</sup> form by asking the only question "Would you go to any of the hotels given basing on tourists' reviews? As a result 80 per cent of the students were attracted by the colourful reviews on London hotels .20 per cent of the students didn't believe the reviews.

The research that has been carried out shows the following results:

1) tourists' reviews on London hotels are full of lexical expressive means such as epithets, interjections and oxymoron .

2) epithets are more frequently used than other lexical expressive means in the reviews, interjections get the second place while oxymoron is seldom used in them. The majority of epithets were simple, both associated and unassociated and only one epithet was phrase. There was also a case of a string of epithets. Two epithets appeared to be transferred. Speaking about interjections I should say that the majority of them were primary, neutral and one adjective with the function of an interjection. As for oxymoron only seven cases of it were found out in the reviews.

3) After surveying the students of the 10<sup>th</sup> form I found out that 80% of them were attracted by the reviews while 20% were not.

4) lexical expressive means in reviews on London hotels are a perfect way of influencing people's choice and attracting them.