

## Persuasiveness in Tourism Brochures

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### Abstract

This paper aims at examining the linguistic persuasiveness techniques based on Grice Maxims (1975) which are employed in Iraqi and Malaysian brochures, beside comparing the violations of Grice Maxims (1975) in Iraqi and Malaysian brochures. Beside that to verify a key hypothesis in this study that the violation of Grice Maxims is a basic pragmatic strategy in advertising to achieve persuasion. Qualitative method has been adopted while analyzing the data. The frequency of every violation has been counted and given a percentage. The results have shown a new dimension added to the previous literature, quantity maxim is frequently violated in Iraqi brochures. Quality maxim is the most violated maxim in Malaysian brochures. Furthermore ellipsis is highly used in Iraqi brochures while hyperbole is frequently used in Malaysian brochures to persuade the tourist. Furthermore the recent results confirm the key hypothesis through the instances of frequent violations of the maxims in both Iraqi and Malaysian brochures which persuade and tempt the reader to head to these destinations. The present study supports Leech's (1966) goals of advertising. Memorability, Force and Participation exist in all the data in both contexts. Violations of Grice Maxims contribute to these goals. Simply because these violations strengthen the message of the brochures and give additional non-literal interpretation. The study suggests to carry out a further research on persuasion linguistic techniques used in tourism brochures about different cities and towns around the world adopting different theories.

**Keywords:** tourism, brochure, Grice Maxim, violation, linguistic persuasion, strategy

### 1. Introduction

Tourism has been steadily increasing in popularity for two decades (Craik, 1997; Weiler, 1992). Studies about tourism have gained a lot of attention universally. According to Fluck (1885) domination of specialized professional vocabulary is one of the features of the language used in tourism. Comparing with other languages, the language of tourism is one of the most rich languages with the communication component. Previous studies tackled persuasion from different perspectives like Robert (2013) which concludes that the language of advertisement is persuasive and informative, his study is based on critical criticism. However it does not state clearly the persuasive techniques that are employed in such a language and its effects. Another study by Noriega (2006) which considers whether the choice of language in advertising to bilinguals may influence the types of thoughts they have in response to an advertisement. It concludes that the engagement of a native language consumption context may be stronger for products that are directly used within home, or weaker for products that are only used in second language contexts such as work or school. However it does not state any theory. Se-Hoon Jeong (2008) his study aims to test the persuasive effects of visual metaphors in advertising. Advertisements containing visual metaphors increase persuasive arguments. The study results suggest that visual metaphors may be more persuasive due to both visual argumentation and metaphorical rhetoric. However this study has not focus on verbal persuasion. Beside it does not mention any theory, and Hardin (1999) based on many theories like politeness (Levinson, 1983), speech acts (Searle, 1975), deixis (Fillmore, 1971), implicature and violations of Grice Maxims (1975). Hardin (1999) considered violations of Gricean Maxims and indirectness as ways to achieve persuasion in advertising. In this study repetition as a violation of quantity is the most frequent. This paper is following the violation of Grice Maxims (1975). The problem of this paper addresses persuasive techniques implied in Iraqi and Malaysian tourism brochures beside comparing the similarities and differences in persuasive techniques between these brochures. Furthermore it aims to verify a key hypothesis that violating Grice Maxims (1975) is a basic strategy to achieve persuasion. Worth mentioning that studying linguistic persuasion techniques in Malaysian and Iraqi brochures has not yet been given much attention. The

present study is limited to Iraqi e.s.p. Erbil and Malaysian e.s.p. Penang tourist brochures. Erbil and Penang are so important in tourism that's why they are selected. Penang is awarded the prestigious title of UNESCO World Heritage Site in 2008. Erbil is believed to be one of the oldest inhabited cities in the world and is one of the largest cities in north Iraq beside being an attractive tourism destination. A promotional discourse of any tourism destination aims to convince the consumer to head to this specific place. Coulson (1984) mentions that the language of advertisement is persuasive, informative, selective linguistically. Broom (1978) mentions that the language of advertising is audience oriented. Tourism plays a vital role in Malaysian (cited in Bin Che Mat, Bin Zakaria & Jusoff, 2009) and Iraqi economical development. Hence it is important to explore linguistically how Iraqi and Malaysian brochures are designed to persuade the reader which is not tackled before in previous studies. The recent paper adds a new dimension to the previous literature by discovering that quantity maxim is frequently violated in Iraqi brochures. Quality maxim is the most violated maxim in Malaysian brochures which leads to Participation and Force. While Hardin (1999) finds out that violating quantity maxim is the mostly used in Spanish advertisement. It is a qualitative study based on discursal analysis of Iraqi and Malaysian tourist's brochures based on the frequency of the violations of Grice Maxims (1975).

## 2. Literature Review

### 2.1 What is Persuasion?

Language, written or verbal, is a substantial contributor to the creation of effective persuasion materials. The manipulation in of language in persuasive communication can have a strong influence on the effectiveness of persuasive communication (Marlin, 2002) (cited in French, 2008). Persuasion has always been an important feature of growing large scale societies. The ability to influence people to follow the initiatives of others is a key component in the creation of organized social systems (Marlin, 2002) (cited in French, 2008). Perloff (1993) defines persuasion as trying to convince others to think, feel or do what we want. Further Anderson (1971) defines persuasion as "a communication process in which the communicator seeks to elicit a desired response from his receiver". Persuasion has a strong impact on attitude and behaviours (Perloff, 1993) and is considered as an "art" and a "science" (Gass & Seiter, 1999) (cited in Durham, 2003). Persuasion is a complex interactive process in which the persuader attempts to influence the reader or the hearer to adopt a change in a given attitude or behavior (Jowett & O'Donnell, 1986) (cited in French, 2008). Persuasive discourse has its own features. It employs the Aristotelian concepts of "ethos", "logos" and "pathos". Unlike other kinds of discourse, audience has a vital role. Manipulation of language is highly used in style, grammar and word selection to affect the audience (Suci, Osgood, & Tannenbaum, 1957) (cited in French, 2008). Clarity is the most important in this discourse based on simplicity in language (Marlin, 2002) (cited in French, 2008). Leech (1966) details the linguistic devices found in standard advertising English in Great Britain. An advertisement must: draw attention to itself, sustain the interest, be remembered as familiar and prompt the right kind of action (cited in Hardin, 1999). In other words, the goals of persuasion are mainly three Memory, Force, & Participation. Leech (1966) mentions the goals of persuasion drawing attention, readability and enjoyment. Memorability and selling power leads to Participation. The three goals of persuasion are Memorability (M), Force (F) and Participation (P). Force refers to emotional and logical appeals to viewers and the degree of impact or strength of a particular message. Participation refers to the desire for a response or viewer involvement in the message and to the purchasing of the advertised product or service.

### 2.2 Persuasion Theories

#### 2.2.1 Grice Maxims

The philosopher H. P. Grice (1913-88) is well known of his conversational maxims. It is widely cited now in pragmatics research. Four basic maxims form a general co-operative principle (henceforth CP). The maxim of quality states that speakers' contributions ought to be true-specifically, that they should not say what they believe to be false, nor should they say anything for which they lack adequate evidence. The maxim of quantity states that the contribution should be as informative as is required for the current purposes of the exchange, and should not be unnecessarily informative. The maxim of relevance states that contributions should be relevant to the purpose of the exchange. The maxim of manner states that the contribution should be perspicuous-in particular, that it should be orderly and brief, avoiding obscurity and ambiguity (cited In Crystal, 2003). Lakoff (1982) studies the violations of Grice Maxims (1975) in persuasion discourse. She finds out that flout of maxim of manner is highly frequent to attract the attention and to make the audience remember. Violations of maxims in persuasion discourse is covert and that audience are tricked into assuming that an act of information is occurring. These seem appropriate for studying advertising language because of the appeal to the CP. She maintained that persuasive discourse, particularly advertising, superficially adheres to the CP in order to conceal appeals to the

audience's emotions (cited in Hardin, 1999). They therefore contain an appeal to our knowledge of how the CP works. This happens through lexical, morphological, syntactic, semantic and pragmatic novelty. She aims to differentiate between normal and persuasive discourse. Grice (1975) mentions examples of violating the maxims to create a conversational implicature.

A-Quantity /tautology (e.g., women are women), avoidance via ellipsis (repetition added by Hardin, 1999).

B-Quality / irony (X is a fine friend), metaphor (e.g., You are the cream in my coffee), understatement, hyperbole (e.g., every nice girl loves a sailor) (false assertions added by Hardin, 1999).

C-Relation / non relevance, avoidance (implied relations or comparisons added by Hardin, 1999).

D-Manner / ambiguity (e.g., I sought to tell my love, love that never told can be), redundancy, obscurity, failure to be brief (e.g., Miss X produced a series of sounds that corresponded closely with the score of "Home sweet home". Implicature that Miss X can't sing well) (rhetorical questions and vagueness added by Hardin, 1999).

Crystal (2003) defines implicature as a term derived from the work of H. P. Grice (1913-88) and now frequently used in linguistics as part of the study of conversational structure. Conversational implicatures refer to the implications which can be deduced from the form of an utterance, on the basis of certain cooperative principles which govern the efficiency and normal acceptability of conversations. Lakoff (1982) mentions that manner is the most frequently violated group, most specifically repetition (cited in Hardin, 1999). Violations of the maxims lead to convince the customer indirectly, hence it strength the message through metaphor, repetition and vagueness.

### 2.2.2 Aristotle Classic Theory

The Greek philosopher, Aristotle, made the most significant and lasting contribution to persuasion research. Aristotle outlined three means of persuasion: ethos (which is the nature of communication, it is based on the credibility of message source), pathos (which is based on feelings as well as information) and logos (which is based on facts and proofs) (cited in Durham, 2003).

### 2.2.3 Social Judgment Theory

Presents by Muzaffer Sherif, Carolyn Sherif, Carl Hovland and Roger Nebergall (1961, 1965). It focuses on that receivers do not depend on arguments to evaluate messages rather they depend on their "internal" attitude towards the issue. Studies like Eagly & Teelak (1972) confirms this theory (cited in Durham, 2003).

### 2.2.4 Cognitive Dissonance

Leon Festinger (1957) presents this theory which focuses on people's uncomfortable state and struggle to make and justify decisions. Anderson (1968) comments on this theory by saying that "dissonance does not assume man is rational but rather a rationalizing animal who attempts to be rational -both to others and to himself." (cited in Durham, 2003).

### 2.2.5 Theory of Reasoned Action

Ajzen & Fishbein (1980) emphasizes that attitudes influence behavior via behavioral intentions. Furthermore, people rationally calculate the costs and benefits of a particular action. (cited in Durham, 2003).

### 2.2.6 Expectancy-Value Model

It is a theory of reasoned action. The first step in message processing is the expectation that the product or service being promoted is associated with the attributes mentioned in the promotional message. This expectation is reflected in belief strength and belief confidence (Fishbein & Ajzen, 1975; Smith, 1993; Smith & Swinyard, 1982). (cited in Durham, 2003).

### 2.2.7 Information Integration

Anderson's (1971) theory describes how people integrate or combine different pieces of information when they make evaluations. The sequence of the received information plays an important role, i.e., positive initial information is given more weight over later negative information. (cited in Durham, 2003).

### 2.2.8 The Elaboration Likelihood Model (ELM)

Petty & Cacioppo (1986) presents the present theory. They focus on that receivers will vary in the degree to which they are likely to engage in "elaboration" of information relevant to the message. In this context "elaboration" means issue-relevant thinking. According to ELM people pay attention to both the content of the message and the source of the message (cited in Durham, 2003).

### 2.2.9 Magic Bullet or Hypodermic Needle Theory

Lasswell (1971) suggests that people responded to stimuli in a constant manner across groups, and thus respond to propaganda was immediate and direct. According to this theory people were seen as passive empty “vessels” that had no input into how they interacted with messages seen or heard within the media. However this theory is limited in that it holds a very pessimistic concerning the view of human nature. People should not be considered as empty vessels but rather as individuals who will have their own experience, knowledge, abilities and opinions. (cited in French, 2008).

### 2.2.10 The Limited Effects Model

After the Second World War Severin & Tankard (1997) suggest that the success of media influence is a function of the social environment in which people operate (cited in French, 2008).

### 2.2.11 Two Step Flow Model

Katz & Lazarsfeld (1955) mention that media texts were read by viewers and were given meaning in accordance with viewers’ background, personality and cultural context. The process occurred in two steps. First the information flows from the mass media to certain opinion leaders in the community who then, Secondly, facilitate communication effects through discussion with their peers and the public (Jowett & O’Donnell, 1986) (cited in French, 2008).

## 2.3 Previous Studies

A study titled “Language of Advertising: A study of Nigeria’s Nation Newspaper and Newswatch Magazine” by Robert (2013). This study uses the framework of stylistics. He finds that the language of advertisement is persuasive and informative. The study reveals that both linguistic and nonlinguistic features are employed to drive consumers to purchase goods whether good or bad. The language of tourism does not follow the grammar of everyday language. It is a kind of language that functions and familiarizes itself with the context in which it is used. It has the capacity to influence people and their behaviours. It is very positive and emphasizes why one product stands out in comparison with another. It aims to evaluate the manner in which language is used graphologically and lexically to achieve certain objectives in journalism particularly in advertising. The theoretical framework for this study is stylistic criticism. This theory enhances the analysis of language use at defined levels of phonology, grammar, graphology, lexis...etc. It concludes that language of advertising in newspapers and magazines exhibit unique characteristics at the levels of lexis and graphology. It also mentions that there is an intricate relationship between the function and the features of the language. The study reveals that advertisers often times use figurative expressions, simple diction, proper names and emotive expressions. It also proves that the language used in advertising in newspapers is a unique variety of English due to the peculiarity of the language features. However, it does not state clearly the persuasive techniques that are employed in such a language and its effects.

Another thesis entitled “Advertising to Bilinguals: Does The Language of Advertising Influence the nature of thoughts?” by Jaime Noriega (2006). This research considers whether the choice of language in advertising to bilinguals may influence the types of thoughts they have in response to an advertisement. It hypothesizes that native language leads to more positive attitude in advertisement in USA. It suggests that it will be more effective to advertise to an ethnic minority population in their native language. It argues that the use of native language can serve as a super attribute under which certain memories and knowledge structures can be more easily accessed. It concludes that the engagement of a native language consumption context may be stronger for products that are directly used within home, or weaker for products that are only used in second language contexts such as work or school. However it does not state any theory.

A third research entitled “Visual Metaphore in Advertising: Is the Persuasive Effect Attributable to Visual Argumentation or Metaphorical Rhetoric?” by Se-HoonJeong (2008). It aims to test the persuasive effects of visual metaphor in advertising. He finds out that advertisements containing visual metaphore increase persuasive arguments. The study results suggest that visual metaphors may be more persuasive due to both visual argumentation and metaphorical rhetoric. A meta-analytic review of the metaphore literature (Sopory & Dillard, 2002 cited in Se-HoonJeong, 2008) suggests that metaphorical arguments can be more persuasive than literal arguments and this study confirms that. However this study has not focus on verbal persuasion. Beside it does not mention any theory.

An important study by Hardin (1999) entitled “Pragmatics in Persuasive Discourse of Spanish Advertising” based on many theories like politeness (Levinson, 1983), speech acts (Searle, 1975), deixis (Fillmore, 1971), implicature and violations of Grice Maxims (1975). As far as Grice Maxims are concerned, Lakoff (1982), Geis

(1982) and Schmidt & Kess (1985) considered violations of Gricean Maxims and indirectness as ways to achieve persuasion in advertising. In this study repetition as a violation of quantity is the most frequent. Then metaphor as a violation of quality. Implied relevance as a violation of relation. Lastly vagueness as a violation of manner is the least frequent. The study concludes that violations of Grice maxims lead to convince the customer indirectly. Hence they strength the message through metaphor and vagueness (cited in Hardin, 1999). Conversational implicatures are achieved in a variety of ways and require the audience to “work out” the meaning in a Gricean sense.

#### 2.4 Research Questions

The research aims to investigate the persuasive linguistic forms implied in Iraqi and Malaysian tourism brochures based on Grice's Maxims (1975). Beside comparing the differences and similarities in persuasive techniques used in Malaysian and Iraqi tourism brochures based on violations of Grice Maxims. Furthermore to verify a key hypothesis that the violation of Grice Maxims is a basic pragmatic strategy in advertising to achieve persuasion. Therefore the present paper seeks to answer the following questions:

- 1) What are the persuasive linguistic techniques that are used in Iraqi and Malaysian tourism brochures based on Grice Maxims (1975)?
- 2) Are the persuasive techniques that are used in both contexts the same or different?
- 3) Does violating Grice Maxims achieve persuasion?

#### 2.5 Model

The selected model is the violation of Grice Maxims (1975) in Iraqi and Malaysian tourism brochures. Simply because the CP and Grice Maxims are relevant to persuasion in advertising because they allow the advertiser or speaker in an advertisement to communicate more than what is actually said. Conversational implicature are difficult to refute and in comparison to direct statements or even a conventional implicatures, hearers are often unaware that a conversational implicature has been made. Grice's maxims therefore lie at the heart of persuasion in advertising (cited in Hardin, 1999).

### 3. Methodology

Quantitative study based on discoursal analysis of Iraqi and Malaysian tourist's brochures based on the frequency of the violations of Grice Maxims (1975). The data collection of this study are Malaysian and Iraqi brochures. The selection of the brochures is purposeful. Both are officially represent Erbil and Penang and describe their varied tourism locations in an attractive language. Beside that they contain many violations of Grice Maxims (1975). As long as it is hypothesized that the violations of Grice Maxims is a basic pragmatic strategy to achieve persuasion. Consequently all violations of all the maxims are examined in both brochures to determine if they contribute to persuasion. Violations of Grice Maxims are classified according to the type of violation; Quantity's violations contain (tautology, ellipsis and repetition ), quality's violations contain (irony, metaphore, understatement, hyperbole and false assertions), relation's violations are (non relevance, avoidance, implied relations and comparisons), manner's violations are (ambiguity, redundancy, obscurity, failure to be brief, rhetorical questions and vagueness ) as mentioned by Grice (1975) and Hardin (1999). Each extract in both brochures will be examined carefully to find linguistic violations of the four maxims. Then the total of each maxim's violations in all the data (Iraqi alone and Malaysian alone) in each brochure will be given in a table. Followed by the percentage of each violation to assess its frequency. Some extracts may violate more than one maxim. Then comparison will be held between Iraqi and Malaysian brochures to detect similarities and differences in violating every maxim and to detect the preferred linguistic strategy in violating one or more maxims in each country to persuade the tourist to head to this destination.

### 4. Results and Conclusions

In this section, the results will be presented in three subsections. The first subsection concerns the results of analysis in Iraqi and Malaysian brochures. The second one concerns comparing the results between Iraqi and Malaysian brochures. The third one is about conclusions

#### 4.1 Data Analysis

This part answers the first question, *What are the persuasive linguistic techniques that are used in Iraqi and Malaysian tourism brochures based on Grice Maxims (1975)?*

Table 1. Violation of Grice Maxims in Iraqi brochure

Maxim	Number of extract	Times of violations	Percentage
<b>1. Quantity</b> (Ellipsis)	1,3,4,5,7,9	One violation	3.7%
	14, 15, 17	for each	for each one
	18, 20, 22		
	2,11,12,19	two violations	7.4%
	23,24,26	for each one	for each one
	25	3	11.1%
	27	4	14.8%
	21	5	18.5%
Total	38		
<b>2. Quality</b> (Understatement)	4,10,20,21	one violation	3.7%
	23,24,26	for each	for each
Total	7		
<b>3. Manner</b> (Ambiguity)	1,2,3,10,12	one violation	3.7%
	13,14,16, 19,	for each	for each
	24,27		
	8	3	11.1%
Total	14		
(Redundancy)	2,5,6,16	one violation	3.7%
	18, 19	for each	for each
Total	6		

Iraqi brochures which contain 27 extracts, because some extracts are so short so 27 extracts will cover the wanted data. While analyzing, no instances of violations of relation maxim have been found. However quantity is the most frequently violated maxim especially ellipsis (38 times) which reinforces the Memorability and to draw the attention by omitting a part of speech like the subject to leave the reader to figure out the meaning. Hardin (1999) states that repetition, ellipsis and giving too much information are strategies to distract viewers from considering how little information they are receiving. Manner maxim is the next most frequently violated maxim especially ambiguity (14 times) then redundancy (6 times) which leads to Memorability. Quality is the least violated maxim through understatement (7 times) which leads to Participation and Force. (See Appendix A).

Table 2. Violations of Grice Maxims in Malaysian brochures

Maxim	Number of extract	Times of violation	Percentage
<b>1. Quantity</b> (Ellipsis)	2,5,10,13,15	one violation	6.6%
		for each	for each
	7	2	13.3%
Total	7		
(Tautology)	3,15	one violation for each	6.6% for each
Total	2		
<b>2. Quality</b> (Irony)	8	1	6.6%
	1		
(Hyperbole)	3	1	6.6%
	4,12,14	two violations for each	13.3%for each
	5,8,10,11	three times for each	20% for each
	2,13,15	six times for each	40% for each
	9	7	46.6%
	6	10	66.6%
Total	54		
<b>3. Manner</b> (Redundancy)	1,3,4,6,7,10	one violations	6.6%
	11,12,13,14	for each	for each
	5,8	two violations for each	13.3% for each
Total	14		

In Malaysian brochures, quality maxim is the most frequently violated especially hyperbole (54 times) this leads to Participation and Force. Then manner maxim especially redundancy (14 times) which leads to Memorability.

Quantity maxim is the least violated maxim (9 times) such violations do not lead to persuasion but they attract the attention through ellipsis (7 times), lead to Memorability and emphasizes the importance of the repeated information through tautology (2 times). No instances of violating relation maxim have shown through analysis. (See Appendix B)

#### 4.2 Comparison

In Iraqi brochures, quantity maxim is the most frequently violated through ellipsis (38 times). Hence, Iraqi tourism advertisers tend more to attract the reader through ellipsis. Manner is the next violated maxim through ambiguity (14 times) then redundancy (6 times). Quality is the least frequent maxim through understatement (7 times).

While in Malaysian brochures, quality maxim is the most frequently violated through hyperbole (54 times). This linguistic technique is highly used by Malaysian advertisers to attempt the reader to visit this destination. Then redundancy as a violation of manner maxim (14 times). And the least violated maxim is quantity maxim through ellipsis (7 times). There are not any examples of violating relation maxim in both Iraqi and Malaysian brochures. This provides an answer to the second question *Are the persuasive techniques that are used in both contexts the same or different?*

#### 4.3 Conclusions

The present study supports the previous literature with a new dimension. Unlike Lakoff's (1982) study. She finds out that flout of maxim of manner is highly frequent to attract the attention and to make the audience remember. The recent study concludes that quantity maxim is frequently violated in Iraqi brochures. Quality maxim is the most violated maxim in Malaysian brochures which leads to Participation and Force which answers the first question. Ellipsis is highly used in Iraqi brochures while hyperbole is frequently used in Malaysian brochures to persuade the tourist which answers the second question. A key hypothesis in this study is that the violation of Grice Maxims is a basic pragmatic strategy in advertising to achieve persuasion. The recent results confirm this hypothesis through the instances of frequent violations of the maxims in both Iraqi and Malaysian brochures which persuade and tempt the reader to head to these destinations. All the selected data contain more than one violation of Grice Maxims in both Iraqi and Malaysian brochures and that answers the third question *Does violating Grice Maxims achieve persuasion?* The principal components of persuasion in this study are Memorability, Force and Participation. They exist in all the data in both contexts. Violations of Grice Maxims are frequently used to achieve an indirect message. The recent data highly employ ellipsis and hyperbole to create a conversational implicature which contribute to both Force and Participation. Simply because these violations strengthen the message of the brochures and give additional non-literal interpretation. The present study supports Leech's (1966) goals of advertising. Hopefully this study will contribute to the cross-cultural linguistic awareness of the pragmatics of persuasion. This study may also add to the understanding of the pragmatics of tourism brochures, more specifically, the advertisers' linguistic choices which are employed in tourism brochures. It provides a detailed analysis of specific genre in Malaysian and Iraqi tourism discourse. To give a further insight into ways of persuading in these contexts.

It would be very interesting to carry out a further research on persuasion linguistic techniques used in tourism brochures about different cities and towns around the world adopting different theories.

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## Abbreviations

E= ellipsis      W=wrong word      A=ambiguity      R=redundancy      U=understatement  
R=redundancy      H=hyperbole      I=irony      T=tautology

## Appendix A

### Iraqi brochure about Erbil

Extract 1/ Erbil governorate p. 14

The city center is laying on **wide** (E no “a” or “the”) plain area, its districts are in the hilly and mountainous area, **the high** (W A) of the mountains increasing to the direction of the north and north east...etc.

Extract 2/ Erbil citadel p. 17

It is an archaeological place, (E no subject) in the center of the city, with **hight** (W A high) of about 30 m above the ground, (E no subject) is believed to be one of the oldest inhabited cities in the world and is one of **the larger** (W largest) cities in region; Till 2008 about 500 families still were living in the three quarters that are named Ak-Saray, Al-takia, Topkhana) (R).

Extract 3/ Al-Mudhafaria Minaret p. 18

It is at the south part of the city, it (E “its history”) is back to the Atabagi Era in **the six** (W A sixth) century...etc.

Extract 4/ Qalinj Agha Hill p. 19

Located (E “at”) south of Erbil citadel beside the cultural Museum. (U)

Extract 5/Deween Castle p. 21

Located at the North East of Erbil city, it is on the mountain in Deween village with 50 km from Erbil, at the west of Shaqlawa road (R), this castle goes back to the Abbasids era, when the area (E “was”) ruled by a Kurdish prince...etc.

Extract 6/ Shanadar cave p. 23

It is in Mergasoor District, in the Bradost mountain, it is about 800 m above sea level, old Neanderthal man lived in the area before 75000 to 50000 BC, and skeletons found in the cave. **This indicates that old human was burying his dead persons in the cave.** (R)

Extract 7/ Sanharib Sculpture p. 23

It is on the road from Erbil to Salahadin in Bastora area in the west direction, it is laying on Bastora stream, this is representing (E “a”) gate of irrigation project of king Sanharib.

Extract 8/ Shopping p. 24

As shopping has become an important part of a tourist life. The important markets in Erbil are Al-Qaisari, contains the locally hand made products and some Kurdish food products. And from (W A) the important markets **are** (W A “is”) Modern Nishtman market, which was (W “is”) built recently it contains thousands of different shops and it is distributed as per specialization.

Extract 9/ Iskan Market p. 25

Located between 30 m & 60 m streets. (E “It has”) Wide variety of all kinds of food, clothes and other goods.

## Extract 10/ Nishtiman Shops p. 25

A huge compound with **a** (W A because it is plural) thousand offices, commercial centers, flats, various goods, and an enormous parking. (U)

## Extract 11/New City p. 26

(E “It”) is Located on 60 m street. It is one of the modern shopping centers, (E “which” or “it”) offers the best goods to the tourist.

## Extract 12/ Sami Abdulrahman Park p. 28

It is one of the best and largest recreation compounds in Erbil...International exhibitions (E “were”) found (E “at”) west side of the city on the **Msul** (W Mosel) road.

## Extract 13/ Minaret Park p. 29

Located opposite of Shandar Park. It is designed as one of **the more** (W A “most”) modern parks in Erbil.

## Extract 14/ Shander Park p. 29

Located (E “at the”) south of Citadel, behind Al-Sawaf Mosque. It is a unique park **from** (W A) its design and organization.

## Extract 15/ Family Fun p. 30

Newly constructed recreation park with (E “the”) **most** moderate fun toys and games.

## Extract 16/ Erbil International Airport p. 32

This international airport was built on an area that till 1991 was used for military purposes. On 15th of 12/2003, the first **airoplane** (W A “airplane”) landed on this airport. The Government had decided to build it because Erbil is a central gate to the world. **There are flights from the region to the outside world and vice versa** (R).

## Extract 17/ Hanara p. 34

Located (E “at the”) east of Bastora township, 28 km away from Erbil...etc.

## Extract 18/ Dlopa p. 34

Located (E “at”) 16 km away from Erbil center towards Koysanjaq road. Tourists come in Spring **season**(R).

## Extract 19/ Hamamok p. 34

Located (E “at the”) west of Koysanjaq district 2km away from the center of Koya. Especially attractive in Nawroz Festivals **and Nawroz days** (R). (E “It is”) Famed for celebrations and parties since **days ofold** (A which date?)

## Extract 20/ Chinarok p. 36

Located at the cliffs of amount haybat Sultan, 4km away from Koya center. (E “there are”) **Fountains and forests** (U).

## Extract 21/ Jali River p. 36

Located (E “at the/at”) north of Koya center (U). Grawa Fountainhead, (E “it is/is”) also located (E “at”) north of Koya center, (E “its”) water is famed as (E “a”) dermal cure.

## Extract 22/ Khazard p. 36

Located on Erbil-SalahaddinResot Road, 21 km away from Erbil center. (E “there are”) Comfortable tourist compounds and grand tourist Hotel built on Khazard Hill.

## Extract 23/ Sherwar Resort p. 37

(E “It is”) A valley down Mount Safin on the road of Salahaddin-Shaqlawa, (E “lies”) near Grbechal & Hujran village. (U)

## Extract 24/ Tawska Resort p. 37

Leaving Sherwar, to the east, you reach Tawska, (E “which is”) famed **for** (W “of”) pine trees (E “aged”) more than 500 years old. (U)

## Extract 25/ Shaqlawa Resort p. 40

This resort is located 50 km at the north of Erbil city. It is between Safin and Sork mountains, it has (E “a”) special climate with moderate temperatures in Summer, and in winter the temperature decreases to-10 **degree** (E

plural s). (E “It is”) Famed for fruit and good food.

Extract 26/ Bekhal Resort p. 44)

(E “lies at”) West of Rawanduz district, about 190 km from Erbil center. (E “there are/you can see Beautiful waterfalls, pure spring water. Tourist attraction. Wonderful landscapes. (U)

Extract 27/Jundyan Resort p. 45

(E “it lies”) Near the cliff of Mount Handreen, 5 km from Soran district. (E “where/you can find”) Abundant pure water from magic fountainhead at the mountain foot. (E “it is”) Very attractive to **torists** (W A “tourists”). (E “there are”) Thick forests and family recreation facilities.

## Appendix B

### Malaysian brochures about Penang

Extract 1/ George Town Penang p. 12

**Awarded the prestigious title of UNESCO World Heritage Site in 2008, the lively capital of Penang has over 200 years of history and cultural heritage under its belt (H). Colonial buildings and historical architecture are well preserved in this city, as well as traditional trades that have handed down from generation to generation (T).** Aside from being a heritage capital, George Town is also a renowned food capital.

Extract 2/ Penang p. 19

(E no subject)Witness **the delightful fusion (H)** of the East and West as well as the old and new in the **Pearl of the Orient (H)**, Penang. This 1,045 sq km **sun-kissed state (H)** comprises the island of Penang...**Elegant (H)**colonial buldings rise among modern skyscrapers in its capital, George Town, a UNESCO World Heritage Site, while unique flora and fauna flourish in the Penang National Park. Festivals are celebrated with **much colour and gusto (H)**at this Cuisine Capital, **famed for its bewildering array of mouth-watering eats (H).**

Extract 3/ George Town UNESCO World Heritage City p. 21

George Town was declared a UNESCO World Heritage Site in 2008. This bustling capital has over 200 years of history and culture, **which can be best observe in its historic core (T). Buildings of historical and architectural interest as well as cultural practices that have been handed from the previous generations (R)** give George Town a **uniqueness that is rarely found elsewhere in Southeast Asia (H).**

Extract 4/ Cheong FattTez Mansion George Town p. 21

This **majestic (H)** mansion was built in the 1880s and belonged to the illustrious Cheong FattTze...you will have the opportunity to view **exquisite (H) bedrooms, libraries, ceremonial halls, courtyards and gardens. Also displayed are the rare porcelain, sculptures, carvings, tapestries, embroideries and antiques. The five blue shophouses across the road were formerly the servants' quarters (R).**

Extract 5/ KekLok Si Ayer Itam p. 21

KekLok Si or the Temple of Supreme Bliss towers atop a hill, (E “it”) overlooking the Ayer Itam town ...**the Pagoda of Ten Thousand Buddhas, comprises seven tiers, which cmbines a Chinese octagonal base with a middle tire of Thai design and Burmes crown (R).** This **beautifully crafted(H)** temple took more than 20 years to build. It features **lovely (H)shrines...**KekLok Si is a **breathtaking sight(H)** to be hold **especially during Chinese New Year when it is for 33 consecutive nights (R).**

Extract 6/ Penang National Park TelukBahang p. 21

**Nature lovers will love the Penang National Park (H)...You will be impressed by its list of attractions (H)...Diverse trails will take you through the lush (H) rainforest, leading to romantic (H) bays with lovely (H) sunsets and secluded (H) beaches favoured (H) by the Green and Olive Ridley turtles. You can also get to these beachside attractions (H) by the sea. (R). A meromictic lake contains fresh (H) water. During dry seasons, it turns into a mudflat ...fresh (H) water.**

Extract 7/ Fort Cornwalls George Town p. 23

(E “it was”) Erected in 1786, Fort Cornwallis was originally a wooden stockade ...**The East India company's first military and administrative base, it was built on the site of Sir Francis Light's historic landing(R).** It was presented to the Sultan of Johor by the Dutch. Today, (E “you can find”) an open-air amphitheatre, a history gallery and a souvenir centre also occupy the interior.

Extract 8/ KhooKongsi George Town p. 23

As you approach KhooKongsi, **you will be greeted by a breathtaking (H) display of Chinese craftsmanship-intricate wood carvings and richly(H) ornamented beams (R)**. Its hall is equally elaborate, **beautifully (H) decorated**...It was built by the forefathers of the Khoo family, **who emigrated from South China. The building was so magnificent that upon its completion in 1898, the roof caught fire. Some believe it was due to its resemblance to the Emperor's palace in China (I + R)**.

Extract 9/ Penang Hill Air Itam p. 23

One of Penang's **main icons (H)**, Penang Hill is a **popular retreat (H)** for those who wish **to escape the city's blistering heat (H)**. Penang Hill soars 833m above sea level. **A brand new funicular (H) train service takes visitors to the summit in less than 10 minutes (H), where a spectacular panoramic (H) view of George Town and its surroundings**...Penang Hill also has many nature trails **for adventurous souls to explore (H)**, where it is home to **many exotic (H) flora & fauna species**.

Extract 10/ Tropical Fruit Farm TelukBahang p. 23

(E "no subject") Enjoy fruits galore at the Tropical Fruit Farm. The farm covers an area of 25 acres. **Over 200 tropical and subtropical fruits (H)** are grown in this orchard. **They include durians, lychees, mangoes, guavas, avocados and dragon fruits(R)**. After touring the farm, you can sample **freshly(H) cut fruits or refreshing(H) fruit juices**.

Extract 11/ Pinang Peranakan Mansion George Town p. 23

The Pinang Peranakan Mansion was built at the end of the 19th century. A recreation of a typical residence of an affluent (H) Penang Baba Nyonya (Straits Chinese) family, **it features Chinese carved wood panels, English floor tiles and Scottish ironworks. On display are elaborate traditional costumes and accessories, lovely (H) porcelain pieces as well as furniture and works of art brought in from China and Europe (R)**, which were **specially commissioned (H)** by the Baba and Nyonyas families.

Extract 12/ War Museum BatuMaung p. 25

**History comes alive at the War Museum in BatuMaung (H)**. As you explore this 20-acre museum, you get to observe the living quarters of a typical British soldiers and his Asian counterparts during WWII. **War relics are housed in several installations above and below ground built around the remnants of an old British fort (R)**. You can **weave (H) through a complex to view barracks**...

Extract 13/ Gurney Drive Persiaran Gurney p. 25

This **breezy (H) open air food court is the perfect place (H) to sample Penang street food... fun are just a fraction(H) of the delectable (H) delicacies(H) available at food stalls in this popular food haunt. After your meal, (E "no subject") enjoy (H) the seafront view as you walk along the promenade (R)**.

Extract 14/ Shopping p. 25

Shopping in Penang is convenient (H) as one-stop shopping malls, retail outlets, handcraft stores, flea markets, night markets and sidewalk bazaars are available in the state. **Whether you are looking for mementors, branded apparel, electronic items, books, local food products, antiques and curios, or just browsing around (R)**, you will find it **a pleasant experience (H)**.

Extract 15/ Dinning p. 25

One of the main highlights of a trip to Penang is the food. **You will be amazed (H) at the sheer variety(H) of Chinese, Malay, Indian and Nyonya cuisine vying for your attention (H)**. (E "no subject") **Don't miss delicious (H) street food ...You can also try delicious Peranakan or Nyonya(T) foods such as...Equally delicious (H) is nasikandar, an Indian Muslim dish. Seafood restaurants offering a variety of scrumptious (H) dishes**.

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