

- weil ein abstrakter Begriff durch einen anschaulicheren Sachverhalt versinnfalligt werden soll;

- weil diejenige sachliche Eigenschaft, auf der die Ähnlichkeit beruht, besonders hervorgehoben werden soll.

Durch Metaphern gewinnt die Sprache an Ausdrucksmöglichkeiten, es kommen Bedeutungsnuancen hinzu, welche die Kommunikation lebendiger und oftmals auch prägnanter machen.

Es gibt verschiedene Metaphernarten :

- tote Metaphern — deren metaphorischer Charakter nicht mehr bewusst ist;

- lexikalisierte Metaphern — tote Metaphern, die als Zweitbedeutung in den Wortschatz eingegangen sind;

- kühne Metaphern — verknüpfen zwei Wirklichkeitsbereiche miteinander, die herkömmlich als unvereinbar angesehen werden;

- euphemistische Metaphern — ersetzen einen tabuisierten oder mit negativen Vorstellungen behafteten Ausdruck.

Die Metapher ist im hohen Respekt durch viele Kulturen für tausenden Jahre gehalten worden. Aber viele gleichnishafte Bedeutungen, die uns völlig unmissverständlich erscheinen, existieren nur in unserer Kultur.

Obwohl der Einsatz gesuchter, auffälliger, einprägsamer und manchmal auch absichtsvoll ratselhafter oder dunkler Metaphern ein besonderes Merkmal literarisch kunstvoller und poetischer Sprache ist, spielen Metaphern in der Umgangssprache und nicht-literarischer Sprache auch eine wichtige Rolle.

Dabei gilt: je mehr unterschiedlichere Metaphern herangezogen werden, desto flexibler kann man Denken und Gestalten.

В.І. Дзіўнель
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PUBLIC RELATIONS IN TOURISM ПРАПАГАНДА Ў ТУРЫЗМЕ

Дадзеная праца прысвечана пытанню прапаганды ў турызме. Прапаганда — гэта дзеянні па камунікацыі, што маюць на мэце ўсталяванне спрыяльных стасункаў арганізацыі з усімі ўдзельнікамі бізнесу, з накіраванасцю на перспектыву.

Practitioners of PR in tourism throughout the world have proved this type of communication to be very effective. PR or public relations is management staff function that uses truthful two-way communications and operates in the public interest to influence public opinion in order to earn goodwill and understanding for the organization or destination.

PR is different from publicity, propaganda, and marketing and advertising; first of all it is a communication and an aimed relationship building with the public. PR looks for long term honest relationship not

only with its customers but with broad based targeted public. Although PR doesn't demonstrate such countable and obvious contributions as marketing does, it has given marketing a significant boost in terms of building awareness and credibility, holding down sales promotion costs, stimulating sales forces, influencing target groups and defending products that have encountered public problems.

Most common travel and tourism PR tools are press releases, extensive web-sites, major annual international tradeshows, unedited video footage known as B-roll, familiarization trips usually for travel writers, media market places and customer magazines such as "AAA world", "The Ritz -Carlton Magazine".

Public relations for tourist destination and attraction should begin at the local level. In many western countries PR is reinforced by town, city and regional convention and visitor bureaus (CVBs), and is further enhanced by the support received from national and regional tourism offices.

CVBs are not-for-profit organizations charged with representing a specific destination and helping with long-term development of communities through a travel and tourism strategy. CVBs serve as a central clearing house of information about their destination. They maintain web-sites that highlight most local attractions and destinations; publish consolidated local guidebooks, maps and seasonal special event calendars, etc. Also CVB PR staff serve as area press spokesperson and represent their clients at national and international tradeshows.

Convention and visitor bureaus are main representatives of the region. They are responsible for organizing meetings, developing programs that will help to make the region more attracting and profitable.

Unlike in western world Belarus has pour expenditures on tourism that means financing public relation activities. So it would be difficult to implement international experience on 100%. But there is a reasonable decision to use the managerial structure of tourism industry.

Several steps have already been made by the Belarusian Ministry of Sport and Tourism (MST). Since 2001 the National Tourism Agency functions to improve national marketing strategy in tourism and to popularize inbound and internal travel. Two years ago MST started the program of developing Tourist Informational Centers in each regional center. Their functions are familiar to CVBs plus tour info centers are able to provide foreign tourists with packaged tours or with individual accommodation, excursion around the city and in the region and many other. Hopefully soon each region would see the positive impact from tourism industry.